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Reading/ composition

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## Good Brand Positioning

How does the brand name have effects on the consumers? In fact, while they have good impact to the consumer, they have also negative impacts to customers such as the increase of distribution costs, high advertising costs, and excessive mark ups. However, we can reduce those negative impacts by establishing the good brand positioning. This essay will focus on the benefit by having good brand positioning, including importance of the cheap products and the quality of the products.

By building the brand positioning, the price of the products and services can go down. Firstly, consumer's demand will increase. The reason is that the most customer always wants to buy cheap products, so the sales will also go up. Secondly, if the sales increase, marketers don't need to persuade people to buy their products, because if marketers don't sell their goods to consumers strategically, the customers buy their products automatically because of their brand name. Therefore, Companies can stabilize their business. Thirdly, marketers don't have to spend money for the advertising. The reason is that even if they don't make a lot of advertising to inform their products to the customers, the customer buys the goods because of the brand name.

Additionally, if the companies build the brand positioning, they can obtain the certain quality of the products. Firstly, the consumer can trust the brand. By establishing the good product's quality, the customer can believe the brand types of coffee and they buy the brand's products repeatedly. For example, if there are two coffee, which are Starbucks coffee and a generic one, consumers will choose the Starbucks' one, because their quality is insured by a brand name. Moreover, marketers don't need to do deceptive practice that leads consumers to believe they will get more value than they have expected, because the company has good products quality. Additionally, the marketers can assure the certain consumers, who always buy their products, because of the high quality of the products.

To sum up, both marketers and consumers can get a benefit by having good brand positioning. For example, marketers can get many customers, and customers can buy high quality and cheap goods with trust. Therefore, it is clear that establishing the good brand positioning can reduce the negative impact for the customers.