

# Teaching Pedagogy – Positioning (Consumer Behavior)

As part of the curriculum under the subject of Consumer Behavior, students must be given clarity on the concept of Positioning.

**Definition of positioning: Occupying a unique and distinct mental space in the minds of the consumers.**

The concept basically requires a clear understanding on the process of creating positioning for brands in the market which involves 3 primary steps namely,

- Identifying a positioning gap
- Delivering the product as per the communication
- Repeating the delivery and communication consistently.


During conventional theoretical classes, it is widely seen that the students do get clarity on the core concept of positioning but lack the ability of identifying potential positioning gap. To aid this, the hands-on practice of identifying the gap is given through making the students create a positioning grid.

The group of students is given a particular product category, the students should select two key attributes of the product category which is usually focused on by the consumers before buying. Based on the attributes, the students start plotting brands functioning in each combination of the two attributes. Like wise, whichever combination is empty, becomes the initial positioning gap for the product category.

This method aids the student to understand the concept and its practical application along with feel of how market and marketer behaves in reality.

**An example of positioning grid created by a student from the batch 2024-26**

**Product Category: Frozen Desserts**



Benefit/ Base →	Dairy Based	Vegan / Plant Based	Protein-Enriched	2 in - One (Dessert + Heat)
Indulgence (Taste)	Baskin Robins	Coconut Bliss, Oatly ice-cream	Gap	Gap
Health - focused	Low-fat Yogurt	Vegan sugar free- Sorbet	Whey Protein ice-cream	Green Yogurt frozen Desserts
Texture	Gelato	Almond/ Cashew milk ice-cream	Gap	Gap
Innovation	Kulfi	Plant-Based Exotic ~Aaradhita Sharma	High-Protein Popsicles	Smoothie Bowl