1. **Unique Selling Proposition (USP):**
   * **Differentiation:** The product must offer something unique that sets it apart from competitors. This could be a unique feature, superior quality, or an innovative design.
   * **Value Proposition:** Clearly communicate the benefits and value the product offers to meet the specific needs and desires of the target market.
2. **Quality and Performance:**
   * **Reliability:** High-quality products that perform as expected or better can attract and retain customers.
   * **Durability:** Products that last longer provide better value, which can be a significant attraction.
3. **Design and Aesthetics:**
   * **Visual Appeal:** Attractive packaging and design can capture attention and influence purchasing decisions.
   * **User Experience:** Ease of use and ergonomic design enhance customer satisfaction and attractiveness.
4. **Brand Reputation:**
   * **Trust and Credibility:** Well-established brands with a strong reputation for quality and reliability are more attractive to consumers.
   * **Brand Loyalty:** Positive past experiences and strong brand loyalty can make products more appealing.
5. **Pricing Strategy:**
   * **Perceived Value:** Pricing should reflect the perceived value of the product. Competitive pricing can attract price-sensitive customers, while premium pricing can attract customers looking for high-end products.
   * **Discounts and Offers:** Promotions, discounts, and special offers can enhance the attractiveness of a product.
6. **Marketing and Promotion:**
   * **Effective Communication:** Clear and persuasive marketing messages that highlight the product’s benefits can increase attractiveness.
   * **Targeted Advertising:** Reaching the right audience through appropriate channels ensures that the product is seen by those most likely to be interested in it.
7. **Customer Reviews and Testimonials:**
   * **Social Proof:** Positive reviews, testimonials, and word-of-mouth recommendations can significantly enhance the attractiveness of a product.
   * **Influencer Endorsements:** Endorsements from trusted influencers can increase credibility and attractiveness.
8. **After-Sales Service:**
   * **Customer Support:** Providing excellent after-sales support, including warranties and customer service, can enhance the overall attractiveness of the product.
   * **Loyalty Programs:** Implementing loyalty programs to reward repeat customers can increase long-term attractiveness.
9. **Innovative Features:**
   * **Technological Advancements:** Incorporating the latest technology and innovative features can make a product more attractive to tech-savvy consumers.
   * **Continuous Improvement:** Regular updates and improvements keep the product relevant and attractive in a competitive market.

**IMPORTANT!**

**Understanding these levels helps marketers to identify the essential benefits and features that attract customers and to develop strategies for enhancing the product by adding value through additional features and future innovations. This approach ensures that the product meets and exceeds customer expectations, thereby increasing its attractiveness and competitiveness in the market.**