

What are Product Attributes?

Introduction

A product is simply the sum of its attributes. Attributes include the product's features (what the product is made up of), the product's functions (what it does), and the product's benefits (how it helps consumers).

In this activity you simply need to determine whether the attribute listed is a feature, function or benefit, for a television set.

Product Attributes		Type of Attribute? Feature, Function, or Benefit
1	Has a remote control	
2	Is entertaining	
3	Allows you to view YouTube	
4	Has stereo speakers	
5	Can be educational	
6	Has a large screen	
7	Shows sounds and pictures	
8	Can connect to the internet	
9	"Baby-sits" the kids	
10	Easy to use	

Student Discussion Questions

1. What are consumers mainly seeking to buy – product features, functions, or benefits?
2. The sequence of these attributes is usually: “a feature allows a function which delivers a benefit”. In terms of marketing, is this the best sequence, or should we start with a benefit and work backwards?