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IMPROVING METHODS OF BRAND POSITIONING

Abstract: Analysis of brand awareness was based on the methods of informing the target audience. Model brand positioning developed. Determine the average level of brand awareness on the methods of information dissemination. Map was constructed ranking depending on the distance brand placement relative to the target user. Grounded towards the development of brand awareness.

The proposed model of brand positioning relative to its location allows the company to conduct a detailed analysis of the position of the brand depending on the degree of impact of information flow on the target consumer with regard to distance him from the brand. By using the model positioning taking into account the distance there is a choice of methods of informing the target audience to increase brand awareness.

Keywords: brand, consumer, information, positioning

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ВДОСКОНАЛЕННЯ МЕТОДИКИ ПОЗИЦІОНУВАННЯ БРЕНДА

Анотація: Проведено аналіз впізнавання бренда з урахуванням методів інформування цільової аудиторії. Розроблено модель позиціонування бренда. Визначено середній рівень впізнавання бренда щодо методів розповсюдження інформації. Була побудована карта позиціонування в залежності від відстані розміщення бренда по відношенню до цільового споживача. Обґрунтовано напрямок розвитку впізнавання бренда.

Ключові слова: бренд, споживач, інформація, позиціонування

Формул: 1; рис.: 5, табл.:2, бібл.: 15

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СОВЕРШЕНСТВОВАНИЕ МЕТОДИКИ ПОЗИЦИОНИРОВАНИЯ БРЕНДА

Аннотация: Проведен анализ узнавания бренда с учетом методов информирования целевой аудитории. Разработана модель позиционирования бренда. Определен средний уровень узнавания бренда относительно методов распространения информации. Построена карта позиционирования в зависимости от расстояния размещения бренда по отношению к целевому потребителю. Обосновано направление развития узнавания бренда.

Ключевые слова: бренд, потребитель, информация, позиционирование

Формул: 1; рис.: 5, табл.:2, библи.: 15

Introduction. The essence of the modern role of the brand that it has become an integral and active part of a comprehensive marketing system, the level of which determines the quality and effectiveness of the promotional activities of the manufacturer in accordance with the new requirements of the world market. The importance of the brand is determined to promote the products and the conquest of new distribution channels.

The study of brand positioning was engaged in such foreign and domestic scientists as: A. Baboshin [1] W. Kaganov [2] G. Assel, G. Moore [3] G. Huley [4] D. Aaker, D. Sonders, J. Trout [5] M. Porter, I. Pierce, Levi [6] L. Shulgina [7] M. Rymarenko [8] A. Zozulov [9] S. Dibba, S. Rivkin, F. Kotler [10-11] E. Ries, J. Rubin and others.

The importance of studying the information proved by such scholars as J. McMillan [12], R. Parks, S. Morris, F. Goffe and others.

For the enterprises of Ukraine in modern conditions of instability is important to improve the methods of brand positioning.

Positioning - a long-term process, as for the formation of a certain commodity positions need time [15]. The consumer needs to form an idea about the features of the product, its price, distribution channels, the company's image, the level of service.

The effectiveness of positioning should not be limited to advertising and promotion of the product. In this situation, should consider the location of the enterprise brand positioned relative to the zone of contact with the consumer, as those brands that are geographically located at a greater distance from the target consumer, have a lower index of information utility. The consumer has the opportunity to receive information about the brand to a greater extent from enterprises that are placed closer.

Statement of the problem. Analysis of influence of the company relative to the zone of contact with the consumer to the brand positioning.

Results. The desire of consumers to buy certain products or brands of products is largely determined by their personal characteristics, psychological characteristics, lifestyle [2]. The knowledge of what makes a buyer to put in their shopping cart right enterprise product opens up this company limitless possibilities of development. One way to influence the selection of the desired product, is the development of a successful brand positioning techniques.

The main element positioning is information, which is the relationship of the brand to the target consumer [14].

Today businessmen find information of one of the substantive requirements of their activities. There is even a saying: "Who owns the information, owns the world".

First of all information necessary for the customer, because he is the main driving force behind the sales process and depend on it, will be the process of buying or not.

Information, which is supplied by means of brand positioning is especially important for local entrepreneurs, so as to act successfully in modern conditions can only be one who doesn't just follow the changes, and, based on them, quickly adjusts its activities. This method is effective when: using the information about the changes in the markets, the emergence of competitors, changing customer demands, the saturation of markets and the need for new markets [13].

The most important condition for the improvement of brand awareness among target consumers is improving the methods of brand positioning in enterprises.

To determine methods of informing the target audience you must adhere to the following model positioning (fig. 1).

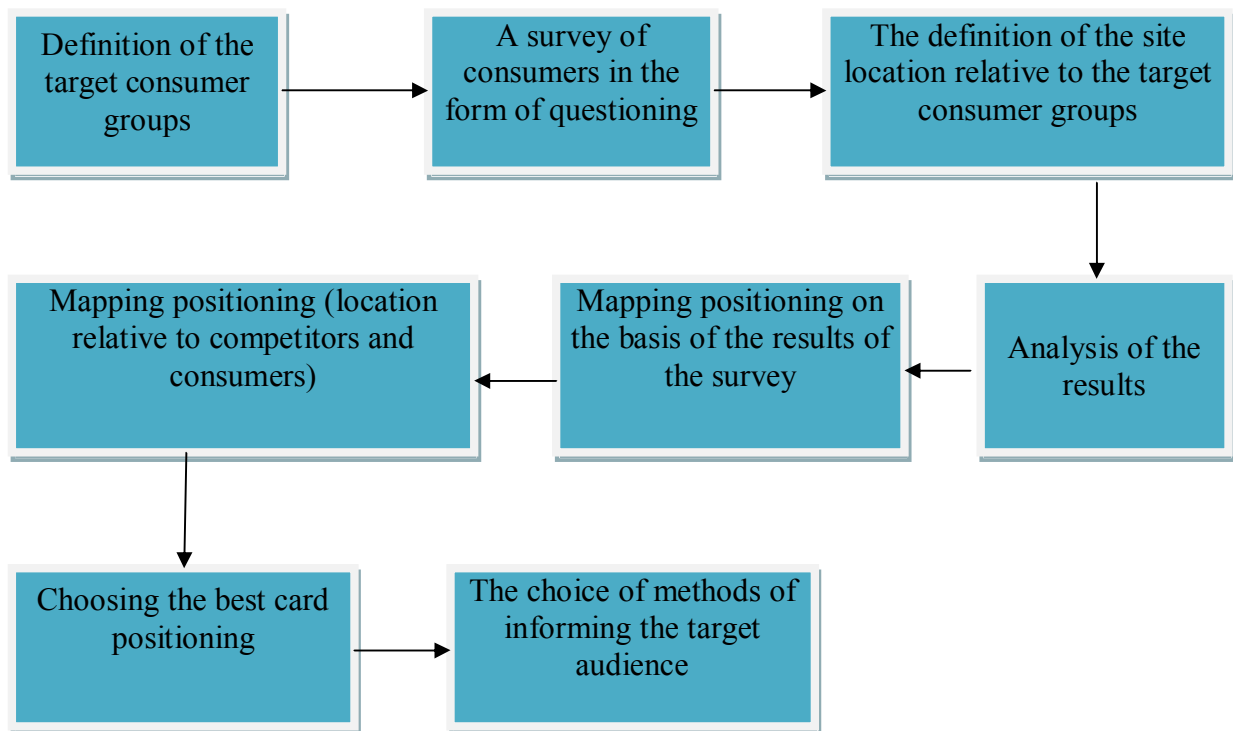


Fig. 1. Model of brand positioning

Definition of the target group of consumers can more accurately analyze the distribution of information provides businesses with the help of brand positioning.

To determine how the dissemination of information affects your brand awareness, you need to conduct a survey of the target group of consumers. Practice interviewing of all who will meet on the way, may lead to significant distortion of the results of the survey. As a result, the positioning map can be constructed according to the criteria which do not correspond to the settings of the target audience.

For the study, were chosen five Creamery in the Kherson region, which are direct competitors and the like according to the following criteria: placement in district centres, the similarity range, the presence of the target audience.

For simplicity and settlement company will denote as follows:

- A "Chaplinsky Creamery";
- B - "Novotroitsky cheese plant";
- C - "Novokakhovsky creamery";
- D - "Berislavsky cheese plant";
- E - "Kalanchatsky creamery."

For the survey were selected from a set of 20 consumer audience. Each of them was given profile and the rules for its completion. The maximum value of evaluation, which may put the user for each of the brands of businesses equals 5, which shows the great assimilation of information about the brand. In the complete absence of information about the brand companies, the consumer should put the minimum value of 1. The consumer has an opportunity to put the proper assessment of the range of 1 to 5. This profile is as follows (table. 1).

Table 1

Determination of the average level of brand recognition, depending on the distance of the brand placement

| Enterprises | The respondents' answers in points | | | | | | | | | |
|-------------|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| A | 3 | 2 | 2 | 2 | 4 | 1 | 3 | 3 | 1 | 4 |
| B | 1 | 1 | 3 | 1 | 1 | 3 | 4 | 1 | 3 | 2 |
| C | 4 | 5 | 1 | 4 | 5 | 2 | 5 | 4 | 5 | 1 |
| D | 5 | 3 | 4 | 5 | 2 | 5 | 2 | 5 | 4 | 3 |
| E | 2 | 4 | 5 | 3 | 3 | 4 | 1 | 2 | 2 | 5 |
| | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| A | 4 | 1 | 3 | 2 | 1 | 2 | 4 | 4 | 1 | 2 |
| B | 1 | 5 | 1 | 4 | 2 | 4 | 1 | 5 | 2 | 3 |
| C | 3 | 3 | 5 | 1 | 3 | 5 | 2 | 3 | 5 | 4 |
| D | 2 | 4 | 4 | 5 | 5 | 3 | 5 | 2 | 4 | 5 |
| E | 5 | 2 | 2 | 3 | 4 | 1 | 3 | 1 | 3 | 1 |

When survey for real businesses advisable to interview a number of people, which is a percentage amount to not less than 10% of the total number of target consumers.

In the analysis of the data should be displayed graphically, all collected assessment on the five companies of the respondents to show variations and common ground (fig. 2).

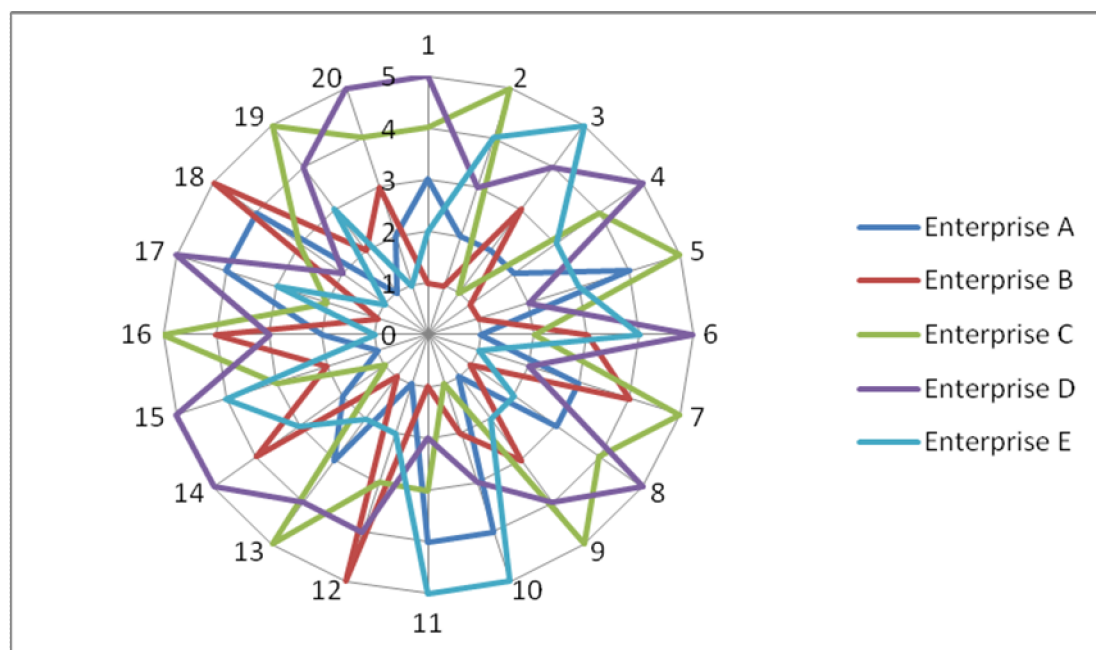


Fig. 2. Graphical interpretation of the level of brand awareness

According to a survey marketer summarizes all evaluation indicators and divides them by the number of completed questionnaires (respondents who participated in the survey) by the formula:

$$M_j = \frac{\sum_i m_{ij}}{n}$$

where

M_j - average brand awareness j-enterprises;

m_{ij} - evaluation of the i-th Respondent brand j-enterprises;

n - number of respondents;

the variables take the values: $i=1$ n and $j=1$ m .

In the calculations, the following data were obtained (table. 2):

- 77% of people identified enterprise D as the most recognizable, what was the score of 3.85;
- 70% of consumers surveyed say that the enterprise C the most recognizable and the balls was 3.5;
- 56% of people have put 2.8 points E enterprise for recognition;
- A company received a rating of 2.45 balls, which accounted for 49% of all interviewed persons;
- Only 48% were able to identify the company B.

Table 2

| Enterprise | Average score | Percentage ratio |
|------------|---------------|------------------|
| A | 2,45 | 49% |
| B | 2,4 | 48% |
| C | 3,5 | 70% |
| D | 3,85 | 77% |
| E | 2,8 | 56% |

Model building brand awareness (fig. 3) helps to assess the position of each of the investigated company relative to competitors.

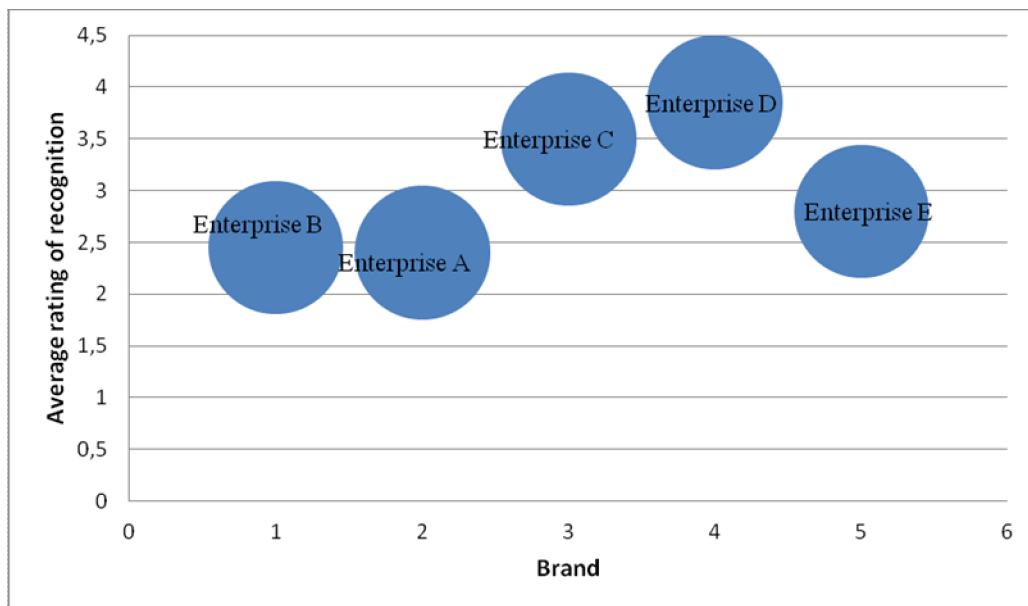


Fig. 3. Average rating of brand recognition

The next step in the analysis is the identification of the site location relative to the target consumer groups. This phase will provide an opportunity to examine the interdependence between the quality of information perception by consumers and location of the enterprise.

The further a company is from the target consumer, the more intense must be submitted information, and thereby to vary the technique of brand positioning. Depending on this factor when positioning is necessary to take into account the difference in distance (for example: service delivery, service, feedback, and so on), as well as possible differences in cultural development (for example: political views, cultural values, compliance with advertising religious views, and so on).

In order to demonstrate how the target consumer perceives the positioning of competing brands, and also to knowing the actual situation, to justify the direction of the development of brand awareness and to plan methods of informing the target audience you want to build a map positioning [10].

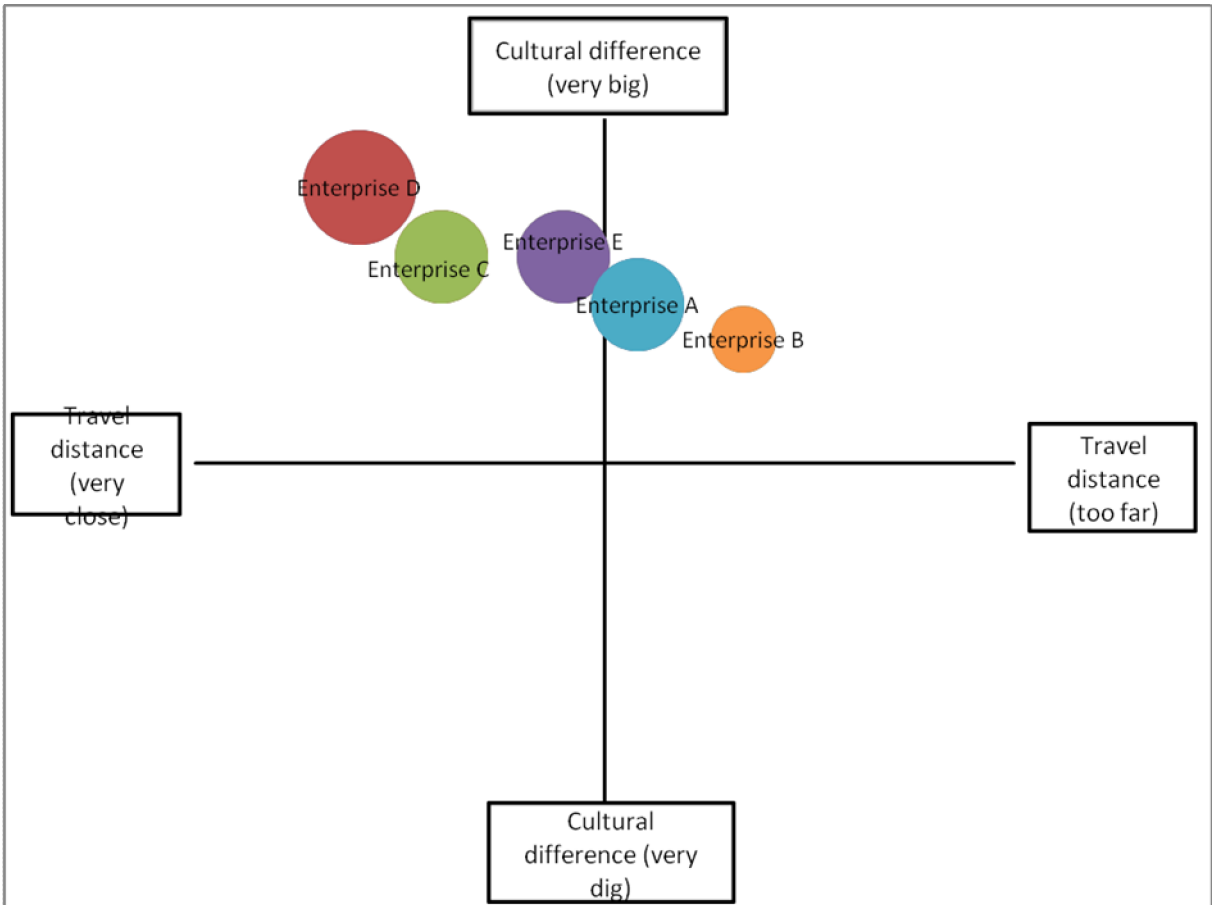


Fig. 4. The model of brand positioning for the distance

This map positioning of the brand was founded by two factors. The first factor (X-Axis) is formed on the basis of the recognition of the brands target consumer. The second factor (Y Axis) is formed on the basis of a range of brands from target consumer.

To evaluate the dependence of factors was selected two characteristics: travel distance and cultural differences. Due to the characteristics of the data set can be traced dependence of perception of the brand from its territorial location relative to the target consumer. The ideal is the point corresponding to the ideal combination of conditions for successful brand positioning.

The studied companies were in the top plane of the graph that is explained by the fact that the target audience was chosen close enough for these brands and the flow of information coming to them, not needs serious consideration in relation to cultural differences.

As for the range of accommodation, here the company A and company B have gone beyond the IV quadrant, which means positioning technique needs improvement. Brands of these companies have a low level of information utility, which implies that it is necessary to find new opportunities to deliver information in a deeper study of the needs of target customers.

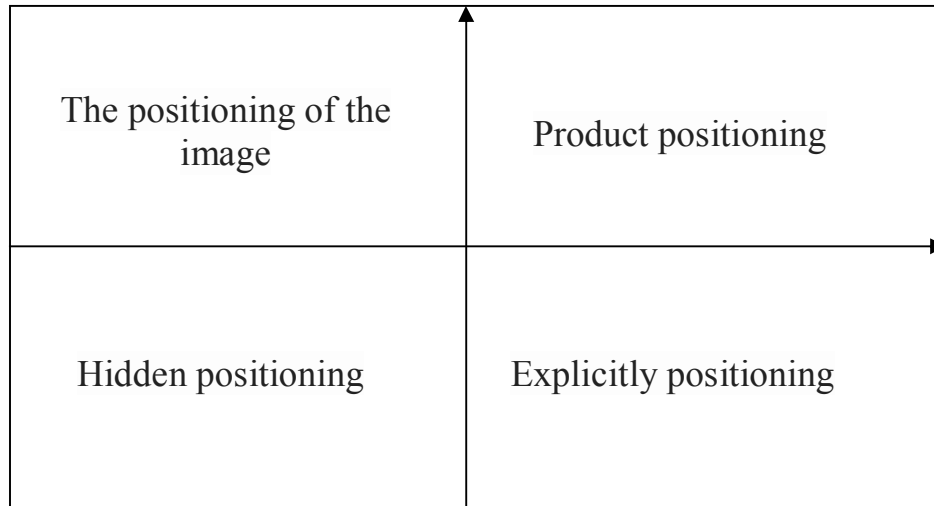


Fig. 5. Elements of brand positioning control

Enterprise D seemingly takes a better position than its competitors, however, there should be careful, as the overload of information space of the consumer information makes him irritable and rejection of everything connected with it. This is important to strike a balance between expectations and provided much information about the brand. In this case, you want the positioning of the image.

Companies C and E occupy a position with a relatively stable method of positioning, but in comparison with the competitive enterprise D have whiter low information attachment to consumers. This means that these brands have such opportunities of development:

- adhere to the existing method of positioning, but at specified intervals to analyze the activities of competitors;
- improve the methodology for positioning and repositioning it to hold the image.

It happens that in the model of brand positioning is blank (empty) quadrant, which represents the combination of incongruous characteristics.

From a managerial point of view, it follows that for II and III quadrant model is characterized by such controls positioning of the brand: a clear positioning and stealth positioning, respectively.

Explicit positioning - improvement of product and methods of information dissemination to increase awareness of the brand's target audience. This positioning suggests a more active and persistent presentation of information.

Hidden positioning is the use of more secretive and discreet dissemination of information to increase the brand awareness of the target audience.

The conclusions. Thus, the proposed model of brand positioning relative to its location allows the company to conduct a detailed analysis of the position of the brand depending on the degree of impact of information flow on the target consumer with regard to distance him from the brand. By using the model positioning taking into account the distance there is a choice of methods of informing the target audience to increase brand awareness.

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