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STRATEGIES FOR BRAND POSITIONING

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***Abstract:** In the world of the abundance of the same functionality in their products and information supersaturation Brand management has a double task - first, come most closely to the ideal offer their ideas and expectations of the target audience and, secondly, to distinguish the proposal from the dozens, and sometimes hundreds and alternatives which exit competition. Positioning theory is based on the observation that modern consumer does not have time nor the capacity to remember and sorts out the myriad "reasonable" arguments, rushing from the market, nor to test one by one all the available goods and services. Therefore his mind simplifies and organizes the amount of data so that it serves as a landmark in the chaos of the supply. Therefore, positioning is associated with roots associations concerning the characteristics of any known brand, which remain stable at the influx of new information and resurface whenever calling his name. The aim of this report is to present the main strategies for positioning the brand in consumers' minds.*

***Keywords:** strategies, brand management, positioning theory*

1. Introduction

Positioning is associated with rooted associations on the characteristics of any known brand, which remain stable at the influx of new information and resurface whenever calling his name. This is an organized process of opening a space in the minds of consumers and attacking it by appropriate means at the appropriate time and under appropriate conditions, suggesting the message is unique, unique and credible. The uniqueness of the brand is an important condition for successful positioning, but must pay attention to the meaning of "uniqueness" in the eyes of consumers. Creating loyalty among consumers and a positive attitude to the brand through proper positioning are crucial for sustainable growth in sales of a product.

2. Importance of Positioning Strategy

The creators of the contemporary theory of market positioning Reis and Trout profess figure that companies could not hope for success, if you do not position your

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product clearly in the minds of consumers. Positioning of the brand is an adequate picture of him in the mind of the consumer [9].

This is a basic association or collection of 2-3 associations that want buy to connect our brand and distinguishes us from the competition. In the world of many possibilities, the abundance of the same functionality in their products and information supersaturation brand management has a double task - first, approached most closely to the ideal offer their ideas and expectations of the target audience and, secondly, to distinguish the proposal from tens and sometimes hundreds of alternatives, in which competition starting [2, 390].

The main purpose of marketing is related to the construction of a brand (trade mark) in the user's mind. For this brand draws its strength not from its own existence, and of the market, which is committed, i.e. for him the main source of energy is the product and the user to which it is directed. Marketing efforts are doomed to failure if there is no established policy strongest brands.

This is easily achievable when the product is superior to competitive analogues important criterion for consumers. Positioning is critical for successful marketing and positioning task becomes extremely difficult when there is product parity, i.e. lack of differentiation between products that seem equal in the eyes of consumers.

Positioning theory is based on the observation that modern consumer does not have time nor the capacity to remember and sorts out the myriad "reasonable" arguments, rushing from the market, nor to test one by one all the available goods and services. Therefore his mind simplifies and arranges the amount of data so that it serve as a reference point in the chaos of the supply. This process is instinctive, and its result is the delineation of a "map of the proposals," [2, 389] which mostly stay away from the logic of scientific reasoning marketers and rooted in the characteristics of the mind, namely [6, 172]:

- The mind has limited capacity for information processing;
- The mind is confused by the extra large volume of information and the only counter is oversimplify things;
- The mind is uncertain - it is more emotional than rational;
- The mind is constant - once formed, it is already "closed door";
- The mind is easily distracted (defocused).

Therefore the positioning connected with rooted associations on the characteristics of any known brand, which remain stable at the influx of new information and resurface whenever calling his name. From the aforesaid it is clear that positioning is an organized process of opening the space in consumers' minds and attacked him by appropriate means at the appropriate time and under appropriate conditions, suggesting the message is unique, unique and credible.

The theory and practice of brand spearheading positive development of value and worth, leading to the concept of brand as capital. The value of the brand is not a consequence of the self-developing, and primary targets. The value of the brand refers to tangible and intangible, internal and external assets (or liabilities) of the product.

Keller defines branding value as a differential effect of brand recognition as a result of the impact of marketing the brand to the consumer, stating that "fundamentally

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high levels of brand recognition (awareness and image) more likely to choose and produce greater customer loyalty reduce vulnerability to competitive marketing campaigns." [7]

Basically the user responds better marketing mix applied in the provision of regional branded product than to the same marketing mix applied to regional product of unknown manufacturer. More certain is that the customer will respond positively if the branded product does have advantages over the ordinary. In all cases, the regional brand product sell better when there is a mass, undifferentiated demand, i.e. when do you expect the buyers to benefit equally and they have specific requirements. [4, 134]

Then the brand, quality guaranteed or known, gives a significant advantage. Therefore branding enhances value loyalty, attract new users, protects the product from the attacks of the competition. These factors allow the brand to occupy market share in the future. The process of value creation has three key elements: [11, 210]

- determine what value can create and deliver the company to its customers.
- determine what value you can get the company from its customers.
- the co-creation of value.

The value of the brand is a set of assets and liabilities associated with the brand its name and symbol, its image and reputation, which have a direct impact on the brand. The main categories of assets to be included in a brand are [1, 1079]:

- Awareness of the brand name;
- Positive brand associations;
- Uniqueness of the brand perceived quality;
- Loyalty to the brand;
- Visibility of the mark;
- Emotional attachment to the brand.

The brand price can be seen as a set of assets that must be managed effectively and according to the target audience of the different levels of communication to consumers. Management of branded price long-term program that requires considerable investment and financial capital and human resources, and time. Brand positioning is a concept that must be created and maintained as long as possible the value and cost of the product in the perception of different target users. This is due to the awareness and enforcement of the need for flexibility in the market positioning and competitiveness on the basis of the implementation of brand strategies.

3. Positioning of the Brand

The uniqueness of the brand is an important condition for successful positioning, but must pay attention to the meaning of "uniqueness" in the eyes of consumers. Before taking positional actions, market-oriented companies devote time and resources for specialized studies to orient them in finding the most effective position. Therefore, advertising for a particular brand should be the trustworthy, i.e. positional statement is more credible, the more logically sound, and the greater the support for it.

According Ko Floor "5 dimensions of personality", are also important for brand positioning. These are [13], [3]:

- honesty - this includes features such as "earth", "simple", "heart", "classic" and others;
- excitement - brings together a "glamorous", "youth", "provocative", "fashion";
- competence - "safe," "hard worker", "serious", etc.;
- sophistication - uniting the "glamorous", "sexy", "toned", "feminine" ;
- severity - where they put "manly", "athletic", "strong" and others.

The communication of the brand positioning refers to how it is through communication messages reach their target consumer groups. Effective communication depends on positioning first with what need in terms of users connect with the brand and secondly what benefits (benefits) associated brands. Integrated marketing communications are able to add value in the process of positioning, as the association of the brand with a specific need, namely the creation of awareness and the association of the brand with a specific benefit that it brings, i.e. to build a positive attitude towards it.

By identifying the company and its products with particular needs, build connection in consumers' minds between that need and the brand, and by identifying the company and the products and with a certain desired benefit A link between the desired value and brand as its medium.

Implementation of strategies for creating awareness depends on what the role of awareness at the time of purchase of a product. These are strategy for recognition the brand and strategy of brand recall [14].

When the brand is recognized at the point of purchase and prompts the user for the need, following the approach of brand recognition. Essential here is the visual content and how often are exposed target users of its impact. Advocates priority of the advertising communication through visual media with good quality color reproduction to provide a visually iconic brand recognition through clear communication message presented in packaging the product (symbol, logo and more. Features the brand by which it is recognized the point of sale).

When applied strategy for recall of the brand is built in memory connection between the need and the brand, so when the need arises, the brand name to appear as her answer. Visualization is necessary to quickly and accurately linked to a "label" in the minds of the audience for this particular verbal "label" is most likely to be used by working memory when the need arises, rather than visualization of need [8].

In strategies for brand recall significant contribution have special events featuring celebrities. Key to attracting celebrities as part of a successful PR strategy for recall of the brand is that they can be readily recognized and appreciated by consumers. If so, the popularity of the person is transferred successfully to the brand.

The experience shows that advertising, is not as successful channel of influence, namely when it comes to maintaining a long-lasting good reputation, combined with persistent marketing performance. So marketers use a combination of strategies and channels for irradiation of consumers so that messages about the value of the brand and feel the benefit of the product to be better accepted.

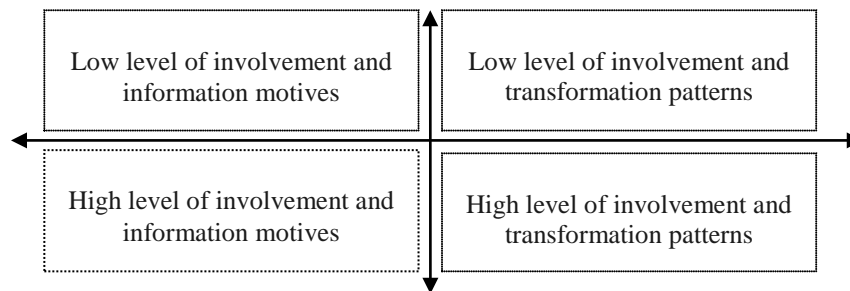
Successful combination of these effects is the use of public relations and advertising for the formation of a positive attitude towards the brand and its long-term positioning. Along with the differences between their public relations and advertising show interaction in the following areas: [5, 67]

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- modeled along the product life cycle in different distribution options;
- position the product of the individual markets;
- reflect on the advantages and disadvantages of the brand in the formation of communication messages;
- change corporate or product image.

In order for permanent positioning of the brand can also be applied communication model of John Rossiter and Larry Percy (Fig. 1).

Fig. 1 Positioning Brand model



Source: Rossiter. J., Larry Percy. Advertising Communication Models. Advances in Consumer Research Volume 12. 1985. p. 510-524.

Rossiter & Percy identified two main factors driving customers' purchasing process: 'type of decision' and 'type of purchase motive' [12, 161]. The former is determined by the level of involvement a customer feels with a product (low or high). The latter is determined by the question what motive drives a customer to buy a brand product. This leads to four types of brand positioning.

In Rossiter & Percy's model, 'involvement' is determined by the level of perceived risk, which can be split up into two components:

1. The perceived economic risk incurred by the purchase: loss of money, problems with performance, threats to physical safety, loss of time, and inconvenience.
2. The perceived psychological risk incurred by the purchase: perceived discrepancies between the benefits offered by the brand and the customer's self-image, and social rejection by the reference group.

Low involvement means that a customer feels he/she is not running any economic and/or psychological risks by buying a brand product. If a customer, on the other hand, finds a brand product expensive, the level of involvement is high. When buying cheap products, a customer can still feel high involvement if he/she perceives the purchase to lead to a high psychological risk.

Purchase motive comes in two types: negative and positive motives. A negative purchase motive means a customer feels something is missing or has encountered problems and wants to reduce or eliminate the negative feelings involved in that (such as buying painkillers when you have a headache). A positive purchase motive sees a customer buy a specific product to experience certain positive feelings (such as when eating candy). Rossiter & Percy have identified five negative and three positive purchase motives:

1. Negative motives:

- Problem removal: reducing or eliminating a problem that is experienced at that moment (for example: buying a drink when you are thirsty). The purchase is supposed to solve the problem.
- Problem avoidance: anticipating a future problem (for example: buying a bottle of soft drink to have something to drink in the evening), i.e.: preventive.
- Incomplete satisfaction: the feeling of being incomplete is experienced as an adverse situation. Someone who, for example, is not satisfied with a certain brand, and is looking for a brand that better meets his/her wishes.
- Mixed approach – avoidance: is based on either a conflict between one of the abovementioned negative purchase motives and a positive motive (for example: ‘I like Scotch, but it gives me hangover’), or a conflict between two of the abovementioned negative motives (for example: ‘a shot of Scotch helps me overcome my natural timidity, but it gives me a hangover’).
- Normal depletion (a slightly negative motive): completing or replenishing to maintain the present situation (for example: buying a bottle of Scotch for your drinks cabinet at home, in order to ensure you are never without).

2. Positive motives:

- Sensory gratification: the objective of consuming is gaining (sensory) pleasure.
- Intellectual stimulation: the objective of consuming is exploring (trying new things). The consumer is after psychological stimulation.
- Social approval: the objective of consuming is receiving social reward/ personal recognition (conspicuous consumption). Note: when this concerns reduction or elimination of a social fear, it is basically a negative motive. Based on the *type of decision* and *type of motive*, a manager can place his/ her brand in one of the four quadrants.

Depending on the product features and the purchase motive he/ she wishes to appeal to, a brand manager chooses the quadrant that best matches the brand product in question. For example: a dessert with 0% fat can be bought for negative reasons (dieting) or positive reasons (tasty). In case of a positive motive, involvement will probably be low, and in the case of a negative motive it could also be high (such as when excess weight is causing psycho-social problems). Rossiter and Percy stress that one and the same brand product can, in principle, be positioned in several quadrants, but that the brand manager should decide on the most obviously matching quadrant. They also provide a number of advertising guidelines that should be heeded during the creative execution stage. These guidelines have been summarized in another model in the brand communication models category.

Conclusion

In conclusion it can be said that the successful positioning of the brand provides a competitive advantage by recognizing and assuring the user in providing plenty of goods and services in the market. Choice of different strategies for brand positioning should be applied so that, on the one hand, to create awareness and secondly to build a positive attitude. Audiovisual media are not suitable for building respect for example, solutions with a high degree of involvement and information motives, but can be successfully used to

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create awareness of the brand due to its strong advertising potential. In conjunction with these publications in print media, corporate publishing, direct meetings with target audiences and others could successfully present the key benefits of the brand.

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STRATEGIJE ZA POZICIONIRANJE BRENDIA

Rezime: U svetu obilja iste funkcionalnosti proizvoda i prezasićenosti informacijama, brend menadžment ima dvostruki zadatak - prvi, došao je najbliže idealnoj ponudi svojih ideja i očekivanja ciljnih grupa i, drugo, da se razdvoji predlog od desetina, i ponekad i stotina opcija koje su u konkurenciji. Teorija pozicioniranja je zasnovana na stanovištu da savremeni potrošač nema vremena ni kapaciteta da pamti i sortira niz "razumnih" argumenata, koji dolaze sa tržišta, niti da testira pojedinačno sve raspoložive robe i usluge. Zato njegov um pojednostavljuje i organizuje količinu podataka tako da služi kao orijentir u haosu snabdevanja. Stoga, pozicioniranje je povezano sa korenima asocijacija koji se tiču karakteristika bilo kog poznatog brenda, koji ostaju stabilni na priliv novih informacija. Cilj ovog rada je da predstavi glavne strategije za pozicioniranje brenda u glavama potrošača.

Ključne reči: strategije, brend menadžment, teorija pozicioniranja