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TYPES OF BRANDS AND THEIR STRATEGIES IN THE CONTEXT OF FORMING RATIONAL AND EMOTIONAL IMPRESSIONS

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In modern economic conditions, attention is paid to the formation of positive impressions from its activities, which is of great importance for ensuring the success of enterprises [1 – 3].

One of the main tools for forming positive impressions of an enterprise, its products or services is a brand. Therefore, in the conditions of the economy of impressions, the company needs to form brand strategies. Since impressions should be divided into two main groups: rational and emotional, brand strategies must be formed taking them into account. Based on these two criteria, it is possible to build a positioning matrix of brand strategies. The proposed matrix complements the main matrix of the enterprise's strategic set in the process of strategizing in terms of defining general, competitive and functional strategies and identifying their relationship with brand strategies. An important issue when building a brand positioning matrix is its division into quadrants. Taking into account the traditional approach regarding the number of quadrants, it is advisable to divide each criterion of the matrix into three intervals with qualitative characteristics: high, medium, low. Such a distribution should correspond to the special conditions of management, which can be taken into account by the method of expert survey when constructing membership functions taking into account the theory of fuzzy sets. According to the distribution of matrix criteria vertically and horizontally into three quality levels, the number of quadrants of the matrix will be nine. Taking into account the essence of the criteria, their quality levels, types of strategies, their arrangement is proposed to be carried out in this way.

The quadrant with the characteristics of low rational and emotional impressions about the object, which can be the enterprise or its certain type of products or services, will contain the general strategy of complete reduction, the strategy of the brand - leaving the market. The strategy of the brand exiting the market may involve several options for actions: liquidation of the brand, its rebranding , revitalization , which consists in combining with other brands to expand or supplement the latter.

The quadrant with the characteristics of average rational and emotional impressions about the object will be distinguished by such strategies. The general strategy is functioning on a simple or extended basis (depending on the predominance of rational or emotional impressions), the brand strategy is supportive, protective for the growth of financial flows and protection from competitors, the

creation of supporting brands for innovative products that will tend to strengthen the position of object and growth of the average level of rational or emotional impressions.

The quadrant with the characteristics of a high level of rational and emotional impressions will have a general development strategy based on the resolution of management contradictions and the formation of sustainable positive complex impressions from cooperation with the enterprise and benefits from the consumption of products or the use of services, the brand strategy is a leader, a forward. Such a brand strategy will allow to comprehensively maximize rational and emotional positive impressions, will contribute to the formation of strong competitive positions.

Quadrants with a high level of rational impressions and an average level of emotional impressions, or vice versa, an average level of rational impressions or a high level of emotional impressions, will be characterized by a general strategy of constructive growth, that is, an increase in the pace of economic activity or an active transfer of information about personal advantages that consumers will acquire to satisfy their active dissatisfied own needs. The brand strategy is growth and striving for leadership based on the use of its strong advantages and opportunities, since the enterprise has significant advantages in business results (rational advantages) or in informational interaction with the subjects of the external environment (emotional advantages), which are unique. This is the best start for young businesses.

The quadrant with a high level of rational impressions and a low level of emotional impressions contains a general strategy of gradual or careful growth at the expense of significant business advantages and competitiveness of products or services based on their production, technical or technological advantages, which contribute to the formation of stable positive rational impressions. But the insufficient informational interaction with the subjects of the external environment does not allow to convince them of the existing advantages, which explains the low level of emotional impressions. The brand strategy is the donation and layering of the general brand, which provides an opportunity to adapt these products to the needs of consumers, causing them lasting positive emotional impressions of the future benefits of its use, which will ensure enterprises to increase the competitiveness of their own business. Thus, it is possible to create conditions for expanding the circle of consumers, based on their belief in the need to consume products or services to satisfy personal needs.

A quadrant with a low level of rational impressions and a high level of emotional impressions. It will be characterized by a general strategy of supporting constructive growth, a brand strategy - a niche, which consists in paying attention to the satisfaction of the specific needs of a certain deep segment of the target audience of consumers due to their adjustment to receive emotional satisfaction from the consumption of products or interaction with the enterprise and the disclosure of its technical and technological capabilities and achievements.

A quadrant with a low level of rational impressions and a medium level of emotional impressions. The general strategy of the enterprise is simple functioning, the brand strategy is niche, which involves focusing attention on the implementation of specific offers for target segments of the consumer and business market in order to increase the attractiveness of the enterprise due to financial inflows, which allows generating an average level of receptivity of the enterprise to innovative project proposals.

The quadrant with an average level of rational impressions and a low level of emotional impressions involves the use of a general strategy of careful management, gradual growth to acquire rational advantages and increase emotional impressions about the positivity of cooperation with the enterprise, the brand strategy is flank donation, which involves informing potential partners and consumers about rational advantages products and services for the establishment of rational preferences and

the shift of emotional impressions based on the conviction of the possibility of satisfying active unsatisfied needs.

Thus, the proposed brand strategies should not be considered as a tool for eliminating brands that are unsuitable for the further development of the enterprise. Its practical significance lies in substantiating the type and position of each of them, building an effective business strategy to ensure business competitiveness based on the identification of those brands that need more attention in the process of strategic management. To form and support brands, it is necessary to have a complete understanding of what differentiates them in the minds of business partners and consumers. Since business decisions are made by specific individuals with their inherent active needs, in order to activate this process and have a certain influence on them, it is advisable to define the brands of the business object by the types of needs of the subjects or the benefits that satisfy them. An analysis of the needs of business partners and consumers must be carried out in order to determine whether the brand's offer corresponds to their clearly expressed or latent goals and expected benefits. Lack of compliance will mean that the offer has lost its relevance for a certain group of people and requires correction or change of the target group. For the enterprise, these actions are of strategic importance, as they allow determining the direction of management in the long term. The fit between brands and the unsatisfied needs of decision-makers may be appropriately as follows. If primary needs are unsatisfied, information about the brand, that is, its benefits, must be rational in order to form rational impressions. In case of unsatisfaction of primary and secondary needs, it is advisable to position information about the brand in the context of acquiring experience of interaction with the enterprise, consumption of products and services, i.e. conducting a so-called experiment, then it is advisable to perceive such a brand as empirical, which will allow to form as rational impressions about the acquisition of a certain efficiency, cooperation practices, as well as emotional satisfaction from the process of joint management or consumption, i.e. emotional impressions. If secondary needs are unsatisfied as a priority, and then primary, it is advisable to build the enterprise brand as an ethical one, which can be stratified into different functional layers: ecological, social, public, managerial, organizational, and supplemented by rational effects from consumption or interaction, which are grouped to obtain additional financial flows. In the case of unsatisfied secondary needs, it is advisable to present the brands of enterprises as emotional, which are able to form strong emotional impressions and thereby retain the attention of partners and consumers.

Thus, in the conditions of the development of the economy of impressions according to the predominant types of needs, goals, directions of activity and results of management and influence, the enterprise can choose a general strategy, a brand strategy, its type, which will characterize and determine the essence and information content of messages about the brand and its strategy use, future results and benefits. The combination of rational and emotional impressions will create a synergistic effect.

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