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BRAND POSITIONING IN THE MINERAL WATER MARKET:

SYSTEMATIC APPROACH

ПОЗИЦІОНУВАННЯ БРЕНДУ НА РИНКУ МІНЕРАЛЬНОЇ ВОДИ:

СИСТЕМНИЙ ПІДХІД

ПОЗИЦИОНИРОВАНИЕ БРЕНДА НА РЫНКЕ МИНЕРАЛЬНОЙ

ВОДЫ: СИСТЕМНЫЙ ПОДХОД

***Summary.** The article presents theoretical, methodological and practical aspects of the brand positioning process in the mineral water market. Emphasis is placed on detailed understanding of brand development management in the mineral water market, identification of competitive advantages, development of a mechanism for brand management with appropriate goals, tasks, functional content, methodological and organizational structure of management, orientation and nature of internal links and dependencies between elements are discovered.*

The external and internal factors on the macro, meso and micro levels that influence the formation of the positioning system are analyzed and substantiated, the conceptual scheme of brand positioning with factors based on a systematic approach is presented.

The analysis of the mineral water market, the development of a differentiated brand strategy, the determination of the targets of strategic brand management are the prospects for further research.

Key words: brand, brand management, positioning, mineral water market, systematic approach, factors.

Анотація. У статті представлено теоретико-методичні та практичні аспекти процесу позиціонування брендів на ринку мінеральної води. Зроблено акцент на детальне осмислення управління розвитком брендів на ринку мінеральної води, виявлення конкурентних переваг, розробки механізму щодо управління брендом з відповідними цілями, завданнями, функціональним наповненням, методичною та організаційною структурою управління, розкрито спрямованість й характер внутрішніх зв'язків, залежностей між елементами процесу.

Проаналізовано та обґрунтовано зовнішні та внутрішні чинники на макрорівні, мезо та мікрорівні, що впливають на формування системи позиціонування, представлено концептуальну схему позиціонування бренду з урахуванням чинників на основі системного підходу.

Перспективами подальшого дослідження є аналіз ринку мінеральної води, розробка диференційованої стратегії бренду, визначення цільових орієнтирів стратегічного управління брендів.

Ключові слова: бренд, управління брендом, позиціонування, ринок мінеральної води, системний підхід, фактори.

Аннотация. В статье представлены теоретико-методические и практические аспекты процесса позиционирования брендов на рынке минеральной воды. Сделан акцент на детальное осмысление управления развитием брендов на рынке минеральной воды, выявление конкурентных преимуществ, разработки механизма по управлению брендом с соответствующими целями, задачами, функциональным наполнением, методической и организационной структурой управления, раскрыта направленность и характер внутренних связей, зависимостей между элементами процесса.

Проанализированы внешние и внутренние факторы на макроуровне, мезо и микроуровне, влияющие на формирование системы позиционирования, представлена концептуальная схема позиционирования бренда с учетом факторов на основе системного подхода.

Перспективами дальнейшего исследования является анализ рынка минеральной воды, разработка дифференцированной стратегии бренда, определение целевых ориентиров стратегического управления брендом.

Ключевые слова: бренд, управление брендом, позиционирование, рынок минеральной воды, системный подход, факторы.

Statement of the issue. Today, in the context of worldwide globalization, growing competition for new markets, strategic management of brand development in the mineral water market needs more detailed understanding, identifying competitive advantages, developing a mechanism for brand management with relevant goals, objectives, functional content, methodological and organizational management structure, disclosure of the orientation and nature of internal relationships and dependencies between the subject and the object of management and the mechanism elements of the.

The analysis of recent researches and publications. Domestic and foreign scientists I. Blauberg [1], O. Kendiukhov [4; 7], V. Piliushenko [3], J. Traut, E. Rice [2], A. Rakytov [5] develop theoretical and methodological provisions of positioning and issues of systematic approach.

The purpose of the article. Conceptual analysis of the process of brand positioning in the mineral water market is based on a systematic approach, taking into account the factors of influence of the external and internal environment.

The overview of the main material (the results of the researches). Today, brand positioning is a process of creating its image, distinctive and unique properties, positive associations and values in the minds of consumers in order to create a strong brand image, ensure consumer loyalty to the brand and, most importantly, to create an emotional experience of communication with the brand.

Positioning can be represented as a mechanism of brand management from the point of view of the system-structural aspect, with clear substantiated goals, tasks, principles, functions, methods and organizational structure of management, characteristic internal relationships and consistency between the subject and the object of management, elements of this mechanism.

An important element of the positioning system is the structure of positioning management as a way of interacting system elements with the help of certain relationships, in which the following steps can be distinguished: the separation of the positioning goals; gathering ideas and informational content of the positioning process, consumer insights; identification of process weaknesses, development of a conceptual strategy of the brand positioning, substantiation of the methods, tools and implementation of decisions, control and audit of the positioning, adjustment of stages of the process (repositioning, restyling, rebranding), implementation of adopted decisions; control of the positioning efficiency.

The positioning system, like any open system, is influenced and constantly interacts with many external and internal factors that affect it.

External factors can be nominally divided into three groups: macro, meso and microenvironment factors. Moreover, if the meso and microenvironment factors can still be influenced by the positioning system, the macroenvironment factors in most cases are beyond control. The most important factors of the macro environment include, first of all, social-cultural, political, legal, economic and demographic aspects; technical and technological, natural and climatic factors can greatly affect the positioning system in some cases, such factors as international cartels, economic unions also influence some brands, etc.

Social-cultural factors have a direct impact on positioning. They include moral and ethical attitudes, religious norms and customs, educational level, language features, color perception and many others. The positioning system is certainly influenced by these factors and must take into account and respond to them. For example, when it comes to the content of salts in mineral water, the consumer must have a certain educational level to understand what the issue is about. The subjects of commercials must be within a certain moral patterns.

Political and legal factors determine the possibilities of holding advertising events, opportunities for brand development depending on political loyalty to a particular business, legal aspects of registration and promotion of trademarks, etc.

Economic factors, first of all, the level of incomes of the population determine the material support of the possible demand.

The impact of meso and microenvironment factors, to those primarily belong consumers, competitors, suppliers, trading intermediaries and the media infrastructure, can be controlled in some cases.

The main factor in this group is consumer. Consumers with their needs and preferences directly influence the positioning system, which should not just take

into account, but reflect these needs. Any consumer has a need to protect his health, for a holistic approach health is considered not only as the absence of chronic diseases, but also as a state of general well-being and welfare. Accordingly, the manufacturer of mineral water with healing properties, is obliged to focus on maintaining vitality, energy (brand Borjomy, Myrhorodska, Znamenivska, Tsiliushchi krynytsi, Drahivska, Shaianska), inspiration and pleasure from the eventful life and feeling of youth (Rehina, Kuialnyk, Karpatska dzherelna, Evian). It is the ability to set goals and achieve them, to maximize your potential (Morshynska, Borjomy). It is freedom from pain, destructive passions, selfishness and spiritual decline (Vittel, Perrie, Acqua Panna).

On the other hand, positioning strategies, methods and technologies can influence the formation of appropriate needs. For example, the use of the idea that this mineral water contributes to the harmony, energy, good mood in the positioning, is able to enhance the human needs to achieve the appropriate qualities. Accordingly, the business can influence the consumer through the positioning process.

Effective positioning has a positive effect on the company owner relationship of the respective brand with trading intermediaries and suppliers. Trading intermediaries are more willing to conclude contracts when it comes to a successful brand, and respectively there is the opportunity to maximize reach and quickly expansion of the marketing network.

Effective positioning creates a competitive brand and accordingly influences the ability to expand or protect its market share.

The important factors influencing the effectiveness of positioning are the media tools: television, radio, newspapers, magazines, other tools for transmitting of advertising information, access to communication resources. The positioning system must take into account the features of the advertising process and media

design of the media drives.

Based on a systematic approach, the positioning system should be considered not only as a large and complex system, but at the same time as an element of the more general system that the company is. Accordingly, the internal organizational factors (other subsystems of the organization) interact with the positioning system, contact with each other.

The quality of positioning is directly influenced by staff, natural, financial, technical and technological resources, organizational structure and culture.

Positioning is, first of all, an intellectual product, where consequently, staff play a crucial role. The success of the brand in the market depends on the creative intellectual potential of the employees responsible for positioning.

Of course, in the mineral water market much depends on natural resources, Borjomi, Rehina, Naftusia, Shaianska, Poliana kvasova, Truskavetska [10] would be impossible without appropriate mineral water deposits. At the same time, such a global brand as BonAqva is virtually independent of natural resources. This means that with effective positioning, it is possible to secure a sizeable share of the mineral water market even without any unique natural advantages.

Marketing resources (the company's market share, the volume of sales, number of customers, existing brands, presence of its own sales network) are the most important factors in ensuring the success of new brand positioning. So, if there is a well-known corporate brand, it can act as an umbrella for a new brand which is being introduced to the market, the presence of an existing sales network will ensure the presence of a new brand in the sales points, thus expanding the portfolio of Morshynska and Truskavetska brands and the emergence of new sub-brands emphasize this fact.

Finance is a necessary resource. Even if the positioning system is based on a well-thought-out concept, competent advertising support, but the financial

possibilities do not allow to reach the required impact of the desired audience, positioning will not have the proper effect. Advertising activities are becoming more and more expensive every year, that is why financial opportunities are the most important internal organizational factor that influences the effectiveness of positioning.

The internal organizational factor of technology plays a vital role in many markets. First of all, this concerns the positioning of high-tech trade marks. This factor is not so important in the mineral water market but nevertheless the level of technology influences production volumes and product quality, so it cannot be ignored.

The level of organizational culture in the enterprise is an important factor. This largely determines the initiative and creative spirit of the staff, the tendency to centralize or decentralize managerial decision-making, the attitude to quality standards and so on.

The key input data of the positioning system are contained for positioning purposes. Essentially, positioning goal planning is a firm's trademark policy. At this stage, it is crucial that the formulation of goals should be quantified and result-oriented, explicit, definitely expressed and reasonable.

Therefore, it is necessary to clearly define the desired key positioning results by brand market share, customer loyalty and recognition, etc.

In view of the above generalization [4], the appropriate conceptual scheme of brand positioning based on a systematic approach can be offered (Fig. 1).

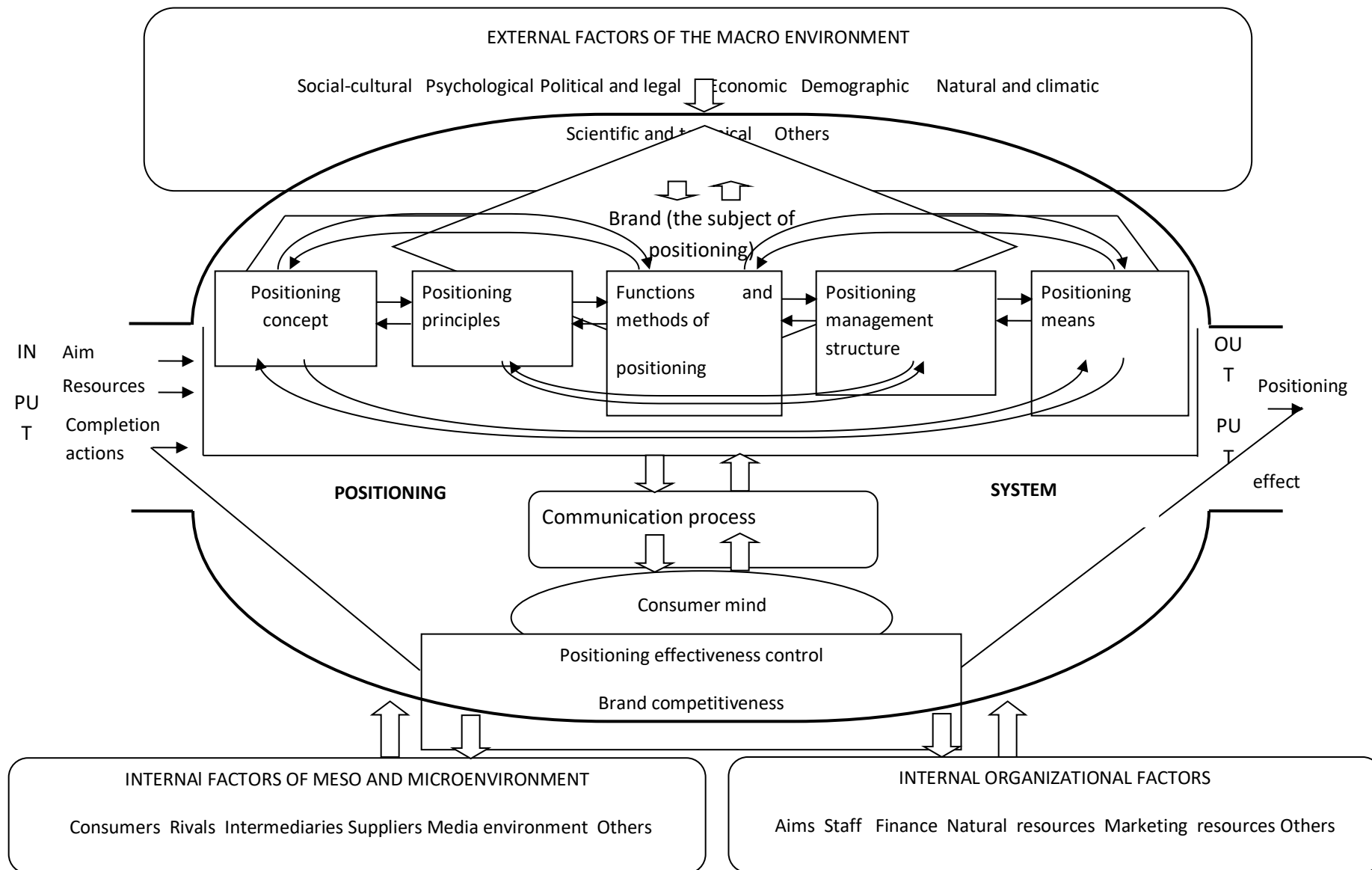


Fig. 1. Conceptual scheme of brand positioning based on a systematic approach

The source: made by the author

Thus, brand positioning as an open complex autonomous system, represents a set of interrelated elements (the object of positioning (brand), positioning concept, strategy development, principles, positioning methods, positioning functions, positioning means, etc.) through the formation of integrity, unity that has input (positioning goals, corrective actions, resources) and output (positioning effect), communication with the external environment (consumers, competitors, suppliers and other contact groups), internal company factors, feedback.

Conclusions and perspectives of further exploration. To sum up the above material, it should be noted that the justification of the brand positioning system based on a systematic approach is the methodological basis for scientific knowledge, implementation of the proposed model for brands in the mineral water market, through the disclosure of its integrity, structuring, functional content and harmonious interaction.

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