

STRATEGIES OF MARKET POSITIONING OF THE GOODS IN THE CONSUMER MARKET

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Market positioning in modern conditions is one of the most effective methods of competitive struggle in the consumer markets. Successful realization of market positioning of consumer goods demands application of relevant strategy which would allow "to place" precisely the goods of the company in the market and in consciousness of target consumers.

In the consumer market works of such domestic and foreign authors, as A. Ries, J. Trout are devoted to a problem of market positioning, F. Kotler, R. Batra, J. Myers, D.A. Aaker, K.L. Keller, G.J. Hooley, J. A. Saunders, N.F. Piercy, Vojchak A.V., some other marketing experts. In robots of the given authors the covered base theoretical positions connected to a problematic of market positioning, the possible basis for differentiation of trade marks is resulted, some separate strategy of market positioning are described. Nevertheless, there was insufficiently covered in the scientific literature a question concerning system of strategy of market positioning consumer goods. Therefore, classification of strategy of market positioning which would allow to create image of the trade mark of the company on a system basis is expedient.

Theoretical and methodological basis of the carried out research are served theory of a market competition and marketing, general scientific methods of scientific knowledge, empirical given researches of image of trade marks in the domestic and foreign markets.

The carried out analysis of essence of market positioning, specificity of object of positioning and the subject on which it is directed, has shown what to classify strategy it is possible by the following criteria:

- level of positioning;
- object concerning which there is a differentiation;
- position to marks-competitors;
- accommodation in a commodity category;
- accommodation concerning existing marks;
- type of properties of the goods on which positioning based;
- quantity of the selected positions;
- quantity of stages of positioning;
- attitude to an existing market position.

Classification of types of strategy of positioning is resulted in table 1. We shall consider them.

I. *Strategy concerning a level of positioning.* Positioning of the goods in consciousness of the consumer occurs at three levels: macro, meso and micro.

At a macrolevel there is a positioning the country-manufacturer. Each country (or region) in consciousness of the consumer has the certain associations which were created purposefully or spontaneously and are transferred to the goods of the company. For example, in consciousness of domestic consumers Japan associates with high-quality electronic technics, and Germany – with precision mechanics and optics, Switzerland – with qualitative

watch and bank services. It results to that by virtue of effect of an aural image „the qualitative goods” is transferred to other goods which are made in the given countries. As an example of use of the given fact – advertising of the Swiss crab sticks in the domestic market which are positioned as such which are made in the country with the high quality standards.

Macropositioning in sphere of tourist business is especially important. For this reason the leading tourists countries spend significant means for formation of image of own country, using both traditional advertising, and the international cultural, sports, scientific and technical, economic and political actions.

On mesolevel there is a positioning the certain branch of national economy. At the given stage the leading enterprises forms image of branch which consumers in consciousness it is transferred to branch as a whole. As well as in the previous case, such image is formed or is spontaneous, or purposefully branch associations. For example, leading domestic banks through the association have made significant efforts for formation of positive image of domestic bank system. It has led to formation of the certain level of trust to domestic banks to what positive dynamics of a gain of depositary contributions of the population which is observed recently in Ukraine testifies.

Table 1

Classification of strategy of market positioning of consumer goods

(Source: own development of the author)

Classification attributes								
Level of positioning	Object, be relative which occurs differentiation	The position to trademarks-competitors	Accommodation in a commodity category	Accommodation concerning marks existing in the market	Type of attributes of the goods on which positioning are based	Quantity of the elected positions	Quantity of stages of positioning	Attitude to an existing market position
Strategies								
<ul style="list-style-type: none"> ▪ Macro ▪ Meso ▪ Micro 	<ul style="list-style-type: none"> ▪ Positioning of mark of the goods ▪ Positioning of a commodity category 	<ul style="list-style-type: none"> ▪ Leader ▪ Clone ▪ Nicher 	<ul style="list-style-type: none"> ▪ Mark which defines a commodity category ▪ Mark which defines a commodity subcategory ▪ Mark-expert 	<ul style="list-style-type: none"> ▪ The new separated mark ▪ Atop of the existing mark 	<ul style="list-style-type: none"> ▪ Behind appreciable properties of the branded goods ▪ Behind imperceptible properties (image) ▪ Behind competitive position 	<ul style="list-style-type: none"> ▪ Unitary positioning ▪ Multivariate positioning 	<ul style="list-style-type: none"> ▪ One step positioning ▪ Multi step positioning 	<ul style="list-style-type: none"> ▪ Positioning ▪ Repositioning

At a microlevel there is a positioning mark of the goods of the certain manufacturer. Depending on competitive position in the market the company can or use image of the countries or branches (as a rule, the small and average companies resort to this after the size which have no significant resources for carrying out of the massed advertising companies), or to form own image within the limits of existing associative lines.

Summing up resulted, it is necessary to note, that market positioning regarding formation of associative lines is a multi step procedure. In modern conditions among themselves not separate manufacturers, and national economical systems, actually, compete. I.e., competitiveness of the goods of national manufacturers is provided by set of institutional efforts, a market infrastructure.

II. *Strategy positioning concerning object differentiation.* Strategy of market positioning depends on a degree of novelty of the goods and a stage of life cycle. At a stage of a conclusion to the market of the new goods which on a new technological basis satisfy needs of consumers, it is necessary to separate the new goods in consciousness of consumers from goods-substitutes. In this case the strategy directed on positioning of a commodity category is applied. During realization of the given strategy it is necessary for consumer to explain, to that he should use the given class of the goods. It is necessary for consumer to inform about advantages of the given goods rather already existing on the market. For example, when providers of Internet-services have started to offer end users the

allocated lines of access to them it was necessary to differentiate the given service from access already known to the consumer such as dial-up.

In case of a conclusion the enterprise of the new goods within a existing class known to the consumer carries out positioning trademark.

III. *Positioning in relation to trademarks-competitors.* Depending on the company wishes to occupy what competitive position in the market, there can be choose one of strategy of market positioning trademark: the leader, a clone or nicher.

The trademark-leader is marked by a significant market share, permanent innovations and is the standard for other marks. To defense of positions of the mark-leader it can be applied two types of protection strategy:

- Island defense provides expansion of borders of mark within the framework of the given grocery line and has for an object creations of commodity assortment which covers an ideal point to which the mark-leader concerns.
- Flank defense provides creation of mark, which basic assignment – to take competitive impact up, for example, cheaper analogue of the mark-leader for protection against a price competition. The flank mark can sometimes take the form of “mark-kamikaze” (fig. 1).

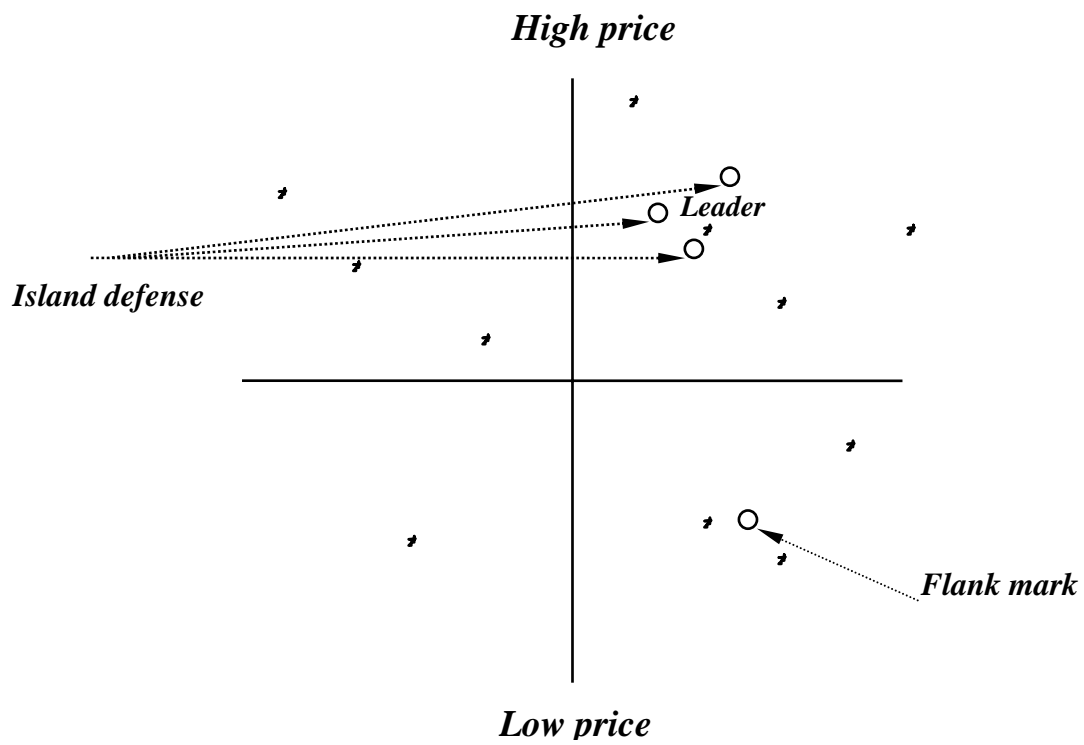


Fig. 1. Strategy of positioning for the new goods of companies-leaders of the market

If the mark is not (or cannot be the leader) in this case it is positioned as a mark-clone. Allocate four kinds of strategy of positioning of new mark in the market with the leader depending on characteristics both the leader, and resources of the company which positioning of mark occurs (fig. 2).

If the company does not apply for capture of a significant part of the market and accepts for F.Kotler competitive strategy of occupation of a market niche as strategy of positioning strategy nicher is selected. In this case the company is focused on specific needs of a target market segment.

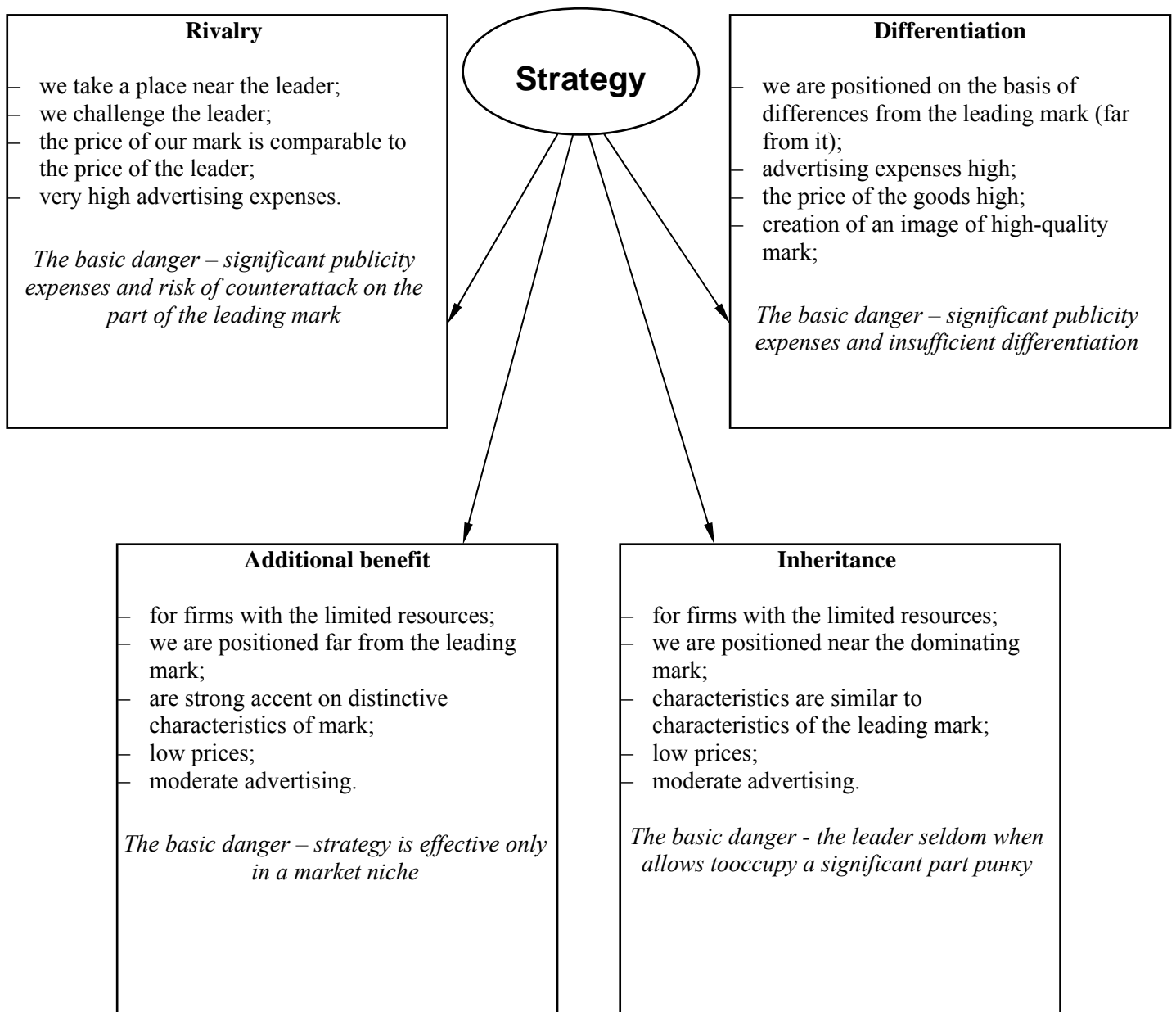


Fig. 2. Strategy of positioning for the companies which enter into a market with the existing leader

IV. Positioning by accommodation in a commodity category. During development of market positioning the company should be determined with the trademark of the company will occupy what place within the limits of existing or potential commodity assortment in consciousness of target consumers. Depending on market condition and a condition of consciousness of the consumer the mark

can be positioned as: (1) mark which determines the given commodity category; (2) mark which determines a commodity subcategory, and (3) mark-expert.

If the company leaves the first on the given market, and the mark applies for the status of the leader in this case strategy of positioning should be directed on positioning of mark as such which determines a commodity category. I.e. the consumer, estimating other marks, takes it for the standard and at a level of subconsciousness compares it to other marks which are estimated during the analysis of alternatives. It is possible to observe, when during a choice of office equipment speak a phrase „ to buy the “xerox” of company *Canon* ”. I.e. at a level of subconsciousness brand *Xerox* determines for consumers such commodity category, as photocopiers.

In a case when the company deduces the mark directed on leadership within the limits of a certain version of the goods on the market, strategy of positioning of mark which determines a commodity subcategory is realized. For example, trademark *Dove* is positioned as such which determines within the limits of a commodity category "washed" a commodity subcategory "cream-soap".

The company can release the goods which are experts in satisfaction of specific needs within the limits of the certain commodity category. Then the mark is positioned as the mark-expert. For example, trademark *Nisoral* is the expert among shampoos in struggle with seborrhea and has relevant advertising support.

V. Strategy of positioning concerning marks existing in the market.

During development of strategy of positioning the company should make the

decision concerning on what "place" in consciousness of the consumer to position the mark. In case the chosen position attractive to firm free, i.e. not occupied with other trademark, it is positioned as the new allocated mark. Nevertheless, to find in the market an empty seat it is possible not always. If on the market the company which actives considerably exceed actives of the company-competitor and calculations leaves show, that capture of an attractive position is economically expedient, the enterprise which enters into a market with own mark can position it atop already existing. As an example can serve historic facts from a history of an antagonism in the American market of companies *Apple* and *IBM*.

VI. *Strategy of positioning by type of the chosen properties of the goods.*

As is known, from the point of view of marketing the goods represent set of tangible and intangible properties. Depending on to what class of properties the position selected for positioning with which the should associate belongs, it is possible to allocate three types of strategy of the positioning, resulted below.

Positioning on the basis of specific tangible properties of the goods occurs on the basis of use of rational criteria which the consumer uses during an estimation of the goods. In this case the firm searches for ways of creation to consciousness of the consumer of strong interrelation between a product, its determining characteristics and benefits from use. Leaders of the market, as a rule, create connection "attribute – need" for creation of distinctive advantage in comparison with competitors without a mention of the last. For realization of the given approach it is expedient to use the table which connects motives of

consumers with criteria of positioning. For example, detergent powder *Tide* is positioned as a powder which well erases on a background of absence of negative influence on a fabric, and powder *Dosya* is positioned as a good detergent powder, but for lower price (dominating motive of a target audience – the economy of money resources), as finds the display in the advertising reference: «What for to pay it is more?!».

Image positioning (imperceptible properties of goods) occurs by means of the reference to emotional criterion of a choice of the goods. It use in conditions when the mark on the objective properties essentially does not differ from trademarks-competitors or these properties (attributes) have no for the consumer of basic value, can be easily copied competitors. Besides the company can use the given strategy of positioning meaningly in a case when the goods possess rational advantages, but emotional can lead to the greater loyalty of consumers. There are cases when the mark possesses only illusory emotional advantages, but consumers are ready to pay for it. For example, the promise of "the beautiful company", "a fashionable drink" for a youth audience – quite real stimulus for purchase. To same category the variants of the positioning based on underlining of an a belonging to a certain social layer, the status – "elite furniture", "clothes for not simply provided, and for very much provided", etc. belong also. So, a vivid example of positioning behind image is the automobile of mark *Ferrari*. Research of the company have shown, that overwhelming majority of consumers on a question „ Name the sports automobile number one in the world ” answer, that it *Ferrari* though behind the

technical parameters given a poppy of the automobile already for a long time does not enter into the first three of the fastest. Nevertheless, image the trade mark has also the company it successfully uses.

Competitive positioning is applied if it is impossible or not to use first two strategy of positioning expediently. Such type of positioning provides precise coordination of positioning with a place which is occupied with the company in the market: “We – bank №1”, or „ Now we the second, but want to become leaders in the market”. The given strategy shows the potential consumer to what firm trusts a significant amount of clients (“everyone cannot be mistaken”). Or shows, that the firm constantly is engaged in improvement of the goods and, means, constantly thinks about of needs of clients. As an example advertising of automobile oil *Texaco* can serve: «our oil in each fifth automobile which has left from the conveyor» (the effect of delegation of the responsibility for incorrectly accepted decision). Other variants: “Our mark has been recognized as the best at competition a choice of year”. Other example – positioning is based on a precise separation from the competitor. As a classical example positioning of a brand *7Up* at the moment of its creation – “UnCola” can serve.

VII. Strategy of positioning by quantity of the chosen positions. One of the major decisions who is necessary to accept the companies during development of strategy of positioning is to determine quantity of positions (special features of the goods) which will be used during positioning.

Usually, during positioning for a basis one excellent appreciable or imperceptible property undertakes. Such positioning can be named unitary. A choice of such strategy positioning is caused by that at a stage of implementation it is necessary for company "to punch" three barriers in consciousness of the consumer: selectivity of attention, perception and storing of the information. To make it on many positions difficultly enough and demands significant financial expenses.

Market positioning at which the company chooses two or more positions is multivariate. The semantic space of the consumer with the help of a complex of marketing communications is transformed in such a manner that the trademark of the goods associates simultaneously with several advantages. Nevertheless, the historical analysis shows that the history of business does not know examples successful multivariate positioning if was selected more than three positions. It is connected by that the increase in quantity of associations results to trademark unfocusing. As consequence, the consumer cannot precisely determine, so which excellent property is at trademark.

VIII. *Strategy of positioning by quantity of stages of realization.* From the implementation point of view of strategy market positioning by quantity of stages can be divided on one step and multi step positioning. In the first case, image of the trade mark is formed during the certain moment on a significant time interval. Otherwise, we have a multi step positioning when gets out two or more positions. Or in due course it is necessary to change dynamically image of mark depending

on the marketing program. For example, trade mark *Fairy* has entered the Ukrainian market with orientation to a segment of consumers at which the dominating motive has consisted in economy of time. In due course, having exhausted potential of growth within the limits of the given segment, the company has carried out an entering on a segment where the dominating motive of consumers has consisted in economy of money. It demanded corresponding positioning, demonstration of a target audience of that means not only quickly copes with washing up of a dirty, but also is economic.

IX. *Strategy in relation to an existing market position.* During an entering on the market the company develops strategy positioning of mark. In due course, according to concepts of life cycle of the goods and a brand the trademark demands repositioning. It is caused by a number of factors, in particular: need of entering on other market segment, change of basic values and motives of target consumers, etc.

Summing up told, it is possible to note, that the carried out analysis has allowed to allocate nine basic classes of strategy of market positioning. The offered classification allows the enterprise to generate system of strategy of the market positioning directed on strengthening of competitive positions of the company. System vision allows to achieve the greatest efficiency, optimum to carry out media-planning.

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