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BRAND STRENGTH BASED ON REALISTIC AND EMOTIONAL FEATURES AND STRATEGY OF MANAGING IT

The article is devoted to the study of the definition of the strength of the brand by its main features: objective, characterizing the realistic benefits of using the brand, such as profit, cost savings, etc., and subjective, which characterizes the emotional satisfaction of the use of products of a particular brand or cooperation with an enterprise, which consists in the attractiveness of the brand. The **purpose** of the article is to develop proposals from: determining the strength of the brand's influence by realistic and emotional features, identifying strategies for managing it. The **object** is the process of brand management of products or enterprises. The **subject** is theoretical provisions, methodological approaches, methods for determining the strength of the brand on its main features and the formation of management strategies. **Methods.** Theoretical and practical analysis of works of branding specialists proved the need to use the following methods of research: monographic, analysis and synthesis, structural-logical method, system approach, theoretical generalization, expert methods, correlation-regression analysis. The **results** are as follows: the differences between the strength and value of the brand, generalized understanding of realistic and emotional components of the brand, offered indicators of their measurement - on a realistic basis by a three-factor model of transformation of brand strength into additional financial flows, emotionally - based on the developed questionnaire, that is, using expert methods, proposed a matrix of brand strength on these features and positioned brand management strategies in accordance with the essence and meaningful load. The main results of the research are proposals for assessing the strength of the brand on the basis of objective and subjective characteristics and their use to build a matrix of positioning strategies for brand management. As the main strategies of brand management it is offered to use the following: strategy of donation, and stratification of the general brand, strategy-aspiration to leadership at use of the strong points and opportunities, exclusive advantages, combining them with own possibilities, strategy of maximization of dominance in the market strengthening the basic direction of innovation, niche strategy - financing specific innovation proposals for target segments of the consumer market, strategy of flank attack to increase cash flows, market exit strategy, strategy of careful promotion, flank donation, donor strategy, attention is paid to the needs of the target audience of consumers in the market for products. The existence of a correlation between the rationalist and emotional characteristics of the brand is proved. **Conclusions:** brand strength and strategy should be formed on the basis of both realistic and emotional features.

Keywords: brand; enterprise; products; rationalist objective feature; emotional subjective feature; brand management strategies; consumer.

Introduction

The success of the results of the modern enterprise is due to the influence of both objective, i.e. realistic, and subjective, i.e. emotional, factors, the union of which is embodied in the brand of the enterprise, since its strength is characterized by indicators of economic efficiency of the enterprise and the subjective attitude of certain circles of the market and subjects of economic relations. That is, the brand provides economic, i.e. rational and emotional or social impact on the actions of partners, consumers, competitors, representatives of regional and public administration in the process of cooperation and management of the company's actions. The brand of the enterprise becomes of particular importance in the process of innovation, when the company develops new products, enters the market with it. It is during this period that it is necessary to combine a rational and emotional attitude both to the enterprise and to products, ensuring the success of its promotion and increasing the strength of the brand.

Analysis of publications

The concept of brand strength is defined by many authors as a measure of its ability to dominate in this category of products (or circles of enterprises) [1, 2]; the level of brand popularity with the buyer [4, 6]. Regarding the rational feature, the strength of the brand is proposed to determine such characteristics as sales, which affects the value of the enterprise [3], business diversification (or

products) [8, 9], profitability [6, 7], price [7]. It is proposed to use the rationalist component as a basis for the image and use it to classify business entities [10]. Due to the dominance of impressions in today's economy of economics, the importance of the emotional component of the brand increases. Its importance and impact on consumer consciousness, the formation of relationships with partners is emphasized in [12], its importance is recognized as a basis for building the reputation of enterprises and their corporate culture [13], it is proposed to take into account mergers and acquisitions [15] and alliances brands [17], to be filled with ethical content [16], together with rationalist indicators of traditional marketing to be used to solve poorly formalized tasks of the optimization class to determine the status and opportunities for enterprise development [14]. Thus, the emotional component is given considerable attention in the research of scientists, but an important issue remains the combination of both components – rationalist and emotional, as indicated in studies on strategic management [3, 10] and their positioning to identify strategies [5, 10, 11]. In addition, there is the problem of quantifying the strength of the impact of both components, which can be identified in terms of content as brand features.

Therefore, the **purpose** of the article is to develop proposals from: determining the strength of the brand's influence by realistic and emotional features and taking into account the results of influence, identification of management strategies. The **object** is the process of brand management of products or enterprises. The **subject** is

theoretical provisions, methodological approaches, methods for determining the strength of the brand on its main features and the formation of management strategies.

Traditional **methods of measuring** the strength of the brand take into account the knowledge, attitude to it and knowledge about it [5]. Measuring brand awareness is about how well-known a brand is. Measurement of attitude – measured by the perception of the brand in the market (generally positive or negative), measuring awareness – characterizes the ability of the audience to associate the brand with the product or company that the market knows about the brand. Determination of brand strength (Brand Strength) characterizes the attraction of consumers to the brand [3]. Branding strength calculation methods exist as stand-alone or are part of broader ones, such as Interbrand's brand valuation methodology. As part of brand valuation, this method assesses the market strength of the brand (multiplier M of the brand valuation formula) based on the calculation of seven criteria (leadership, stability, market, internationality, trend, support, legal protection). Based on the results of the evaluation of these parameters, according to the specific weight of each, an integrated evaluation is determined, which is quantified as a percentage of the maximum. These methods are appropriate, but they should be clarified in accordance with the increasing importance of the emotional component of the brand, which in accordance with the development and recognition of the priority of the economy of impressions is becoming increasingly important.

Study results

Business practice shows that the most clear indicator of brand effectiveness is the assessment of the brand's contribution directly to the sale of the enterprise [4]. Such an assessment is not made in terms of identifying the probable financial capabilities of the brand (as in the case of assessing the value of the brand), and not in terms of assessing the effectiveness of specific promotion programs. It allows you to assess how significant the brand's contribution to the overall current sales success of the company and how sustainable it is. In fact, in this case we can talk about quantifying the impact of brand strength on company sales.

In order to promote innovative products, it is advisable to study the target audiences separately, for which the segmentation of the market on which this audience is based is carried out. Target market segment is a segment that best meets the capabilities of the enterprise and the peculiarities of market development. This segmentation of consumers into groups is especially important for products in order to clearly identify typical needs and determine the pricing policy of the enterprise.

The assessment of brand strength, which characterizes the effectiveness of its use, can be performed on different models of indicators, but the most transparent and logical is the model of The Boston Consulting Group, which identifies three factors assessing the strength of the brand. In the traditional sense, these three factors can be quantified as coefficients that determine the brand's

contribution to increasing or decreasing the effectiveness of key sales indicators: increasing sales, increasing profitability and brand prospects (ensuring strategic sustainability of sales and the possibility of increasing them) [1, 2]. However, these proposals take into account only the rational assessment of the brand, while according to experts, its emotional perception ensures up to 80% of the success of the enterprise. Therefore, there is an objective need to determine and compare both objective and subjective assessment of the brand, which will improve the efficiency of market entry. According to the estimates, it is also advisable to determine the strategy of brand management. Based on the analysis of literature sources and the practice of industrial enterprises that implement innovative products, the author formulated a proposal to combine subjective and objective attitude to the brand, determine its strength and form management strategies based on the matrix, the criteria for which are proposed to use the strength of the brand according to objective and subjective assessment using 3fm (3 Factors "More") technology, which allows to calculate the coefficient of brand effectiveness and determine its comparative success according to retail audit and brand tracking (in the absence of these data it is possible to use sales data in combination with expert estimations at some completion). The basis for assessing the strength of the brand is a three-factor model of transformation of brand strength (Brand Strength) into additional financial flows (Added Value Agent) through quantitative parameters of analysis of product sales and brand image (Brand Image), characterized by formula 3 "More":

M1 – “To sell it's more”. An indicator that determines the brand's contribution to increasing sales of products (in this case innovative) in relation to similar non-branded in certain distribution channels, which allows you to assess how much the brand increases sales of these products;

M2 – “To sell more expensively”. An indicator that determines the brand's contribution to increasing the profitability of products in relation to the specific costs of maintaining the brand and allows you to assess the extent to which the brand allows you to make more profit from the sale of existing products;

M3 – “It's more than prospects”. An indicator that determines the possibility of increasing the scope of brand influence (brand extension) and expanding its target segment in the medium term and allows you to assess how much may increase additional financial flows from the use of the brand in the future.

The final coefficient, calculated as a geometric mean, allows you to assess the overall strength of the brand from the standpoint of its rationality (objectivity), ie economic component, both for non-branded goods (absolute value) and in comparison with other brands - its relative success.

These proposals are tested on the example of PJSC "Gazenergokomplekt", for which according to statistical reporting for 2020, the proposed indicators are calculated as the ratio of the actual value of the criteria (sales for M1, profitability for M2 and financial flows for M3) to planned. The results of the calculation were:

$$M1 = 0,4; M2 = 1,19; M3 = 0,62$$

$$M_s = \sqrt[3]{0,4 \cdot 1,19 \cdot 0,62} = 0,665783.$$

The overall assessment of the brand's strength on the objective component is 0.66, which corresponds to a low level of quality.

It is advisable to determine the strength of the brand on the second – emotional, subjective component using expert methods. To this end, a questionnaire was developed, which interviewed 15 experts, which is sufficient, which became consumers of products of the studied enterprise, namely the heads of functional units of enterprises-consumers of products.

The analysis of the questionnaire was conducted using such methods of processing expert assessments as

the method of direct assessment and ranking. Accordingly, the average estimate of all studied parameters was calculated according to the answers of 15 experts, taking into account the coefficients of importance of each indicator, which were also calculated by the ranking method. The value of the concordance coefficient (0.85) confirms the sufficient consistency of experts' opinions. Thus, the subjective component of the brand strength of PJSC "Gazenergokomplekt" from the standpoint of consumers of its products is equal to 2,315.

As a result of assessing the strength of the brand of PJSC "Gazenergokomplekt" to promote products, it is advisable to build a matrix of brand management strategies, which is summarized in figure 1.

Brand strength (objective, realistic, evaluation)			
3	Zone 1	Zone 2	Zone 3
2	Zone 4	Zone 5	Zone 6
1	Zone 7	Zone 8	Zone 9
	0	1	2
	3 Brand strength (subjective, emotional, evaluation)		

Fig. 1. Matrix of enterprise brand management strategies

The description of the main brand management strategies by zones is as follows:

Zone 1 – donation and stratification of the overall brand, which allows you to adapt products to the level of high demand based on the simplification of functionality, use of materials, packaging, creating favorable conditions for small customers.

Zones 2 and 6 – a growing brand, a strategy of striving for leadership through the use of their strengths and capabilities, exclusive advantages, combining them with their own capabilities.

Zone 3 - maximization of market dominance based on strengthening the basic direction of innovation. Has a strong competitive position in the market, has a high adaptability, focus on the company's products.

Zone 4 – niche strategy – financing specific innovative proposals for target segments of the consumer market in order to expand the audience of greater profitability through financial infusions that will regenerate the average level of brand strength.

Zone 5 – a flank attack to increase cash flow, which involves occupying the brand's flanking positions to protect against competitors, creating supportive brands for new products that can protect traditional products of the enterprise.

Zone 7 – market exit strategy, provides options: liquidation of the brand, its renewal, merging with brands of other companies to expand or supplement the latter.

Zone 8 – careful promotion, flanking donation, which involves small financial investments to support the overall business strategy, informing all layers of the audience. Promotion can be inert.

Zone 9 – niche, donor strategy, attention is paid to meeting the specific needs of a certain deep segment of the target audience of consumers in the market for products. To do this, the company has a high-income audience, the satisfaction of which will bring significant profits, but also a low level of brand strength, which will slow down the same process.

The enterprises cooperating with PJSC Gazenergokomplekt perceive it as being in zone 9. But objectively it works only in zone 7 (in terms of product promotion). According to the matrix, in working with customers you should choose a niche, donor strategy, pay attention to meeting the specific needs of a deep segment of the target audience of consumers in the market, invest money to support the overall business strategy, inform all audiences about market entry and its benefits.

According to the data obtained, which confirms the relationship between the objective and subjective components of the brand strength, we can conclude that there is a relationship between sales and brand strength of the enterprise. Using data from previous years of the researched enterprise (from 2009 to 2020) with the help of statistical software of the integrated system Statistics for Windows a regression analysis procedure was performed to develop a model of dependence of sales on the strength of the company's brand. The results of regression analysis are shown in fig. 2 and fig.3.

The information part of the window contains the following information: the name of the dependent variable and the size of the population; the values of the coupling density coefficients (multiple correlation, multiple determinations and the adjusted multiple determinacy coefficient) are given; the value of the F-criterion, the standard error of estimation, the free term of the regression equation b_0 (Intercept) and its error (Std. Error), the value of the Student's criterion, the value of β -coefficients.

The functional part of the window contains buttons and options that allow you to comprehensively view the results of regression analysis. Thus, on the Quik tab there is a button Summary: Regression Results, which displays a table of results of regression construction (fig. 3, fig. 4). This table shows the following results of the regression construction: β -coefficients (Beta) and regression coefficients b_i with standard errors, t-criterion values and actual p-level significance levels. The significance of the

parameters is assessed by the t- criterion, the values of which are given in the same table in fig. 3, 4.

Regression Summary for Dependent Variable: обсяг реалізації (€)						
R= ,91368047 R ² = ,83481200 Adjusted R ² = ,75221800						
F(1,2)=10,107 p<,08632 Std. Error of estimate: 7579,9						
N=4	Beta	Std. Err. of Beta	B	Std. Err. of B	t(2)	p-level
Intercept			-2530,52	13151,32	-0,192416	0,865184
сила бренду	0,913680	0,287392	37593,57	11824,79	3,179216	0,086320

Fig. 2. Regression results (objective, realistic, evaluation)

Regression Summary for Dependent Variable: обсяг реалізації						
R= ,91447977 R ² = ,83627325 Adjusted R ² = ,75440987						
F(1,2)=10,215 p<,08552 Std. Error of estimate: 7546,3						
N=4	Beta	Std. Err. of Beta	B	Std. Err. of B	t(2)	p-level
Intercept			-394165	135111,8	-2,91732	0,100156
сила бренду	0,914480	0,286118	199202	62325,4	3,19617	0,085520

Fig. 3. Regression results (subjective, emotional, evaluation)

The next step is to analyze the adequacy of the constructed model. The adequacy of the model can be judged by the values of multiple correlation and determination coefficients, the values of Student's and Fisher's criteria, which can be considered adequate with a confidence interval of 90%, which for such a weakly formalized phenomenon as brand strength to allow. That is, in this case, the confidence interval for estimating the parameters of the equations can be taken as 90%, rather than the classic 95%.

Also, the results of the study found the forecast value of the dependent variable, the volume of sales, which corresponds to the maximum assessment of the strength of the brand (fig. 4 and fig. 5).

Predicting Values for (Spreadsheet variable: обсяг реалізації)			
Variable	B-Weight	Value	B-Weight * Value
сила бренду	37593,57	3,000000	112780,7
Intercept			-2530,5
Predicted			110250,2
-95,0%CL			10460,0
+95,0%CL			210040,4

Fig. 4. Predicting results (objective, realistic, assessment)

Predicting Values for (Spreadsheet variable: обсяг реалізації)			
Variable	B-Weight	Value	B-Weight * Value
сила бренду	199202,3	3,000000	597607
Intercept			-394165
Predicted			203442
-95,0%CL			-20528
+95,0%CL			427412

Fig. 5. Predicting results (subjective, emotional, evaluation)

The B-Weight column shows the regression coefficients for the dependent variables, and the Value column shows the values of the independent variables that were specified. The Intercept line specifies the value of the free regression term, and the Predicted line specifies the predicted value of the dependent variable. Below are the lower and upper limits of the confidence interval. Thus, with the value of the strength of the brand 3, the

volume of sales will be in terms of objective assessment 110250.2 thousand UAH, and in terms of subjective - 203442 thousand UAH.

Judging by the correlation coefficient, there is a significant relationship between sales and brand strength. To increase sales, it is necessary to pay attention to brand promotion, to increase the impact of its DNA components on consumers, which will increase sales significantly (by about 100%), or more precisely by 93191.8 thousand UAH or 1.84 times. This result confirms the need and high importance of subjective perception of consumers of the company's brand as a determining factor in increasing market share and competitive position of the company.

According to the results of the proposed brand positioning and the choice of management strategy, it is advisable to make some improvements in the process of promoting the brand in relation to industrial products.

1. The contract may stipulate that payment will not be made immediately, but at a later date or in installments; in addition, there may be payment for industrial services.

2. Participation of the enterprise in exhibitions (fairs) of products, the success of which largely depends on the professionalism of the staff servicing the stand, and must be well acquainted with the enterprise and its products, have high sociability, decision-making rights and material interests. The staff for the stand should be selected on the basis of data on qualification level, experience, spiritual qualities, peculiarities of communication (open sociable or isolated nature of a certain person), etc. Training of staff to participate in the exhibition (fair) covers such aspects as communication codes (oral and written language, body movements, facial expressions, etc.); social canons (customs, religions, habits of visitors and staff); style of reaction to stimuli, which should harmonize with the requirements and values of the social environment; business goals of participation in a specific exhibition (fair).

Staff to achieve maximum efficiency must have such information as [5]:

1) ways to improve the company's reputation and awareness that the staff of the stand represents the company at the exhibition (fair), and its actions can strengthen this reputation or weaken it;

2) getting acquainted with the goals of the company's participation in a particular exhibition (fair) and explaining that the main task is to achieve these goals, and not to communicate for the sake of communication (although the latter may also give a positive result);

3) technique of contact with the visitor;

4) methods of arousing the interest of the buyer with the help of poster means of communication;

5) negotiation techniques.

The most important parts of the stand are exhibits. Therefore, in the course of preparation, first of all it is necessary to determine: what exactly will be exhibited, how many exhibits you need to have, how to determine their price.

In this regard, it is advisable for the marketing department to develop proposals that should reflect the results of market segmentation both by the place of the exhibition (fair) and by the place of origin of the main groups of visitors; determine what exactly should be exhibited depending on the purpose of participation in the action.

If the purpose of participation is to increase sales, then the main criterion for selection will be a wide range of goods; if demonstration of technical improvements and innovations is necessary, then it is necessary to choose really new, technically and aesthetically perfect production; if it is necessary to support the advertising campaign that has unfolded in the media, then the choice is focused on matching the characteristics of the goods (price, quality, packaging, etc.) that will be exhibited with the strategy of the advertising campaign. In addition, it is necessary to take into account that the selected goods must meet the nature of the exhibition (fair), the requirements of the organizers, take into account the existing technical restrictions, etc.

Among the factors that shape and ensure the strength of the product brand, the most important are [3]:

1) high level of technology;

2) quality;

3) reliability;

4) compliance with technological requirements, principles of international management and modern marketing;

5) compliance with high aesthetic criteria (high consumer standards) and modern market trends;

6) optimal combination of price and quality;

7) emotional charm.

The number of exhibits should be determined purely in practice: based on the size of the stand, the size of the exhibits and the number of activities that must be carried out during the exhibition (fair).

The use of advertising and design materials will be quite useful.

Unlike advertising and design materials for retail, similar materials for industry are often produced in very limited editions, but they are usually much more complex in design [3]. As a rule, an average firm that sells its goods to other firms or institutions in the country may need one large stand-alone display device for its own reception and for the premises of its main provincial agents.

Unlike retail advertising materials, which have a limited service life, materials for industry can - with some changes - serve for several years, so the additional costs of ensuring high quality materials for product promotion will be fully justified.

3. To achieve the goals of increasing the strength of the brand in product promotion, it is necessary to intensify marketing work at the company, which involves systematic travel of marketers to specific regions to communicate directly with potential customers (agree on prices, terms and terms of payment, -information material) and direct study and analysis of competitors (range, prices, working conditions), study of prices, range, services, methods of service in local construction stores, salons, etc. Special attention in the marketing activities should be paid conducting marketing research of potential markets (data collection and market capacity analysis, market segmentation, population analysis, pace of construction, economic and political situation in the region, legal framework, analysis of competing firms, goods, price levels, sales conditions, etc.) . In this regard, it is advisable to take an active part in major specialized exhibitions not only in Ukraine and Russia, but also in market developed countries.

The driving force of high-tech branding is information, not promotion, its success lies in the effectiveness of the information system, which supports and strengthens the user experience [3].

Unlike the concept of promotion, this information gives the user the opportunity to build a relationship with the seller, rather than aiming to sell something as soon as possible. The supplier company builds certain architecture of relationships that surround the buyer and serve to enhance the benefits of this brand; the supplier's information is focused on the choice before, during and after the purchase, it gives the buyer the confidence that he made the right choice.

The relationship architecture created by the sales firm serves several purposes: to know the buyer better than competitors; make sure the buyer knows the firm better than the competitors. When using this approach, consistency and sequence of actions are much more important than with traditional branding.

Acquaintance with the client at an early stage of product promotion, long before considering the purchase, is reflected in the subconscious desire to buy this product, which is expressed in a conscious desire. The architecture of the relationship allows you to speed up the purchase process, because the right information delivered on time, through the right channel, reduces confusion in the minds of consumers, accelerates the choice in favor of this supplier. The use of relationship architecture is special, critical at a time when the purchase has already been made – it's time to build user confidence and loyalty to this brand.

Using information as a means of better customer service is the best support for the supplier-user relationship.

The brand must be constantly used in the final stages of product promotion to strengthen user confidence. The more successful projects carried out under this brand, the

more relationships with customers, the more positive associations with this brand, the more confident the company will feel.

It is necessary to create the impression of brand persistence – this is the next step of the manufacturer to move to the next market segment. If at this final stage, the manufacturer focuses on its brand in the minds of users, partners, then all its efforts to promote will be automatically transferred to a new segment, providing a huge lifting force [5].

There is a principle in branding called the "positional principle" – it is that the first company that has already taken its position in the minds of consumers, it is impossible to deprive this place.

The essence of a successful branding strategy in applying this principle is to follow the new opportunities that open up before the company, and in the long run all branding actions should be concerned with keeping promising and leading brand positions in the minds of consumers.

Conclusions

Thus, we can conclude that the strength of the brand of products or enterprises depends not only on rational, ie objective knowledge of them, the results of enterprises, but also on impressions of opportunities and achievements of enterprises, satisfaction expected from brands in communicating with them. Therefore, the strength of a brand should be measured by two characteristics: objective, ie realistic, and subjective, ie emotional, which should be used as the main criteria in shaping brand strategies. Depending on the level of manifestation of each characteristic (low, medium or high) it is possible to position brands and identify the most effective strategies for managing them. The presented proposals can be used as areas of further research to determine in more detail the characteristics of realistic and emotional components of the brand depending on its industry or product types according to the types of pleasure that consumers can get in the process of using brands.

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СИЛА БРЕНДУ ЗА РЕАЛІСТИЧНОЮ Й ЕМОЦІЙНОЮ ОЗНАКАМИ ТА СТРАТЕГІЇ УПРАВЛІННЯ НИМ

Стаття присвячена дослідженню визначення сили бренду за його основними ознаками: об'єктивною, що характеризує реалістичні вигоди від використання бренду, такі як прибуток, економія коштів та ін., й суб'єктивною, яка характеризує емоційне задоволення від застосування продукції певного бренду або співпраці з підприємством, що полягає у привабливості бренду. **Метою** статті є розроблення пропозицій з: визначення сили впливу бренду за реалістичною і емоційною ознаками, ідентифікації стратегій управління ним. Об'єктом є процес управління брендом продукції або підприємства. **Предметом** є теоретичні положення, методичні підходи, методи визначення сили бренду за його основними ознаками та формування стратегій управління ним. **Методи.** Теоретико-практичний аналіз робіт фахівців з брендінгу дозволив довести необхідність використання таких методів дослідження: монографічного, аналізу та синтезу, структурно-логічного методу, системного підходу, теоретичного узагальнення, експертних методів, кореляційно-регресійного аналізу. **Результати** полягають у такому: визначено відмінності між силою та вартістю бренду, узагальнено розуміння реалістичної та емоційної складових бренду, запропоновано показники їх вимірювання – за реалістичною ознакою за трифакторною моделлю перетворення сили бренду в додаткові фінансові потоки, за емоційною ознакою – за розробленою анкетною, тобто з використанням експертних методів, запропоновано матрицю сили бренду за цими ознаками та позиціоновано стратегії управління брендами згідно з сутністю та змістовним навантаженням. Основними результатами досліджень є пропозиції з оцінювання сили бренду за об'єктивною та суб'єктивною ознаками та їх використання для побудованої матриці позиціонування стратегій управління брендами. В якості основних стратегій управління брендами запропоновано використовувати такі: стратегія донорства, і розширення загального бренду, стратегія-прагнення до лідерства за рахунок використання своїх сильних сторін і можливостей, ексклюзивних переваг, об'єднання їх з власними можливостями, стратегія максимізації владарювання на ринку на основі зміцнення базового напрямку інноваційної діяльності, нішева стратегія – фінансування специфічних інноваційних пропозицій для цільових сегментів ринку споживання, стратегія флангової атаки на збільшення грошових потоків, стратегія виходу з ринку, стратегія обережного просування, флангового донорства, донорська стратегія, приділяється увага задоволенню специфічних потреб певного глибокого сегменту цільової аудиторії споживачів на ринку щодо продукції. Доведено існування кореляційної залежності між раціоналістичною та емоційною ознаками бренду. **Висновок:** силу бренду та його стратегії доцільно формувати на основі як реалістичної, так і емоційної ознак.

Ключові слова: бренд; підприємство; продукція; раціоналістична об'єктивна ознака; емоційна суб'єктивна ознака; стратегії управління брендом; споживач.

СИЛА БРЕНДА ПО РЕАЛИСТИЧЕСКОМУ И ЭМОЦИОННОМУ ПРИЗНАКАМ И СТРАТЕГИИ УПРАВЛЕНИЯ НИМ

Статья посвящена исследованию определения силы бренда по его основным признакам: объективному, характеризующему реальные выгоды от использования бренда, такие как прибыль, экономия средств и др., и субъективному, характеризующему эмоциональное удовлетворение от использования продукции определенного бренда или сотрудничества с предприятием, заключающимся в привлекательности бренда. **Целью** статьи является разработка предложений по: определению силы влияния бренда по реалистичным и эмоциональным признакам, идентификации стратегий управления ним. **Объектом** является процесс управления брендом продукции или предприятия. **Предметом** являются теоретические положения, методические подходы, методы определения силы бренда по его основным признакам и формирование стратегий управления ним. **Методы.** Теоретико-практический анализ работ специалистов по брендлингу позволил доказать необходимость использования таких методов исследования как: монографического, анализа и синтеза, структурно-логического метода, системного подхода, теоретического обобщений, экспертных методов, корреляционно-регрессионного анализа. **Результаты** заключаются в следующем: определены различия между силой и стоимостью бренда, обобщено понимание реалистичной и эмоциональной составляющих бренда, предложены показатели их измерения – по реалистичному признаку по трехфакторной модели превращения силы бренда в дополнительные финансовые потоки, по эмоциональному признаку – по разработанной анкете, т.е. с использованием экспертных методов, предложена матрица силы бренда по этим признакам и позиционирована стратегия управления брендами согласно сущности и содержательной нагрузке. Основными результатами исследований являются предложения по оценке силы бренда по объективному и субъективному признакам и их использованию для построенной матрицы позиционирования стратегий управления брендами. В качестве основных стратегий управления брендами предложено использовать следующие: стратегия донорства и расслоение общего бренда, стратегия-стремление к лидерству за счет использования своих сильных сторон и возможностей, эксклюзивных преимуществ, объединение их с собственными возможностями, стратегия максимизации власти на рынке на основе укрепления базового направления инновационной деятельности, нишевая стратегия – финансирование специфических инновационных предложений для целевых сегментов рынка потребления, стратегия фланговой атаки для увеличения денежных потоков, стратегия выхода с рынка, стратегия осторожного продвижения, флангового донорства, донорская стратегия, в соответствии с которой уделяется внимание удовлетворению специфических потребностей определенного глубокого сегмента продукции. Доказано существование корреляционной зависимости между рационалистическим и эмоциональным признаками бренда. **Вывод:** силу бренда и его стратегии целесообразно формировать на основе как реалистичного, так и эмоционального признаков.

Ключевые слова: бренд; предприятие; продукция; рационалистический объективный признак; эмоциональный субъективный признак; стратегия управления брендом; потребитель.

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