A STUDY FOR FACTORS AFFECTING BRAND VALUE IN PRODUCT POSITIONING

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ABSTRACT

Today, as product homogeneity becomes more and more serious, brands have become the basis for companies to shape their image, popularity and reputation. The influence formed by a brand not only represents the ability to open up markets and earn profits, but also can effectively reflect the development trends of various industries. At the same time, it is also a key factor for consumers when choosing products; therefore, building brand influence has become The goal is to reduce the depth of the company's operations, and its evaluation results are expected to help the industry to improve themselves and serve as the main reference for the brand strategy.

This research will propose a core value of the product that should be noticed during product design and positioning through structural restructuring and value chain induction analysis, and it should be able to fully comply with the positioning strategy of the entire product brand to avoid causing brand value and consumer perception. The differences also help related education researchers to pay attention to the balance and value chain between brand value and product positioning through this research, and provide a reference for related education researchers and a reference use in product development positioning.

KEYWORDS: brand value, product positioning, strategy, consumer psychology

INTRODUCTION

Brand positioning is the foundation of building a brand. Product positioning and market positioning are tools to assist brand positioning in finding target audiences and markets. Before talking about the differences between brand positioning, product positioning, and advertising positioning, we must know what corporate positioning is? The so-called corporate positioning refers to the use of its products and brands, based on customer needs, to shape its unique personality, culture and good image in the minds of consumers and occupy a certain position. For example: a cleaning company through its series of multi-brand cleaning service supplies, the company image formed is a strong and excellent manufacturer of daily industrial products. Enterprise positioning is still a vague concept for most production-oriented enterprises, and it has not been fully utilized. If we can assist the company's brand through the positioning of the entire product, we can get a process of adding points to the company's brand. Then the enterprise itself can develop different brands, and the value of the enterprise is a spiritual guide to the value of all brands. Therefore, this research hopes to explore this series of relationships, find out what should be paid attention to in the future product positioning through the reorganization of the value chain, and provide an important reference direction for future product positioning. What to pay attention to when positioning teaching.

From the perspective of the relationship between product positioning, brand positioning, and enterprise positioning, the process of general enterprise positioning is: from the integration of product, brand, and enterprise positioning to the separation of the three, and

the latter is more and more general than the former. And abstraction, more and more used to express ideas. Brand positioning: Refers to the corporate brand, based on the physical and psychological needs of customers, looking for its unique personality and good image, so as to solidify in the minds of consumers and occupy a valuable position. Brand positioning is part of brand identity and value proposition. This definition will be actively disseminated to target audiences and used to show its superiority over other competing brands. The brand positioning of an enterprise or product is not aimed at the product itself, but at the depth of the user's heart. Therefore, the real battlefield is not in the product or even in the market, but in the hearts of users. There are many gaps in any market, which must be looked at from different angles. From the business philosophy, we can look at the market from the perspective of consumers and competitors. From the micro perspective of the enterprise, market gaps in terms of product size, price gaps, and market gaps in terms of user education, recognition, and follow-up will be found. The following is a preliminary discussion through the content of product positioning and brand positioning.

1.1   Definition of positioning

In 1972, Al Ries and Jack Trout, the pioneers of positioning, first proposed the concept of positioning in the "Advertising Age" magazine (Lin, Meng-Yan, 2010). pointed out that companies must define the positioning that can be accepted by customers' minds in the external market competition, and lead internal operations, so that the results (products and services) generated by the company can be accepted by customers and turned into performance. The most important purpose of positioning is to have a place in the minds of consumers. In order to achieve this goal, companies must constantly try their best to attract consumers' attention. Therefore, the meaning of positioning can be summed up in the minds of consumers to create a unique and distinctive impression (or appeal) for the company's products and services. At the same time, based on this appeal, a specific and complete strategic plan is formulated and implemented. The essence of positioning emphasizes the need for differentiated competition.

1.2   Brand positioning

A brand is a name, term, identification mark, symbol or pattern, spiritual symbol, and value concept, and it is the core manifestation of various tangible and intangible products or services (Viewider, 2018). Brand positioning refers to the corporate brand. Based on the physical and psychological needs of customers, it seeks its unique personality and good image, which solidifies in the minds of consumers and occupies a valuable position (Zhang, Xing (2018). Modern society is an information society. Various kinds of information come to consumers through different channels, so that consumers can only choose information that is useful to them based on their personal experience and interests. An observation by the Wharton School of the University of Pennsylvania in the United States shows that it takes an average of 12 seconds for consumers to get goods from the shelf into the shopping cart, and on average only one or two brands can be carefully considered (Tai, Yong-Xin, 2005). Whether consumers choose a brand is mainly due to the continuous and deep influence of the brand image on them, whether the brand can bring emotional satisfaction to consumers, and the brand's demands, especially inflammatory emotions Appeal is an important part of shaping a successful brand image, and it is one of the important means to obtain the target customer's identity and choice. Brand positioning can be understood from the aspects of demand level positioning, demand segmentation positioning and so on. As far as the demand level positioning is concerned, it follows the rules of consumer demand levels and carries out brand positioning based on the characteristics of consumer demand. The demand

segmentation positioning method is proposed for the traditional brand positioning model. The traditional brand positioning model attaches importance to the functions and characteristics of the product itself in order to establish a unique differentiated advantage; the demand segmentation positioning focuses more on the potential needs of consumers, and is good at discovering unsatisfied consumer needs in order to gain a difference from competition Differential interests of the opponent (Xiao-Qing Feng, 2010).

1.3   Product positioning

Product positioning is aimed at the degree to which consumers or users attach importance to certain attributes of a product, shaping the distinctive personality or characteristics of a product or enterprise, and establishing a certain image of the product in the market, so that customers in the target market understand and understand the company of product (Zhu, Li-Ming, & Xu, Chun-Zhen, 2004). Some general methods of product positioning can be expressed from the product entity, such as form, composition, structure, performance, trademark, origin, etc. ; some can be reflected from consumer psychology, such as luxury, simplicity, Fashionable, elegant, etc. ; some are reflected in price; some are reflected in quality (Daily headlines (2019). On the one hand, companies need to understand the characteristics of competitors' products on the one hand, that is, the position of competitors in the market; on the other hand, they must study the degree of customer attention to various attributes of the product, including product characteristics and Psychological requirements, then analyze and determine the product characteristics and image of the company.

RESEARCH METHODS

This study analyzes and summarizes the research on product positioning and brand positioning through the methods of literature exploration, and finds the differences. Through this learning, it will improve the understanding and dismantling of the next new product as the construction. Through the reconstruction and clarification of the relevant structure, a reference basis for future product positioning is found, and a logical thinking training and learning that satisfies the related brand positioning learning is found.

RESERCH RESULTS

Through the methods of literature exploration, the related research on product positioning and brand positioning is analyzed and summarized, and the differences are found out. The related research results are shown below.

1.4   Brand & Convey

"Brand" is passed on through "marketing". Ultimately, it is still necessary to generate profits through "selling" products or services to achieve business model optimization. The sales behavior will have different sales plans due to different product or service attributes. The sales plan here is not only a promotion on price, but also includes eliciting consumer demand, sales telephony applications, etc. With the help of "brand" and "marketing", it is relatively easy to reduce communication costs when performing "sale", especially when the consumer audience has a certain understanding and recognition of the "brand", the "sale" process is more focused on emotional value, emotion Unable to statistically evaluate and relatively reduce the chance of being replaced by competing products due to differences in functional value. As shown in Figure 1.
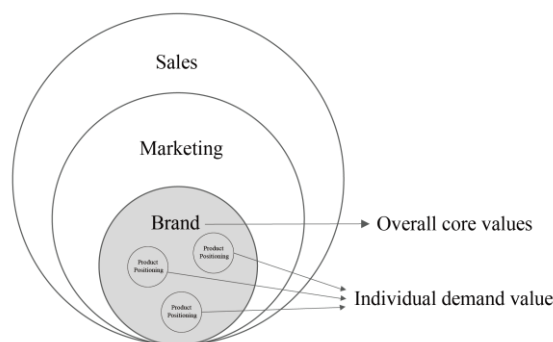
Figure 1：The passing of brand

1.5   Value creation cycle

Products are the key medium for brands to take root. When positioning a product, the claims of the four quadrants must be considered at the same time. Products need to be carried in an appropriate manner. Product path needs to support the concept of the enterprise. Product needs to convey the brand cognition that can be remembered and spread. Final products are still to meet use and sensory experience. To effectively help enterprises from the internal and external communication process to complete the "value creation cycle". As shown in Figure 2.
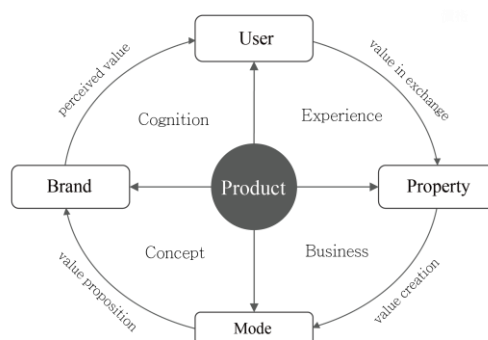

Figure 2：Value creation cycle

RESEARCH CONCLUSION

Brand positioning is based on "product positioning" and "market positioning" to convey a brand image that fits the positioning. The process of market positioning includes market segmentation and selection of target markets; product positioning is to establish the product categories, characteristics and differentiated characteristics of products in the market. Successful brand positioning refers to the brand that a product or service occupies a special place in the minds of consumers or customers, and when a certain demand arises. Product positioning refers to establishing a specific image of a product so that it displays different characteristics from competitors' products. There are several product positioning methods. 1. The positive positioning method is to start from the enterprise and position according to product attributes, uses, quality, grades, etc. The purpose is to highlight the characteristics of its products and form a clearer market image, thereby cultivating loyal consumption of its own products. Person group. 2. The reverse positioning method is a method that starts from competitors, first investigates and understands the product positioning of competitors in the market, and then determines the position of its own product market based on the positioning of the opponent. 3. Psychological positioning method starting from the needs and psychology

of users, actively create their own product characteristics and position them with their outstanding advantages. It can be said that the psychological positioning method runs through the product positioning.

1.6   Principles of Product Positioning Planning

1. The principle of innovation: Most consumers have the instinct to seek newness and innovation. Enterprises should highlight a "new" word when planning product positioning. "New" features and more. Perhaps, as far as new products are concerned, they are not the first to appear on the market, but as long as you can convey to the potential consumers the "first" and "first" of the product in some new aspects from a new perspective , Can also win consumers and make products sell well in the market.

2. Principle of characteristics: The principle of characteristics is the key to product positioning planning. Nowadays, similar companies are becoming more and more difficult to distinguish products, performance, and services. The mass communication information of products also tends to be unified. To make their own products stand out in the market competition and be recognized by consumers, they must find ways to reflect the personality of the product, that is, strive to be different from similar products. Only in this way can the company's products firmly grasp the initiative in market competition.

3. Leading principles: Only products that are dominant in the minds of consumers can become the true hegemons of this industry. Therefore, when positioning their products, enterprises must try to win the bid first and compete for the first place.

The first product that enters the minds of consumers has twice the market share and time of the second product and four times that of the third product, and this relationship is stable, that is, it is difficult to change once established . This result of market research is the direct reason why companies occupy the leading position.

4 principle of filling: No matter how good the company's products are, it is impossible to occupy all the markets for such products, leaving more or less market gaps. If a company wants its products or services to attract consumers' attention among many competing products, it must find ways to find gaps and crowd out the market. Using this principle, the most important thing is to be good at discovering the factors that are conducive to crowding the gap, and then see the stitches.

1.7   Main tasks of product positioning planning

Combining the unique competitive advantages of the product with the characteristics, needs, and desires of the target market in combination with market positioning, product positioning planning, the main tasks are:

1. Analyze your own products and competitors' products: Analyze the products sold by yourself and your competitors. At the analysis stage, try to find out market information of major competitors, such as product characteristics, main sales channels, target markets, and so on.

2. Find the differences: Compare your products with competing products and find the differences.

3. Decide on the main target market: determine the scope of the main target market, such as the income of women aged 18 to 30, office workers, middle and lower, etc.

4. Indicate the characteristics of the main target market: You can start with the following issues to deeply describe the characteristics of the target market's desires and needs. Where to buy? (Supermarket, retail store, department store, specialty store, convenience store). What is the purpose of using the product? When will the products in the target market be changed? (One year, one month, one week).

5. Satisfy the needs and desires of the target market: After summing up the differences between your products and competitors, and the main needs or desires of the target market, find out where you can have an advantage over the competitors and just meet the target market. Consumer needs can position their products here.

Through this research, I hope that in the future, when relevant product positioning education and training can be provided, it can provide more thinking to help set the time. It must also be adjusted according to the needs of different times to help in this era of information explosion. To provide consumers with a better product and service.

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