

Promoting the Application Research of Management Elements of Brand Differentiation Positioning Method

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Abstract: The advent of the era of brand competition has made brands a new language approaching everyone's life, and the ever-changing market competition environment requires enterprise managers to apply differentiated strategies to the practice of brand management in a targeted manner. Based on the above background, the purpose of this article is based on the application research of promoting the management elements of brand differentiation positioning method. From the perspective of brand personality, this article is easier to resonate with consumer personality, and it can stimulate consumer's sensory experience, enhance identity, and thus increase consumer brand loyalty. By referring to the DPM brand positioning model and Ike's brand personality theory, several points of brand differentiation positioning from the perspective of brand personality are discussed, and an improved model of brand differentiation positioning is constructed to bring inspiration to enterprise managers. Enterprises establish the brand's product identification, corporate identification, personality identification and symbol identification to express the core values of these brands, so as to finally achieve the brand's positioning in the minds of target consumers.

1. Introduction

The 21st century is an era of strategy and competition. Facing the increasingly fierce competition in domestic and foreign markets, Chinese enterprises began to shift from simple technology and capital output to comprehensive technology, capital and brand output focusing on brand output. How can those enterprises that are still at a disadvantage in cost competition find a way out and gain lasting competitive advantages? It is the best way to avoid price competition, take the road of differentiation, and take the differentiated brand strategy as the core part of the overall strategy of the enterprise.

The life cycle of products is shortening, the replacement speed of new technologies and materials is accelerating, and new management theories are emerging [1-2]. At the same time, the production capacity of enterprises is generally surplus, the choice of consumers is unprecedentedly rich, and the power of consumers in the market has been greatly strengthened [3]. In this case, how to establish a differentiated brand image and produce products and services to meet the personalized needs of consumers has become a key issue for enterprises to establish a lasting competitive advantage [4-5]. This requires enterprises to master the theory of differentiated competitive strategy skillfully and apply it to all aspects of brand management [6-7]. To produce differentiated products with low degree of substitution and enhance the monopoly position of products in the industry [8-9]. At the same time, through differentiated brand positioning, enterprises can create different services, sales channels, brand image and other aspects, form a strong core competitiveness of enterprises, and enhance the competitive advantage of enterprises [10].

The research goal of this paper is based on the differentiated competitive strategy, comprehensively combining its theoretical system, objectively evaluating and discussing the important position and role of the differentiated competitive strategy in the enterprise brand management.

2. Method

2.1 Brand Differentiation Positioning

Differentiated brand positioning is a positioning strategy that enterprises consciously form a separation from competitive brands by establishing functional and emotional differences. Here we should pay attention to the following two problems:

First, this kind of brand positioning differentiation is consciously established by enterprises, not naturally formed. Differentiation positioning is not to establish differences for differences. The ultimate purpose of establishing brand differentiation is not only to form a separation with competitive brands, but to realize the competitive advantage of brands through such separation with competitive brands. In fact, there are differences between any brands. These differences are caused by natural factors, human factors, advantages for their own brands and disadvantages for their own brands. Through differentiated brand positioning, we should try to avoid the negative impact of differences on brands, and make full use of the positive role of differences in brand promotion, And strengthen it through brand identification.

Second, we know that the core value of brand is mainly embodied in three aspects: brand functional value, brand emotional value and brand self-expression value. The purpose of forming differentiated brand positioning is to ultimately enhance brand value. Therefore, the differentiation of brand positioning should start from the functional and emotional connotation of brand. At the same time, in the process of brand differentiation positioning, brand differentiation does not necessarily have differences with competitors in three aspects of brand functionality, emotion and self-expression. Enterprises should establish differentiation with competitive brands according to their own situation and external environment characteristics.

2.2 Form of Competitive Strategy

There are three basic forms of competitive strategy, namely, total cost leading strategy, differentiation strategy and target concentration strategy. A sound and perfect strategy should include the ability to have the key factors of success in all industries, and at least have the extraordinary ability to have the key factors of success in one industry. The key factors for success are: fast product innovation ability, high-quality staff, strong distribution channels, differentiated brand image, etc.

Differentiated competitive strategy refers to the strategy adopted by an enterprise to make its products distinct from those of its competitors and to form distinctive features, that is, compared with other enterprises providing similar products or services, the enterprise has the particularity of attracting buyers in terms of the elements of the product entity provided or the conditions of the product process provided, So that the buyer can distinguish it from other enterprises operating similar products. Its essence is to strengthen the market monopoly factors of the product. Objectively speaking, in the market economy competition enterprise, no matter which industry it belongs to, its strategic goal in the economic sense is to pursue the monopoly position of products. Product difference means that there are less substitutable products and the degree of substitution is reduced, but the total non substitutability is a kind of monopoly. Because there is no other product to replace, there is no product to compete with it.

3. Experiment

3.1 Propose Positioning Combination Scheme

According to the analysis of consumers, major competitive brands and products, we give five positioning combination schemes for various possibilities: (1) target market: middle-aged business people, office people. Functional orientation: product concept for male climacteric syndrome: improve immune system and relieve tension by regulating endocrine. (2) target market: middle-aged business people and salesperson with long-term irregular life. Function orientation: Aiming at the bad condition of overdraft caused by irregular life: poor spirit, anorexia and common

cold. Product concept: improve the poor condition caused by physical overdraft, improve disease resistance, supplement nutrition and relieve tension. (3) Target market: middle aged business people. Functional orientation: frail body or premature aging. Product concept: Supplement antibody quantity, supplement nutrition health products. (4) Target market: middle aged people (mainly business people). Function orientation: the product has various functions, especially in keeping energetic, improving sleep quality, increasing appetite and improving sexual function. Product concept: systematically regulate human body function and comprehensively improve health status. (5) Target market: the elderly. Functional orientation: it is not easy to cure the cold, and it is easy to cause chronic disease recurrence after the cold. Product concept: special health care products to improve the disease resistance of the elderly.

3.2 Determination of Positioning Scheme

Focusing on the issues that should be taken into account in the positioning proposed above, and combined with the analysis of the situation of consumers, products and competitive brands, we selected the target consumer groups of "energy essence" from the above five target markets, and finally formulated the brand positioning plan.

4. Discuss

4.1 Improvement and Analysis of Brand Differentiation Positioning Model

Based on DPM dynamic positioning model and Ike's brand personality theory, considering the influence of time factor on brand positioning, this paper holds that the differentiated positioning of brand should be based on outstanding products or services. In addition, when the mind of consumers changes, the brand should be repositioned in time to ensure that the brand occupies a favorable position in the mind of consumers for a long time. As shown in Figure 1: the solid line represents the initial positioning, and the dotted line represents the brand re positioning considering the time factor.

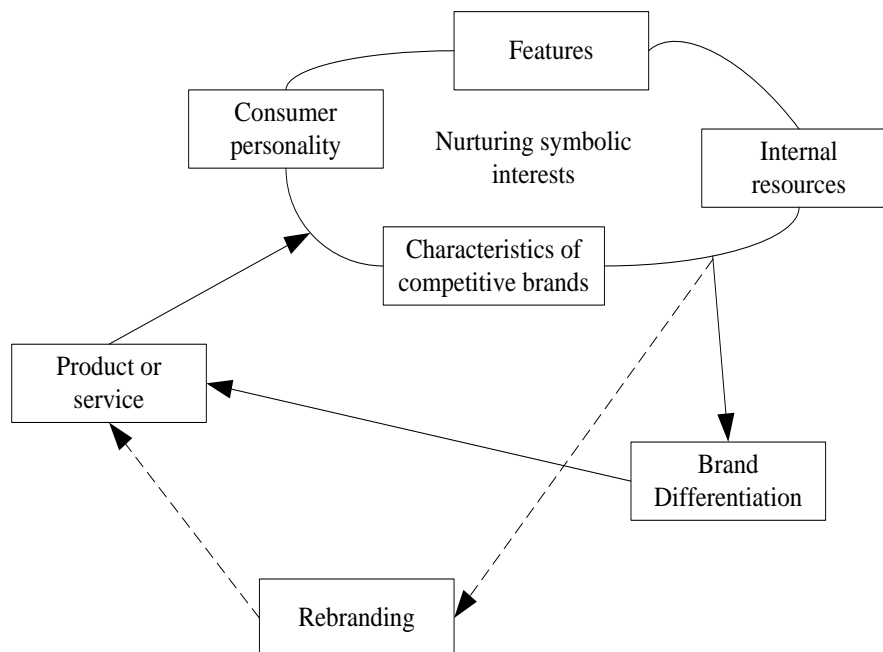


Figure 1. Brand differentiation, positioning improvement model

First of all, the focus of brand differentiation positioning lies in the products or services of enterprises. Investigate the distribution of the primary determinants of brand selection for products with similar functionality, as shown in Figure 2.

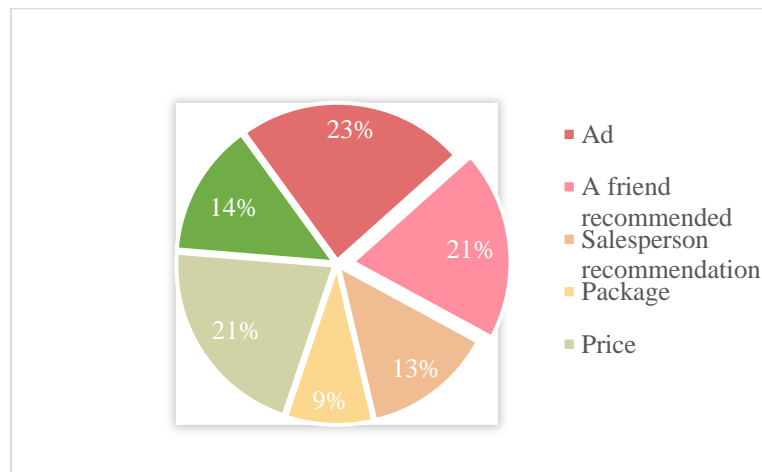


Figure 2. Survey of brand selection factors

Figure 2 Description: data shows that when consumers consider purchasing products with the same or similar functions, the determinants of their first choice of brand are in order of advertisement, price, recommendation of friends or acquaintances, manufacturer image, recommendation of salesperson, and product packaging.

The correlation distribution between product functional selection and age was investigated, as shown in Table 1.

Table 1. Correlation survey between function selection and age

Age / Function	Brand	Quality	Beautiful	Attitude	After sale
Under 20	43%	11%	32%	13%	2%
20-35 years old	12%	25%	31%	9%	23%
35-55 years old	9%	23%	11%	44%	13%
Over 55	11%	9%	26%	28%	26%

A brand with outstanding products or services as support is easy to win the trust of consumers. So. In the process of brand differentiation, we should first provide outstanding products or services to the market.

4.2 Analysis of Enterprise Brand Management Elements

Secondly, to develop the brand appeal points that resonate with consumer products is to find the symbolic benefits of brands. The construction of brand symbolic value is a long-term work, which needs to be determined according to the personality characteristics of the target consumers, combined with the internal resources of the enterprise, product characteristics and competitive brand characteristics. When consumers make purchase decisions, they usually choose brands that are consistent with their own characteristics, and show their interest and personality through the products they choose. Therefore, enterprise managers should first select a potential market segment on the basis of market segmentation, study the individual characteristics and preferences of consumers in the market segment and potential market segment, and then print the brand into consumers' minds with necessary marketing means to occupy a favorable position in consumers' minds. The characteristics of competitive brands are also a factor that enterprises should refer to when positioning brand differentiation. No enterprise produces and sells in isolation. It is to have a variety of relationships with the whole market, closely linked. The practice of competitors in brand positioning has a certain reference role for enterprise brand positioning, and understands the brand positioning of competitors. It is helpful for enterprises to know each other and avoid the same trap in positioning. Internal resources of enterprises mainly consider the influence of corporate culture and corporate values on brand differentiation positioning, especially the influence of founders or strong successors. Product features are the basis of brand differentiation positioning, positioning is not an empty idea. In order to be recognized by consumers, it is necessary to position the product according to its actual characteristics.

Third, the target consumer is a large liquidity group, and the brand differentiation positioning may gradually deviate from the consumer with the flow of consumers. Therefore, brand needs to be repositioned, which is essentially the recycling of brand differentiation positioning

Conclusion

Brand differentiation positioning is an important means for enterprises to deal with the serious homogenization of market products. Brand positioning is not forcibly related to the relationship between products and consumers, but targeted positioning according to the characteristics of consumer groups. Sometimes brand positioning will create a new consumer group. Consumer groups are not immutable. There is no one strategy to solve the problem of product or service homogeneity once and for all. Therefore, brand positioning also needs to be reoriented according to the changes of consumer groups, so as to maintain the vitality of positioning strategy and always occupy a favorable position in the minds of consumers. Of course, the positioning of brand differentiation is not achieved overnight, it needs the concerted efforts of enterprises, integrating internal resources and coordinating external conditions. In this paper, the brand differentiation positioning diagram is still in the primary stage, which needs to be tested and further studied. In the future, we can continue to study the influence variables and the relationship between them.

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