

MPHTI 72.75.39

JEL Classification: M31

<https://doi.org/10.52821/2224-5561-2021-2-8-21>

THE CONCEPT OF PRODUCT MARKET POSITIONING

A. T. Tleuberdinova¹, R. R. Zhussupgazina^{2*}

¹Institute of Economics, Science Committee of the Ministry of Education of the Kazakhstan,
Almaty, Kazakhstan

²Al-Farabi Kazakh National University, Almaty, Kazakhstan

ABSTRACT

The purpose of the article was to reveal the concept of positioning in the market and its main components by identifying the main strategic advantages and properties of this approach. In addition, the article notes the basic rules for positioning the product and highlights the importance of using the positioning map in controlling the position of the product. The article considers the history of the concept of positioning, defines the features of the approaches and definitions of various authors, as well as the analysis of the selection of its criteria. The authors of the article explain the essence of the positioning process, justify the conditions for choosing a positioning strategy.

Methodology – The authors used a comparative method of analyzing various positioning strategies and strategic branding, as well as a structural and functional approach in assessing the versatile risky positions of products in the market, in presenting individual positioning processes and describing their stages.

Originality / value of the research. The results of the study provide new systematized knowledge that contributes to the further development of the scientific foundations of strategic positioning, increasing the level of scientific research, as well as expanding practical application.

Findings – The authors summarize the theoretical and methodological aspects of strategic positioning, based on the systematization of existing practices, the author's interpretation of the concept of "positioning" is given, an author's algorithm is proposed for the actions of companies to develop and implement a positioning strategy based on the need to plan brand development and mandatory analysis of the competitive environment through the definition of attributes and images of competing companies.

Keywords: marketing, positioning, brand, marketing strategy, repositioning, competing companies.

INTRODUCTION

Positioning is one of the most important and basic principles of marketing and company planning. How a business or service decides to present itself to the market has a significant impact on its competitiveness and success. It is very important for the business to determine the way in which it is possible to distinguish its products from competitors. Otherwise, the consumer will have no reason to make a purchase from him, and he will turn to alternatives that have the greatest attractiveness: a lower price with an acceptable level of performance indicators or pay a price premium to get tangible benefits.

The essence of positioning is the transformation of general aspects of the selected strategy into differences that are significant for the consumer. The most visible positions allow you to make a direct comparison with competitors. Positioning consists of all the actions that are taken to achieve the goal of managing market views. It includes a set of marketing elements, with the help of which people need to instill that it is about a product created specifically for them so that they identify the proposed product with their ideal. Positioning makes it easier for customers to find the products they need and choose the best brand among many by providing important information about the attributes of products and services. Without specific positioning, it is difficult

to explain to customers what to expect from a salesperson. In this way, positioning can function as an important communication mechanism that stimulates search and customer loyalty. A well thought out role for a brand can significantly increase the demand for a product or service. While the benefits of honing a business's unique role in the marketplace may seem obvious, brand positioning is easily taken for granted.

In the modern scientific literature about marketing, there are many different definitions of positioning, reflecting ambiguity in the approach to the presentation of the essence of the definition itself. Accordingly, the correct selection of an action algorithm for applying positioning capabilities in practice is complicated. Therefore, as the result of this study, the wording of the author's interpretation of positioning and the definition of the algorithm for the companies' actions to develop and implement a positioning strategy is expected.

The concept of positioning is aimed at ensuring a certain perception of the product by potential buyers. M. Etzel, B. Walker and W. Stanton refer to the management of consumer attention to the product and its differentiation (more advantageous position) from similar products [1].

Positioning entered marketing terminology in 1982 after Al Ries and Jack Trout wrote the "Positioning: The Battle for Your Mind" book, although prior to that, the word was previously used as "the place of a product in a store". However, A. Ries and J. Trout introduced a new understanding of the term: "Positioning is not what you do with the product. Positioning is something that you do with the mind of potential customers" [2]. P. Kotler defines positioning as projecting the company's desire for a separate and valuable position in the minds of target consumers [3].

P. Kotler and G. Armstrong argue that market positioning allows a product to occupy a clear, distinctive and desirable place in the minds of target consumers compared to competing products [4]. C. Phill argues that positioning is a natural conclusion about the sequence of actions that form the main part of the marketing strategy [5].

Some experts argue that positioning goes beyond a simple concept that emphasizes certain advantages of the product and is an important solution that affects all stages of marketing [6].

A. Ries and J. Trout view positioning mainly as a communication application through which goods should be presented in the best way to express meaning for a group of customers, otherwise, as a result of a failed position, it will be poorly remembered. Memory allows you to take a leading position and narrow the circle of competitors [2].

D. Yankelovich describes positioning as "small, marginal differences applied to different market segments" [7]. He refers to positioning when describing differences in customer attitudes, motivations, values, usage patterns, aesthetic preferences, and susceptibility as an alternative to demographic segmentation.

In modern marketing literature, brand positioning is most often defined as the perception of the brand by consumers [8] and the general perception of customers about the brand, formed in the minds of target customers by a specific group of consumers [9]. It is system of clients' stereotypes of the regarding the object, which makes this object understandable, different from others. In other words, brand positioning is the definition of the desired place in the market. As a rule, the process begins with determining the functional and psychological advantages of the brand. Each product or service has functional advantages that satisfy the basic need.

The positioning as a term is also used to refer to the decision to place your brand and corporate profile in a given market, including the type of benefits to be emphasized and the type of segments it should target [10].

Thus, based on a review of existing definitions, it can be argued that positioning is the definition of a symbolic image of a product/service in the minds of consumers, promoting brand recognition and strengthening its competitive advantages in the eyes of the target audience.

MAIN PART

Positioning indicates the place of company's existing or developed goods and services in the market in relation to the goods of the competitor. The purpose of positioning is to attract the attention of the buyer to the product and convince him of the choice of the product due to the advantageous difference from similar products on the market, creating a unique and favorable image in the minds of target customers [2; 6].

Market segmentation and targeted marketing are prerequisites for successful positioning. Product positioning refers to solutions and actions aimed at creating and maintaining a specific concept. Positioning is the development of a special marketing kit that affects the general consumer perception of a product line or organization as a whole [11]. Customers make a large number of purchase decisions every day. To avoid constant revaluation of numerous products, customers usually group their solutions, so in this situation it is important to influence their decision.

Thus, it is obvious that there is a need to plan a position based on the difference between the company's goods and competing products and providing the greatest strategic advantage in target markets.

Whether a company operates in the consumer market or in the industrial market, when choosing a specific market segment, companies must clearly determine what position in the market they want to take.

This approach is based on following assumptions:

- all products and brands have more or less objective and subjective characteristics;
- consumer preferences include one or more characteristics;
- product or brand presentation attributes are evaluated according to their competitor characteristics.

In other words, all this is formed completely in the minds of the consumer.

Examples of such criteria include:

- size: (large - small);
- weight (heavy - light);
- strength (strong - weak);
- fashion (fashionable or old-fashioned);
- reliability (reliable - not reliable) and more.

Consumer perception is very important, since consumers make their choices based on their preferences, which are most important to them [6].

In the historical development of marketing and communications, some researchers define positioning as a final concept. The concept of positioning was first identified in the marketing communications program of Al Ries and Jack Trout (1972-1978), according to which the market position of the product is defined as its relative location among the products of competitors, based on the opinion of customers [2]. Positioning may be formed according to particular features, advantages, or method of using the product. It can be developed directly against the main competitor or to distinguish it from the competitor.

When competition increases and previously used strategies become irrelevant, selectivity and narrowing of objectives are needed.

With the increase in the volume of information, consumers begin to take a defensive position, as a result of which communication becomes ineffective. The consumer mind uses information relevant to previous experiences. Positioning, as a new approach, completely changes the consumer's thinking since it affects the consumer's consciousness.

In order to select the positioning strategy correctly, firstly, it is necessary to fully and accurately define the properties and images of each of the main competitors on the basis of which you can choose a position for your products, based on a combination of the benefits expected by consumers that the competitors do not have. In this way, customer needs that are not met will be taken into account, which will justify the choice of those products that provide great benefits to buyers. In other words, before bringing a product/service to market, it is necessary to determine what distinctive superiority it will have, on which consumer preference should be based.

Positioning is a process that determines the search for the best place for a product/service/brand, the model of using the product in terms of competitive conditions and capabilities of the company through the consumer's perception of its relationship. Positioning depends on the ratio of the target market, marketing management according to this ratio, since, as a rule, it is easier and cheaper to change the product than the consumer. Sometimes the attitude of the market may turn out to be so negative that it is necessary to resort to a change in the position of the product.

Positioning can be considered as placing the product in the consumer reference system by its category.

The way in which an integrated offering is created in the target market is better than competitors to attract potential consumers is defined as a positioning strategy, usually comprising:

- a) positioning of targets;
- b) positioning of goods/services;
- c) benchmarking of any chosen benefit for the consumer;
- d) understanding the market position.

There are several conditions necessary for choosing the right positioning strategy in the market:

- evaluation and understanding of the real significance of the brand's positions in the buyer's mind;
- knowledge of competing brands' positions of goods;
- substantiation of its own position by linking marketing characteristics of the product with the motives of its acquisition and the possibilities of their "presentation" in the process of advertising;
- assessment of product brand positional potential, its potential profitability;
- exclusion of orientations on "false market niches" whose demand potential is not confirmed by marketing research;
- assessment of positioning vulnerability and resources sufficient for the chosen position;
- contract the selected positioning method with other marketing elements.

Positioning tries to get new positions in the minds of consumers and move goods/services to new positions. Thus, it is aimed at developing superiority over competitors, which is especially important in conditions of high competition and markets with mobile barriers.

By breaking down the positioning into three components called ABC, or strengths, benefits, and approvals, M. Lautman [12] tries to "measure" the product or service for the target segment. He emphasizes that an effective position can be defined as one that allows the brand to occupy the desired and exceptional niche, compatible with the overall marketing strategy in the consumer's mind.

Positioning becomes important to the consumer only when it is considered to have a positive advantage or to eliminate the problem. Therefore, positioning can be called a method of defining and creating a separate market position that determines its own proposal for competitive alternatives through consumer perception [13]. At the same time, H. Muhlbacher, A. Dreher and A. Gabriel-Ritter draw attention to the value of analyzing the correspondence between consumers' desires and the business potential needed to satisfy them. They concluded that the positioning process model should link customer expectations and goals, strengths and constraints of competitors, as well as the strategic value of internal corporate experience and resources, which defines positioning as the foundation of relationships based on forms of reciprocity [13].

However, positioning is associated with strengths and limitations, recognizing that it determines the appeal to different audiences [14]. Since positioning is based on consumer perception, it can only be partially controlled. Therefore, the desired, transmitted, and perceived location may often differ, with inconsistencies caused by both internal and external factors [15]. Individual factors explain how consumer interpretation of positioning elements may differ as a result of personal characteristics, goals, values, consumption patterns and previous experience [16].

Strategic positioning is the result of related product or brand views. The general representation from the product forms its image, while its position assumes a reference point in the mind of the consumer, which in the general case is established in relation to competing products. The strategy is to find one or more characteristics that can be used to separate their product or brand from the products of competitors [17].

Positioning strategy should include three stages:

- identifying possible competitive advantages for positioning;
- selecting the most significant competitive advantages;
- defining an integrated positioning strategy.

In the future, the company should ensure effective communication and dissemination of information in the market regarding the selected position [4].

However, positioning cannot be arbitrary. The product must be designed according to the planned position in the mind. The issue of positioning must be resolved before the start of production. One of the biggest

mistakes may be the development without a distinctive position and an attempt to position the goods/services on the market after production.

Some companies prefer to create multiposition instead of one position. However, if a company claims too many excellent qualities, it may become poorly memorable and not credible.

P. Kotler points out that positioning includes communication actions regarding the development of the company's brand image. A prerequisite for creating a successful and strong brand is the difference from competitors, creating the desired image [4].

Michael Tracy and Fred Wiersema divided positioning into three main components: product leadership, operational superiority and client proximity. Some customers prefer companies that offer the best product in their class, others - the most productive company, others - companies that offer the best solution to their needs. They recommend that companies have a leadership position in one of the advantages and have a sufficient level in the other two, since being the best in all three disciplines for a company can become more difficult and more expensive.

Fred Crawford and Ryan Matthews offered five possible items: product, price, ease of access, value added service and customer experience. Based on research on the success of the company, they concluded that a good company should be a leader in one of the mentioned positions, be above the average for the other and be able to compete in other positions. If the company is trying to be the best in more than two positions, according to Crawford and Matthews, it falls below the optimal value [6].

Successful brand positioning is the development of value due to a noticeable difference from a competitor, which is extremely important for the consumer. The most successful positioning can be seen in companies that know how to become unique and which are very difficult to imitate. Such companies develop hundreds of custom business processes. You can simulate their external image, but not their internal functioning. Brand positioning, being a strategic approach, requires a high degree of organization, because even a great product with improper positioning can fail.

No positioning is ever lasting, because consumers, competitors, technology, in general, the economy is subject to constant changes. Therefore, companies should periodically review the positions of their brand. Perhaps this is required by the desire to change their market share, then this should be done very carefully, since re-positioning the brand can not only not attract new customers, but also lead to the loss of current customers using its old style.

The positioning strategy of A. Ries and D. Trout is based on the fact that in the context of the rapid development of technologies, especially in advertising, various commercial promises were offered in the 1970s and inadequate brand images were created. The branding strategy is aimed at placing the brand in the consumer's mind, which is reflected in its five main properties:

1. simplifying marketing functions;
2. marketing at both macro and micro levels;
3. substantiation of the received item of the goods either on its real and physical nature, or on the created image of the company, which does not have physical realization;
4. customer targeted positioning;
5. justification of positioning on a good research that reveals the relationship and how consumers use the goods/services and how they respond to the position [2].

Positioning strategy and technology, on one hand, is a frontier area between marketing research and advertising creativity, since research concepts need to be translated into adequate verbal and visual images, on the other hand, is closely related to branding. Positioning is a form of expressing how a particular product or brand is perceived by customers, so brand identification is very important for brand success. In other words, the positioning strategy is used as a promise passed through the intermediary to the consumer.

The following ten basic positioning rules can be noted:

1. establish the desired market position;
2. simply and easily convey your position to the consumer;
3. determine the required uniqueness of the product/service;

4. identify product/service benefits that meet market needs;
5. take a reliable position;
6. secure an advantage by getting ahead;
7. monitor market dynamics;
8. make positioning visible in all messages;
9. quantitatively test alternative positioning options;
10. do not restrict the freedom to declare positioning [18].

There are different approaches to the positioning process. So, the STP (segmentation, targeting and positioning) model allows you to present the product to those consumers who want and can purchase it. The first two steps of the STP model are used to find and determine the desired consumer, and positioning is used to place the product in the desired position in the minds of target consumers [19]. R. Winer clearly defines the positional decisions regarding the product, emphasizing the importance of the customer's decision, defining the criteria or categories used by consumers to evaluate product offerings in the industry; the importance of each of these measurements in the decision-making process; the comparability of these indicators of the company with the indicators of competitors and, finally, the processes of decision-making by customers [20]. G. Hooley defines the following stages of the product positioning process: identifying competitors; highlighting decision-making criteria; evaluation of decision-making criteria; identify competitors' positions relative to the most significant criteria identification of consumer requests; drawing up a positioning map; selection of desired positions; selecting a positioning strategy [21]. M.D. Hutt, T.W. Tech highlight the following positioning steps:

- identification competitive product's set of characteristics;
- identification characteristics' indicators on which the consumer's preference and choice of goods among existing offers are based;
- collection of information from real and potential consumers regarding the rating of each product according to performance indicators;
- determination of the current item relative to competitive offers in each segment;
- assessment occupied position's compliance with the desired one;
- selection a positioning or repositioning strategy [22].

Based on the analysis of the existing opinions on positioning strategy, the following positioning algorithm shown in Figure 1 can be recommended.

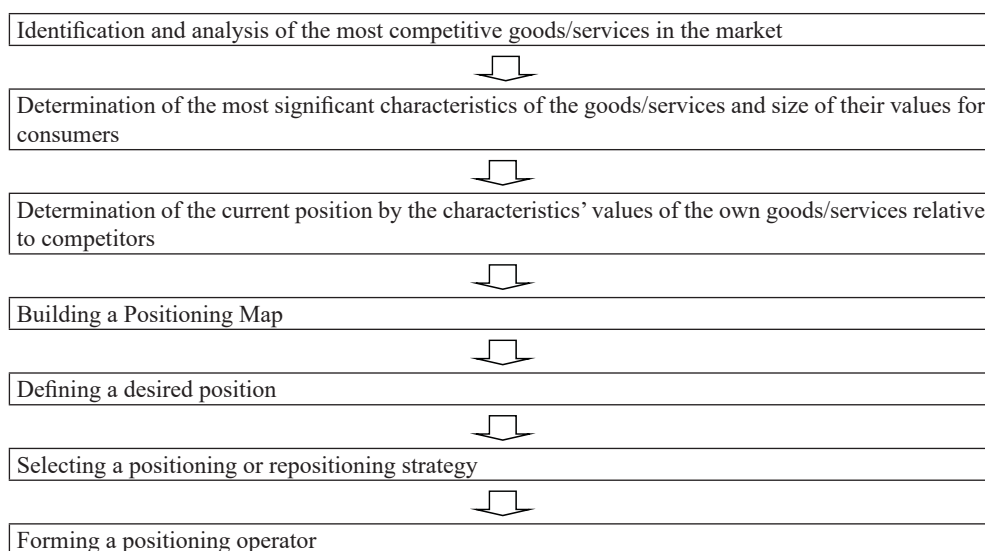


Figure 1 – Main stages of positioning process

Note – developed by the authors based on source [22]

The best way to identify and analyze competitive products is to survey consumers, which allows you to accumulate a large amount of easily systematized and statistically processed data. The next step is to determine the most relevant characteristics of the product and the level of their values. The determination of the current position on the indicators of own goods/services relative to competitors is possible based on conducting a survey of the target segment, its assessment of competing goods by the most significant characteristics.

A positioning map that can be built on two or more metrics provides significant assistance in managing a product's position by graphically reflecting the perception of competing products. For example, Figure 2 shows a map based on two indicators of the attractiveness of tourist destinations: the potential of cultural resources and the level of tour prices, the assessment of which was determined by the experts of the world rating The Travel & Tourism Competitiveness. Country positions that meet these criterias allow you to identify target segments of consumers and form a tourist product that can attract more tourists. So, France, Spain and Italy, due to the high degree of equipping with cultural resources, are more attractive to consumers of tourist services, for which the value of offering cognitive and cultural tourism is higher and the high cost of tours is perceived quite loyally. Turkey, Egypt, the UAE are more attractive to segments whose price value are more significant.

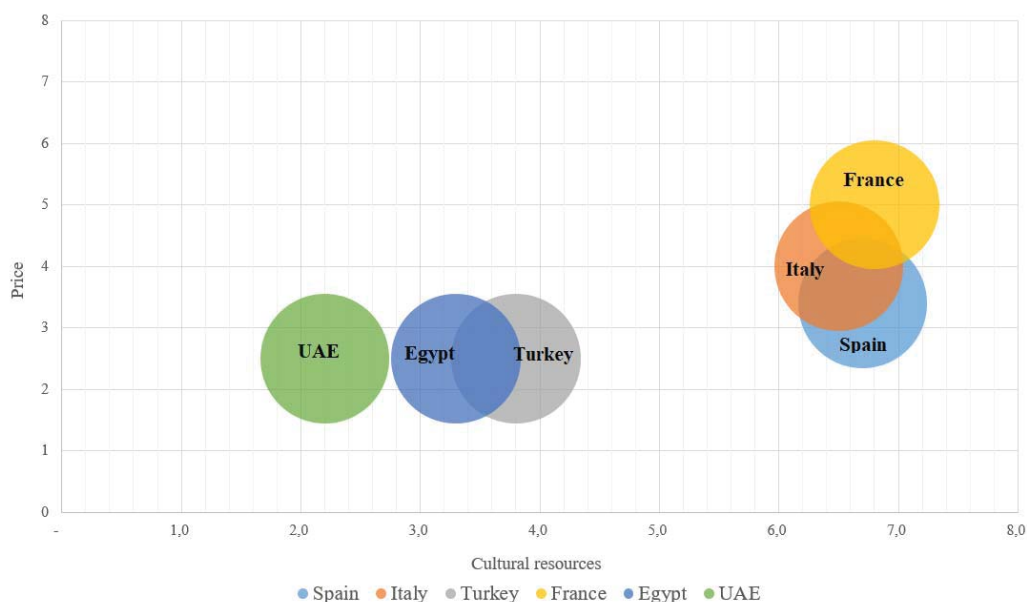


Figure 2 – Positioning Map of tourist destinations

Note – developed by the authors based on source [23]

R. Arora notes the following solid reasons why the positioning map is such a strong tool for assessing the position of the product:

1. its construction gives an explanation as various strengths and weaknesses of the goods are perceived by the buyer;
2. it shows similarities or differences between competing goods;
3. helps to reposition existing products and position new ones;
4. this technique helps to monitor the perception of buyers of certain products, measure the effectiveness of communication programs and marketing activities aimed at changing the perception of customers;
5. positioning map is an important tool in promotion policy, allowing you to identify market opportunities and determine the effect of marketing communications [24].

The ideal point on the map is a place representing a combination of the characteristics of the product with the desired determinants. This point explains the preference of the item for all other existing items. The company

should try to take a place as close as possible to the desired position, taking into account the attractiveness of the segment. According to D. Baker, two decisions need to be taken as a basis for determining the position of the item: choosing the target segment and determining competitive products, identifying different advantages [24]. In other words, the most preferred item for a commodity is one that provides an attractive segment and real or potential opportunities. According to D. Sheinin, companies should avoid segments in which they do not have any benefits [25].

The key point of the positioning process is to select a positioning or re-positioning strategy. Peter Doyle explains the positioning strategy as the choice of the market segment, the choice of competitive advantages that ensure business competitiveness [17]. Many marketing theorists offer a different list of positioning strategies:

- based on product/service functions;
- based on price-quality ratio;
- based on product classification;
- based on users;
- competition-based;
- benefit-based;
- based on cultural or traditional symbols [28].

The most commonly used positioning approach attempts to associate a product with certain properties and characteristics. The company's own brands can also be positioned based on various properties of the product/service. The new product can be positioned based on properties that have been ignored by competitors, other products based on existing properties.

You can gain a competitive advantage by offering products that are perceived as high-quality. Sometimes the high price serves as a sign of high quality. Apart from that, additional possibilities in terms of service or other advantages that provide a high price can be offered.

Some products are positioned in relation to specific product classes. Products can be positioned based on their usage or based on user categories.

Another approach to positioning is to get into an explicit or implicit position in relation to a competitor. When a competitor has a strong position, you can often exploit a direct reference to it.

Positioning based on product properties is closely related to positioning based on the reasons why the consumer buys a product/service.

However, the grounds for positioning should be associated not only with consumer, but also with cultural and status, symbolic properties of goods and services. It is known that each product has a psychological advantage that meets the basic need and is sometimes a more important component of the brand than consumer properties. Cultural and symbolic properties of the goods or services are updated depending on the value orientation of a particular market segment [26].

It should be noted that the aforementioned strategies are not abstract and, as a rule, are part of the complex hybrid strategies used.

The development of a positioning strategy is highly dependent on market research techniques. The procedure for determining a suitable position is associated with a series of seven steps, which in recent years has been greatly enriched and improved.

1. Selection of current product/market. Many products require more than one request or need. As a result, the product can be positioned in many different markets.

2. Identify competitors. It is important to study the main market players and consumer choice preferences.

3. Determine how consumers evaluate possible choices. When faced with a problem, people usually evaluate possible solutions to see which one is most likely to satisfy their needs. The standards on which such an assessment is based are the basis for positioning.

4. Find out how competitors are perceived. It is important to identify positions held by competitors. These items can be based on product properties, usage situations, or consumer groups.

5. Define gaps in held positions. Competitive position analysis often reveals areas where there are many competitors. Additional market segment analysis reveals existing gaps.

6. Planning and implementation of strategic positioning. When the target market is selected and the desired position is determined, it is necessary to develop a program to ensure that all product or brand information that is transferred to the market will be created in the minds of the buyer.

7. Position monitoring. It is extremely important to ensure that the proposed position corresponds to the one that the product or brand actually occupies. You should constantly monitor the actual position and make the necessary adjustments by changing the marketing program.

Different strategy options can be used:

- strengthening existing positions where the position is acceptable and should be strengthened;
- gradual re-positioning, i.e., gradual adaptation to consumer requirements;
- radical re-positioning, reconstruction of the situation, making significant changes in functional and emotional properties; capture of a new niche; appeal to new values, etc.;
- ousting competitors from their position.

Sometimes changes in the competitive environment force marketers to reposition the product relative to the position it occupies in the minds of consumers in accordance with the correlation with the positions of competing products.

The following options for re-positioning can be used (the first two are real re-positioning strategies, the rest can be considered psychological impact)

- introduction of a new brand;
- changing an existing brand;
- changing brand beliefs;
- changing beliefs about competitive brands;
- changing the weight of attribute importance;
- introducing new or forgotten attributes;
- finding new market segments [24].

Not only are changes in the market lead to demand for new re-positioning strategies. Very often the item goes out of circulation due to initial positioning errors.

R. Brooksbank argues that the product may not be adequately positioned for three reasons:

- the segment it targets may become unattractive because it is too small, shrinking, too competitive or for other disadvantageous reasons;
- positioning may be inadequate because the quality and functions the product offers do not match the segment it is focused on;
- it may be weak because the costs are so high that it does not allow it to be competitive in price [27].

Every business, if it wants to be recognizable in the market, has to reassess the positioning situation. The reason for this may be the recognition that the current position as a result of pressure from competitors loses its attractiveness, that the position for consumers is no longer significant, that the results of functioning have become unsatisfactory. Finding a new position around which the next generation of strategic action is coordinated is a four-step process.

The first step is to identify alternative aspects on positioning issues.

The second step is to screen each alternative in terms of: significance to consumers; realisability, taking into account the competence of the company and the consumer's perception of what, in his opinion, the company can achieve; Competitive - having the best or unique properties that are difficult for competitors to achieve or surpass; helping to meet long-term goals on functionality indicators.

Step three: select the position that best meets the selected criteria and generates the greatest employee engagement.

Step four: design the programs needed to get to the desired position. Compare the costs of these programs with possible benefits, such as providing a price premium and consumer loyalty [28].

P. Kotler, D. Grancutt, P. Leadley and P. Forsyth point to the four main risk positions of the product in the market: underestimation, re-positioning, entanglement of positioning, and dubious positioning (Table 1) [5; 19].

Table 1 – Risk Positions

Potential risks	Comments
Underestimation	Some companies explain that buyers have a dubious idea of the brand and its functions. Consumers cannot know all the features of the brand.
Re-positioning	Consumers can have very limited insight into the brand and its functions. Therefore, the consumer may think that a particular company, for example, produces only luxury goods that are sold at retail at a very high price, at a time when it can produce various cheaper standard products as well.
Confusion in positioning	Consumers may be confused about the position of the product in the market. This may be due to the fact that the company has many decisions about the brand or too often changes the position of the brand.
Questionable positioning	Customers may find it difficult to believe the company's claims about its brand, given the peculiarities and advantages of an individual product, the price and name of the manufacturer.
Note – based on source [24]	

RESEARCH RESULTS (CONCLUSIONS)

Thus, a company developing a positioning strategy must first accurately define the attributes and images of rival companies, then select a positioning strategy for its products. The main goal of the positioning strategy should be a reference point for products that were not produced by rival companies but are desirable by consumers. Advantages over competitors and reasons for preference of goods/services offered for the target market should be carefully planned before the start of production.

Positioning plays a key role in achieving the desired place in the minds of potential and existing consumers. Most marketing scholars define the positioning of a product as a placement with a clear, distinctive and desirable position in the minds of target consumers compared to competing market products.

As a result, positioning is two interrelated processes: working with the consciousness (i.e., perception, attitude) of potential consumers and working with the product (its differentiation). The first is a way of penetrating the consumer's consciousness, which allows you to assess how the consumer really perceives the product. The second is the actions that must be taken to ensure that this product occupies a certain place among the competitive goods from which consumers make their choice, i.e., the formation of consumer loyalty, commitment to this brand, motivated by a firmly rooted habit of buying the same product, or using the same service.

The position of the goods is formed on the basis of the buyer's preferences regarding the characteristics that ensure the competitiveness of the products. Clearly, positioning is a complex and lengthy process.

Due to the small market share, the abundance of goods should always be remembered that there is always a threat of increased competition, therefore, it is necessary to think through a strategic plan for the development of the brand.

REFERENCES

1. Etzel M. Marketing: 11th edition. – New Jersey, 1997. – 624 p.
2. Bhat S. Symbolic and functional positioning of brands. // Journal of Consumer Marketing. – 1998. – № 1. – P. 32-43.
3. Kotler P., Keller K. L. Marketing management: 12th edition. – Upper Saddle River, 2006. – 729 p.
4. Kotler P., Armstrong G. Principles of marketing: 6th edition. – New Jersey, 1994. – 716 p.
5. Fill C. Marketing communications: engagement, strategies and practice. – Harlow, 2006. – 911 p.
6. Karadeniz M. Product Positioning Strategy in Marketing Management // Journal of Naval Science and Engineering. – 2009. – №5 (2). – P. 98-110
7. Yankelovich D. New Criteria for Market Segmentation // Harvard Business Review. – 1964. – P. 83–90.
8. Kotler P., Keller K. L., Ancarani F., Costabile M. Marketing management 14/e. – Pearson, 2014. – 816 p.
9. Avery J., Gupta S. Marketing Reading: Brand Positioning. – Boston: Harvard Business School Publishing, 2014. – 37 p.

10. Douglas S., Craig C. S. Global Marketing Strategy: Perspectives and Approaches // International Marketing. – 1995. – Part 6. – DOI: 10.1002/ 9781444316568.wiem06013 (Accessed: 25.11.2020).
11. Lamb W. Jr. Marketing: 7th edition. – Thompson south Western, 2004. – 672 p.
12. Lautman M. R. The ABC's of Positioning // Marketing Research. – 1993. – № 5(1). – P. 12–18.
13. Muhlbacher H., Dreher A., Gabriel-Ritter A. MIPS – Managing Industrial Positioning Strategies // Industrial Marketing Management. – 1994. – № 23(4). – P. 287–97.
14. Friesen P., Ideas you can take to the Bank. // Target Marketing. – 1996. – P. 14–15.
15. Blankson C. Positioning strategies and incidence of congruence of two UK store card brands // Journal of Product and Brand Management. – 2004. – № 13(5). – P. 315–328.
16. Schiffman L. G., Kanuk L. L. Consumer Behavior. – New Jersey: Prentice Hall, 2007. – 518 p.
17. Shiv Ch. D. MBA Marketing Course, 1971. – 338 p.
18. Doyle P., Stern Ph. Marketing management and strategy: 4th edition. – Harlow: Pearson Education Limited, 2006. – 464 p.
19. Grancutt J., Leadley P., Forsyth P. Marketing: essential principles, new realities. – London, 2004. – 688 p.
20. Winer, R.S. Marketing Management: Third edition. – Upper Saddle River, 2007. – 544 p.
21. Hooley G., Saunders J., Piercy F. N. Marketing strategy and competitive positioning. – Prentice Hall, 2005. – 173 p.
22. Hutt M. D., Spech T. W. Business marketing management: 8th edition. – Prentice Hall, 2004 – 265 p.
23. The Travel & Tourism Competitiveness Report 2019: Travel and Tourism at a Tipping Point [Electronic source]. – URL: http://www3.weforum.org/docs/WEF_TTCR_2019.pdf (Accessed 28.02.2021).
24. Ostasevičiūtė R., Sliburyte L. Theoretical Aspects of Product Positioning in the Market // Engineering Economics. – 2008. – № 1(56). – P. 97-103.
25. Sheinin D. A. Positioning brand extensions: implications for beliefs and attitudes // Journal of Product & Brand Management. – 1998. – № 2. – P. 47-55.
26. Запесоцкий А. С. Стратегический маркетинг в туризме. Теория и практика: учебное пособие. – СПб.: Санкт-Петербургский Гуманитарный университет профсоюзов, 2003. – 351 с.
27. Brooksbank R. The anatomy of positioning strategy // Marketing intelligence and planning. – 1994. – №12 (4). – P. 10-14.
28. Дэй Дж. Стратегический Маркетинг. – М.: Эксмо-Пресс, 2002. – 640 с.

REFERENCES

1. Etzel M. (1997), “Marketing”, 11th edition, New Jersey, 624 p.
2. Bhat S. (1998), “Symbolic and functional positioning of brands”, Journal of Consumer Marketing, No. 1. – P. 32-43.
3. Kotler P., and Keller K. L. (2006), “Marketing management”, 12th edition, Upper Saddle River, 729 p.
4. Kotler P., and Armstrong, G. (1994), “Principles of marketing”, 6th edition, New Jersey, 716 p.
5. Fill C. (2006), “Marketing communications: engagement, strategies and practice”, Harlow, 911 p.
6. Karadeniz M. (2009), “Product Positioning Strategy in Marketing Management”, Journal of Naval Science and Engineering, No. 5 (2), pp. 98-110.
7. Yankelovich D. (1964), “New Criteria for Market Segmentation”, Harvard Business Review, pp. 83–90.
8. Kotler P., Keller K. L., Ancarani F. and Costabile, M. (2014), “Marketing management”, 14/e., Pearson, 816 p.
9. Avery J., and Gupta S. (2014), “Marketing Reading: Brand Positioning”, Harvard Business School Publishing, Boston, 37 p.
10. Douglas S., and Craig C. S. (1995), “Global Marketing Strategy: Perspectives and Approaches”, International Marketing, Part 6, available at: <https://doi.org/10.1002/9781444316568.wiem06013> (Accessed: November 25, 2020).
11. Lamb W. Jr. (2004), “Marketing”, 7th edition, Thompson south Western, 672 p.

12. Lautman M. R. (1993), "The ABC's of Positioning", Marketing Research, No. 5(1), pp. 12–18.
13. Muhlbacher H., Dreher A. and Gabriel-Ritter, A. (1994), "MIPS – Managing Industrial Positioning Strategies", Industrial Marketing Management, Vol. 23, No. 4, P. 287–97.
14. Friesen P. (1996), "Ideas you can take to the Bank", Target Marketing, P. 14–15.
15. Blankson C. (2004), "Positioning strategies and incidence of congruence of two UK store card brands, Journal of Product and Brand Management, No. 13(5), P. 315–328.
16. Schiffman L. G. and Kanuk L. L. (2007), "Consumer Behavior", Prentice Hall, New Jersey, 518 p.
17. Shiv Ch. D. (1971), "MBA Marketing Course", 338 p.
18. Doyle P., and Stern Ph. (2006), "Marketing management and strategy Fourth edition", Pearson Education Limited, Harlow, 464 p.
19. Grancutt J., Leadley P., and Forsyth P. (2004), "Marketing: essential principles, new realities", London, 688 p.
20. Winer R. S. (2007), "Marketing Management", 3rd edition, Upper Saddle River, 544 p.
21. Hooley G., Saunders J., and Piercy F. N. (2005), "Marketing strategy and competitive positioning", Prentice Hall, 173 p.
22. Hutt M. D., and Spech T. W. (2004), "Business marketing management", 8th edition, Prentice Hall, 265 p.
23. "The Travel & Tourism Competitiveness Report 2019: Travel and Tourism at a Tipping Point", available at: http://www3.weforum.org/docs/WEF_TTCR_2019.pdf (Accessed: February 28, 2021).
24. Ostasevičiūtė R., and Sliburyte, L. (2008), "Theoretical Aspects of Product Positioning in the Market", Engineering Economics, No. 1(56), P. 97-103.
25. Sheinin D. A. (1998), "Positioning brand extensions: implications for beliefs and attitudes, Journal of Product & Brand Management, No 2., P. 47-55.
26. Zapesotsky A. S. (2003), "Strategicheskii marketing v turizme. Teoriya i praktika: uchebnoe posobiye", P. 244-250 (in Russian).
27. Brooksbank R. (1994), "The anatomy of positioning strategy", Marketing intelligence and planning, Vol. 12 No. 4, pp. 10-14.
28. Day G. (2002), "Strategicheskii marketing", Eksmo Press, Moscow, 640 p. (in Russian).

ӨНІМДІ НАРЫҚТА ЖАЙҒАСТЫРУ ТҰЖЫРЫМДАМАСЫ

А. Т. Тлеубердинова¹, Р. Р. Жусупгазина^{2*}

¹Қазақстан Республикасы Білім және ғылым министрлігінің
Ғылым комитетінің Экономика институты, Алматы, Қазақстан Республикасы

²Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан Республикасы

АНДАТПА

Зерттеу мақсаты негізгі стратегиялық артықшылықтары мен қасиеттерін анықтау арқылы нарықтық жайғастыру тұжырымдамасын және оның негізгі компоненттерін ашып көрсету болды. Сонымен қатар, мақалада өнімді жайғастырудың негізгі ережелері және өнімді жайғастыру барысын басқаруда жайғастыру картасын қолданудың маңыздылығы көрсетілген. Мақалада жайғастыру тұжырымдамасының тарихы қарастырылып, әртүрлі авторлардың көзқарастары мен анықтамаларының ерекшеліктері анықталып, сонымен қатар оның критерийлерін тандау талданған. Мақала авторлары жайғастыру процесінің мәнін түсіндіреді және оның стратегиясын таңдау шарттарын негіздейді.

Әдіснамасы. Авторлар әртүрлі жайғастыру стратегиялары мен стратегиялық брендингті талдаудың салыстырмалы әдісін, сондай-ақ нарықтағы өнімдердің жан-жақты қауіпті жағдайларын бағалауда, жеке

жайғастыру процестерін ұсынуда және олардың кезеңдерін сипаттауда құрылымдық-функционалдық тәсілді қолданды.

Зерттеудің бірегейлігі / құндылығы. Зерттеу нәтижелері стратегиялық жайғастырудың ғылыми негіздерін одан әрі дамытуға, ғылыми зерттеулердің деңгейін жоғарылатуға, сонымен қатар практикалық қолдануды кеңейтуге ықпал ететін жаңа жүйеленген білім береді.

Зерттеу нәтижелері. Авторлар қолданыстағы тәжірибені жүйелеу негізінде стратегиялық жайғастырудың теориялық және әдіснамалық аспектілерін жалпылау арқылы «жайғастыру» ұғымының авторлық түсіндірмесі берілді, брендтің дамуын жоспарлау және бәсекелес компаниялардың атрибуттары мен бейнелерін анықтау арқылы бәсекелестік ортаны міндетті түрде талдауды жоспарлау қажеттілігіне негізделген жайғастыру стратегиясын әзірлеу және жүзеге асыру бойынша компаниялардың әрекеттерінің авторлық алгоритмі ұсынылған.

Түйін сөздер: маркетинг, жайғастыру, бренд, маркетинг стратегиясы, репозицияландыру, бәсекелес компаниялар.

КОНЦЕПЦИЯ РЫНОЧНОГО ПОЗИЦИОНИРОВАНИЯ ПРОДУКТА

А. Т. Тлеубердинова¹, Р. Р. Жусупгазина^{2*}

¹Институт экономики Комитета науки
Министерства образования Республики Казахстан, Алматы, Республика Казахстан

²Казахский национальный университет имени аль-Фараби, Алматы, Республика Казахстан

АННОТАЦИЯ

Целью исследования являлось раскрытие понятия позиционирования на рынке и его основных составляющих посредством идентификации основных стратегических преимуществ и свойств данного подхода. Кроме того, статья отмечает основные правила позиционирования товара и выделяет значимость использования карты позиционирования в управлении позицией продукта. В статье рассмотрена история концепции позиционирования, определены особенности подходов и определений различных авторов, а также анализ выбора его критериев. Авторы статьи дают пояснение сути процесса позиционирования, обосновывают условия выбора стратегии позиционирования.

Методология. Авторами использован сравнительный метод анализа различных стратегий позиционирования и стратегического брендинга, а также структурно-функциональный подход в оценке разносторонних рискованных позиций продуктов на рынке, в представлении отдельных процессов позиционирования и описании их этапов.

Оригинальность / ценность исследования. Результаты исследования обеспечивают новые систематизированные знания, способствующие дальнейшему развитию научных основ стратегического позиционирования, повышению уровня научных исследований, а также расширению практического применения.

Результаты исследования. Авторами обобщены теоретико-методологические аспекты стратегического позиционирования, на основе систематизации существующих практик, дана авторская трактовка понятия «позиционирование», предложен авторский алгоритм действий компаний по разработке и реализации стратегии позиционирования, основанного на необходимости планирования развития бренда и обязательного анализа конкурентной среды через определение атрибутов и образов конкурирующих компаний.

Ключевые слова: маркетинг, позиционирование, бренд, маркетинговая стратегия, репозиционирование, компании-конкуренты.

ABOUT THE AUTHORS

Tleuberdinova Aizhan Tokhtarovna – doctor of economic sciences, professor, chief researcher of Institute of Economics, Science Committee of the Ministry of Education of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan, e-mail: tat404@mail.ru, orcid: <https://orcid.org/0000-0001-8762-5932>

Zhussupgazina Romina Rashidkyzy – master of economic sciences, PhD student, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan, e-mail: romina.zhussupgazina@gmail.com*