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MODERN PROBLEMS OF THE BRANDING: BASIC CONCEPTS, ESSENCE

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Abstract — Modern branding components reviewed in the article. The main factors of creating branding are formulated. Factors that affect the success of the branding on the commodities market are listed.

Key Terms — brand, branding, model

Over the past few decades, interest in brands has grown substantially in almost every country in the world. This is due to the tendencies of the development of world markets, their commodity oversaturation and the need for product differentiation. It is advisable to conduct a morphological analysis of the definition of "brand", which are given in table. 1.

Table 1
Morphological analysis of the definition of "brand"

Definition	Author, Source	The essence of the definition
name, term, sign, symbol, drawing or combination thereof, which are intended to identify the supplier of goods or services and differentiate them from competitors' goods or services	American Marketing Association [2]	priced to identify goods
a set of characteristics of a product (its attributes, representations and knowledge of consumers about a product), elements of a trademark (logo, name and sound series) and a trademark (legal protection)	S. Veleschuk [3]	set of characteristics of the goods
more than advertising or marketing. This is all that comes to the head of a person relative to a product when he sees his logo or hears the name	D. D'Alessandro [4]	more than advertising or marketing
non-material, but critical component of the organization it owns, is a kind of contract with the consumer about the level	S. Davis [1]	nonmaterial, but critical for component organization

of customer-received quality and value inherent in the product or service of this organization. The consumer can not interact with the product or service, but with the brand can		
a set consisting of both a product that satisfies the functional needs of consumers and an additional value that prompts consumers to feel more satisfied with the belief they are creating that the brand is of a higher quality or more desirable to them than the like brands offered by competitors	P. Doyle [3]	a collection consisting of goods and of value added
a means of distinguishing goods or groups of goods, which allows the owner to achieve the desired competitive advantage in the market	O. Zozulyov, Y. Nesterova [6]	means of distinguishing goods or groups of goods
an exclusive concept shared and desired by most people, embodied in goods, services, sales outlets and / or experience	J.-N. Kapferer [2]	exclusive concept
a set of associations that arise in the minds of consumers that add value to the product or service they are perceived and create a different reaction to the brand	K.L. Keller [5]	association of associations
the duty of the seller to provide the buyer with a certain set of properties of the goods, benefits and services, as well as quality assurance	F. Kotler [2]	the duty of the seller to provide the buyer with a certain set of properties of the goods

In the result of the morphological analysis, one can conclude that the brand is a set consisting of both a product that satisfies the functional needs of consumers and an additional value that induces consumers to feel more satisfied with

the belief in their belief that this a brand of higher quality or more desirable to them than similar brands offered by competitors.

In the special literature [1,3,6] on branding and in practice, when developing the concept of a brand, various models are used that describe the structure of the characteristic features of the brand. Consider the most significant of them. Model Brand Identity System (D. Aaker, USA). D. Aaker [6] proposed a model according to which the characteristic features of the brand are studied at two levels in 12 positions, grouped in four areas: brand as a commodity, brand as an organization, brand as an individuality and brand as a symbol (Fig. 1).

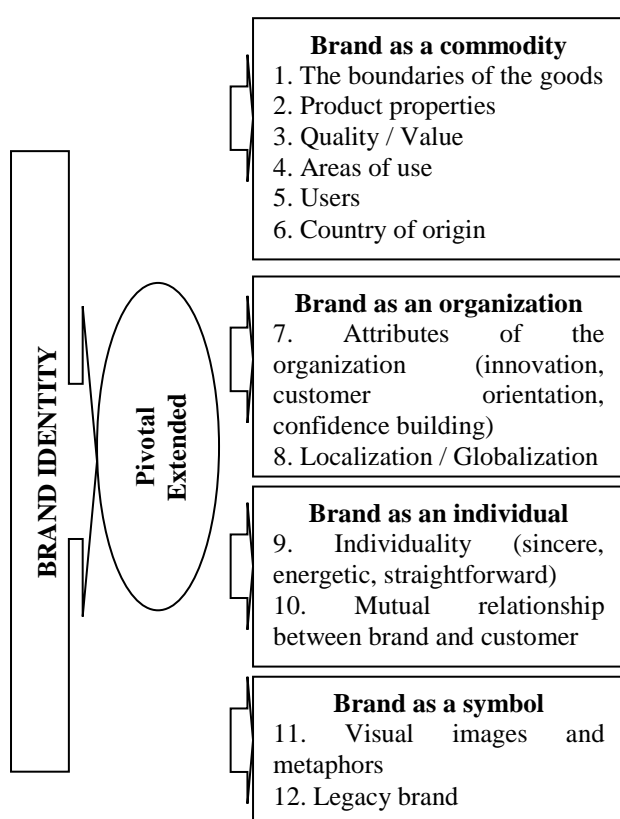


Fig. 1. Model Brand Identity

Core identity is a fundamental, sustainable brand identity, independent of the product group and specific market. The core identity according to D. Aaker is close to the concept of the essence of the brand - a key idea expressing the spirit of the brand. Expanded identity contains elements of brand identity, combined

into interconnected significant groups and giving identity structural completeness. The brand identity system should help establish the relationship between the brand and consumers, creating a value proposition that includes the functional, emotional, or self-expression benefits.

Aaker's model describes the system of characteristic features of the brand as the driving force of its associations. This explains some lack of harmony and consistency in presenting the structure of the characteristic features of the brand.

So, after analyzing the main approaches to brand research, we must state that the concept of a brand is in the plane of consumer brand communication, in contrast to the documented trademark, the brand is a broad concept, the main criterion of which is the existence of a broad paradigm in producer / consumer relations.

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