

еволюційно сформовані соціумом.

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INNOVATIVE APPROACHES TO THE COMPETITIVE POSITIONING: BEHAVIORAL ASPECTS

In nowadays market conditions, one of the key factors of success is the right positioning not only of the product but also of the company. The positioning becomes now one of the main concepts of the strategies for brand promotion, product placement and firm`s image.

The concept of positioning was proposed by Traut and Rice [1, p.27] and expanded by Kotler [2, p.105]. In their opinion and opinion of the most modern scientists, positioning is the creation of a certain position for a product among the competing goods, a kind of niche that would be reflected in the hierarchy of values formed in the minds of a potential buyer.

However, along with the marketing positioning (on which abovementioned authors mostly emphasized), there is an active usage of the competitive positioning concept in recent studies that is not exclusively associated with product marketing. That is why a complex approach to competitive positioning of the enterprise becomes more important. It is relied not only on marketing positioning but also on the company positioning relative to competitors and current (or possible) employees, for example. This approach to positioning is also reflected in some recent Ukrainian studies [3, p.6].

Nevertheless, under the analysis of recent articles, author concluded, that behavioral factors are mostly dropped out of sight. Behavioral factors mean psychological phenomena that influence people's decision making.

Positioning is inherent in differentiation. It means the allocation of such characteristics of products, related services, brand image or company that would distinguish them from competitors. Potential basis of differentiation is the factors that increase the value of products for the consumer, including its psychological satisfaction.

It is proposed that behavioral factors (including cultural variations) should be considered to positioning strategy. Consulting firms, reviewed by author, during the creation of product placement strategy, considered emotional benefits for potential customers as the main priority for marketing positioning in practice [4]. Main political, economic, social and technological trends which might have an influence on the market (Macroeconomic Environment Analysis) – in other words, classical PEST Analysis, is the first step of this process. Strengths, weaknesses, opportunities and threats of the CLIENT portfolio – classical SWOT Analysis – is the second step. It is designed for usage in the preliminary stages of decision-making processes and can be used as a tool for evaluation of the strategic position of organization. Together these abovementioned steps organized in a strategic tool for understanding market growth / decline, potential and direction for operations, business position.

This approach is used for clients` work for quite some time. Nevertheless, this approach should be changed significantly, because it has some cons due to the fact the global environment is moving forward and using PEST analysis instead of, for example, PESTEL (plus environmental and legal factors) looks quite narrow. Finally, “internet positioning” should be also considered. But what is more important here is that the emotional benefits considered as the top priority for marketing positioning in practice. And for that reason, behavioral factors become more important. But these factors are mostly omitted by scientists when defined competitive positioning.

After analysis of scientific basis of competitive positioning and practical cases, it is proposed to transform the competitive positioning of enterprise from its narrow meaning as marketing positioning of products to more complex approach. Below showed the diagram that combine existed concepts of firm positioning with the new ones:

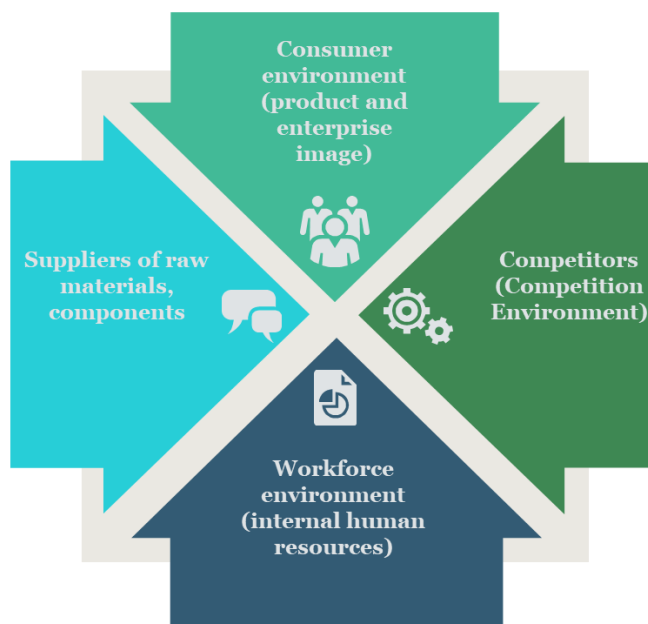


Fig. 1. Objects of competitive positioning

It is suggested to review of the modern competitive positioning concept, where the subject of competitive positioning is not only the product, but also the enterprise that produces it. As a result, competitors and employees of the company joined to the objects of competitive positioning, which resulted in the emergence of the concept of behavioral competitive positioning.

Finally, the next step in solving the problem of complexity of positioning should be to develop a methodological toolkit for selecting and implementing strategies for positioning and evaluating the effectiveness of selected strategies and forecasting the consequences of their implementation. That will include all proposed objects of competitive positioning.

References

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