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THE BASIS OF BRAND VALUE IN THE INDUSTRIAL MARKET

Product and corporate branding in many markets is a key factor of market success, in particular, in the markets of industrial goods, in the context of which it would be interesting to analyze the components that form the value of the brand for industrial consumers. Consumer branding strategies cannot be directly transferred to industrial markets. They should take into account knowledge gained from research in organizational purchasing, buyer-supplier relationships, and industrial segmentation.

In the literature, brands are usually depicted as multi-level pyramids, with the basic physical attributes underlying material and emotional benefits, the brand's personal characteristics, and the soul or core of the brand at the top of the pyramid. Alternatively, successful brands can be viewed as a quality product surrounded by several layers of characteristics with increasing intangibility [1]. The tangible and intangible components of the brand, organized in a certain way, generate the value added by the brand to the main product, which further forms the capital of the brand [2].

Brands increase consumer value by improving the offer and providing information about it. Consumers often evaluate it in the context of reducing the risk of using the brand and increasing its consumer value, and form preferences based on their perception of the updated attributes. These preferences are translated into choice decisions, with consumers choosing the product with the highest expected value or utility [3], with intangible factors weighing heavily, even in rational and systematic decision making. To understand successful brands, each attribute must be analyzed in terms of expected value to the consumer. The value of a brand to a consumer is a function of the expected price and the expected performance of tangible and intangible attributes.

In the industrial market, brand value for the consumer consists of four performance components: the product, distribution services (ordering and delivery), support services, and the company. These four components require further explanation.

Product performance is at the core of value, focusing on the core physical product. The material efficiency of the product can be quantified by a complex system of indicators, which allows taking into account its technical, economic and consumer properties, both material and immaterial. Although the consumer's evaluation of performance can be subjective, even in the presence of measurable indicators: two products may have the same failure history, but the production manager may judge one of them to be more reliable or of better quality than

the other, because of previous experience or because of other important specific factors for him.

Distribution efficiency encompasses aspects of ordering, availability, and delivery. Distribution is central to the activities of industrial suppliers, but distributors must also provide a quality product, support services and be a stable company. Industrial producers are also evaluated by distribution efficiency, both by distributors and end consumers. Important indicators such as required lead times and the number of late deliveries are regularly monitored, and online ordering systems are often crucial. Supply efficiency is often mentioned in the literature as a critical factor. More intangible elements such as ease of ordering, overall reliability, and flexibility and emergency response also add value to the brand.

The effectiveness of ancillary products includes the provision of services that complement the main product. These include: technical support, training and financial support services, either as part of the standard offer or at an additional cost. Suppliers are increasingly expected to provide technical support during the research or design stage, during installation and during operation. More intangible are the concepts of service quality and the degree of mutual understanding between service providers and the customer. Distributors and manufacturers usually try to measure customer satisfaction with service support, as opposed to satisfaction with the product itself, so they offer an increasingly wide selection.

The efficiency of the company's work involves the analysis of the company's activity as a whole, and not of its individual divisions. Industrial buyers prefer to do business with companies that are relatively stable, successful, reliable and culturally compatible. A company's material valuations include measures of financial stability, such as reported profitability and market share. At the same time, intangibles are also valuable, including the company's reputation, quality image and country of origin. Keller [4] described this aspect as "relationship value" and included such factors as technical potential, reliability, and pleasantness of cooperation. The processes and importance of relationship building based on shared experiences and the development of strategic partnerships are areas of considerable research, from both the buyer and supplier perspectives.

The presented judgments can provide initial information for the analysis of brand value in the industrial market. Further research is needed to shed light on how consumers in industrial markets actually evaluate different tangible and intangible attributes, and how different product and market characteristics influence these evaluations. Questions about how best to quantify branding phenomena remain open. Practical issues of industrial brand management also deserve further attention.

Literature:

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