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## **NECESSITY FOR ADAPTIVE POSITIONING OF A PRODUCT ON A MARKET**

Every day in the world is introduced a large number of new brands. Manufacturers are making a lot of efforts to successfully put their brand on the market and that it will be accepted by consumers. But on the way to successful sales there are few obstacles which must be overcome. If manufacturers make mistakes, product will not gain such popularity as expected.

The first begins before the putting product to a market. This step is called segmentation. To perform market segmentation is easy, much more difficult to define right segments. Selecting the wrong segments, the desired target audience will not be fully covered during advertising campaign. The necessary information will not get our target audience because of incorrect chosen channels of communication and not all consumers will be informed about the product. This potentially reduces the recognition of a new product and its sales on introduction stage.

Usually producers want to sell their products to everybody. But in a competitive environment there are no such products that will fit to everyone, but only the goods that someone likes much and someone doesn't like at all.

That's why the second most important task is correct, clear and precise positioning. You have to know about the needs of the market and how the preferences of subgroups (segments) differ. There is a hard need to find a distinctive competitive advantage or benefit in a product. The company has to determine: will its competitive advantage perceived by customers and how easy will competitors imitate it.

Positioning actually is the description of certain types of goods (image, associations and benefits) in relation to competitors, bringing it to market segment and to the mind of buyers.

As soon as you take possession of the notion in the minds of people, you either use it and become a leader or remain in the shadows.

In the development of positioning, there are some basic ideas and concepts. Firstly, the positioning is related more to the long-term strategy. That is why the positioning must be sustainable and adaptable to future development, able to evolve and change in periods of brand's or company's growth, maturity and decline.

Secondly, positioning - that is what the consumer thinks about a company,

product or service. Therefore crucial is that the position in the future will be determined by a consumer rather than by a company. Thirdly, positioning is based on the benefits. Effective positioning provides consumers with clear reasons (benefits) for purchasing your goods.

For example I cite fruit juices of Ukrainian company «  
». It found that there is a hidden demand for convenient package for juices. In 2004 it released juices under TM " " in PET bottles and in a year it increased its market share by eight percent.

They were the first who introduced juices on Ukrainian market in such package. Company positioned its new product as convenient for usage. TM " "

" has satisfied the needs of youth who want to slake their thirst in another way. This is an example of successful positioning for a relatively new product on the market. Now it controls 80% of juice market in PET-bottles.

Everyone is agree with convenience, but from nowadays there is such mainstream as healthy lifestyle, when people want to consume only natural products without preservatives, colorants and so on.

Plastic bottle is associated with artificial nature of product because of strong advertising of Tetra Pak (the most common package for juices) directed on its natural origin and its safety for health. In reality plastic bottles have almost the same characteristics and quality of storage isn't worst.

Now it is time to evaluate, to adapt to a new market wave. In minds of customers TM " " is staying as convenience way of slaking thirst but there is a huge number of potential consumers lost because they don't sure in quality of plastic package.

My advice is to persuade people in its safety. Company doesn't have to provide a fully reposition but have to persuade doubters to buy namely its juices in PET bottles.

TM " " have the advantage, it is on the 3d place in juice market, so it has a reputation and the fact is that what TM " " wants to bring to minds of clients is really true and not some fictional feature of its product.

There is only one way to change the attitude of customers – change the image of TM " " juices in their minds. Of course it is not an easy way and through one advertising campaign it is not impossible to change the stereotypes of people but in future it will help to conquer more loyal consumers of its juices.