

INVESTIGATION OF «COOL» BRANDS INFLUENCE ON THE DOMESTIC CUSTOMER MARKET

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Introduction. There were times when the commodity world was much simpler and uniform, and consumers differed by stability and conservatism of the choice. Today everything has changed. Production increase, demographic trends, consumer trends, inflation, all this affects the decrease in the prestige of certain brands and evaluating of others. Trend-characteristics of the brand image have become paramount in the struggle for the consumer. That is why manufacturers and retailers had to think seriously about «brand marking» goods and services.

The concept of «brand» came into use in the United States, the motherland of marketing. In English, this word has a number of direct meanings: fire, torch, burn, to burn. Another meanings is «stigma» (property sign) used in cattle breeding.

Brand is a complex code of forming positive consumer perceptions of goods. In other words, the brand is advertised trademark, its image, resulting from various marketing efforts to promote the product on the international market. It can be said that the brand is a target set of positively charged qualities hidden behind a symbol.

Analysis of studies and publications. The concept of «brand» examined foreign [1, 8] and domestic authors [3–7, 9]. However, many questions regarding the impact of brand on consumer behaviour remain open. Recently, the UK has spread the concept of cool-brand as a means of psychological motivation of consumers [10].

The basic problem of this article. The purpose of this work – the identification cool-brands in terms of domestic consumers and study their mechanisms of influence.

The buyer usually understands very good the difference between simple words and reality, so the aim of this investigation is to identify the sources of his subjective evaluations, attitudes, motivation.

It is not difficult to understand the psychological advertising principle; it is much more difficult to learn how to use it in practice. After all, buyers are so psychologically different, that sometimes products are not suitable for their using in situations of communication with other people. Thus, just very creative and psychologically well-prepared advertising experts can manage this task but not in all cases.

The main material and results. Brand is an agent of influence on consumers and a powerful creative idea, medium of rich spectrum of psychological and cultural characteristics.

The main components of the brand are:

- marketing technologies by which goods are promoted to the market;
- intellectual property, i.e. copyrights relating to trademarks, industrial models and know-how.

In practice, advertising and the advertised product is often represented to a potential consumer as a means of self-expression as a way of creation of your own individual advertising space, establishing of communication with other people and receiving in return a certain psychological «reward» in the form of a positive social assessment (to actions, deeds, image and etc.).

This mechanism has not been considered as a specific for a long time. It was only spoken of as a way of effective advertising organizing. However gradually, a growing number of big advertising experts (designers, copywriters, photographers, directors) began to use this psychological mechanism for the creation of «cool» advertising variety of services and consumer goods. Brand for a person truly becomes «cool» when he gets the opportunity to use it to stand out in a social group or identify with the objective unattainable, but psychologically important group for him. This occurs when advertising is made as a communication for communication.

At a certain stage, under influence of objective processes, a consumer is considered by advertisers and advertising experts as a person, who has economic interests, many spiritual needs, who looks forward his or her social essence, social identity, self-expression, «orientation to another person» imitating a recognized

authority and the simultaneous desire to stand out, be different from the crowd, and so forth.

That is why the important psychological conditions take place and «cool brands» have started to appear on the market in the framework of advertising creation under the principal «communication for communication».

Here, the goods (service, symbol, myth, and so forth.) that are not just means of satisfying any needs, but also are means of communicating with other people, a means of expression and enhance of customer self-confidence are offered to the customer. In this case the real communication cannot occur. The buyer (customer) just imagines the possible communicating with important people, but due to specific psychological processes of identification, he refers to this situation as to a real.

In this sense, it is carried out not by objective criteria of a consumer product positioning in the minds of buyers (consumers), and on subjective criteria.

In this case, it is advisable to seller somehow unobtrusively «to hint» to the buyer that he will be sure to look «cool», if he buy the proposed thing, for example, it is often possible to make a reference to an independent source of information and estimation.

Today it is impractical to use in advertising phrase with the word «cool» everywhere. The customers have to make the appropriate conclusions, and make sure that it is «cool», by looking at others and being guided, only on their non-verbal scores. Thus, the arranging of advertising as a communication for communication is one of the important conditions for cool-brand-strategy.

Five years ago, the organization Cool Bandleaders Council conducted the survey of 3 thousand UK respondents aged from 18 to 44 years. It was necessary to choose the most «cool» things that can be bought, and called for the «cool» people in 63 different categories.

According to a company research report Johnny Depp, Brad Pitt and Kiera Knightley have been recognized as the most «cool» actors.

As the most «cool», director chosen by British was Quentin Tarantino, the very same «The Streets» was recognized as «cool» musical group. As very «cool» drinks were the names of Belgian beer «Stella Artois» and vodka «Stolichnaya».

Among the cars the most «cool» was the German mark «Audi», among the «cool» clothing brand in the first place was the Italian «Diese». The survey revealed that respondents understand under the word «cool» values such as «stylish», «trendy», «modern», «authentic» and «unique».

We carried out a study, which concerned the determination of the degree of popularity of the brand. This study was conducted by the method of «share of mind determination». 50 people were interviewed between the ages of 20 and 35. The survey was conducted through personal interviews and through social networks. The sample is formed in a probabilistic manner, and in our opinion, is representative. Each respondent called 5 trademarks, which he or she considered «cool». As it is known, the first objects usually can be mentioned that are important for humans and are associated with a set of its stereotypes (sustainable ideas and values inherent in a particular social group). Thus, 250 units of observation were received and 102 of them or 41.2% trademarks mentioned only 1 respondent. For the analysis were chosen trademarks / brands which meet at least three times (Table 1).

Table 1

Trademarks mentioned by respondents more than two times, and their share in the total amount mentioned

№	Brand	Quantity of respondent reference	Specific gravity, %
1	2	3	4
1	Coca-Cola	15	6,0
2	Apple	10	4,0
3	Nestle	7	2,8
4	Sony	7	2,8
5	Roshen	7	2,8
6	Samsung	6	2,4
7	Adidas	6	2,4
8	McDonald's	5	2,0
9	Nike	5	2,0
10	Proctor&Gamble	5	2,0
11	Nescafe	5	2,0
12	Google	4	1,6

1	2	3	4
13	Microsoft	4	1,6
14	Acer	3	1,2
15	Аго	3	1,2
16	Always	3	1,2
17	Jacobs	3	1,2
18	Світоч	3	1,2
19	Торчин	3	1,2
20	Хортиця	3	1,2
21	Оболонь	3	1,2
22	Schwartzkopf	3	1,2
23	Oriflame	3	1,2
24	Milka	3	1,2
25	BMW	3	1,2
26	Toyota	3	1,2
27	Чумак	3	1,2
28	Хлібний дар	3	1,2
29	Чернігівське	3	1,2
30	Домінік	3	1,2
Усього		147	

From the study it can be concluded that for the national youth audience the most «cool» drink is «Coca-Cola», the most «cool» clothing brand is «Adidas», the most cool car is BMW, and computers and other equipment, «Apple's» out of competition among those who consider themselves cool by advanced users.

We should also highlight the category of brands that have already been called global brands «Coca-Cola», «Nike», «Adidas», «Apple», «Google», and «Microsoft». The last three of them do not use television advertising in the Ukrainian market, and mainly promoted via the Internet and existing image. As the results of research: in the struggle for the image not those firms win which use aggressive advertising and numerous means of brand popularizing, but those which have found a bright and attractive character or argument.

It is obvious that the described strategy works effectively on goods with a high quality and useful application properties. Although there are cases of «cool» brands appearing during promotion of goods, which have not neither high quality nor useful customer properties (especially in the early stages of entering the market). For example, it often happens with brands in the field of show business. And it happens because art by its nature refers to those activities that create a culture virtually from nothing, for example, components which accidentally found (sounds, rhythms, gestures, movements, colors, shapes, effects, eye-catching, substances and items, did not find other applications and so forth.).

Today it is necessary to form a new mental psychological attitude toward the brand. If earlier this concept practically equated with the notion of a well-known brand, the new model allows us to make several important conclusions that branding is a system of marketing, which is closely linked with self-expression of the buyer. He was not just offered a quality product that solves problems satisfying the needs, calling pleasant emotions, but such a product, which, raises him to a new social level.

In this case, the criterion level, which person sets for oneself to meet the needs of self-realization, is often determined by its authorities (idols). And it is used in advertising, in particular, in advertising with the assistance of well-known people. In our opinion, the failure involving famous people in advertising of any goods and services are determined only as the errors in the field of consumer psychology. However, having proper psychologically planned advertising campaigns arranging, this practice is very effective undoubtedly.

Moreover, it is quiet more difficult sometimes to remake the goods under the demands of consumers than to create a new subculture, the users number of which can be quite large. This, in its turn, under certain circumstances, can lead to fabulously high profits. The reverse option is possible.

Sometimes a marketer can find such a sufficiently large group of people (subculture), to perform a

thing (goods) as an object corresponding to system of values and norms of the group. A striking example of the creation of a specific subculture of «promoted users» are «Apple» fans, from a marketing point of view it is a segment of loyal consumers.

Thus, brands, in a broad sense, arise spontaneously and usually purposefully created and «paid for» vanity-eating people (artificial) within subcultures. The buyer pays money with pleasure for an unforgettable and extremely happy to pay the money. After all, experience has shown that people are much easier pass «fire» and «water» than the «copper pipes». If a marketer uses in practice this psychological property of the person as a social being, he can easily eliminate the psychological barrier of protection from the effects of brand advertising, which under normal conditions got by consumer as extremely intrusive. Thus, the concept of a brand or a «cool» brand is a kind of convention formed in consumer mind, which is a convenient unit of measure, and an object with extra felling properties which in social dynamic systems can be controlled by methods of marketing psychology.

Conclusions. Thus, in brief cool-brand-strategy it can be divided into several the most important principles.

1. The brand is really «cool» for a particular buyer if the buyer, acquiring it, feels «cool» itself.
2. To be considered «cool» for buyer brand should be bought by those people whom the buyer considers «cool».
3. To understand the psychological essence of what is estimated as a «cool» brand, it is necessary to consider the sale of the object in the so-called social dynamic system frames.
4. In this system, a brand can purchase special «system» or «super-sensible» properties, which he did not have before, increase their value and become «cool».
5. «Cool» brands can appear due to special people with specific motivation of self-expression, this behavior is called distinctively.
6. To deliberate and planned creation of «cool» brands it is necessary to conduct psychological studies, which are the main method of psychological experiments and tests.

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V. Dobrianska, PhD (Technical Sciences), Associate Professor. **V. Miroshnychenko**, Senior Lecturer. **L. Huzevska**, Student. Poltava National Technical Yurii Kondratiuk University. **Investigation of «Cool» Brands Influence on the Domestic Customer Market.** The authors considered the modern interpretation of the concept of «brand», the role of brands in the marketing impact of the company on the consumers, brand image characteristics, cool-brands specific. Cool-brands in terms of the domestic audience have been studied in the article.

Keywords: brand, consumer, image, cool-brand consumer market.

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Ключові слова: товарна марка, бренд, споживач, імідж, cool-бренд, споживчий ринок.

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Виктория Викторовна Добрянская, кандидат экономических наук, доцент. **Владимир Тарасович Мирошниченко**, старший преподаватель. **Любовь Станиславовна Гузевская**, студентка. Полтавский национальный технический университет имени Юрия Кондратюка. **Исследование влияния cool-брендов на отечественном потребительском рынке.** Рассмотрено современное трактование понятия «бренд», роль брендов при осуществлении маркетингового влияния фирмы на потребителя, имиджевые характеристики товарной марки, специфику cool-брендов. Исследовано cool-бренды с точки зрения отечественной аудитории. Исследование проведено путем опроса особ в возрасте от 20 до 35 лет методом личного интервью и с помощью социальных сетей. Для анализа было выбрано торговые марки/бренды, встречающиеся в опросах минимум трижды. Сделано вывод о том, что для отечественной молодежной аудитории «самым крутым» напитком является «Coca-Cola», наиболее «крутой» маркой одежды – «Adidas», автомобилем – BMW, а компьютеры и другая техника «Apple» вне конкуренции среди тех, кто считает себя крутыми пользователями. Выяснено, что «крутые» бренды возникают вследствие особенного поведения людей со специфической мотивацией самовыражения; для целеустремленного и планомерного создания «крутых» брендов необходимы психологические эксперименты и психологические тесты.

Ключевые слова: товарная марка, бренд, потребитель, имидж, cool-бренд, потребительский рынок.