

## MARKETING, ADVERTISING AND PR

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### THE ROLE OF THE BRANDING AND INTEGRATED MARKETING COMMUNICATIONS TO CONSUMER PERCEPTION

***Abstract.** Numerous studies have found that it is extremely important for a person to strive to appear like others, adequate to the current situation in society. This is where one of the keys to influence brands on the choice of buyers lies. Integrated marketing communications integrate all marketing communications from advertising to packaging to deliver consistent, compelling marketing messages to target audiences that help achieve company goals. This thesis examines the views of scientists on branding and integrated marketing communications.*

***Keywords:** branding, integrated marketing communications, public relations, advertising, world mouth marketing.*

#### **Introduction.**

Branding is a set of marketing tools and a process of brand management, which consists in developing a brand name for products, positioning and promoting them to the market, ensuring reputation, as well as regular monitoring for the compliance of a certain brand with market requirements.

Branding is targeted marketing efforts to create long-term consumer preference for a product. Branding is implemented in the process of developing and implementing marketing communications: a trademark, trademark, packaging, advertising messages, and other marketing efforts that help to highlight the product and create a different image of the product from other competitors in the minds and psychology of consumers.

The brand concept should not be confused with the term "trademark". Of course, a brand without a trademark is impossible, but it is not exactly the same. "Brand" is a richer, richer concept. To date, the most common definition of the brand is the definition given by American Marketing Association (American Marketing Association – AMA). A brand is a name, term, sign, symbol or design, or combination thereof, designed to identify the goods or services of one seller or group of sellers and to distinguish goods or services from those of competitors. However, this definition, according to many authors, is not entirely accurate. Therefore, for example, Valentin Pertsya in his book "Anatomy of the brand" notes that there is no place in it for the main component of the brand – the person in whose head it is created. In his opinion, the brand is nothing more than "a consistent set of functional, emotional, psychological and social promises to the target consumer, which are unique and meaningful for him and best meet his needs"[1].

### **Theoretical aspects of research**

Many researchers characterize the brand from the point of view of associations arising in the minds of consumers. K. Keller writes, "A Brand is a set of associations that arise in the minds of consumers who add perceived value to a product or service"[2]. A number of authors associate the brand with intangible product properties that affect the consumer. For example, J. Kapferer believes that "a brand is a name that has the power to influence buyers"[3].

In the book of V. Pertsya gives a number of definitions of the brand, given by various experts in the field of marketing, which in his opinion more accurately reflect the essence of the brand. Here are some of them:

"We define a brand as a trademark that, in the eyes of the consumer, incorporates a clear and meaningful set of values and attributes. The product is made

at the factory. But it becomes a brand only case that gets a lot of tangible, intangible and psychological factors. The main thing to remember: brands are not created by the manufacturer. They exist only in the mind of the consumer" (Charles Brymer, General Manager of Interbrand Schecter).

Clearly seen from above, all definitions are based on the fact that the brand is a kind of sum of sensations, associations, in a word – something that lives in the minds of the consumer. It seems that the most capacious and exact definition is the definition given by V. Persia, since it considers the brand as both a set of functional characteristics (which is in abundance in the definition of AMA) and as an emotional factor acting on the consumer in a certain way. The rest of the definitions appear to be somewhat one-sided and affect only certain aspects of the brand. In this regard, we will further consider the brand, implying it in accordance with this definition.

Nowadays, however, very often the concept of brand is replaced by the concept of "trademark". It should be clearly understood that these are two completely different things. A brand represents a set of specific elements: logo, name, color, design etc the same Brand is something more, though, and includes data elements.

As for positioning, in this case the difference is more difficult to catch. D. Aaker defines brand positioning as "a part of brand identity and value proposition that is actively communicated to the target audience by means of communication and shows its advantages over competing brands"[4]. As the concept of positioning and the concept of identity is intended to differentiate the branded product from the competition and facilitate the consumer's decision problem of choosing when buying. However, positioning is more focused on the product itself. It does not show the richness of brand values and does not reflect its full potential [5].

One of the most important components of a strong brand is its communication. There is possibility to put as many values as you want in the brand, come up with a whole philosophy, but if all this is not to convey to the consumer, there will be absolutely no use. In this regard, it is extremely important to correctly build a communication system.

Communication is a kind of brand voice. It is based on the fact that the consumer will hear or see him and will build their judgments, form opinions and, as

a consequence, to perform their actions. It is communications that is largely working on the creation of brand image. Based on clearly formulated messages (functional, emotional or social), the perception of the product is formed, which eventually turns this product into a brand. Communications are designed to reflect the very identity of the brand, which was discussed in the previous paragraph.

Very often, only advertising in the media is invested in the concept of communications. However, this concept is much broader. As a rule, companies that want to create a strong brand use a system of integrated marketing communications.

According to the definition of the American Association of advertising agencies, integrated marketing communications is a concept of planning marketing communications, based on the need to assess the strategic role of their individual areas (advertising, sales promotion, PR, etc.) and find the optimal combination to ensure clarity, consistency and maximize the impact of communication programs through consistent integration of all individual applications [6].

In other words, the Integrated Marketing Communication (here and after IMC) is a certain combination of appropriate types of advertising and sales promotion, subordinated to the common goal of strengthening the market position of the brand.

According to A. A. Romanov and A. V. Panko IMC are a means of solving two major communication problems. First, the IMC is designed to provide marketing communication of the company from a single position. This involves the creation of a system of communication messages using various means of marketing communications, which would not contradict each other and would be coordinated among themselves, forming a single favorable image of the company. Secondly, MK should improve the overall efficiency of marketing communications by searching for the optimal combinations of various communication tools. Integrated marketing communications tools should work towards achieving the goals (e.g. creating or enhancing brand image) simultaneously and trigger some action (e.g. trial or re-purchase)[7].

The IMC - concept unites all directions of promotion of goods (services), ranging from advertising, PR, sales promotion, to Internet communications. Management of marketing communications represents purposeful activity on

regulation of market stability by means of information technologies, methods of advance, actually advertising, the organization of exhibitions, public relations taking into account influence of laws and tendencies of the concrete market.

### **Foreign experience of research**

Each element of communication plays a role in marketing programs, but all of them should contribute to the formation of a single brand concept. Marketing communications should be used at all stages of brand development: sometimes it is necessary to raise awareness of consumers, to create favorable associations in their minds, or to maintain a commitment to the brand. For all this, there are various ways of communicating information to the consumer.



**Fig. 1.3. Intergrated Marketing Communications [8]**

The combination of means of marketing communications at each particular moment of product promotion depends on the stage of the life cycle, which is promoted goods. The core of the system of IMK – knowledge of their consumers and the adaptation of modern technologies to ensure that customers were not to faceless companies "market segments", and were concrete people with their

stereotypes, preferences, life style and style of consumption, desires and ambitions, and speech requirements. This is the basis of the well-known matrix of planning of brand communications D. Shultz - President of consulting company Agora Inc., a world-famous specialist in the field of marketing and advertising.

D. Schultz writes that "the best way to create effective brand communications is to look at the results or the program from the point of view of the consumer, not the company or competitors". He calls this approach "from the outside to the inside," as opposed to the most common approach in most companies "from the inside to the outside." It is necessary to start planning communication strategies with consumers or prospective customers, try to identify what they need and what they value, and then try to create messages and incentives that meet their needs. This emphasis on the consumer when creating a brand communication program creates value for the brand because that is what consumers want to hear – not what marketers want to tell them [9].

Traditionally, advertising was considered the main element in the campaign developed by the Agency. Sales promotion, direct marketing, PR and other functional elements were considered as auxiliary tools, maximizing revenue from advertising program this is the method "main element", according to Schulz, and created over the last few years, many challenges for brand communications planning. This happened because the functional approach of brand communication is considered from the point of view of the company, not the consumer. Consumers and potential customers do not care if the ad promotes or supports the brand. They do not care what plays the main functional role - PR or sales promotion. They are just looking for information and appreciate what serves their interests.

Consumers simply mentally combine and accumulate all the messages and incentives, contacts with the brand and its aspects that they face. They then combine them with the new elements and actions they encounter. Finally, they try to form a certain basic opinion or feeling about the brand. They just collect useful information, discard unnecessary information and process information about what they need or what they want, comparing it to what they already know about the brand. So any new brand communications are evaluated in comparison with what is already

known, then either postponed in memory or discarded. Therefore, it is so important to look at building brand communication from the point of view of consumers.

Thus, the system of marketing communications brand should work as a coherent body aimed at achieving a common goal. As in a Symphony orchestra all instruments merge into one, bringing to hearing a uniform melody, and all instruments of communication have to bear in uniform spirit the General philosophy and values which are close to the consumer which he will be able without effort to interpret and accept in the consciousness.

### **Analyze of research**

Consumer behavior - the processes occurring during the execution of individual cases or groups of people choosing, acquiring, using and disposing of various goods, services, ideas or impressions in order to meet their needs and desires [10].

Consumer behavior is a complex mental, emotional and physical process that is committed by people in the selection, payment, use of goods and services and the termination of such when meeting human needs and needs. The consumer market is individuals purchasing goods and services for personal use. Consumers differ greatly in age, level of income and education, tastes, etc. Proceeding from the characteristics, market participants distinguish different groups of consumers and create goods and services calculated for each of them [11].

The demographic factor considers the study of the population, its number, density, distribution and life features. Typical statistical demographic characteristics include age, sex, income, education, marital status, family size and occupation [12].

Culture is a complex that includes and behavior of consumers in such areas as self-perception and knowledge, religion, art, law, morals, customs and any other abilities and habits acquired by a person as a member of society. Culture is a set of values, ideas, objects of human labor and other significant symbols that help people as members of society communicate, interpret and evaluate situations. Culture influences the judgments perception of space, communication and language, clothing and appearance, nutrition, time and its evaluation, attitudes, values and norms, beliefs, mental processes and learning, work style and experience [13].

Social classes are built in a strict hierarchy, relatively homogeneous, stable social groups united by common values, interests and behavior. Sociologists distinguish six social classes: The upper class is the elite of society, originating from eminent families and living on inherited wealth. Serves as a reference group for the remaining classes; the lowest upper class is those of free professions or businesspersons who receive high incomes because of their exceptional abilities. They aspire to go to the upper class; The upper middle class are career-minded persons of free professions, managers, and businessmen; The lowest middle class are employees, small entrepreneurs, "working aristocracy"; The highest lower class is small employees, skilled and semi-skilled workers; Lower class - Unskilled workers, people living on benefits. The criteria for dividing society into classes include not only income, but also work education and residence. Representatives of different social classes differ in style of dress, speech, organization of rest and many other characteristics. Representatives of social classes have certain common preferences in the choice of various goods and brands, including clothing, home furniture, leisure and cars. Some manufacturers, using this circumstance, focus their attention on meeting the needs of one particular class [14].

The family is the most important social association of consumers-buyers. Members of the family constitute the most influential primary reference group. There are two types of families: the instructor and the child. The instructing family consists of the parents of the individual and his relatives. In it, he receives religious instruction, his life goals, feelings of self-worth and love are determined, and his position on political and economic problems is formed in it. At the same time, the influence of the instructive family is indirect. A direct influence on the behavior of the buyer is provided by the child's family - the spouse (a) and the children. The marketer needs to determine which family member has the most influence on the others when choosing a product. Usually this is one of the spouses, who has great authority in the family or is well versed in the subject of the purchase [15].

Lifestyle of human being in the world, expressed in its activity, interests and opinions. The way of life reflects the "whole man" in his interaction with others. When developing a marketing strategy for a product, the market activist will strive



to discover the relationship between the ordinary and the branded goods and a certain way of life. A yogurt maker can discover that among the active consumers of his drink are many successful men of free professions. Having found out this, he can more accurately target his branded goods to these people [16].

Reference groups - groups that have (in person) a direct or indirect influence on a person's attitude to what (to whom) - or his behavior. Groups that have a direct impact on a person are called membership groups. Reference groups influence the individual in at least three ways: they can push a person to change their behavior and lifestyle; influence the attitude of the individual to life and his idea of himself; can influence the choice of individual goods and brands [17].

Personal factors, throughout life people acquire a variety of goods and services. Baby needs baby food. The adult person aspires to try various products, and in advanced age, he passes on a dietary food. Over time, people's tastes change with regard to clothing, furniture, recreation. Studies have established the existence of psychological stages of the life cycle of the family. Throughout the mature period of life, a person experiences certain psychological "transitions", or "transformations". Marketers pay much attention to circumstances that change a person's life - divorce, widowhood, repeated marriage - and their influence on consumer behavior. A great influence on the purchase of goods by the buyer is provided by the type of his occupation. The worker is forced to purchase overalls and shoes. And the position of the president of the company obliges to buy expensive suits. Marketers seek to identify professional groups interested in acquiring specific goods and services, and companies are eager to produce goods for them [18].

One of the conditions for the existence of the market is the presence on it of a buyer or consumer of goods and services. The role of the consumer for the development of the market and market relations is extremely high, since it predetermines the volume of sales and production, as well as the assortment of goods for which there is demand. Some researchers of consumers use typological properties of the personality in search of connections between the consumer's personality and his habits in the sphere of consumption. There are different

classifications of models of consumer behavior. One of them is based on the consumer's attitude to the world around, to his personality and the purchased goods.

The consumer choosing behavior is the most common image of the consumer. It reflects the key value of a consumer-oriented capitalist society, connected with the fact that the availability of a choice of goods and services is in itself a positive phenomenon. Moreover, the more choices a consumer has, the more the field of activity opens up for producers and the better this is reflected in economic processes. Consumers of this kind choose between alternatives offered by them, they do it often and actively. The consumer is a communicator. Purchasing and consumption in general serve for this type of consumers to implement non-verbal communication of consumers with other people and with themselves. This is one way of expressing one's emotions, social status and lifestyle. The purchase and consumption of goods and services are of additional importance, in addition to meeting the urgent need. The consumer is an explorer of the outside world. In this role, the consumer emphasizes the importance of buying as an act of research environment, attractive to him, providing comfort and confidence. The consumer is the researcher himself. Identity now becomes one of the central concepts in social and behavioral sciences. The consumer's awareness of who he is, what values he professes, leads to self-expression through the goods and services that he buys, consumes, or gives to others [19].

The consumer is a rebel this role, the consumer uses products to express his negative attitudes toward the values of the consumer society. To the greatest extent this type is characteristic of young people, where such manifestations become the basis for the formation of various sub- and countercultural movements. The spoiling of the product for the consumer is the way by which the consumer can differently interpret the cultural content and purpose of what the producer is trying to give him. The quantitative description, analysis and modeling of consumer's life style in the interests of marketing are often associated with psychographs. Psychographics is a quantitative study of the lifestyle and personal characteristics of consumers [20].

Aspiring consumers, they are looking for motivation, self-determination and approval from the outside world. They strive to find a safe place in life. They are not confident in themselves and have a low level of economic, social and psychological

resources. Concerned about the opinion and approval of others. Money determines success for aspirants, but they are lacking, and life seems to them to be deprived. "Aspirants" easily fall into boredom and impulsive. Many seek to be stylish, imitate those who possess more things that attract their attention. However, what they want to have is usually inaccessible to them [21].

Experimenters, these people are young, energetic, full of enthusiasm, impulsive. They are looking for a variety and vivid impressions, they are striving for a new, unusual, risky. They are still in the process of formulating life values and patterns of behavior, enthusiastically perceive new opportunities, but quickly lose interest in them. They are politically neutral, uninformed and ambivalent in their beliefs. The abstract rejection of comfort is combined with admiration for wealth, prestige and power. Energy finds an outlet in sports, entertainment outside the home, social activity. Active consumers spend an overwhelming part of their income on clothes, fast food, music, movies and videos [22].

Makers, are practical people with constructive skills, who appreciate self-sufficiency. They live in the traditional context of a family, practical work, physical entertainment, have little interest in what lies outside this context. They will know the world by working in it. They have enough skills, income and energy for the successful implementation of their projects. They are politically conservative, suspicious of new ideas, respect the authority of the state and organized labor, but they are against the offensive of the state on the rights of the individual. Indifferent to tangible property, except for having a practical or functional purpose. Surviving, struggling for life. People with very low incomes, poorly educated, almost without skills, without strong social ties, the elderly, preoccupied with health, resigned and passive. The main concern is security and security. These are cautious consumers. Survivors represent a modest market for most goods and services, but loyal to their favorite brands. These classifications mainly reflect the characteristics of consumer behavior in Western European and American society [23].

### **Conclusion**

To sum up all above motioned can be determined that buyer behavior has changed a lot in recent years. With the expansion of the range, the size of requests

has increased. Large stores and trade groups have increased their influence on consumers; a number of new forms of trade appeared, such as consumer shops and self-service department stores. The variety of forms is an expression of various marketing concepts used by enterprises to solve their problems. It is about the desire to take into account the interests of consumers and at the same time to stand out from the competition. Specialists in marketing are concerned about the attitude of consumers, because a favorable attitude leads to favorable exchange behavior. However, in addition, they must take care of the intentions of consumers. If the consumer develops a favorable attitude, he will have an intention to make a purchase, and this intention will lead to an actual purchase. In many cases, nevertheless, between the attitude and the behavior there are certain obstacles that can nullify the influence of the relationship. The study of all the factors that influence the behavior of consumers, the motives of purchases, the perception of goods help marketers model the decision-making process of buying. So with the help of internal architecture creates a special atmosphere that keeps customers in the store. It is clear that the number of visual contacts with goods and the likelihood of further impulsive purchases increase with the length of stay. At the same level, there is the assumption that the sales area - the contact segment allocated for the product - increases the chances of buying. Placement of goods on the shelves is the usual form of presentation. Double and special placement is used to attract customers' attention to a certain product. The supply of goods in the form of a heap refers to the multifarious possibilities of activation of latent needs with the help of optical stimuli, which in combination with a decrease in prices leads to an increase in sales. High loyalty to the brand and relatively low fidelity to a particular store can be explained in terms of consumer psychology. The lack of a product in the trade or the occasional sale of it leads to a reassessment of the blocked alternative and additional efforts to still get this product. The prerequisite for this is the perception of the lack of goods as a significant limitation of freedom of choice. The change of the tested brand to the known one represents for the buyer a certain risk factor. We can assume that the change in the habitual atmosphere of its permanent store is also not very pleasant for the buyer. Changes in major economic factors, such as income level, cost of

living, interest rates, the existence of savings in the population and the possibility of credit, have a significant impact on the activity of the store.

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