

INSIGHT INTO VALUES IN THE CONTEXT OF BRAND POSITIONING

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Abstract. Finding out the human values helps to understand and describe society and individuals, to explain attitudes and behaviors, motivational basis for action. Over time, definitions of values become more and more complex, and nowadays human values play an important role not only in the brand development, but also for a company strategy development, as well as internal and external marketing communication. Values-based decisions require to brands not only emotional involvement, but also truthfulness – compliance of actions with the defined values and offer to society.

Historical development of values reflects: the importance of values in the perception of the brand becomes more and more personal, emotional, focused on the brand identity through personality features. With the rapid growth of competition in all areas, the development of communication tools and information-saturated environment, as well as the development of brand management, at the end of the 20th century, brand positioning became more and more important. In the last decade, the emotional aspects of marketing have been put at the forefront of positioning to reach and retain the consumer. And common values most effectively relate to emotions. In order to achieve consumer attention, it is crucial to define which positioning elements are included into brand positioning – and how values are linked with each element of brand positioning.

Scientific aim of the research is to determine the significance of values in brand positioning; object of research is values; subject – brand positioning. In order to achieve the objective of the study theories a summary of scientific literature on the historical study of values are set, and development of values of brand positioning are collected and elements of positioning are defined using two methods: Systematic review and Qualitative content analysis.

Results of the study are compared, defined and values meaning is analysed from the point of view of brand positioning . Analysing the results of the research, the authors concludes that values are crucial not only for purposefulness of brand positioning, but also for customers loyalty and long term relations.

At the end of the thesis, further steps are taken to develop the research, focusing on brand positioning strategies, how positioning affects business development efficiency focusing on common values with customers, and how to increase positioning impact on business development.

Keywords: Brand positioning, Values, Brand elements, Brand, Marketing.

JEL Classification: M31