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3206.2020.2.11**APPLICATION OF COMPETITIVE
MARKETING STRATEGIES IN BRAND
MANAGEMENT****Liang Rui¹, K. PROKOPENKO², S. VOVCHOK²**¹ *Henan Institute of Science and Technology, Xinxiang, China.*² *Sumy National Agrarian University, Ukraine.*

Introduction. Against the background of marketing and globalization of higher education, many organizations and enterprises not only face stiff competition and quality problems in the market. Despite all the current challenges, they need to implement brand management tools. The urgent task for universities was how to apply the brand's marketing strategy to the brand management of universities, implement the optimal distribution of tangible and intangible resources, create a good brand image, expand popularity and reputation and gain competitive advantage.

The hypothesis of scientific research is that for the formation of an effective brand it is necessary to use the tools of strategic marketing.

The aim is to study the theoretical and methodological foundations of brand formation in educational institutions using modern competitive marketing strategies.

The research methodology is a comparative analysis to reflect trends in the development of the brand of education; systematization and classification – for the classification of structural elements of the object of study; system approach – for the formation of

theoretical foundations of regulation of brand management processes.

Results. Based on the law on higher education and reliance on the mechanism and legislation of the market, this article examines brand management and argues that university brands should be optimized, coordinated and integrated to take full advantage of internal and external resources. It is necessary to strengthen the concept of brand management, explain the position of the university brand, create a strong university brand, strengthen the dominant university brand, create a crisis management system for university brands, increase the basic competitiveness of universities and gain greater benefits.

Conclusions. University brand management should be based on the marketing strategy of enterprise brands, make full use of their own resources, strengthen the concept of brand management, determine the position of the university brand and create a strong university brand. universities, the university brand is undoubtedly a dazzling edge of the sword.

Keywords: brand; marketing; strategy; brand management; competitive potential.

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ЗАСТОСУВАННЯ СТРАТЕГІЙ МАРКЕТИНГУ В УПРАВЛІННІ БРЕНДОМ

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Вступ. На тлі маркетинга та глобалізації вищої освіти багато організацій та підприємств не лише стикаються з жорсткою конкуренцією та проблемами якості на ринку. Незважаючи на всі нинішні проблеми, вони мають впроваджувати інструменти управління брендами. Нагальним завданням для університетів стало те, як застосувати маркетингову стратегію бренду до управління брендом університетів, реалізувати оптимальний розподіл матеріальних та нематеріальних ресурсів, створити гарний імідж бренду, розширити популярність та репутацію та отримати конкурентні переваги.

Гіпотеза наукового дослідження полягає в тому, що для формування ефективного бренду необхідно використовувати інструменти стратегічного маркетингу.

Метою є вивчення теоретичних та методологічних основ формування бренду в навчальних закладах із використанням сучасних конкурентних маркетингових стратегій.

Методологією дослідження є порівняльний аналіз для відображення тенденцій розвитку процесів становлення бренду освіти; систематизація і класифікація – для класифікації структурних елементів об'єкту дослідження; системний підхід – для формування теоретичних основ регулювання процесів управління брендом.

Результати. На засадах дотримання закону про вищу освіту та опори на механізм та законодавство функціонування ринку в цій статті досліджено управління брендом і обґрунтовано, що університетські бренди слід оптимізувати, координувати та інтегрувати для повного використання внутрішні та зовнішні ресурси. Необхідно посилити концепцію управління брендом, пояснити позицію університетського бренду, створити потужний університетський бренд, посилити домінуючий університетський бренд, створити систему управління кризовими ситуаціями університетських брендів, підвищити основну конкурентоспроможність університетів та отримати більші переваги.

Висновки. Університетський бренд-менеджмент повинен базуватися на маркетинговій стратегії брендів підприємств, повною мірою використовувати свої власні ресурси, зміцнювати концепцію управління брендом, визначати позицію університетського бренду та створювати сильний університетський бренд. університетів, університетський бренд, безсумнівно, є сліпучим краєм меча.

Ключові слова: бренд; маркетинг; стратегія; управління брендом; конкурентний потенціал.

Formulation of the problem. Brand marketing means that starting from the consumer demand of consumers, enterprises use various marketing strategies to show their products and services to target customers, so as to form a brand image of enterprise brands, products and services in the minds of customers. and finally form the marketing strategy and process of brand benefit. The continuous development and improvement of the market economy not only provides people with an exchange platform and economic perspective, but also brings more affairs into the commercial considerations of competition and profitability. taking care of university management from the perspective of brand has become a new dimension. Today, with the marketization of higher education, how to apply brand marketing strategy to university brand management, realize the optimal allocation of tangible and intangible resources, establish a good brand image, expand popularity and reputation, and then gain competitive advantage has become an urgent task for the development of universities. University brand management is that under the premise of following the educational law and guided by the market operation mechanism and law, the university optimizes and integrates the elements of university brand resources, makes full use of internal and external resources, and improves the value of university brand. enhance the core competitiveness of the university, realize the best combination of social and economic benefits of the university, and finally realize the sustainable development of the university. This paper attempts to apply brand marketing strategy to university brand management, and limit the scope of its application.

An analysis of recent research and an unresolved part of the problem. Research on the formation of marketing strategies and brand management is reflected in the work of scientists such as T.W. Xu (2008), Tian Fuhu (2006), Xu Tongwen (2006), Yu Mingyang, Zhu Jida & Wu Mei (2004), J. Paul (2019), K.L. Keller & T.O. Brexendorf (2019), L. Ganushchak-Efimenko, V. Shcherbak & O. Nifatova (2018) and others.

The aim is to study the theoretical and methodological foundations of brand formation in educational institutions using modern competitive marketing strategies.

Research results. Traditional university is an elite education model. With the development of social economy, especially the rapid development of information and knowledge, the society needs a large number of knowledgeable workers. Universities can only meet this demand in order to get their own development. The transformation of Chinese universities is also carried out under this objective reality. Universities have shifted from elite education to mass education, from planned management to market management, and from universities as the main body to consumers as the main body. The higher education market is gradually taking shape.

In the competition of higher education market, how to gain competitive advantage and self-development is a problem that every university has to face.

Universities need to design and standardize their development path with more diverse and powerful market means. The implementation of university brand management will help universities solve many difficulties they face, not only provide high-quality educational products and human resources products for the society, but also provide students and society with deeper pursuits. world outlook, values, ideological innovation, cultural orientation and spiritual pursuit.

When the brand of the university becomes a famous brand, it will become an important source of the core competitiveness of the university. Social resources will accelerate the convergence of famous universities, and the charm of famous brands will make consumers incomparably loyal. To a certain extent, famous universities can expand in many interest points (Xu, 2008).

The effective implementation of university brand management will fully integrate all kinds of resources within the university. First of all, integrate the intangible resources of universities. At present, the educational concept, educational purpose, educational content, educational mode, discipline construction, speciality setting and management of the university are all constructed based on the planning system, which should be integrated with the modern university concept and management model. Secondly, the tangible resources of universities are integrated. Unreasonable allocation of resources, low efficiency, poor efficiency and serious waste are common problems in Chinese universities, and it is also an important reason why some universities are not competitive. Universities need to integrate this with brand strategy to make resources more effective. Thirdly, the brand management of the university can improve the cohesion of the university. The good image and high reputation of the university brand not only effectively improve the character of the university and the spirit of teachers but also make the scientific research of the university have a more clear goal and orientation.

With the intensification of competition among universities and the gradual formation of the buyer's market, the subjective spirit and individualism of consumers will be more and more obvious. The implementation of university brand management is conducive to accurately convey the positioning and characteristics of the university to consumers. Because of its integrity, clarity and unity, brand strategy brings great convenience to the identification and choice of consumers and optimises the matching of supply and demand.

Brand marketing strategy can be divided into three levels. First, from the external characteristics, such as brand name, image design and packaging and other brand overall quality externalization. Second, from the internal quality, mainly to enhance the actual content of the social value of the brand. For example, starting from the quality and special functions of the brand, carry out comprehensive generalization and artistic promotion to carry out brand marketing. Third, start from the spiritual value to expand the new value of the brand, such as brand image

advertising and so on. The application of brand marketing strategy to university brand management can be carried out from the following aspects.

With the continuous improvement of the degree of marketisation of higher education in China, in the face of fierce competition in talent, funds and quality, the value of the university brands is becoming more and more favoured by people. The pursuit of brands, especially famous brands, has become an important strategy for developing universities, and brands have also become an important index for consumers to invest in education and cognitive evaluation. University brand management can not only enable universities to gain a competitive advantage in the fierce competition but also help to integrate all kinds of university resources and consumers to identify and choose them. Superior brands have high loyalty and attractiveness in the eyes of consumers, which attract more talents for the development of the university, enhance the internal integration and cohesion of the university, and strive for more external support. and then provide more favourable protection for the development of the university. Therefore, universities should strengthen the concept of brand management and let the brand become the symbol of the core competitiveness of universities to occupy an active position in the fierce market competition.

University brand positioning refers to the process and result that universities establish a brand image related to the target market on the basis of educational goals and consumer needs, according to their unique advantages in their own development, and form characteristics and advantages within a specific category, level, field and scope, in order to make consumers understand and understand the characteristics of the brand, so as to make the brand occupy a special position in the minds of consumers. University brand positioning is the foundation of university brand construction and the premise of successful brand management. First, clear target orientation. First of all, universities should make a reasonable positioning of their own school-running level, talent training objectives, key development disciplines and other aspects, and make clear their own development direction, so as to lay a good foundation for the brand construction of the school. Second, do a good job of characteristic orientation. The characteristic is the unique high-quality style formed by the accumulation of the university in the long-term running of the school, which is unique to the university and superior to other schools. In university brand positioning, we should expand and strengthen our existing advantages, and at the same time, combine social needs and our own reality, cultivate and develop new characteristics, and form the competitive advantage of the brand. Third, find the vacancy location (Tian Fuhu, 2006). After defining the long-term goals and characteristic goals of development, universities should also actively look for new areas that have not been occupied by the market or have yet to be developed, and concentrate resources to develop new brand advantages.

The positioning of the brand only points out the direction for the development of the university brand, and defines the university's goals, characteristics and space for development. It does not mean that the university brand has been formed or will be formed, but practice its internal skills and constantly enhance the gold content of the brand. Building a strong university brand is not only the core of university brand, but also an important means to enhance the core competitiveness of the brand. The main contents are as follows. First, to design a set of unique university brand image logo. The university should design a unified and unique school emblem or image logo to enhance the brand image of the university. Through the brand image logo, in order to arouse people's recognition of the profound connotation of the university behind the brand image. The design of unique brand image is an important part of university brand management. Second, strengthen the brand quality of universities. Quality is the core of forging brand, and brand quality is the organic combination of product quality and service quality felt by consumers. The establishment and dissemination of university brand are determined by the quality of university education. It is particularly important to strengthen the quality system in university brand management. First of all, pay attention to the development of characteristic disciplines. Characteristic is the soul of quality. In university brand management, we should adhere to the development principle and strategy of non-equilibrium, attach importance to and strengthen discipline planning, optimize discipline development model, and make discipline specialty have brand characteristics, so as to improve the quality of university brand. Secondly, strengthen the construction of teaching staff. Brand quality comes from excellent teachers, and high-quality teachers are the premise and guarantee of high-quality brands. Only famous teachers can bring up famous schools. Universities should improve their educational level and quality by strengthening the construction of innovative teams and academic echelons. Thirdly, improve the quality of cultivating talents. To some extent, the quality of a university is reflected by the quality of the talents it trains. The quality of the university refers to the degree to which the university meets the needs of the society, including not only the quality of university products, the quality of teachers, the quality of teaching and scientific and technological research, but also the social satisfaction with the talents trained by the university. It is the sum of the quality of talents trained by universities and the quality of services provided by universities (Xu Tongwen, 2006). With the rapid expansion of the scale of higher education, the demand for talents and services that universities can provide has changed from quantity to quality. Therefore, universities should make great efforts to train high-quality talents and provide high-quality "products" for the society to meet the needs of the society.

While universities continue to build strong brands by practicing their internal skills, they should also pay attention to actively promoting and publicizing superior brands in order to enhance brand awareness, reputation and characteristics. "the smell of wine is also afraid of the depth of the alley." Today, when there are many colleges and universities, consumers' understanding of the target colleges and universities is often very vague, especially when the differences between universities are not very obvious. consumers' cognitive evaluation and behavior choices of universities are largely influenced by external propaganda factors. Under the premise of practising internal skills and ensuring quality, universities should also pay attention to the promotion and promotion of university brands. First, it is necessary to refine and state the outstanding points of the university and do a good job in publicising the characteristics of the university brand. In the tide of marketization of higher education, universities expand the teaching scale one after another and move towards the direction of running comprehensive universities. different universities tend to be the same in specialty setting and curriculum setting, and the differences between universities are gradually narrowing. In this case, consumers have a great blindness in their choice of target colleges and universities. Universities should make full use of news media, advertisements and other communication tools and large-scale activities to spread their unique school-running ideas, characteristic specialties, outstanding figures, excellent achievements, and so on, so as to enhance the popularity and characteristics of universities in the eyes of consumers. so that consumers can strengthen their understanding and understanding of the brand and form a strong and lasting emotional identity and loyalty to the brand. Second, to realise the networking of university brand management. University brand management should make full use of the network as a convenient way to show consumers the characteristics of the university, release important activities and events, and publicize the outstanding achievements of the university through words and pictures, so as to make the university brand vivid, vivid and plump, so as to win consumers' high attention to the university and improve the popularity and reputation of the university. Third, using the focus effect of major events to promote university brands. It is an important strategy for university brand promotion to use activities or major events to focus on the eyes of Chinese people and even the world. Universities can make use of the good opportunity of celebrating the school or obtaining major scientific and technological achievements to publicize and promote the university brand, attract more people's attention, and establish a good image of the university.

In the process of its development, the university will inevitably encounter some unexpected events. If it can not be effectively prevented and dealt with in time, the brand that the university has worked so hard for many years will be

destroyed, and the long-term development of the university will be affected. Therefore, it is necessary to establish a university brand crisis management system. The main contents are as follows. First, to establish the crisis prevention system of the university brand. University brand is formed by the public's subjective judgment of university information. Universities should actively interfere with consumers' cognitive process and actively guide the public to establish correct evaluation criteria for universities to win a good reputation of consumers. At the same time, universities should, to a certain extent, take the initiative to "cater" to the preferences of consumers, listen patiently to consumers' comments on universities, especially pay attention to consumers' poor reputation of universities, discover their shortcomings in time and improve them, to avoid the expansion and deterioration of the situation and prevent university reputation problems from happening shortly. Second, to establish a university brand crisis management system. In the event of a crisis that destroys the school's reputation, the school should deal with it promptly and reduce the adverse impact on the school's reputation to a minimum through various public relations or remedial measures.

University brand is operable and can be managed by commercial brand marketing strategy. However, higher education belongs to quasi-public goods, so there should be a clear boundary and scope to apply brand marketing strategy to university brand management.

The value of university brand mainly refers to its social benefits. A strong university brand means that the university has made a great contribution to the society, so we must adhere to the dominance of social benefits in the university brand management (Yu Mingyang, Zhu Jida & Wu Mei, 2004). On the one hand, under the guidance of the law of education, university brand management is to effectively optimize and integrate the resource elements of the school, improve the utilization efficiency of resources, achieve the social goal of educating people, and realize social benefits; on the other hand, the brand management of the university should also follow the law of the market economy, through the effective management of the university brand resources, so that the school can obtain the maximum operating income and realize the economic benefits of the university. The brand management of the university obtains the corresponding economic return while ensuring the realization of the educational goal. when considering its own economic return, the university should not pursue the economic benefit purely like the enterprise, but should consider its social benefit. take the realization of social benefits as the starting point and destination of its brand management.

Today's products have entered a homogeneous era in the face of a large number of similar competitors, enterprises generally use a variety of promotion means to strengthen publicity to attract the attention of consumers. Enterprises

adhere to the need to "do well". What is more, it is necessary to "say well" marketing concept and carry out strong advertising, making a certain brand a household name overnight. However, it is inevitable that there will be some nominal or exaggerated short propaganda. In the brand management of the university, it is important to actively promote the university brand. However, the most fundamental thing is to improve the quality of running a university by practising its internal skills. University brand publicity is more about the publicity of characteristics and achievements, such as the concept of running a university, characteristic specialities, outstanding people, excellent achievements and so on, rather than random propaganda.

Commercial brands generally express themselves through corresponding products or services as carriers. On the other hand, the carrier of the university brand is diverse. It is an organic whole composed of brand elements, such as the concept of the university, the president of the university, the teachers of the university, the students of the university, the discipline of the university, the academic activities of the university, the campus culture of the university, the service of the university, the image logo of the university and so on. Any link that has problems will have an impact on the university brand. In university brand management, we should establish the overall concept and realise the organic management of various brand elements.

Conclusions and suggestions. Under the premise of respecting the inherent law of education, university brand management should actively learn from the brand marketing strategy of enterprises, make full use of their superior resources, strengthen the concept of university brand management, define the positioning of university brand, and create a strong university brand. Pay attention to the promotion of superior brands, the establishment of a brand crisis management system, improve the competitiveness of universities. If university management is a sharp sword for universities to compete, the university brand is undoubtedly the dazzling edge of the sword.

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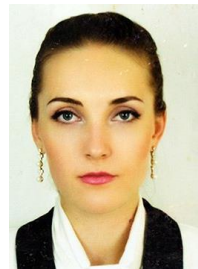


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