International Journal of Engineering & Technology, 7 (4.8) (2018) 258-262

International Journal of Engineering & Technology

Website:www.sciencepubco.com/index.php/IJET

Research paper

Ethno Cultural Specifics Brand Marketing and Social Development and Promotion Aspects

Viktoria Dobryanska[1]*, Raisa Shynkarenko[2], Maryna Muller[3], Olga Kodak.[4]

[1]Poltava National Technical Yuri Kondratyuk University
[2]Poltava National Technical Yuri Kondratyuk University
[3]Poltava National Technical Yuri Kondratyuk University
[4]Poltava National Technical Yuri Kondratyuk University
**Corresponding author E-mail:vctoriya.vd@gmail.com:*

Abstract

"Brand" concept modern interpretation, trade mark image characteristics, the brands role in implementing company marketing impact on consumers is considered. The article deals with confectionery products brand development and promotion based on folk traditions, examples using Sorotchinsky Fair and Opishnya toy images in figured chocolate confectionery and gift sets. Based on the study it can be concluded that allusions usage, grounded on deep psychological stereotypes, collective subconscious archetype, make the brand recognizable, understandable, desirable.

Keywords: *brand, confectionery, consumer, image, housing trade mark.*

1. Introduction

Nowadays there are many known and little-known these goods brands in the confectionery market. From a consumer's point of view, more expensive, a well-known brand (brand) is high quality guarantee and special taste properties. Thus, enterprise success depends on the awareness and consumers commitment to the products it manufactures [8, 11].

"Brand" notion came into general use in the marketing native land the United States. Brand is a complex code that forms a positive consumer perception. In other words, the brand is a branded trademark, its image, arising as a result of various marketing efforts to promote the product on the market. It can be said that the brand is a target set of positively charged qualities hidden behind the symbol. Value-expressive brands' success stem largely from self-congruity between their brand personalities and targeted consumers' self-concepts (Aaker, 1997). [1].

Research analysis and publications problem solution is based on. Today the brand forms from 30% to 70% business market value. It participates in the capitalization of business, makes it possible to plan cash flows. [1]. Thus, according to a study by The Banker, brand reputation is a key factor for success (65% entrepreneurs have this view). Brand is a driving force in commerce and a key to commercial success. It should be noted that branding acts as enterprise marketing activities integral part; therefore, it is quite logical recognition of its special role and significance during marketing planning and marketing strategies development [14].

A findings of Aguirre-Rodriguez [4] suggest self-congruity effects are a function of underlying self-motive "socialness," degree of self-enhancement sought, the brand personality facet, the judgment object's abstraction level, cognitive elaboration, and the underlying impression formation process. In order to be transformed into a brand with its own code of meanings and system of rhetorical allusions, it needs to be semiotized. And the marketing and advertising industries have become semioticians in this sense, semiotizing a product by assigning it a name, a visual sign (logo), a system of language forms (slogan, taglines, etc.), and then textualizing the brand by creating appropriate ads and commercials for it. [9].

Many scholars particular attention is given to individuality, specific properties creation, advantages, position and value persistence, consumers' belief in their advantages. The researches of Louis, Didier and Lombart, Cindy [8] demonstrates that brand personality affects the type and strength of the relationship that consumers maintain with brands. Relational paths from brand personality to the variables trust, attachment, and commitment are suggested in this research.

In order to streamline methods and approaches to branding, the Thompson Total Branding system was developed [6, p. 259]. The main emphasis is placed on harmonious system development for building branding, consisting of three components: sensory or physical sensations (which is as it sounds), rational (containing the brand, which components, how it works) and emotional (which mood creates, psychological sensations from usage) [9; 12].

It is the branding process that must include all of these components, only then the product becomes a brand and causes the corresponding reaction, provides an emotional connection with the consumer, etc. [13]. However, existing studies do not provide specific recommendations for brand creation and promotion, effective motives usage for consumer affairs, in particular for the confectionery industry.

Purpose of the article formulation. The purpose of the research is to develop and promote new products under the trade mark "Sorotchynsky Fair", to form consumers stable positive attitude, to achieve their loyalty high level, that is, to acquire "branding".

Copyright © 2018 Authors. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

2. Statement of the main material.

Main material and results. The confectionery industry is one of the most developed branches in the food industry of Ukraine, the range of products which covers almost all confectionery products groups. Modern economic challenges put forward new demands on enterprises business behavior, forcing them to adapt to the constant market saturation by confectionery products new types, changing consumers taste preferences, and increasing competition [5].

PJSC "Poltavakonditer" is one of the ten best confectionery enterprises in Ukraine [10]. The company until 2014 produced products under the trademark "Dominic" (Figure 1).



Fig. 1: TM "Dominik" logotype

In 2014 PJSC "Poltavakonditer" started production under the new "Sorotchinsky Fair" trademark. From our point of view, It is very useful, because Sorotchinsky Fair has long been known far beyond Ukraine. The brand name will further attract attention and cause a positive emotional response from consumers, because "Sorochinsky Fair" is closely linked to the history of Poltava region with its ethno cultural uniqueness: the Great Sorotchintsy, famous fairs, the famous literary genius of M.V. Gogol. The logo of the new TM "Sorotchintsky Fair" red cock against the background on the rising sun is a symbol of fire, blossoming and holidays. A sample of the logo is shown in Figure 2.



Fig. 2: "Sorotchinsky Fair" logotype

In order to gain developed brand stable positive perception, the company should create chocolate products corresponding aesthetic form and pay more attention to its quality. It should be a special product that includes those mysterious, enigmatic, festive and historical ones, which is Sorotchinsky Fair itself, because it knows far beyond the borders of Poltava region and Ukraine. Together with the growing attention to chocolate products, Sorotchynsky Fair will become more famous as the enterprise itself, as it will be associated with the historical heart of the market and ethnographic culture Fair in Poltava Region. It is necessary to convey the traditions to the consumer, that is, to convey them through the design and products taste, since ancient times Sorotchintsky Fair and the goods sold on it were famous for quality, uniqueness and individuality. Therefore, the consumer, perceiving visually and tasting PJSC "Poltavakonditer" chocolate products, should perceive the product as unique and individual, and only TM "Sorotchinsky Fair" can satisfy that demand.

Under the TM "Sorotchinsky Fair" it is planned to produce such products as chocolate figure confectionary and chocolate sets in boxes.

An interesting solution would be figured chocolate product creation in colored packaging, which is Opihnya ceramic toy-whistle copy, one of factory products types "Art pottery" town Opishnya. Opishnya is considered to be the capital of pottery culture in Ukraine, the "Art Pottery" factory, which employed more than one generation of Opishnya citizens, struck by unsurpassed ceramic products that were exhibited in 28 countries of the world, exported to Canada, Denmark, Belgium, Italy, Romania, Japan, Hungary, seven workers of the plant were admitted to the Artists Union of Ukraine.

It should be noted the commercial form usage effectiveness, image and actual copies of folk Opishnya ceramic products for the brand joint promotion of well-known goods from the Poltava region, and the general image of the region as a whole in the minds of people, forming a sense of patriotism, aesthetic tastes development, unique ethno cultural traditions preservation.

Ceramic toys samples based on chocolate products which can be created are shown in Figure 3.



Fig. 3: Opryshnyanski ceramic toys

To verify the proposed product market prospects, marketing research was conducted in the form of a survey in the trading hall of the Dominic brand shop. Respondents were shown new product model, indicated its approximate price, and the questionnaire consisted of two questions. The first question in the form was simple dichotomist: "Would you buy this product?", Options for the answer "yes" or "no". The second question was in the form of an unfinished sentence: "I would have bought a figured chocolate product in the form of Opishnya toy because ...". It should be emphasized that sentence termination method allows to reveal the hidden respondents behavior motives.

The survey was attended by 100 respondents. From the answer to the first question, one can conclude that the goods are of interest to consumers, 78% of the polled respondents chose the option "yes".

The most frequent variants of the continuation of the sentence are: "... I want to regale a kid" (52% who answered "yes" to the first question); "... I need a souvenir" (present, gift, etc.) from Poltava (34% who answered "yes" to the first question); "... it's pleasant to me" (8% of those who answered "yes" to the first question). Survey results are shown in Figure 4.

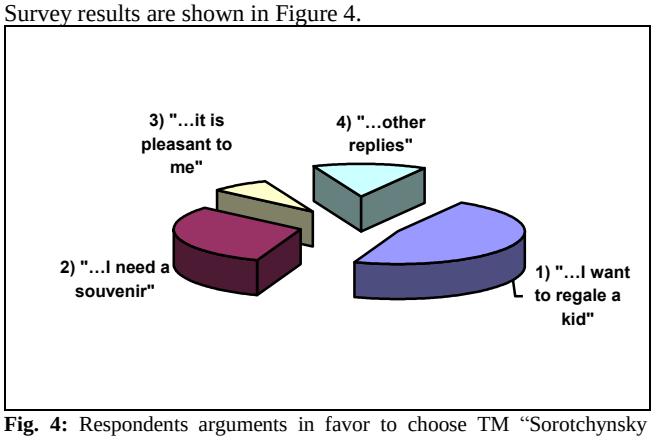


Fig. 4: Respondents arguments in favor to choose TM "Sorotchynsky Fair" new product [development of authors].

To determine new figured chocolate product competitiveness in the form of Opishnya toy integrated (integral) assessment method is used.

To solve this problem, it is necessary to gather the actual data, which will allow determining marketing objects characteristics list and their numerical values. In that case, it must be determined figured chocolate products the competitiveness in the form of Opishnya toys weighing 100 g. Product price is planned in the amount of 25 UAH. The product will compete with other figure chocolate products of higher grades, which can be used as a souvenir (gift). The main competitors can be "Bunny" by

"Roshen" (the unit cost of selling product 36.20 UAH.), and "Santa" by AVK (for the price 36 UAH).
Characteristics that will be evaluated for competitiveness are: the price in hryvnia, chocolate taste quality in grades, design quality in grades. Taste chocolate and design style were determined by expert survey. Let's create natural values matrix.

Table 1: Evaluation objects characteristics natural values matrix

characteristics / Objects	Price, UAH.	Chackolate taste quality, grades	Product style design quality, grades
"Sorochinskyi Yarmorok"	25,0	3	5
"AVK"	36,0	4	3
"Roshen"	36,20	5	3,5
Ideal goods	20	5	5

In this matrix, characteristics numerical values have different measurement units, so mathematical actions with them are not possible. Perform output elements transformation matrix in one of the following ways:
- If the best value of the characteristic is minimal, then the formula is used:

$$\overline{X_{IJ}} = \frac{X_{IJ(\min)}}{X_{IJ}}, \quad (1)$$

$X_{IJ(min)}$ is minimum natural value characteristics.
– if the best characteristic value is maximal, then the formula is used:

$$\overline{X_{IJ}} = \frac{X_{IJ}}{X_{IJ(\max)}}, \quad (2)$$

where $X_{IJ(max)}$ is maximum natural value characteristics . By calculations results reduced values matrix is obtained.

Table 2: Evaluation objects characteristics given values matrix

i / J	1	2	3
1	0,8	0,6	1
2	0,55	0,8	0,6
3	0, 55	1	0,7
4	1	1	1

Internal functional characteristics significance calculation. The estimation uses determining entropy method, by this method, first find each matrix column total amount [Xij], then define fraction Pij every element in total sum by formula:

$$P_{IJ} = \frac{\overline{X_{IJ}}}{\sum_{i=1}^{n} X_{IJ}}, \quad (3)$$

Where Xij is characteristics given value;
Pij is every element fraction.

Table 3: Auxiliary matrix for calculating entropy | Pij |

i / j	1	2	3
1	0,28	0,18	0,30
2	0,19	0,24	0,18
3	0,19	0,29	0,21
4	0,34	0,29	0,30

Determine the entropy value for each matrix column by the formula:

$$E_J = -\frac{1}{\ln N} \times \sum_{i=1}^{n} (P_{IJ} \times \ln P_{IJ}), \quad (4)$$

where Ej is entropy;
N is object quantity.
The values of entropy are:
E1 = 0,977;
E2 = 0,987;
E3 = 0,980;
Internal functional significance is calculated by the formula:

$$d_J = 1 - E_J, \quad (5)$$

Internal functional significance values are:
d1 = =1 – 0,977 = 0,023;
d2 = 1 – 0,87 = 0,013;
d3 = 1 – 0,980 = 0,020.
Internal functional significance value is given

$$\overline{d_J} = \frac{d_J}{\sum_{i=1}^{n} d_J}, \quad (6)$$

where d_J is given internal functional significance value
Determine the given internal functional significance values:
d1 = 0,41;
d2 = 0,23;
d3 = 0,36.
External (subjective) significance determination.
Construct pairwise comparisons matrix. In the matrix, the rows and columns have characteristics. It is compared the characteristics significance.

Table 4: Object characteristics pairwise comparisons matrix

i / J	1	2	3	$\sum_{j=1}^{m}$	$\overline{q}_i$	$\overline{d}_i$	k_i	$\overline{k}_i$
1		2	3	5	0,42	0,41	0,21	0,44
2	2		3	5	0,42	0,23	0,15	0,31
3	1	1		2	0,17	0,36	0,12	0,25

$$\sum_{j=1}^{m} \sum_{i=1}^{m} 12$$

Determine goods comprehensive assessment competitiveness:
Q_1 = 0,44x0,8 + 0,31 x 0,6 + 0,25x1 = 0,82
Q_2 = 0,44 x 0,55 + 0,31 x 0,8 + 0,25 x 0,6 = 0,64
Q_3 = 0,44 x 0,55 + 0,31 + 0,25 x 0,7 = 0,72
Q_4 = 1
Thus, the complex assessment competitiveness of the figured chocolate products TM "Sorotchynsky Fair" is higher than that products by main competitors. But in order to get closer to the ideal consumer satisfaction (reference product), the firm must improve the chocolate taste.
To compare the quality of the products of PJSC "Poltavakonditer" with the products of competitors, we will carry out an assessment of the quality of curly chocolate products on the example of the New Year's statuette "Did Moroz" by "Poltavakonditer", "Bunny" by "Roshen" and "Santa" by "AVK".
This assessment will be performed on the following indicators: organoleptic, technological, aesthetic. In this case, organoleptic indicators will be assessed on a 5-point scale, and aesthetic and technological on a 3-point scale.
The results of the analysis of the quality of goods in the system of factors are presented in the table. 5.
According to the experts, the following factors were assigned to the groups of factors: organoleptic - 0.4; aesthetic - 0,35; technological - 0,25.

Table 5: Analysis of product quality by factor system

Factor	Figured chocolate product		
	"Poltavakonditer"	"AVK"	"Roshen"
Organoliptic:			
1.Taste	5	5	5
2. Color of chocolate	4	4	4

3. Smell	5	5	5
4.Shape	4	5	5
5. Appearance	4	5	5
Amount	22	24	24
Aesthetic:			
1. Packaging	3	2	3
2. Marking	2	2	3
3. Color spectrum	3	3	3
Amount	8	7	9
Technical:			
1. Shelf life	3	3	3
2. Energy value	2	3	3
3. Sugar content	2	2	2
4. Content of cocoa butter	2	3	3
Amount	9	11	11

Calculation of integral quality indicators:
1 For "Poltavakonditer": 0,4 × (22/5) + 0,35 × (8/3) + 0,25 × × (10/4) = 3,12
2 For "AVK": 0,4 × (24/5) + 0,35 × (6/3) + 0,25 × (9/4) = 3,18
3 For "Roshen": 0.4 × (23/5) + 0.35 × (9/3) + 0.25 × (11/4) = 3.58
For clarity, we display the results in the form of a quality cyclogram. To do this, we need the data that we counted in the form of a table. 6

Table 6: Calculation of the quality cyclogram

Factor	Figured chocolate product		
	"Poltavakonditer"	"AVK"	"Roshen"
Organoliptic:			
1.Taste	5	5	5
2. Color of chocolate	4	4	4
3. Smell	5	5	5
4.Shape	4	4	4
5. Appearance	4	4	4
Amount	22	22	22
Aesthetic:			
1. Packaging	3	2	3
2. Marking	2	2	3
3. Color spectrum	3	3	3
Amount	8	7	9
Technical:			
1. Shelf life	3	3	3
2. Energy value	2	3	3
3. Sugar content	2	2	2
4. Content of cocoa butter	2	3	3
Amount	9	11	11

Calculate the angles of the factors:
Organoleptic: : (360º × 0,4) / 5 = 29º
Aesthetic: (360º × 0,35) / 3 = 42º
Technological: (360º × 0,25) / 4 = 22º
Cyclogram of quality of comparable productsare shown in Figure 5.

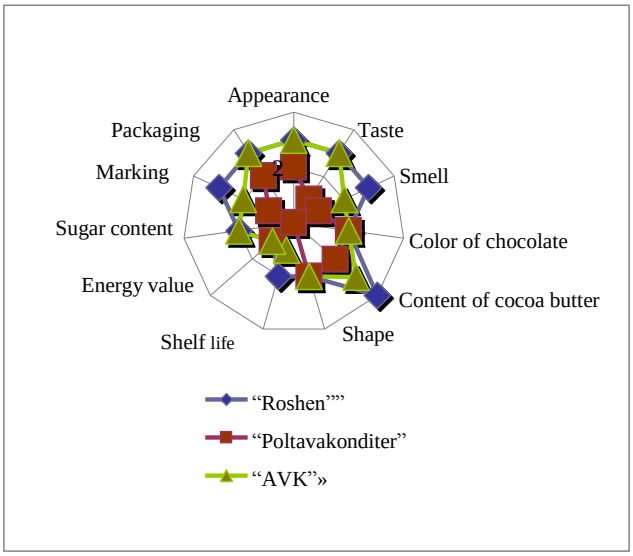


Fig. 5: Cyclogram of quality of comparable products [development of authors].

Based on the data of the cyclogram, it is obvious that PJSC "Poltavakonditer" should firstly pay attention to the technology of production, because according to some technical indicators, and in particular it is the content of cocoa butter and caloric content, the products of this enterprise yields to competitor companies and does not meet DSTU standards. This disadvantage needs to be eliminated.
The advertising campaign, aimed at promoting the figured chocolate products of TM "Sorotchynsky Fair", the acquisition of "branding" by it, should provide products in a new vision, which gives an opportunity to demonstrate the consumer tradition connection with the help of chocolate products. During the Sorotchynsky Fair, which takes place every year in August, it is advisable to start selling Opishnya ceramic products chocolate copies, which are known throughout Ukraine and far beyond its borders. It will create preserving pleasant impressions effect from the purchase TM "Sorotchinsky Fair".
Confectionery products are a product of a frequent impulse purchase; the decision on its acquisition is most often spontaneously in places of sale. That is, the communication follows the following scheme: the consumer saw the product on television, then in the supermarket on the shelf, recollected it and made a decision on the purchase. Therefore, the most effective in terms of promoting new product image sponsor promotions, contests. A worthwhile example of such a promotion would be a gift for a certain number of assembled packages of figure pieces (for example 20) genuine ceramic Opishnia toy whistle.
In addition to purely marketing and advertising, such action will have aesthetic and social effect: it will form children's respect for folk traditions and ethnography of their region, develop artistic taste. It should be noted that such toys, made of natural environmentally friendly substances, are absolutely safe for children of all ages.
Another promising proposal to expand the range of products under the new brand "Sorotchinsky Fair" is a gift set. In the box "Sorotchinsky Fair" there is a set of various types figured chocolate products (black, milk, white, porous) in the form of Opishnya toys: a cockerel, a goat, a pig, a horse, etc., and in the center one is a real ceramic toy whistle. Such a set can serve as a presentation, a gift that is relevant both in the personal relationship of people and in official relations. It includes a souvenir, and the opportunity to taste sweets.
Marketing measures can be interpreted as the consumer influence following factors: "favorite chocolate products + novelty" and as an experimental innovation "paid goods + free as a present". In addition to the purely marketing factors,it can be stated the image as well, because using famous folk crafts authentic products,

create a specific positive code for the brand "Sorotchinsky Fair" as an attribute that causes pleasant associations: "domestic", "folk", "native land" , "a gift from the heart".

Separately, it should be noted the relevance of using the shape, image and actual folk Opishnya ceramic products copies. In this sense, it is possible to consider the possibility of well-known goods mutual brand promotion from the Poltava region, and the general region image in the minds of people. Such an approach creates a sense of healthy patriotism, pride in its own land and its talented and hard-working people, contributes to aesthetic flavors development. By the way, in an advertising campaign one can draw consumers' attention to buying candies possibilities, collecting authentic Opishnya souvenirs set, which have their own artistic and ethnographic value. Basis formulating above mentioned brand, it can be easily achieved customers commitment, realize the consumer society modern concept "turn the act of consumption into an act of culture" (by definition, the French writer Sasha Hitri) [3; 7].

The developed work is also in economic importance for the development of the region, as it requires the cooperation PJSC "Poltavakonditer" with the "Art Ceramics" factory in the town of Opishnya. It will allow the factory to get new orders, and continue to preserve folk traditions.

In order to react promptly to market needs, the company should establish feedback with consumers of its own products for in time adjustment the product range, prices and output volumes. Customer satisfaction determination serves as a feedback system for consumers. These systems use different methods for collecting information about customer satisfaction and provide the company with the main competitive advantage the ability to operational adaptation, changes in the consumer market at both macro and micro levels. To collect information about the level of customer satisfaction, it is needed to use surveys, collect complaints, customer feedback, focus groups, and introduce guest cards. PJSC "Poltavakonditer" has its own site, and this is an excellent opportunity to establish feedback with consumers concerning products, periodically conducting thematic polls, which will help to find out the consumer's opinion about products, prices or overall impression on the company's activities.

3. Conclusions

Consequently, competition scope expansion, manufacturers and sellers desire to attract new potential customers' attention and the need to retain existing customers significantly increased business practices marketing methods usage. An important factor in this sense can be brand development and promotion, which will provide a specific positive consumer perception.

It is very important that brand perception to be based on deep psychological stereotypes, the archetype of the collective subconscious archetype. Taking it into account it will be appropriate to base on folk traditions, artistic and cultural uniqueness of the region, as in the example of Sorotchinsky Fair and Opshnya ceramic toys images usage.

With the proper advertising and PR Company organization offer will be extremely effective for the company and will facilitate the rapid uninterrupted products sale. At the same time it accelerates working capital return, establishes the business producers contacts with customers, demand is increasing, which in turn is the basis for enterprise economic activity efficiency increasing.

The proposed goods under the brand "Sorotchinsky Fair" production and sale also has an economic and social and cultural significance for the region development. PJSC "Poltavakonditer", using as a part of the set or element of sales stimulation, ceramic products, will place orders for products to the factory "Art pottery" in the town of Opishnya, which will have a chance to find the way out of the crisis, will continue to preserve folk traditions.

Proposed goods implementation will also have an aesthetic and social effect: will raise respect for the national traditions and ethnography of the region, develop artistic taste, promote consumer's creative personality formation, transform the "act of consumption into act of culture".

References

[1] Aaker JL (1997), "Dimensions of Brand Personality". *Journal of Marketing Research.* Vol. 34 (3): 347. doi:10.2307/3151897. JSTOR 3151897.

[2] Aaker JL (1999), "The Malleable Self: The Role of Self-Expression in Persuasion". *Journal of Marketing Research*. Vol.36: 45. doi:10.2307/3151914. JSTOR 3151914.

[3] Adair G "Sacha: An Introduction to Guitry", *Monthly Film Bulletin*; Winter 1981, p. 50

[4] Aguirre-Rodriguez A, Bosnjak M, Sirgy, MJ (2012). "Moderators of the self-congruity effect on consumer decision-making: A meta-analysis". *Journal of Business Research.* Vol. 65 (8): 1179. doi:10.1016/j.jbusres.2011.07.031.

[5] An aliz rynku kondyterskykh vyrobiv Ukrainy ta shliakhy yoho podalshoho rozvytku. - [Analysis of the confectionery market in Ukraine and ways of its further development]: http://conference.spkneu.org/2017/12/analiz-rinku-konditers -kih-virobiv-u/

[6] Joachimsthaler E & Aaker D (2012), "Brand Leadership". Simon and Schuster, 2012/ - 352 p https://books.google.com.ua/books?id=Jha-ykJWgDUC&hl=uk&source=gbs_book_other_versions

[7] Kehr D. "The French Charmer You Don't Know Yet", *The New York Times*, 30 July 2010

[8] Louis D & Lombart C (2010), "Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand)". *Journal of Product & Brand Management*. Vol. 19 (2): 114. doi:10.1108/10610421011033467.

[9] Marcel D (2013), "Semiotizing a product into a brand, Social Semiotics". *Signs, Brands and Communities*. Vol. 23, 2013 - Issue 4: pp 464-476, https://doi.org/10.1080/10350330.2013.799003

[10] Ofitsiinyi sait PAT "Poltavakondyter" [official site PAT "Poltavakondyter"]: http://www.dominic.com.ua/

[11] Schmitt B (2012), "The consumer psychology of brands". *Journal of Consumer Psychology*. Vol. 22: 7. doi:10.1016/j.jcps.2011.09.005.

[12] Sharifah FSA, Sulaiman MA, Bang N (2017), "The Importance of Ethics in Branding: Mediating Effects of Ethical Branding on Company Reputation and Brand Loyalty", *Journal: Business Ethics Quarterly*. Vol. 27 / 04 July 2017, pp. 393-422 https://doi.org/10.1017/beq.2017.20

[13] Thompson CJ, Rindfleisch A, Arsel Z (2006), "Emotional Branding and the Strategic Value of the Doppelgänger Brand Image". *Journal of Marketing.* Vol. 70: 50. doi:10.1509/jmkg.2006.70.1.50

[14] Zabarna EM (2007), "Pozy`cionuvannya brendu yak chy`nny`ka innovaty`vnosti torgivel`noyi marky`" [Brand positioning as a factor innovatyvnosti brand]. http://www.confcontact.com/2007nov/zabarna.htm

[15] Varnaliy, Z., Onishchenko, S., & Masliy, A. (2016). Threat prevention mechanisms of ukraine's economic security. *Economic Annals-XXI, 159*(5-6), 20-24. https://doi.org/10.21003/ea.V159-04