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## A review on conflict management though strategies in-between Branding and Brand Positioning

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### Abstract

Academics and industry professionals have frequently disagreed over how to apply specific business ideas, such as branding, which has led to the emergence of a group of "corruptive" users and learners of these concepts. This essay critiques the misuse of branding and offers a clear, step-by-step method for understanding its evolution and how to use it as a tactical tool in business processes. The relevant literature, observations, and interviews served as the study's foundation. The main conclusion is that attempts to "position" or "reposition" a brand are frequently mistaken for branding efforts. For example, utilising a brand or corporate identity to sponsor, colourize, or colonise an event is not branding in and of itself; rather, it is positioning or repositioning. It is advised that academics and industry professionals thoroughly examine the foundation of a concept before extrapolating it to specific contexts. Failure to do so can lead to incorrectly educating new students and bolstering the concept's legitimacy and acceptance among the business community at large.

**Keywords:** brand positioning, concept conflicts brand repositioning Branding, corruptive learners, oncoming learners, wrongly educate

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### Introduction

Throughout history, strategy has been a singular, indisputable truth in both the corporate and personal spheres, one that has garnered prominence and helped scholars and professionals learn more effectively. This way of thinking and doing excludes any social and human endeavours. Thus, this one phenomena contains the secret to the worldwide competitiveness among business organisations and goods Understanding the importance and power of business strategy, managers create a variety of products, give them a brand, and position the corporate organisation as well as the product brands to stay competitive, relevant, and in the lead in terms of revenue, market dominance, visibility, reputation, and industry control, among other factors. As a result, the concept and construct of strategy are infinitely flexible in all of the ways that it may be used, including corporate, positioning, and brand strategy. This essay critiques the ways in which the majority of scholars and professionals confuse the relevance of branding and brand positioning ideas for both corporate entities and consumer goods. This has caused the business world to get incorrect instruction and the spread of incorrectly utilised language by certain business researchers and practitioners, in addition to providing incoming trainees with incorrect idea education. Thus, the goals of this research are to investigate how branding conflicts with brand positioning and to offer a clear, step-by-step method for understanding the concepts' evolution and their use as tactical business instruments.

**Processing of Ideas:** Product design, which is the process of considering how to give birth to something people would demand, desire, accept, and be devoted to - a product - is the philosophical foundation of branding and brand positioning. Creating a product requires both specific and cognitive skills. Cognitive: at the level of conceptualization, hazy visual thinking, profound mental fantasies, and hypothetical planning. Particulars: at the point at when all mental health issues start to materialise as palpable physical products as a result of psychomotor consequences.

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A product's design is comprised of several features such as shape, style, colours, packaging, and all of its constituent compounds. Cognitive product thinking basically deals with the general problems with the product. A generic product is one that can solve a typical human problem and has a general or universal description. Cars, homes, meat, food, businesses, ministries, governments, towns, villages, cities, states, and any similar items having a common name are examples of generic products. They stay so generic until they are chosen, handled, made unique, and shown to draw in a user group who now foot the bill for all the work done in order to satisfy their own desires. The concept of owning a brand and/or branding originates from this process of transforming a generic product into a specific one. Product Branding When a product is taken out of the generic category and processed into its unique form, it is referred to as branded. Choosing a name, colour, size, package, style, and other characteristics, along with a combination of two or more words (e.g., Pepsi, panadol Extra, Guinness Extra Smooth, etc.) that best represents the product's uniqueness to the target market are all part of the branding process. The process is conducted with a few fundamental concepts in mind, such as the capacity to recall or remember, pronounce with ease, recognise or identify, and differentiate. The only goal is to customise, or make the user/customer pleasant, devoted, and dedicated to the brand (Edoema, 2013). The Name A brand is an entity that, despite any similarities, has a distinctive identity that sets it apart from others. It is a phrase, symbol, design, or mix of these that designates and sets apart the products or services offered by a particular vendor or group of sellers (Cannon, 1980)<sup>[7]</sup>. Even if a brand can be replicated and misrepresented (Adesanya and Oloyede, 1972)<sup>[8]</sup>, its distinctiveness never goes away. Once more, a brand's name, prestige, symbol, images, and content composition all contribute to its identity and help to command the brand's personality and intended positioning.

Establishing a Brand Maintaining a brand's direction towards its goal requires careful consideration of brand positioning (Retrieved from <http://www.xpflow.com>). When customers and consumers recognise a brand in the marketplace, it gains positioning. Achieving brand image is the main objective (Belch & Belch, 2001)<sup>[9]</sup>. This indicates that the brand is doing well since consumers and customers continue to remember it, be devoted to it, become dependent on it, and keep using it. Positioning is a methodical approach or series of tactical actions used by marketers to draw notice, grab consumers' attention, and ingrain their brand into their consciousness. According to Edoema (2012), this procedure is only a mixture or a combination of flavourings to attract clients. Several brand positioning methods exist, some of which are as follows: i. Price-based positioning: The two price offer categories available here are low and high. By offering and emphasising options for decreased prices, the vendor uses the low price option, hoping that buyers would take advantage of it. These pricing techniques might include seasonal or celebratory price reductions, buy-three-get-two, cash and trade discounts, and penetration pricing. On the other hand, a seller may decide to make a high price offer in which case he carefully chooses the best of the market, focusing only on customers who have the means to purchase the goods.

From a tactical standpoint, this strategy primarily targets high-earning consumers and/or individuals that readily align with, or exhibit aspiration for, status or ego. This pricing

strategy explains skimming the market and recovering.

**Positioning with quality:** This acts as a marketing plan that is both internal and external. This strategy's internal perspective shows how much technology the manufacturer says it has included into the brand to make it accessible and assumes that this is sufficient for consumers. This is an obvious example of a product-oriented approach, highlighting the producer's mistaken belief that the product will sell itself due to its excellent quality. Conversely, the external focus on quality characterises the favourable psychological, psychical, or affective tendencies of customers towards a brand, making them feel proud to use it. In the end, a product's fundamental and aesthetic qualities determine its quality, and the pool of customers who use the product to make this determination is the most quantitative source of information.

**Positioning by quantity:** When a brand is positioned by quantity, the manufacturer emphasises its numerical or weight strength in relation to other brands of the same kind. For example, if a company adds an extra pack of 30 pieces of sugar to the usual packet of 120 pieces of cube sugar, this may be strongly promoted to draw customers to the exclusive deal.

**Positioning by sizes:** When a brand provides multiple packages in kilogramme and pack sizes, each priced differently to appeal to different consumer income groups or give customers the psychological advantage of periodically timing their purchase and usage of the product, that brand can be said to be positioned according to sizes.

**Positioning by strong corporate name:** The positioning of a certain brand in the market can occur when the name of a well-known, well recognised company is highlighted as the brand's carrier. Among other things, this may happen during an acquisition, merger, or joint venture (co-branding). For example, Nigerian Breweries Plc is the moniker under which the Goldberg beer brand, formerly owned by Sona Breweries, is positioned in the Nigerian market. Before NB (Nigerian Breweries) took over and gave it a makeover that is making it a sought-after brand by its lovers, particularly in the western region of Nigeria, with pockets of presence in Lagos and some states, Goldberg was crawling in terms of patronage from the stable of its former brewer, Sona Breweries (Ekwujuru, 2012)<sup>[6]</sup>.

**Positioning by color and graphics:** When a brand is given visual prominence utilising various eye-catching colours, alphabets or letters, pictograms, patterns, and styles to attract clients, it is obviously positioned by colour and graphics. Some examples of these brands include Burnvita, Milo, and Blue Band.

**Positioning by events:** Events frequently position brands when they utilise them as a platform for sponsorship, taking advantage of the chance to colourize (and even colonise) event programmes, venues, and occasionally even the ushers or personalities with the brand's colours and images. This is an extremely popular activity, and the majority of individuals who use it incorrectly refer to it as branding. This line of thought or approach raises a number of problems that practitioners and academics in the domains of public relations, marketing, and advertising should consider carefully, including: is the sponsor brand that the term of "branding" in this context refers to? Is it the occasion? Before

the choice to add a manufacturer's product or corporate brand, didn't the event already have a primary description or a brand?

**Positioning by personality / celebrity:** When a well-known, beloved individual or group is connected to the display and/or consumption of the brand, it is said to be positioned by personality or celebrity.

**Positioning by visibility:** A brand can be positioned visibly if it is often made clearly available at shelves, fairs, exhibits, personality programmes, chat shows, dances, bazaars, etc. with all of its accessories. Brand Adjustment Simply said, a brand is an entity that the public, consumers, or customers have the power to accept or reject. When a brand still fulfils its primary and secondary responsibilities to the target market or consumer community, it maintains its approval. The main responsibility of a brand is to fulfil its promises to consumers in a functional manner. This means that it should be able to relieve users of the anguish of deprivation and improve their capacity to be active and beneficial to their surroundings, as well as themselves, for those who can afford it. A brand's secondary responsibility is to enhance the user's aesthetic experience. In the event that the brand is unable to fulfil these responsibilities, demand for it declines and it eventually disappears from the market. The owner of a brand has the option to make changes before it faces severe decline or even death, after conducting a poll to ascertain what exactly is wrong with it. Either serious or small wrongs might exist. Taste deficiency, adulteration, faking, functional deficit, and/or quality control error are examples of major wrongs. Pricing, distribution, customer segmentation, scheduling, and/or planning are examples of minor errors. This is the point at which the brand life cycles (BLC) and product life cycles (PLC) intersect.

Nonetheless, the concept of product life cycles is predicated on the premise that a recently released product has certain exclusive qualities up until other manufacturers imitate it (Lipson and Darling, 1971). Consequently, a brand can be considered to have achieved new status and is prepared to be communicated to the stakeholder communities, emphasising the new features and strong attributes, leading to its repositioning, once all significant flaws that caused it to perform poorly in the market have been identified and appropriately addressed.

Brand Realignment Conceptually, brand repositioning is finding and seizing a new opportunity, location, or life. This is where brand positioning comes from. Repositioning a brand is only possible if it has undergone, or is currently undergoing, events that have caused it to lose its prominence and values in the marketplace. These events are typically brought on by competition. Therefore, in addition to any or all of the foregoing, a brand of this kind may be repositioned utilising any or all of the methods and approaches that are accessible at the positioning level:

**Repositioning by strong differentiation:** When a brand's attributes are prominently shown to set it apart from similar products, it may be distinguished from others in the market. Shape, wrapping, colour, size, logo (Toyota, BMW, Mercedes, Mitsubishi), other graphics, trade mark, licence or registration number, watermark, signature (Arthur Guinness), alphabet (NOKIA, SAMSUNG, HP, IBM, etc.), model, version, batch, and series are a few examples of these attributes.

**Repositioning by usage:** Usage-based branding, which walks consumers through a step-by-step learning process to achieve

the brand's efficacy and effectiveness, is a better way to highlight a brand's repositioning when it seems as though consumer ignorance has caused a decline in acceptance, patronage, market share, and demand. While brand effectiveness is a result of how effectively a brand really behaves, brand efficacy defines what a brand is functionally stated to be able to achieve. For example, all wristwatches are designed to read the 24-hour circle (functionality - efficacy), but what is the accuracy and effectiveness of a certain brand at doing so? iii. **Repositioning by authenticity:** When a brand is redesigned with a new symbol to set it apart from imitations and adulterations or other well-known brands, it is emphasised to consumers and stakeholders in a genuine manner. Take STAR beer, Gulder beer, and DELL computers, for example.

**Repositioning by emotion:** A brand's emotional positioning, or even repositioning, speaks to the consumer's deepest feeling of how the brand might save his life or the lives of others, which is the main justification for the brand's importance and call to action. Emotion in brand management is a multifaceted problem that changes depending on the environment, culture, and customers. Once more, a brand's design, style, colour, form, size, graphic, packaging, communication, and/or consumer segmentation might all be the foundation of this strategy. The emotional component of brand positioning and repositioning is crucial because businesses who are successful in forging strong emotional bonds see improvements in market share as well as cash flow and profit (McEwen, 2004) <sup>[1]</sup>.

### Final summary and advice

Two distinct business ideas that are frequently utilised in marketing, advertising, and public relations are branding and brand positioning, as well as brand repositioning. Brand positioning, or repositioning, is in line with corporate and product promotion, whereas branding is based on the design and development of products. Only the former is required for the latter to work. Business researchers should steer clear of idea clashes, mislead, and incorrectly teach incoming learners.

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