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THE CONCEPT OF POSITIONING: FORMATION, DEVELOPMENT AND STRATEGY

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Annotation. Every successful brand stands for a fundamental "platform" called positioning without which it cannot have any chance to reach customers' minds. Positioning concept has its logic and structure; it is not only a definition or a statement. There is a limited number of studies revealing the concept of positioning; and the concept itself is not yet clearly defined. There is some gap between a theoretical understanding of positioning and a brand which companies present to customers. The human brain instinctively looks for things that are different and unexpected. So, companies should think of what they have to use to attract, reach and stay in the mind of customers. The new approaches to positioning considered in this study may help firms to achieve success with their brands.

Key words: positioning, strategy, advertising, brand, customer mind.

Түйін. Әр табысты бренд өзінің негізгі қағидаларына негізделеді. Бұл «қағида платформасы» жайғастыру деп аталады, бұл платформасыз тұтынушылардың санасын жаулау мүмкін емес. Жайғастыру коцепциясының өз логикасы мен құрылымы бар, берілген концепт – бұл жай анықтама немесе пікір емес. Жайғастыру коцепциясы тақырыбында шектеулі ғана зерттеулер бар және жалпы түсінік нақты анықталмаған. Компаниялардың өз тұтынушыларына ұсынатын жайғастыру және бренд жайлы теориялық түсінікте өзара айырмашылықтар бар. Адам миы инстинктке байланысты басқа заттардан ерекшеленетін және күтпеген заттарды іздейді. Сондықтан компаниялар тұтынушылардың ойында қалу, ойын жаулау, назарын аудару үшін не істеу керек деп ойлаулары қажет. Берілген мақалада қарастырылған жайғастыруға қатысты жаңа амалдар, тәсілдер фирмаларға өз бредтерімен табысқа жетуге көмектесе алады.

Аннотация. Каждый успешный бренд основывается на своих фундаментальных принципах. Эта «платформа принципов» называется позиционирование, без которой у бренда нет шансов завладеть сознанием потребителей. Концепция позиционирования имеет свою логику и структуру; данный концепт – это не просто определение или высказывание. Существует ограниченное количество исследований на тему концепции позиционирования и концепции в целом до сих пор четко не определены. Существует некий разрыв между теоретическим пониманием позиционирования и брендом, который компании представляют потребителю. Человеческий мозг инстинктивно ищет вещи, которые отличаются от других или являются неожиданными в своем представлении. Таким образом, компании должны думать, что нужно использовать чтобы привлечь, завладеть, и остаться в сознании потребителя. Новые подходы к позиционированию, рассмотренные в данной статье могут помочь фирмам добиться успеха с позиционированием их брендов.

Introduction

Positioning is considered by academics and practitioners to be one of the fundamental components of modern marketing management and communications by which companies try to not only reach but also stay in the mind of customers. Nowadays in the century of new technologies companies try to use as many ways of communications as they can to reach a customer. However, in reality many companies fail in an attempt to deliver the message to the customer. The main reason of it is that the market place is overloaded with different communications and advertising messages, which are not prepared as a positioning of the brand or product. Companies pay not enough attention to the brand/product, which they try to present.

The brand has to be positioned as something different from others and be built in a customer's mind an image of the brand. A new approach of communication is called "positioning" – a concept that has changed the nature of advertising. Positioning starts with a product – a piece of a merchandise, service, institution, company or a person. Positioning is what you try to deliver to the mind of the prospect; it does not involve only change as changes in name, price and package. Positioning has changed the way the advertising game is being played – today we find comparatives in ad, not superlatives; anyone can get ahead using the positioning strategy. Infer from the above, positioning is tool by using which we can stand out of the crowd by preparing the right message and not for using it once, but for a building a right brand perception in a mind of customer in today's over communicative society.

The main purpose of positioning is to achieve a place in the consumer minds as a clear image of one brand with unique proposition, which is clearly distinguishable from competitors on the market place. One of the most important things, which we try to show in this paper, how brand can occupy a unique position on the customer mind and has to be perceived by customer. What company should accomplish and use in a building a right positioning strategy.

Conceptualization of positioning. It is assumed, that concept of positioning appeared in 1972 when one of the specialized American journals "Advertising age" published a series of the articles under a common heading - "The Positioning Era" /1, p. 15/. However, the term "positioning" entered the marketing vocabulary lately, in 1982, when Al Ries and Jack Trout wrote a book: "Positioning: The Battle for Your Mind". They claimed that positioning is not what you do to a product but is what you do to the mind of the prospect /1, p. 5/. Below we are going to consider some definitions of other authors who claimed what "positioning" is. Moreover, those authors suppose that positioning is not only a marketing term but also relate to other economic fields. These authors show their vision of this term. Dovel (1990) notes that: "...Positioning shouldn't be just a part of your strategy. It should be the backbone of your business..." /2, p. 416/.

In contrast, Arnott (1992, 1993) formally defines positioning that: "...it is the deliberate, proactive, iterative process of defining, measuring, modifying, and monitoring consumer perceptions of a marketable offering..." /3, p. 436/. Treacy and Wiersema (1994) distinguish between three major types of positioning:

product leadership, operational excellence, and customer intimacy, which were called the “value disciplines” /4, p.84/.

Product leadership implies that the firm offers the best product in the category, operational excellence means to provide the customers products or services which are reliable and with competitive prices where delivering with minimal difficulty or inconvenience, in other words, firms operates most efficiently; and last but not least customer intimacy is segmenting and targeting markets and then delivering the offer to match exactly the demands of those niches, so means in brief that firm responds best to their wishes. Treacy and Wiersema recommend firms to match one of these value disciplines and be competent in the other two. Later, Crawford and Mathews (2001) suggested a new classification of positioning – based on product, price, ease of access, value-added service, and customer experience /5, p.16/.

Based on their study of successful companies, they concluded that a great company will dominate on one of these, perform above the average (differentiate) on a second, and be at industry par with respect to the remaining three. Crawford and Mathews noted that a company would sub-optimize if it tried to be best in more than two ways. Positioning is considered by academics and practitioners to be one of the fundamental components of modern marketing management. The main contributors to this concept were Kotler (2000); Porter (1996); Hooley and Saunders (1993); McKenna (1986) /6, p. 46-53/.

A product's positioning is determined by its position on the relevant dimensions of the perceptual space, its position on the various product attribute vectors and its position with respect to other brands /7, p. 103/. Perception is one of the most important in positioning of the brand; it focuses on brand importance on emotional level of understanding rather than only its physical conditions, reality and price of the brand. Nevertheless, brand positioning has to be linked and compatible between emotional and reality, because if it is not matched it means that customer will be disappointed with a brand image and switch to the competitor ones. Today's world is overloaded with marketing messages promoting a variety of brands, and it is hard to succeed in over-communicated society. Every company must create and develop something unique that can make a “position” for their brand, it can be a service or a product, however it has to be deposited in the prospect's mind. Consumers take into consideration many factors and he/she looking for a strong brand and attractive proposition in which a consumer will look not only at company's strengths and weaknesses but those of its competitors, as well. A consumer selects brands based on position in their minds and if and only if it matches how they feel about it and how close it is to their perceptions of other things in the world. The right brand positioning helps consumers to choose the brand, which satisfies their needs and wants on emotional and rational levels. However, a brand, which wants to attract everyone is probably failed and catch no one, because company cannot take part in every consumer mind. Therefore positioning must be focused in its objectives, on its target market and what meets their specific needs to be successful.

Nowadays, positioning describes a particular position of the corporation, - or any other organization in relation (comparison) with their competitors /8, p.9/. The “product” position delivers into the market segment and to the customer minds. The basic principle of positioning is not to create something new and different from the other; however it is manipulating what already “lives” in customers' minds and how company uses this “existence” in the mind to connect with their positioning. It doesn't matter how good a company's positioning is, it will not work forever, because the consumer perceptions are changing over time, and every day market has more and more different brands and products with new technologies or competitors at the market place /9, p.10/. So, it means that the company has to be innovative and adaptable to the fast changing market conditions. The company must systematically evaluate positioning of its major brands. Some brands or products that are losing share on the market place may need to be repositioned. However, the company has to pay much attention to this procedure and do it carefully. Rebuilding a company's brand may win new customers but lose some current customers who like the brand as it is.

Development of Positioning: Strategic Positioning. Positioning is important factor of brand success, however in our modern world it is not enough to position your brand right. Company also has to think strategically and in a long run perspective. By this I mean that company must to prepare a whole positioning strategy for their brand. Moreover, for an effective “brand positioning” company has to

consider and analyze future trends which may affect on their brand and develop a plan/strategy which will be applied through specified period of time. In this strategy companies may consider some ideas for “repositioning” after market conditions are changed. Strategic positioning is result of related views about the product or brand. Image - is the general impression of how the product/brand is perceived by consumers, in that time the current brand position is a pivot for a brand and for a customer. This pivot point has to emphasize brand/product strength and uniqueness and moreover, make them different against competing products/brands /10, p. 101/.

Strategy is about finding one or more characteristics, which can be used to distinguish a company’s product or brand from competitors' products. One of the most important parts of developing positioning strategy for a brand or product is to make it by using a clear marketing scheme for adapting to the specific brand/product. For building an effective positioning of the brand/product a company must accomplish the following four conditions /11, p. 88/. First of all, the company has to conduct a research on the basis of which it will be able to identify the most important factors for consumers. The company has to analyze and take into consideration two aspects of consumer choice: functional/rational factors and emotional closeness to the brand/product.

- Second, the company identifies its strengths, chooses the areas with the highest level of competitive advantage and builds its positioning concept around them/12, p. 238/. The strengths a company will choose have to bring value to the target audience. The ideal model for the company is that a combination of strengths with the unique value of their value proposition. Nevertheless, company must to know about their competitor’s strength points and their positioning strategy.

- The technical factors in this stage are the important part of the scheme. It proves positioning strategy not only based on emotional closeness but also support it by evidence in terms of technical factors. Company must develop new approaches by using technological innovations which company can use/10, p. 103/. Whereas, company also implement new technologies based on technical conditions of the firm, and their abilities to update old ones.

- Create an effective message for their clients/consumers by using functional, technical and emotional levels. The message has to be clear and simple, and present to the customer an interesting advertising idea or any other communication channels. The positioning concept, which the company creates must have a connection with customers and provide the company with an opportunity to be on one side with target audience. If we continue to consider development of positioning concept we can notice that time is going on and the concept is getting new approaches by which companies can use to succeed on the market place. I tried to identify two major fields, which are in connection (combination) with positioning becoming a new part of this “science”.

Combination of two somehow related fields can give a new vision of the concept and there are two of them. The first one is linguistic approach to advertising, it can be perceived as a relatively new approach and still has a wide field of future study. Domestic advertising theory has just passed the "translation" stage of its development. Today’s market gained independence and turned to the study of proper language mechanisms by which the sender of the advertising message persuades the recipient (consumer) to make a purchase /13, p. 21/. Zhak Segel claims that “The magic of advertising - is an act of magic when occurs transformation from act of consumption to the specific culture”/14, p. 77/.

Practical value of this approach that it is not only narrowly targeted linguistic analysis of the advertising message, but on the contrary, the study of linguistic knowledge and the operations undertaken in a purely pragmatic purposes, such as increasing sales, maintaining the level of customer loyalty, remembering the brand, "competitive advantages" and etc. /15, p. 128/.

Linguistic and cognitive aspects of traditional disciplines of advertising as branding, naming, copywriting, segmentation and targeting, can be interesting and useful to practitioners advertisers. The right combination of linguistic and cognitive positioning techniques, especially is so demanded in the modern era of immaterial competition involves not only knowledge of specific techniques of manipulating frames, but the ability to reconstruct them by analyzing the body of advertising messages and texts of competitors/13, p. 23/.

By analyzing and rebuilding competitors’ messages increase effectiveness of advertisement

influence and allows your product or service to be more noticeable in some way than those around others and settle in the mind of prospects. The second approach I noticed by reviewing some of the new researches of other academicians, there is a considerable shortage of empirical studies on international segmentation, which would examine the link between segmentation and strategic positioning. Yet, many researchers in a field of segmentation have stressed the critical importance of the relationship between segmentation and positioning decisions. Segmentation and positioning decisions are central to the development of global marketing strategy /16, p.554/.

Some of the authors define this strategy as “segmentation-based strategic positioning” and specify that as “the company would cause the development of homogeneous responses for demand that differs from responses received from other market segments” /17, p.89/. The global strategic segmentation and positioning matrix is a new tool that guides managers to position their brands effectively in world markets.

Conclusion. In conclusion, I would like to say, that in our over-communicated and overloaded of advertising messages society company can succeed if and only if they are going to analyze the market place conditions and take into consideration many aspects of their brand strengths and not only technical but also emotional closeness to the customers. Positioning is one of the most important aspects for a brand success.

Company must create positioning strategy and follow the factors which - product perception, brand loyalty, and strategic plan modifications, if they want to stand out from the crowd and earn not only profit but also occupy a part in prospects’ minds. We can say that positioning affects on a formation of successful perception of the brand by customer. Moreover it is a still developing model for business, because even nowadays not every company pays attention to the positioning strategy, and how to create it correctly knows only a small part of marketers.

In my paper I tried to uncover some of the most important factors which company has to take into consideration if they want to succeed in a market place. Moreover, I included two approaches of positioning where it combines some other studies, which are crucial in a fast changing and development business world.

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THE DANGER OF TRIBAL RELATIONSHIPS IN ORGANIZATIONS

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Annotation. Development of employees has become an important aspect of every organization. However, in organizations, some employees are relatives of their leaders or bosses. So, the main purpose of this research is to analyze tribal relationships in organizations.

Key words: tribal relationships, organizations, Kazakhtan

Түйін. Бұл зерттеу жұмысының негізгі мақсаты – жегжаттық қарым - қатынастардың жақсы және жаман жақтарын айқындау. Алайда, кейбір ұйымдардың жұмыскерлері бір-бірімен туыстық қарым-қатынаста. Біздің алып отырған жұмысымыздың негізгі мақсаты – ұйымдардың туыстық қарым – қатынастарын зерттеу.

Аннотация. Повышение квалификации работников является главным аспектом в каждой организации. Однако, некоторые имеют работников, которые являются родственниками тех или иных работников, или даже директоров. Главной целью нашей работы является выявить родственные отношения в организациях.

Introduction. Every organization is really a set of small towns. The people are different in every town, and the roles are never exactly the same. We call these small towns tribes, and they form so naturally it's as though our tribe is part of our genetic code. Tribes helped humans survive the last ice age, build farming communities, and, later, cities.

There are people who accept that working with the loved ones are extremely unmanageable and unreasonable, however there are individuals who accept that just with the individuals you think about, you can execute the most brave tasks. Throughout the Soviet Union joint collaboration of relatives are not allowed. So, in organizations employees shouldn't rely on their tribal relationships. If the relatives ask to recruit them, there are three choices. The primary is to abstain from anything, however may endure individual connections, and a persisting feeling of blame. The second is to help settle down regardless, not being mindful of the outcomes. Third, the surest and most ideal path is to have a discussion with a companion, coating all the critical focuses. Having recognized all the advantages and disadvantages and concede to the tenets of engagement at work.

Companions and partners dependably quicker, they know how to discover the methodology to one another to tackle any issues. At the same time it is alluring that around them were close to home connections, as well as they still might have liked one another as experts, while believing the skill of both. At the point when two individuals see one another, "superbly" any unpredictable circumstance