

Analysis of the Position of Brand Positioning in Marketing Strategy from the Perspective of Constructivism

Yao Hao

School of Advertising, Communication University of China, Beijing, 100024, China

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Abstract: Marketing, as a practical and operational discipline, determines that its teaching should pay attention to the cultivation of cognitive and practical abilities, and advocate students' initiative and creativity. In marketing, enterprises need to quickly grasp consumers' demand points for products, adjust marketing plans, and increase the influence of products in the market through unique marketing to attract consumers' attention. Marketing strategy is an important measure for enterprises to achieve sustainable development. In a consumer-oriented market, enterprises must quickly change their marketing concepts and complete brand positioning to adapt to the changes in the environment. From the perspective of constructivism, this paper summarizes the relationship between brand positioning and marketing strategy, introduces the strategies and methods of brand positioning in marketing, and finally expounds the position and importance of brand positioning in marketing strategy.

1. Introduction

With the continuous improvement of manufacturing capacity of Chinese enterprises, more and more products of the same type are available. The price factor plays a role in leading consumers' choice of purchase, and the role of price factors is gradually reduced [1]. The competition between enterprises has gradually changed from product competition and service competition to marketing competition [2]. In the current competitive market environment, brand strategy can obtain the trust of consumers more effectively, and the products of enterprises will be copied and imitated by other enterprises quickly [3-4]. But it is difficult for a successful enterprise to copy its brand successfully. The enterprise needs to establish a reasonable brand positioning based on the factors such as product and company development [5]. Under the trend of economic integration, the market competition is becoming more and more intense, and the market environment has changed greatly. With consumers as the leading factor, enterprises must change their business model and establish brands with their own characteristics from the perspective of consumers [6].

As an identity of enterprise products, brand represents not only products, but also corporate culture and emotional sustenance of consumers. Brand is an important symbol of the same product, and it is an important information source for consumers to choose products [7]. Brand positioning is defined in marketing strategy, and the whole marketing work will become more simple, and the products of enterprises can win a large number of customers [8-9]. Constructivism learning theory has put forward many pioneering views on learning problems, and a series of new teaching modes have been produced. From the perspective of constructivism, this paper introduces the strategy and method of brand positioning in marketing from the perspective of the relationship between brand positioning and marketing strategy, and finally expounds the position and importance of brand positioning in marketing strategy.

2. The importance of brand positioning to marketing

2.1. Enhance enterprise awareness

Marketing strategy mainly means that enterprises are driven by marketing concept in the new period. In order to effectively achieve business objectives, it is necessary to plan the development of

marketing as a whole in a certain period of time, and position product brands according to the actual situation of the market in time. Enterprises need precise brand positioning to attract the attention of market consumers and master the future direction of their products. Through brand positioning and publicity, we can have a good grasp of products, and on this basis, let consumers have confidence in the products produced by enterprises, thereby increasing the sales volume of enterprises' products [11]. The marketing strategy of an enterprise can be decomposed into several marketing strategies for concrete implementation. The sales results of products directly affect the economic benefits of the enterprise. Figure 1 shows consumer buying behavior patterns.

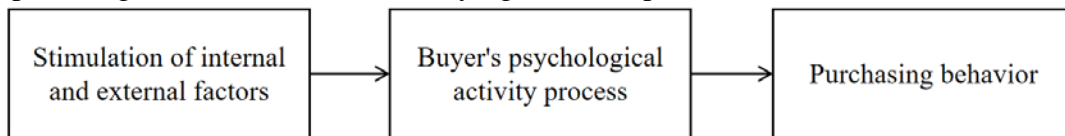


Figure 1 Consumer buying behavior pattern

Enterprises have a stable consumer group in the process of development, which is extremely critical for their stable and long-term development, and it is the basic condition that enterprises must have for reliable operation. The adoption of brand positioning can enable enterprises to understand the actual needs of customers corresponding to products, and then customize personalized products according to the mastered information, so that once the products launched by enterprises are sold, they can attract the attention of consumers and quickly increase the profits of enterprises. The marketing strategy of products not only needs to reflect the characteristics, functions and advantages of products, but also needs to incorporate the corporate image, culture and brand into the strategic planning, which plays a correct guiding role in the marketing of enterprises, not only establishing the correct brand positioning, but also promoting enterprises to establish the correct development direction and their own values.

2.2. Optimize the marketing effect of enterprises

With the rapid development of market economy, the market position has changed. At present, enterprises need to respect consumers and understand their needs, so as to occupy a favorable position in the highly competitive market environment. Generally speaking, marketing strategy is what method enterprises need to use to sell products on the basis of marketing concept. Brand positioning directly affects the formulation of marketing strategy, and the market should formulate marketing strategy according to brand positioning. Therefore, in the process of formulating marketing strategy, product brand positioning is the key content. Brand positioning plays a vital role in shaping corporate culture, implementing brand strategy and quality of marketing strategy. Different brand positioning will result in different brand cultures. Enterprises should establish a brand positioning suitable for their long-term development according to their own actual situation and product characteristics. Any enterprise can't satisfy all consumers' demand for products, so enterprises must determine the customer groups that can be absorbed by their own product characteristics according to their own characteristics, classify consumers, and find out the most reasonable marketing strategy according to the actual demand of the delineated consumer groups for enterprise products.

With the development of global integration and the continuous improvement of modern science and technology, it is difficult for enterprises to monopolize their products. Products are easy to be imitated and technologies are easy to be broken through. It is difficult for enterprises to rely on products to gain core competitiveness. Enterprises need to pay attention to consumers' demand for services and products when developing brand positioning. On this basis, combining with the resources that enterprises can mobilize, they can reasonably set up marketing plans to provide a solid guarantee for the preparation of marketing plans, so that enterprises can accurately predict consumers' psychological expectations of products, and thus determine the way of making products and the quantity of products for sale. When positioning, enterprises should divide the consumer groups, not regard the consumer groups as a single whole, but monopolize the whole consumer groups with one product. Enterprises can produce differentiated products according to consumer

needs, preferences, consumption habits and other factors to meet the different needs of consumers and gain more market share. To a great extent, brand positioning plays a realistic role in the development of products, and is also an important factor in formulating marketing strategies. Good brand positioning has a great impact on formulating marketing strategies.

3. Application strategy of brand positioning in marketing strategy

3.1. Design brand relevance

Enterprises need to use brand positioning to plan marketing programs, understand brand positioning, and focus on the parts, so that enterprise products can attract consumers' attention by virtue of their unique characteristics. Well-known brands generally have a long brand history and a huge consumer population. It is very difficult for enterprises to create brands with the same products and break through the existing big brands. Therefore, enterprises can find their own way to avoid the products of well-known brands, but they can also rely on the influence of the products of well-known brands. During the development of enterprises, in order to prevent their products from being submerged in many products of the same type due to the homogenization of product appearance, it is necessary to distinguish them from the products of the same type of enterprises, determine the marketing selling points according to the characteristics of products, and integrate them with consumers' demand for products during the design of marketing schemes.

In order to position a brand in the marketing strategy, firstly, it is necessary to make clear that the target customers targeted by the products are the target consumers, and to determine the consumers in the marketing strategy is the first step for the brand positioning to stand firm and develop well in the market. The theoretical model of customer behavior intention is shown in Figure 2.

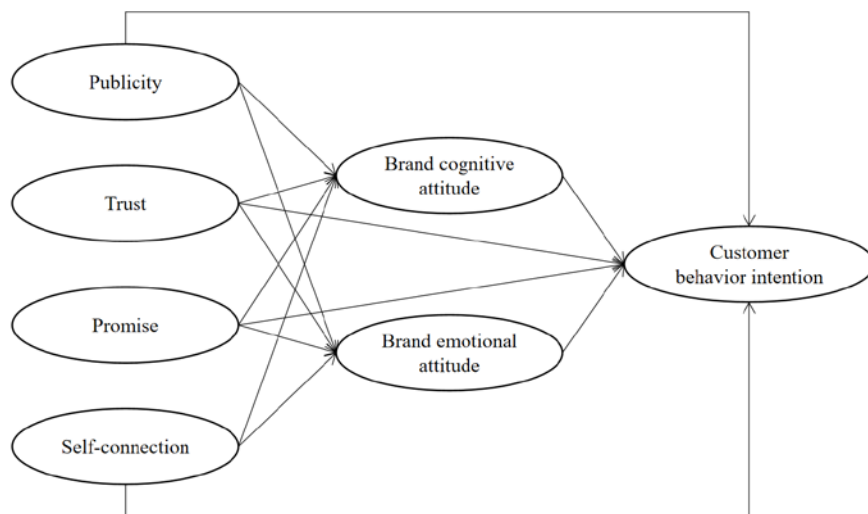


Figure 2 Theoretical model of customer behavior intention

Because different platforms have their own characteristics, consumers can choose the platform to shop reasonably according to their own needs. Through the development of network platform, it can also be associated with the marketing strategy design of enterprises. In the stage of brand positioning, it can compare with the same type of enterprises according to their own characteristics, collect the customer groups of products, master the customer's demand for products and integrate relevant information. With the continuous development of computer network, online shopping has become a great trend, and the express delivery industry has developed rapidly. How to survive in the highly competitive market and be recognized by consumers is very important. When enterprises use brand positioning, they need to organically associate their superior products with their own products, so that brands have associative memories. Consumers can associate their own brands with strong brands during the purchase of goods, so as to attract more consumers.

3.2. Highlight their own characteristics

In the process of development, enterprises also need to make use of competitors' brands to form image contrast, and adopt the method of positioning by taking advantage of the potential, so that consumers can see the outstanding advantages of enterprises, so that product marketing can cover up the shortcomings of products to a certain extent. At the same time of enterprise development, it is also necessary to combine the brand culture with the enterprise's own culture, so as to increase employees' mastery of enterprise development, indirectly help employees to better handle their own jobs and strengthen the soft power of enterprises. Therefore, one of the most important points in brand positioning in marketing strategy is brand interest positioning. Therefore, if an enterprise wants to occupy a certain market, it needs to fully consider the interest orientation in brand positioning.

4. Conclusions

In order to let consumers know and recognize the product brand in the fierce market competition, the product must have a good brand positioning. All consumers want the products to have their desired effects and functions. Therefore, in the brand positioning, we should also emphasize the demand of product efficacy. Enterprises must pay attention to brand positioning, and also need to use information technology to build a platform for interconnection with consumers, and combine their own characteristics to create products that meet the needs of the public. Enterprises also need to strengthen the understanding of brand attributes in consumers' minds in various ways in the later stage of brand operation, so as to make consumers form this understanding of this brand in the long run, and produce brand diffusion driving effect, so that more consumers accept and recognize this brand product.

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