

synchronization in time; coherence with the mission and goals of the organization; adaptability, flexibility to environmental changes; autonomy of elements; multidimensionality; updating in accordance with environmental changes.

The development of a strategy for managing the formation of competitiveness of the infrastructure of agricultural enterprises in Ukraine in the postwar period is intended to promote the comprehensive development of agricultural enterprises and bring them to a higher level of management, making the most of their own capabilities and resources on the basis of establishing a sound program of activities in combination with the adoption of the best practices of the best enterprises in this sector.

**Girchenko Tetiana**

*Professor of Financial Technologies and Consulting Department*

*Ivan Franko National University of Lviv*

**Lyshylenko Julia**

*National Aviation University*

## **BRAND REPUTATION AS ONE OF THE ELEMENTS OF THE BRAND STRATEGY**

Abstract. The brand reputation plays an important role in the activities of companies, because it is one of the most important elements of the brand strategy. In view of the above, as an element of a brand strategy, it must be carefully planned, brand reputation and controlled. The ongoing competition for each consumer in the market drives companies to integrate marketing tools, where the brand strategy is taking a special place. In an age of digital any company requires interconnected communications that are constantly evolving to meet the changing external and internal environment. Thus, brand reputation plays an important stage in the brand strategy.

Keywords: brand, marketing, reputation, image, management, strategy, competition.

Formulation of the problem: The success and recognition of a brand depends on its promotion. The methods used for this can be both material (advertising, social networks) and immaterial (reputation, recognition). It should be noted that a bad reputation could also be a method of promotion. In this case, the consequences are unpredictable. Therefore, work on a good reputation should be constant and continuous.

The purpose of the research: to analyze how brand's strategy affects brand promotion, how good reputation helps to attract new customers, to increase sales efficiency.

Research results: brand strategy is a comprehensive program that allows you to see the development of the company, the positioning of the brand on the market and its promotion. Brand development strategy includes working out the idea, concept, defining the target audience and finding ways to interact with it, as well as many other factors that allow the company to take a place in the market and increase recognition.

The development of a brand strategy begins with the formation of ideology and values, and ends with concrete figures and research. User behavior is studied, a potential target audience is determined, performance indicators are determined, and the result is evaluated. This is a wide range of measures that allows you to draw up a clear plan of action. In this case, the company will be able to get the desired result, increase profits, increase customer loyalty and expand its influence on the market. Brand strategy consists of many stages that perform certain tasks. The main components of the brand development strategy:

1. Concept. Helps to understand the main ideas of the company and to determine the needs of the client, as well as the methods of solving those needs. It also creates uniqueness and individuality, thanks to which the company will stand out among others and gain popularity.

2. Target audience. Correct segmentation of the audience, determination of the parameters of potential customers and identification of their desires will help the company to improve relations with the buyer. It is a powerful tool that allows you to build a strong and effective brand development strategy.

3. Unique trade offer. UTP makes it possible to stand out among competitors and offer customers profitable cooperation. Thus, the product becomes irreplaceable and in demand.

4. Communication possibilities of brand formation. By determining the channels of communication with the audience, and choosing the most successful style of interaction, you can increase loyalty, increase the influence and recognition of the company. This brand strategy includes the development of a corporate style, logo, name, website and other means of communication with the target audience.

5. Determination of values. The complex of determining emotional and rational benefits will help to establish good relations with the client. Become valuable to your audience and they will not turn away from you.

6. Implementation. An important stage of brand formation, which allows you to determine the tools for the implementation of the tasks. In other words, a complex is selected that allows everything to be implemented in practice.

7. Performance control. It makes it possible to monitor the results of brand positioning, tools for measuring performance indicators are being developed.

You can implement the tasks in several ways. For example, an advertising campaign, charity events, brand reputation, etc. However, we would like to take a closer

look at the impact of Brand Reputation on its promotion. Because the results of this interaction can be seen only after analyzing the indicators already after applying this method.

Reputation is a dynamic process, during which the company's strategic tasks, designed for the long term, are implemented. Reputation depends on how and by what methods the company's business activities are carried out. It reflects the deep economic and social characteristics of the brand.

Brand reputation is a set of established judgments about it based on criteria important to the target audience (honesty, responsibility, decency). Reputation involves an analytical approach when forming an opinion and is based on reliable knowledge and assessments. Most often, this is supported by the consumer's own experience [1, 550].

According to research, more than 60% of investors consider brand reputation as one of the main factors in the formation of its value. Reputation can provide from 20 to 80% of the company's equity value, representing a real asset of the company. Reputation is slowly formed, but, unlike tangible assets, it is relatively stable and not subject to fluctuations in market prices.

Reputation significantly affects the effectiveness of brand product sales. 87% of people who make purchases on the Internet are necessarily interested in reviews of companies before purchasing a product. 73% of consumers are more willing to trust a company if the majority of reviews about it are positive. 80% of online shoppers cancel their order after reading a negative review about a brand. Reputation is sometimes called “credit of trust” - 62% of consumers believe that a company with a good reputation will not produce products of poor quality [2, 112].

Quite often, consumers and even brand managers identify the concepts of “image” and “reputation”. In fact, image is a component of reputation and has other prerequisites for its formation. The consumer's acquaintance with the brand begins with interaction with the components of the corporate style – this is a means of objective positioning. When perceiving these elements, an image is formed in the mind of a person - this is an ideal image created by a brand to create a certain impression about the company in the mind of the target audience. Thus, an image is an artificially created opinion among a certain group of people. Its task is to create a positive image of the brand among the audience.

Unlike image, reputation cannot be created – it must be earned. Reputation can be considered the response or reaction of the public to the company's policy. Building a reputation takes place throughout the brand's activity and works for the long term. If the image depends on the external characteristics, then the reputation depends on the holistic perception of both the internal and external qualities of the brand [3, 46].

So, let's highlight the following brand reputation management strategies:

1) In many cases, the reputation of the head of the company is inextricably linked with the reputation of the brand. A public leader commands the respect of both potential clients and consumers, as well as partners and employees. Such a leader will serve as a strong motivation for other employees, who will also work to improve the brand's reputation.

2) Emphasis on the company's advantages. It is easiest to manage reputation due to such brand value as quality (of products or services). This effectively increases the loyalty of existing customers and attracts new ones. In addition, the quality is easy to check (by trying or sending for analysis) or to test (by ordering a service). Many years of experience in providing services and indicators of successful project implementation can be used as the company's merit. Confirmation of the quality of work with certificates and participation in international competitions or exhibitions will be a big plus in favor of the formation of a positive reputation. Financial stability can also be used as one of the components of the reputation strategy. This will help gain the trust of investors and partners, potential employees [4, 185].

3) Corporate social responsibility of the company. It is important to take into account not only the interests of the company, but also of society – from suppliers to ordinary workers. Careful attitude and concern of the company for its employees plays an important role in the formation of the brand's reputation. Voluntarily taking responsibility for improving the quality of life of its employees and society as a whole, the brand acquires additional advantages, especially against the background of inactive competitors.

However, necessary to notice that there are still a range of issues about organizing marketing processes in the digital environment because of some problems of their integration into the traditional marketing methods. For the optimization of this process and reaching the most effective result of the marketing activity, companies should stand by a range of simple rules, the common meaning of which is that standards are always changing, and our main task is in staying relevant to them [5, 32].

Conclusions: In the conditions of increasing competition in the market of products and services, companies pay considerable attention to their brand reputation, which aims to attract the attention of existing and potential clients to its activities. This work shows which influence reputation has on the brand success and what methods you should use to achieve this goal. Namely, a good reputation of the company helps to attract new customers and keep the existing ones, increase the inflow of investments and sales efficiency. In the long term, reputation supports the company in the event of economic difficulties at the expense of loyal customers.

#### **References:**

1. Rozanova N. N. Priority value characteristics of the governor's personal brand. *RUDN Journal of Sociology*. 2017. P. 542-554.

2. Baluk N. R. Communications in the creation of a personal brand. *Business and trade*. 2018. P. 111-119.
3. Zhulai V. I. Theoretical dimensions of the concepts “image” and “reputation”. *A collection of scientific works of Giley*. 2011. P. 46.
4. Trach O. Yu. Image, brand and reputation: their relationship and influence on the development of territories, organizations and individuals. Lviv: Publishing House of the National University “Lviv Polytechnic”. 2011. P. 182-187.
5. Girchenko T., Ovsianikova Ya. Digital Marketing and Its Role in the Modern Business Processes. *European Cooperation*. 2016. № 11 (18). P. 24 – 33.

**Kobielieva T.O.**, *Doctor of Economic Sciences, Prof.*  
**Klymentova M.V.**, *graduate student*  
**Pererva P.G.**, *Doctor of Economic Sciences, Prof.*  
*National Technical University "KhPI"*

## **METHODOLOGICAL ESSENCE OF SCIENTIFIC AND TECHNICAL INNOVATIVE PRODUCTS**

In the legislative normative acts of our country, the concept of scientific and technical products is not clearly formulated. By default, research work includes scientific research conditioned by the customer's technical specifications, and experimental research includes the development of a sample of a new product.

The results of scientific research and development themselves act as scientific and technical products. Therefore, it is distinguished by a high degree of novelty and an adequate level of science intensity. The list of scientific and technical products is quite wide and diverse. It includes theoretical and applied knowledge obtained in the process of research, scientific and technical documentation prepared as a result of the development of new equipment or technology, prototypes of new tools and materials. The structure of scientific and technical products includes scientific and technical services and consultations.

The demand for scientific and technical products in the world is constantly growing, since it is directly related, on the one hand, to the improvement and development of existing industries in order to increase their technical level and economic efficiency, and on the other hand, to the renewal of products, with the production of new highly competitive products. And although the development and creation of scientific and technical products are carried out most often within the framework of contracts concluded between manufacturing enterprises (firms) and scientific organizations, as well as within