

Brand and Its Subbrands Image Perception Analysis

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Research Methodology: By means of in-depth qualitative research methods the consumer perception of “Zhyvchyk” brand and its subbrands images in the product group of soft drinks has been examined. To assess the brand positioning, the systematic approach and comparative analysis methods have been used.

Results: This paper investigates the consumer perception of “Zhyvchyk” brand image in the product group of soft drinks, which is affected by the images of its individual sub-brands and the image of the “Obolon” parent brand. The position, which “Zhyvchyk” takes in its product category in the consumers’ minds has been defined.

Novelty: The peculiarities of consumer perception of “Zhyvchyk” brand have been compared to its main competitors in the product category of soft drinks, the place which “Zhyvchyk” holds in its product category has been defined. There have been identified and evaluated the determinants of competitiveness of drink “Zhyvchyk” with “juice” and “juice drinks” product categories.

Practical Significance: Based on the results of research, in order to improve the quality perception of “Zhyvchyk” brand and strengthen its market position there have been offered the recommendations for further development of the brand by expanding the portfolio of trademark sub-brands. This will increase the competitiveness of the Ukrainian producer of soft drinks “Obolon”.