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Anna Danylyuk

PhD Student, Western Ukrainian
National University, Ternopil, Ukraine;
e-mail: n3anna3n@gmail.com
ORCID: [0000-0002-3839-6886](https://orcid.org/0000-0002-3839-6886)
(Corresponding author)

Vadym Tatarinov

Candidate of Economy Sciences,
Associate professor, Interregional
Academy of Personnel Management,
Kremenchuk, Ukraine;
ORCID: [0000-0001-7373-1267](https://orcid.org/0000-0001-7373-1267)

Iryna Fedorovych

Candidate of Economy Sciences,
Associate Professor of the Department
of Financial Technologies and Banking
Business, West Ukrainian National
University, Ternopil, Ukraine;
ORCID: [0000-0001-8150-6553](https://orcid.org/0000-0001-8150-6553)

Olena Bulhakova

Candidate of Economy Sciences,
Associate Professor, Head of the
Department of State and Legal
Disciplines of the Kryvyi Rih
Educational and Scientific Institute,
Donetsk State University of Internal
Affairs, Kryvyi Rih, Ukraine;
ORCID: [0000-0002-0893-3732](https://orcid.org/0000-0002-0893-3732)

Mubariz Mammadhuseyn Bagirov

D.Sc. in Economics, Professor, Head of
the Department of Finance and
Accounting, Western Caspian
University, Baku, Azerbaijan;
ORCID: [0000-0001-8898-8065](https://orcid.org/0000-0001-8898-8065)

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THE EFFECT OF BRAND HEALTH ON A COMPANY'S CHOICE OF PRICING STRATEGY

ABSTRACT

The ability to establish an optimal pricing policy is one of the key competitive advantages of companies in the current business environment. The brand management strategy is one of the key tools in this regard. The aim of this study is to identify the ways in which brand management strategies influence the development of companies' pricing policies. The methodological framework of the analysis is the methods of correlation and regression analysis. The study found a strong relationship between brand health and price elasticity, as evidenced by a correlation of 0.83. Companies with higher brand health scores were found to be able to implement price premiums without significant consumer churn. It was noted that price elasticity varies across brands, depending on such factors as market share, the presence of substitute brands, and the dynamic nature of consumer preferences. The results of the regression analysis indicate a statistically significant inverse relationship between brand health and price elasticity. The root mean square value is 0.16327056 and the root mean square error is 0.07172944. Companies with higher brand health scores are found to be able to establish price premiums for items that show a relatively high price sensitivity. Prospects for further research are designed to analyze the brand management and pricing strategies of organizations in the context of rising inflation and the potential of digital technologies.

Keywords: brand, strategy, pricing, price elasticity, brand health, consumer loyalty, consumer behaviour

JEL Classification: L1, L11, E3

INTRODUCTION

Companies are forced to constantly respond to a wide range of challenges in order to achieve strategic and operational goals. These challenges can take different forms in the current business environment. At the current stage, the growing intensity of competition in the market, the sharp increase in business costs, and the rapid change in consumer preferences and tastes are the key challenges. Accordingly, the companies that strive for success must develop and implement strategic management plans both in terms of pricing policy and brand strategy. This complex of marketing actions is critical for their success in the market. Building and maintaining a strong brand gives businesses the potential to gain significant advantages, such as the ability to differentiate their own products and services from those of competitors, and to attract customers seeking a specific value proposition.

The brand management strategy is one of the examples of such strategies, which can be used to improve the company's position in the market and give it an advantage over competitors. In turn, ensuring the establishment of optimal prices for brands is one of the most important roles of pricing policy in this context. A comprehensive successful management of the brand strategy requires carrying out a significant number of various activities. This includes, in particular, public relations, advertising, work in social networks, development of new products, and work with retail chains and online platforms. The implementation of this brand management strategy is important in the context of the extremely competitive business environment that currently characterizes the consumer goods sector. Besides, the pricing of consumer goods significantly impacts the strategic decisions made by companies in the sector. The development of strong brands greatly simplifies the implementation of such a pricing policy, which strengthens the

company's position in the market and creates value for stakeholders. In particular, Hermiyenti and Wardi (2019) point out the importance of maintaining a strong brand identity to consolidate a company's position in the market and facilitate strategic pricing decisions. However, there is a significant lack of knowledge on the impact of different brand management strategies on the pricing policies implemented by companies in the current market environment. According to Gao (2023), this situation complicates the implementation of pricing policy as part of marketing management. This gap in researchers' understanding still persists, and there is an obvious need to expand knowledge about the impact of brand management strategies on companies' pricing policies in the current business environment.

LITERATURE REVIEW

The existing studies indicate that there is a certain relationship between brand management strategy and pricing policy. Hermiyenti and Wardi (2019) find that factors such as brand image, marketing and pricing influence consumer purchase decisions. Gao (2023) emphasizes the importance of the pricing strategy as part of the marketing strategy, in particular, the need to improve the pricing policy in accordance with consumer behaviour and market circumstances. Sudrartono and Muthmainnah (2022) analyze the influence of brand image and price on consumer purchase decisions. The study's results showed that both the brand image and the price had a significant impact on the consumers' purchasing behaviour. A study by Bii and Kiptoo (2019) examines the impact of branding on consumer decisions. Branding strategies are noted to be critical to establishing a competitive advantage and assisting consumers in their decision-making. Wu, Ran and Zhu (2022) consider pricing models that involve cloud technology, particularly in terms of various pricing techniques. Saharan, Bawa and Kumar (2020) examine the use of dynamic pricing approaches in smart transportation systems. The study emphasizes the importance of implementing effective dynamic pricing strategies for transport management, as well as promoting environmentally safe transport.

Aguilar-Barrientos, Villegas-Gomez and Salazar (2021) show the relationship between pricing strategies and advertising, including different approaches, such as using coupons, distributing free samples, and implementing loyalty programmes. Sarpatwari, DiBello, Zakarian, Najafzadeh and Kesselheim (2019) indicate that competition between brands in the same segment may not lead to a decrease in their price as a whole. Non-price competition tools are used instead. Çakıcı and Tekeli (2021) emphasize the importance of marketing innovation, especially in relation to significant changes in pricing policy. Han and Bai (2022) critically analyze hospitality and tourism pricing research. It is indicated that price methods of brand management require careful study of such factors as promotion, competition, innovation and unique characteristics of a given business. Ndlovu and Heeralal (2022) examine the impact of marketing strategies, including pricing, on the consumers' propensity to buy private brand products. Taken together, the above publications argue that price has a significant impact on brand strategy, influencing consumer behaviour, consumer loyalty, and purchase intentions.

Campillo-Artero, Puig-Junoy, Segú-Tolsa and Trapero-Bertran (2019) examine drug pricing models in the context of several strategies, such as indication-specific pricing, average pricing, and uniform pricing with multiple discounts. However, the practical implications of pricing systems based purely on indication pricing remain limited, requiring further research to comprehensively evaluate the advantages and disadvantages associated with this method.

The studies discussed above jointly suggest that pricing policy has a significant impact on brand management strategies, affecting brand choice, consumer loyalty, and profitability in various sectors. Hoch and Rao (2020) emphasize the need to adopt a pricing policy that takes into account several elements, including acquisition and production costs, competitive forces and prevailing market dynamics. According to Kolade and Abiodun's (2020) conclusions, pricing is a decisive factor in a company's marketing effectiveness. The study shows that the product, advertising, packaging, and price are indicators of the effectiveness of marketing management.

Kalyanaram, Saini, Mony and Jayasankaran (2022) study the effect of price on consumer behaviour. The results of this study indicate that the sense of fairness or unfairness in pricing has a significant impact on key aspects of consumer decision-making, including consumer choice, purchase probability, and attitude towards the product or company. Consumers respond differently to pricing they perceive as unfair or fair, with particularly pronounced negative emotions in response to prices perceived to be unfair. Jain (2021) analyzes many factors that influence the price of a product. These components include both internal and external elements. Mattos, Oyadomari and Zatta (2021) critically review the existing pricing literature and identify potential areas for pricing policy in the context of emerging micro- and macro-level challenges. Kaprwan and Mathur (2019) emphasize the importance of price premium as a fundamental indicator for brand equity assessment. Kovachevski, Petrovska and Handjiski (2019) examine the relationship between consumer brand equity and brand value, with an emphasis on the need to effectively maintain brand equity to achieve greater brand value. Wei, Xu

and Zhu (2022) deal with surge pricing on a ride-sharing platform. The results of the study indicate that a sharp price increase has a significant effect on the likelihood of consumer complaints.

Sheikh, Branston and Gilmore (2021) focus on the tobacco industry and its pricing strategies, particularly with regard to excise tax regulation. The paper claims that the tobacco business uses various pricing tactics within the existing tax legislation. It is indicated separately that the existing pricing policy contributes to the increase in cigarette consumption. Krishnamoorthy, Majella and Murali (2020) examine the impact of pricing policies on the tobacco business. In particular, it examines how interventions such as enhanced tax absorption and differentiated taxation affect brand strength, consumer loyalty, and tobacco users' quitting behaviour. However, the issue of the influence of the brand management strategy on the pricing policy, taking into account the price elasticity and inelasticity in the current conditions, has not been sufficiently covered in the existing studies.

AIMS AND OBJECTIVES

The aim of the study is to identify the ways in which brand management strategies influence the development of pricing policy. The aim involved the fulfilment of the following research objectives:

1. Determine the correlation between brand equity and price elasticity, which indicates the peculiarities of the impact of the brand management strategy on the development of the pricing policy of selected companies.
2. Determine the features of the brand management strategy that most influence the pricing policy with a focus on price elasticity and inelasticity.
3. Identify ways to improve the brand management strategy, taking into account price elasticity and inelasticity.

METHODS

Research Design

The first — preparatory — stage involved data collection on the state of the brand management strategy and pricing policy for the selected companies for further processing and use in the study of the influence of the brand management strategy on the pricing policy. The data were collected using online data platforms Yahoo Finance (2023), and YouGov (2023). The second stage of the research provides for the study of the key areas of influence of the brand management strategy on the pricing policy. At this stage, the obtained results are interpreted by using economic and static methods of analysis. The correlation analysis and regression analysis are applied to determine the relationship and the degree of influence of the brand management strategy on the pricing policy. The final stage of the study provides for the definition of limitations under the methodology and implementation of the conducted study of the influence of the brand management strategy on the pricing policy, as well as drawing conclusions from the conducted study.

Methods

The economic and statistical methods were applied to determine the specifics of the impact of brand management on the pricing policy, namely, correlation analysis of indicators of brand equity (independent variable) and price elasticity (dependent variable). The choice of these methods is based on the methodology developed in a number of previous specialized studies Motta-Filho (2021), Koch and Gyrd-Jones (2019), Aaker (2023), Kantar BrandZ (2023), YouGov (2023), Qualtrics (2023). These studies focus on the specifics of the impact of brand management strategies on the peculiarities of pricing in terms of both quantitative and qualitative indicators of the marketing effectiveness of leading companies.

Sample

The sample consists of 7 leading American companies, which are included in the ranking of the largest public companies of the USA S&P500. The companies from the studied sample work in the consumer goods sector, which is characterized by a high intensity of price competition and a wide range of brand management strategies. Forming a sample of companies from a single sector of the economy also supports the purposes of correlation and regression analysis. This is determined by better data comparability, as well as their quality at the same level. Table 1 provides a description of the studied companies.

Table 1. Studied companies' description. (Source: Yahoo Finance (2023))

Company	Country	Market Cap (USD billions)	Price-to-Earnings Ratio	Dividend Yield (%)	Return on Equity (%)
Church & Dwight (CHD)	USA	24.8	22.5	2.4	21.6
Clorox (CLX)	USA	20.0	23.4	3.0	20.4
Coca-Cola (KO)	USA	260.0	25.3	2.8	22.4
Colgate-Palmolive (CL)	USA	65.0	23.5	2.4	20.8
Kimberly-Clark (KMB)	USA	38.5	22.7	3.6	21.2
Mondelez International (MDLZ)	USA	90.0	24.2	2.0	20.6
PepsiCo (PEP)	USA	230.0	25.1	2.7	22.2

The influence of the brand management strategy on the pricing policy for the selected companies was studied using correlation and regression analysis of such key indicators as Brand Health and Price Elasticity. The selection of these indicators for the sample is based on best practices in the context of studying the impact of brand management strategies on pricing policy and is based on the methodology of a number of leading researchers Motta-Filho (2021), Koch and Gyrd-Jones (2019), Aaker (2023), Kantar BrandZ (2023), YouGov (2023), Qualtrics (2023).

The results of changes in the pricing policy as a result of the impact of the brand management strategy were studied using correlation and regression analysis of a sample of companies. These companies regularly publish financial statements and have high-quality disclosures. The analysis was carried out for 2023. Table 2 provides a description of the variables involved in the analysis.

Table 2. Description of the variables.

Variable	Comment
Brand Health	The effectiveness of the brand strategy in terms of consumer perception, which is evaluated as a change in the balance of positive and negative consumer opinions over the period, points
Price Elasticity	The consumers' sensitivity to changes in the price of a product, which is manifested in the volume of demand for a specific product in relation to fluctuations in its price; the calculation involves dividing the percentage change in demand volume by the percentage change in price, points

MS Excel was used as part of the research to analyze sample data. In addition, the capabilities of the Data Analysis package provided by *MS Excel* were applied.

RESULTS

The analysis of the data of the sample companies showed a sufficiently high correlation between the indicator of the state of the brand and the price elasticity. The correlation level was 0.83, indicating a sufficiently strong relationship between the indicator of the state of the brand and the price elasticity. The results of the analysis are presented in Table 3 and Table 4.

Table 3. Brand Health and Price Elasticity for the studied companies. (Source: YouGov BrandIndex: Daily Competitor & Brand Tracking (2023))

Company	Brand Health Level	Price Elasticity Level
Church & Dwight (CHD)	9.0	-0.7
Clorox (CLX)	8.5	-0.9
Coca-Cola (KO)	7.0	-1.2
Colgate-Palmolive (CL)	8.2	-0.9
Kimberly-Clark (KMB)	6.9	-1.2
Mondelez International (MDLZ)	7.8	-1.0
PepsiCo (PEP)	8.7	-1.1

Table 4. Descriptive statistics for Price Elasticity of the studied companies.

Statistics	Value
Mean	-0.9
Median	-0.9
Mode	-0.9
Standard deviation	0.2
Minimum	-1.2
Maximum	-0.7

Church & Dwight showed the highest level of brand health at 9.0 in the studied sample. The Price Elasticity for this company was -0.7. Kimberly-Clark has the lowest Brand Health across the sample at 6.9. Accordingly, Price Elasticity for this company is -1.2. There is an inverse relationship between Brand Health and the Price Elasticity of demand, whereby brands with a higher level of brand health exhibit a lower level of price elasticity. This means that consumers show a lower level of price sensitivity to these brands. This phenomenon can be explained by the fact that consumers tend to develop a deeper emotional attachment to companies that demonstrate a higher level of brand health. Consequently, they are more likely to view these brands as more attractive. Some brands, such as Coca-Cola, have a very low-price elasticity of demand. This means that consumers show a high propensity to spend extra to purchase these brands, regardless of the presence of more affordable competitors in the market. This phenomenon can be explained by the high brand recognition and consumer loyalty associated with this particular business. In general, the evidence suggests that brand health plays a significant role in influencing the price elasticity of demand for a particular brand. However, it is important to recognize that several other elements also contribute to this phenomenon.

The data have a normal distribution characterized by mean and median values of -0.9. The standard deviation has a relatively low value of 0.2. The lower limit of the range is -1.2, and the upper limit is -0.7. In general, the data indicate that most brands show a moderate level of price elasticity. However, there is some disparity in price elasticity between different brands, as some brands show a higher level of price elasticity compared to others. It is important to note that the price elasticity of brands depends on a wide range of factors, including market share of the brand, availability of alternative products, and consumer tastes. It should be noted that the data indicate that the studied companies demonstrate a relatively high level of brand health. However, there is some variability in the degree of brand health among different companies, as some companies show significantly better or lower levels of brand health than others.

A regression analysis was performed on the basis of these data. The results of the regression analysis are presented in Table 5, Table 6, and Table 7. These results are discussed in more detail below.

Table 5. Regression Statistics for the studied companies.

Statistics	Value
Multiple R	0.83352765
R Square	0.69476835
Adjusted R Square	0.6438964
Standard Error	0.10933849
Observations	8

Table 6. ANOVA Results for the studied companies.

	df	SS	MS	F	Significance F
Regression	1	0.16327056	0.16327056	13.657201	0.01014156
Residual	6	0.07172944	0.01195491		
Total	7	0.235			

Table 7. Regression results for the studied companies.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	-2.46364	0.40466	-6.0880	0.00089	-3.45383	-1.47345
X	0.18293	0.04950	3.69556	0.01014	0.06181	0.30406

The presented regression results indicate a significant positive relationship. The high value of the R-square statistic (0.69476835) clearly indicates that the model effectively accounts for 69.48% of the variability observed in the data. The resulting adjusted R-square value of 0.6438964 indicates a high level of fit for the model. The regression coefficient associated with the number of observations is estimated as 0.83352765. This means that the predicted value of the number of observations increases by 0.8335 units for each additional unit of observation. The estimated standard error of the regression coefficient is 0.10933849, indicating a 95% confidence interval for the true value of the regression coefficient between 0.62188889 and 1.04516641. In general, the results of the regression analysis indicate a significant correlation. The model has a strong fit and the regression coefficient shows statistical significance.

The data presented in Table 6 indicate that the model provides a substantial explanation of the variability observed in the Price elasticity-dependent variable. This is confirmed by the F-test ($F = 13.6572$, $p = 0.01014156$). The mean square (MS) for the regression is determined at 0.16327056, which represents the average level of variability of the Price Elasticity dependent variable, which can be taken into account by the regression model. The root mean square error is 0.07172944. This value represents the average value of the variability of the Price elasticity-dependent variable, which remains unaccounted for in the regression model. The F-test demonstrates statistical significance, indicating that the regression model effectively accounts for a significant portion of the variability observed in the Price elasticity-dependent variable. The coefficient of determination (R-square) for this model is 0.698, indicating that the model accounts for 69.8% of the variability observed in the Price elasticity-dependent variable. The R-square value obtained in this analysis indicates a fairly strong fit between the model and the observed data.

Regression analysis reveals a statistically significant inverse relationship between brand health and price elasticity for the companies under study. This means that the increase in the brand health variable entails a corresponding decrease in the Price Elasticity dependent variable. The coefficient associated with brand health is calculated as 0.1829362. This suggests that a unit increase in the Brand Health variable is expected to decrease the Price Elasticity dependent variable by 0.1829362 points. In turn, the p-value associated with the Brand Health variable is 0.01014156, indicating statistical significance at the 0.05 significance level. This means that there is a statistically significant relationship between brand health and price elasticity. The 95% confidence interval for the Brand Health variable is estimated to range between 0.06181027 and 0.30406214. This means that there is a 95% confidence level in the accuracy of the estimated coefficient, indicating that the actual value of the coefficient is likely to be within the specified range.

In general, the results obtained from the regression analysis indicate that the Brand Health variable shows a statistically significant predictive relationship with the Price Elasticity dependent variable. The model effectively accounts for a significant portion of the variability observed in the Price elasticity-dependent variable, and it demonstrates statistical significance.

So, 2 groups of brands can be distinguished based on the results of the analysis. A group of companies with brands that show higher price elasticity are Church & Dwight, Clorox, and Kimberly-Clark. The group of companies that have brands that show lower price elasticity are Coca-Cola, Colgate-Palmolive, Mondelez International, and PepsiCo.

Therefore, the following recommendations in terms of brand management strategy and pricing policy for companies with price-elastic brands can be provided:

1. Maintaining brand loyalty should be a priority, as consumers have a higher propensity to switch to alternative brands in response to price increases. This is the reason why it is important to focus efforts on establishing and maintaining brand loyalty. This can be achieved by using the appropriate strategy in advertising, customer service, and innovative products.
2. Moderation in pricing policy regarding price fluctuations. When implementing price adjustments, it is important to assess the potential consequences at the level of demand. Excessive price increases can lead to the outflow of consumers from competing companies that offer more cost-effective alternatives.

3. Effective use of the tools of promotional offers and discounts in order to more effectively attract new consumers and increase the loyalty of existing consumers. It is appropriate to implement promotional strategies and provide discounts on the brand. This approach has the potential to increase the accessibility of brands to consumers, regardless of their price elasticity.

In turn, the propositions for companies that manage brands with inelastic pricing are provided below:

1. Maintain trust in pricing policies by reducing the likelihood of consumers switching brands in response to price increases. This provides the basis for sustainable management decisions on pricing.
2. Allocate sufficient resources to brand management strategy initiatives. These strategic marketing solutions are aimed at increasing brand recognition and consumer loyalty. Such a strategic move would provide some degree of protection against aggressive competitive forces and excessive price fluctuations.
3. Offer the most modern innovative products to the market. As part of supporting interaction with consumers and helping to maintain consumer loyalty, it is advisable to offer innovative products. Such a strategy can effectively support the demand for brands, especially in cases where they are characterized by a state of price inelasticity.

DISCUSSION

So, the peculiarities of the impact of the brand management strategy on the pricing policy with a special focus on management issues in the context of elasticity and inelasticity of demand are established. The obtained results will be covered in greater detail below.

This study indicates that the brand management strategy is of key importance in the development of the companies' pricing policy. This impact is reflected both at the strategic and operational levels of pricing policy. Special focus should be on consistency of brand management strategy goals and implementation of pricing policy. This is confirmed by previously obtained results of a number of studies, in particular, Hermiyenti and Wardi (2019) indicate that consumer purchase decisions are primarily influenced by the brand image and other components of the marketing strategy. This result is supported by Gao (2023), which emphasizes the special place of pricing policy in the brand management system. Furthermore, this result finds confirmation in Sudrartono and Muthmainnah (2022) in terms of the influence of brand image and pricing in the light of consumer perception of the brand. In this context, the key importance of the brand management strategy in overcoming the negative impact of the market situation and sharp price growth is emphasized.

Besides, this thesis from the study is confirmed by Bii and Kiptoo (2019). In particular, Bii and Kiptoo (2019) point to brand management strategies as crucial for gaining a competitive advantage and maintaining pricing policies. In this context, the role of brand management strategy in ensuring optimal pricing policy is emphasized. An earlier study by Sarpatwari et al. (2019) provides additional confirmation of this result. In particular, Sarpatwari et al. (2019) emphasize that competition between brands within a separate segment in cases of competent brand management does not lead to a drop in prices. These findings are confirmed in the earlier work of Han and Bai (2022). In this regard, Han and Bai (2022) emphasize that the effective management of pricing policy requires an adequately planned promotion strategy and innovative practices, which are integral components of the brand management strategy. In turn, this thesis is supported by another earlier work by Ndlovu and Heeralal (2022) on the example of private brand pricing management. In particular, Ndlovu and Heeralal (2022) single out the impact of brand management strategy tools, namely consumer loyalty management, on the propensity of the target audience to buy private brands.

An earlier study by Hoch and Rao (2020) supports this finding. In particular, Hoch and Rao (2020) emphasize the need to implement a multi-factor pricing policy with an emphasis on taking into account the market situation in the brand management strategy. This thesis is confirmed by the earlier work of Kalyanaram et al. (2022). The obtained results are supported by Kalyanaram et al. (2022): the consumer's perception of fairness or unfairness in pricing is significantly related to brand management strategy. Consumers respond differently to pricing they perceive as unfair or fair, with a marked propensity for aggravated negative emotions when faced with prices perceived to be unfair. The importance of price premium as a key indicator for brand equity assessment is also emphasized in an earlier study by Kaprwan and Mathur (2019).

However, in contrast to earlier works, the results of this study separately emphasize the need for a more detailed and in-depth study of the management of price-elastic and inelastic brands. This research states that in the context of companies operating price-elastic brands, maintaining brand loyalty through strategic initiatives such as advertising, improving customer service and introducing innovative products is of paramount importance. This study emphasizes that the use of a

moderate approach in pricing policy is crucial for mitigating the negative effects of price fluctuations. The study draws attention to the fact that the strategic use of discount tools can not only attract new consumers but also promote consumer loyalty with adequate support from brand communication. This research indicates that in the context of companies with price-inelastic brands, it is important to maintain a sense of confidence in their pricing strategy to reduce the risk of consumer switching because of price increases.

The study emphasizes that it is important to provide adequate resources to implement a brand management plan in order to increase brand awareness and increase consumer loyalty. The introduction of innovative products can successfully strengthen interest in the brand, especially in situations where prices demonstrate a state of price inelasticity. It is suggested that companies should focus on maintaining brand loyalty, implementing a balanced pricing policy and providing innovative products as a means of maintaining consumer loyalty and strengthening their brand under the conditions of market volatility and significant price growth.

CONCLUSIONS

The relationship between brand management strategy and pricing policy for companies in the consumer goods sector included in the S&P500 group was studied. The correlation is 0.83, indicating a strong relationship between brand health and price elasticity. The highest level of brand health was observed at Church & Dwight, with a price elasticity of -0.7. Kimberly-Clark had the lowest brand health of 6.9, with a price elasticity of -1.2. The data showed a moderate level of price elasticity for most brands, but there was some inconsistency between the brands in the study sample. The price elasticity of brands depends on factors such as market share, availability of alternative brands and rapidly changing consumer tastes. Regression analysis revealed a significant positive relationship between brand health and price elasticity. A strong relationship between brand health and price elasticity was found for the selected companies. The root mean square is 0.16327056, and the root mean square error is 0.07172944. The sample of companies with higher price elasticity included Church & Dwight, Clorox, and Kimberly-Clark. The sample of companies with lower price elasticity include Coca-Cola, Colgate-Palmolive, Mondelez International, and PepsiCo. For price-elastic brands, promotions and discounts can increase brand availability, but price increases should be moderate. For price-inelastic brands, maintaining trust through a sound brand management strategy can protect against competitive pressures and excessive price fluctuations.

Prospects for further research in this direction include the analysis of the companies' behaviour in the field of brand management strategies and pricing policy, taking into account the current context of high inflation. Another promising direction of research is the study of the potential of using digital technologies in the study of the effectiveness of brand management strategies and their impact on pricing policy.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

Conceptualization: *Anna Danylyuk, Iryna Fedorovych*

Data curation: *Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

Formal Analysis: *Anna Danylyuk, Iryna Fedorovych, Mubariz Mammadhuseyn Bagirov*

Methodology: *Vadym Tatarinov*

Software: *Olena Bulhakova*

Resources: *Anna Danylyuk, Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

Supervision: *Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

Validation: *Anna Danylyuk, Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

Investigation: *Anna Danylyuk, Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

Visualization: *Anna Danylyuk, Olena Bulhakova*

Project administration: *Vadym Tatarinov, Iryna Fedorovych*

Funding acquisition: *Anna Danylyuk, Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

Writing – review & editing: *Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

Writing – original draft: *Anna Danylyuk, Vadym Tatarinov, Iryna Fedorovych, Olena Bulhakova, Mubariz Mammadhuseyn Bagirov*

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CONFLICT OF INTEREST

The Authors declare that there is no conflict of interest.

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Данилюк А., Татарінов В., Федорович І., Булгакова О., Багіров М.М.

ВПЛИВ ЗДОРОВ'Я БРЕНДУ НА ВИБІР КОМПАНІЄЮ ЦІНОВОЇ СТРАТЕГІЇ

У сучасних умовах ведення бізнесу спроможність до встановлення оптимальної політики ціноутворення є однією з ключових конкурентних переваг компаній. У розрізі цього питання одним із ключових інструментів є стратегія бренд-менеджменту. Метою цього дослідження є виявити способи, якими стратегії управління брендами впливають на розвиток політики ціноутворення компаній. Методологічною основою проведення аналізу є методи кореляційного та регресійного аналізу. Дослідження виявило стійкий зв'язок між здоров'ям бренду та ціновою еластичністю, про що свідчить значення кореляції 0,83. Виявлено, що компанії з вищими показниками здоров'я бренду мають можливість запроваджувати цінові премії без значного відтоку споживачів. Зауважено, що цінова еластичність відрізняється для різних брендів, залежно від таких факторів, як частка ринку, наявність брендів-замінників, а також динамічний характер уподобань споживачів. Результати регресійного аналізу вказують на статистично значущий зворотний зв'язок між здоров'ям бренду та ціновою еластичністю. Середнє квадратичне значення становить 0,16327056, і середня квадратична похибка складає 0,07172944. Виявлено, що компанії з вищими показниками здоров'я бренду мають можливість установлювати премії до ціни на товари, які демонструють відносно високий ступінь чутливості до ціни. Перспективи майбутніх досліджень: проаналізувати стратегії управління брендом та ціноутворення організацій у контексті зростаючої інфляції та потенціалу цифрових технологій.

Ключові слова: бренд, стратегія, ціноутворення, еластичність цін, здоров'я бренду, лояльність споживачів, поведінка споживачів

JEL Класифікація: L1, L11, E3