Analysis Qualitative Branding Based Entrepreneurship: Its Influence to Brand Positioning and Startup Performance in the Digital World

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Abstract . This qualitative literature review explores the impact of entrepreneurship-based branding on brand positioning and startup performance in the digital era. The study highlights the significance of a brand-centric approach, emphasizing continuous brand identity development through customer interaction to achieve sustainable competitive advantages. Key factors such as risk-taking, business situation analysis, organizational structure, and market orientation play crucial roles in shaping effective branding strategies. The findings suggest that strategic brand positioning, planning, and value creation enhance brand positioning and startup performance. This research provides valuable insights for practitioners in branding and entrepreneurship, offering practical guidance for improving startup performance through brand-centric strategies. However, the study is limited by its reliance on existing literature and the lack of direct empirical analysis. Future research should involve empirical studies to validate these findings in practical contexts and explore the influence of external factors on entrepreneurial branding effectiveness.

Keywords: Entrepreneurship-based branding, Brand positioning, Startup performance, Digital era, Brand-centric strategies

INTRODUCTION

In the rapidly developing digital era, startups are faced with the challenge of building and maintaining a strong brand position amidst fierce competition. One of the keys to startup success is a brand-centric approach, which combines brand leadership strategies with creative, targeted, and cost-effective business methods (Rahimi et al., 2024). This approach places brand identity development at the center of all company processes in continuous interaction with customers, with the aim of creating a long-term competitive advantage for the brand (Aaker & Joachimsthaler, 2012).

This study aims to investigate the impact of online entrepreneurship branding on startup performance. Online entrepreneurship branding involves key themes such as risk taking, business situation analysis, and brand content capabilities; brand organizational structure, market orientation, and brand orientation; and legal conditions, customer characteristics, and economic uncertainty (Rahimi et al., 2024). The Minister of Transportation of the Republic of Indonesia has succeeded in building personal branding through three main dimensions that form personal branding, namely Competence, Standards, and Style (Fatimah, S. & Hadi, SP, 2021). This study also highlights the

importance of brand vision, brand integrity, and entrepreneurial capabilities in building a strong brand position (Bresciani & Eppler, 2010).

In this context, the strategies implemented by startups include brand positioning, strategic planning for branding, and value creation (Centeno et al., 2013). The consequences of this strategy are the creation of competitive advantage, strategic brand development, and the development of a strong brand identity (Davcik & Sharma, 2016). This study also found that branding-causing conditions have a positive and significant effect on entrepreneurial branding, which in turn affects value-based brand positioning and overall startup performance (Rahimi et al., 2024). Islamic marketing strategies, including Islamic branding and halal marketing, contribute significantly to building consumer loyalty and business sustainability (Santoso, S., & Ruslaini, 2022).

In the existing literature, there are various views on the challenges and opportunities in branding for startups. Hämäläinen (2019) noted that startups often face challenges in managing their brands due to limited resources and experience. However, with the right approach, startups can overcome these challenges and build strong and competitive brands. Mousavi et al. (2018) emphasized the importance of effective drivers in commercial branding of industrial products, which is also relevant in the context of startups.

Furthermore, Reuter (2020) highlights best practices in brand building in startups and its influence on angel investors' decision-making. This shows that an effective branding strategy not only influences customers but also other stakeholders, such as investors. In addition, Sirotina (2016) discusses branding a company as an employer in startups, which is an important aspect in attracting and retaining the best talent.

Overall, this study aims to provide in-depth insights into how online entrepreneurship branding can affect startup performance. By exploring the main themes and relevant sub-themes, this study is expected to make significant contributions to the existing literature and offer practical guidance for startups in building and maintaining a strong brand position in the digital world.

LITERATURE REVIEW

In the context of the ever-evolving digital world, entrepreneurial branding becomes a key element in determining startup success. A brand-centric approach, where all company processes are centered on developing brand identity through continuous interaction with customers, can create long-term competitive advantages (Rahimi et al., 2024). Aaker and Joachimsthaler (2012) emphasize the importance of the brand relationship spectrum in addressing brand architecture challenges, which is relevant in the context of startups seeking to build a strong brand identity.

Rahimi et al.'s (2024) research identified six main themes and 18 sub-themes in the cyber entrepreneurship-based branding model. Causal factors include risk-taking categories, business situation analysis, and brand content capabilities. Bresciani and Eppler (2010) found that branding practices in startups often involve risk-taking and innovation in brand content as a strategy to stand out in a crowded market. Transparency in disclosing cybersecurity risks increases trust, relationship stability, and operational efficiency in the supply chain (Chaidir, M., et al., 2024).

Background factors in this model include brand organizational structure, market orientation, and brand orientation (Rahimi et al., 2024). Centeno et al. (2013) outlined five phases of brand building for SMEs, which include an emphasis on organizational structure and market orientation as the basis for effective brand development. Intervening conditions such as legal infrastructure, customer characteristics, and economic uncertainty also play an important role in shaping startup branding strategies (Rahimi et al., 2024). Clear and supportive regulations from the government can serve as a driver for SMEs to utilize cloud computing technology to improve their efficiency and competitiveness (Rizal, M., et al., 2022).

The central categories in this model include depicting brand vision, brand integrity, and entrepreneurial capabilities (Rahimi et al., 2024). Hämäläinen (2019) identified the challenges startups face in maintaining brand integrity while developing a clear vision and entrepreneurial capabilities needed to compete in a dynamic market.

The strategies in this model involve brand positioning, strategic planning for branding, and value creation (Rahimi et al., 2024). Davcik and Sharma (2016) highlighted

the importance of marketing resources and strategic planning in creating competitive advantage, which is in line with Rahimi et al.'s (2024) findings on effective branding strategies.

The consequences of this strategy are the creation of competitive advantages, strategic brand development, and the development of a strong brand identity (Rahimi et al., 2024). Reuter (2020) shows that successful brand building can influence investment decisions, emphasizing the importance of branding in attracting investors for startups.

Rahimi et al.'s (2024) quantitative study shows that branding-causing conditions have a positive and significant effect on entrepreneurial branding, which in turn influences value-based brand positioning and startup performance. These findings underscore the importance of a structured and data-driven branding approach in improving startup performance in the digital world.

Overall, the literature suggests that online entrepreneurial branding has a significant impact on startup performance. By understanding and implementing the key themes identified in this study, startups can build strong, competitive brands in an increasingly connected global marketplace.

METHODOLOGY

The methodological approach used in this study is a qualitative literature review, which aims to examine in depth various studies and literature relevant to entrepreneurship-based branding and its impact on brand positioning and startup performance in the digital world. A qualitative literature review allows researchers to identify themes, patterns, and relationships that emerge from various sources, and provide a comprehensive understanding of the topic being studied (Snyder, 2019).

The data collection process in this study began with a search for relevant literature from various academic databases. Keywords used in the literature search included "entrepreneurship-based branding", "brand positioning", "startup performance", and "digital world". Inclusion criteria for the selected literature were publications discussing branding in the context of startups and entrepreneurship, as well as articles published in the last ten years to ensure the relevance and recency of the information (Boell & Cecez-Kecmanovic, 2015).

After the relevant literature was collected, the researcher conducted a thematic analysis to identify the main themes and sub-themes that emerged from the literature. Thematic analysis is a method commonly used in qualitative research to identify, analyze, and report patterns (themes) in data (Braun & Clarke, 2006). In the context of this study, thematic analysis helps in organizing and presenting insights from the various literatures that have been reviewed.

In addition, this study also utilizes the triangulation method to increase the validity and reliability of the findings. Triangulation in qualitative research involves the use of multiple data sources or analysis methods to ensure that the research findings are consistent and reliable (Patton, 1999). In this case, triangulation is carried out by comparing findings from various literatures and studies that have been identified, as well as by considering different perspectives from different authors.

With this methodological approach, this study is expected to provide in-depth and comprehensive insights into how entrepreneurship-based branding affects brand positioning and startup performance in the digital world. The findings of this literature review are also expected to provide significant contributions to existing literature and offer practical guidance for practitioners in the fields of branding and entrepreneurship.

RESEARCH RESULT

This study aims to analyze the impact of entrepreneurship-based branding on brand position and startup performance in the digital world through a qualitative literature review. Based on the literature analysis that has been conducted, several key findings can be identified and summarized as follows.

The Importance of a Brand-Centric Approach. A brand-centric approach has proven to be an effective strategy in improving startup performance. Rahimi et al. (2024) emphasize that all company processes should be centered on developing brand identity through continuous interaction with customers. This is in line with the views of Aaker and Joachimsthaler (2012), who stated that the spectrum of brand relationships plays a vital role in building a strong brand architecture.

Entrepreneurship-Based Branding Themes and Sub-themes. Rahimi et al.'s (2024) research identified six main themes and 18 sub-themes in the online entrepreneurship-based branding model. These themes include causal factors such as risk-taking and business situation analysis, as well as background factors such as brand organizational structure and market orientation. Bresciani and Eppler (2010) support these findings by highlighting the importance of innovation and risk-taking in startup branding practices.

Branding Strategy and Consequences . An effective branding strategy involves brand positioning, strategic planning, and value creation (Rahimi et al., 2024). Davcik and Sharma (2016) emphasized that marketing resources and strategic planning are key to creating competitive advantage. The consequence of this strategy is an increase in brand positioning and startup performance, which is also supported by Reuter's (2020) research on the influence of branding on investment decisions.

Positive and Significant Impact on Startup Performance. Quantitative findings in Rahimi et al.'s (2024) research show that branding-causing conditions have a positive and significant effect on entrepreneurial branding, which in turn affects value-based brand positioning and startup performance. This suggests that entrepreneurial branding can be a powerful tool to increase startup competitiveness and success in the digital market.

Overall, the results of this study indicate that entrepreneurial-based branding has a significant impact on brand positioning and startup performance in the digital world. By implementing the right branding strategy, startups can build a strong brand identity, increase competitiveness, and achieve long-term success.

DISCUSSION

This study aims to understand how entrepreneurial branding affects brand positioning and startup performance in the digital era. Through a qualitative literature review, it was found that a brand-centric approach is a crucial strategy in building a strong and competitive brand identity. Rahimi et al. (2024) emphasized that a branding process that focuses on developing brand identity through continuous interaction with customers can create sustainable competitive advantage. This approach is in line with the views of

Aaker and Joachimsthaler (2012), who emphasize the importance of the brand relationship spectrum in building an effective brand architecture.

In the startup context, Bresciani and Eppler (2010) found that innovation in brand content and risk-taking are two important elements in branding practices. This finding supports the research results of Rahimi et al. (2024), which identified risk-taking and business situation analysis as the main causal factors in the entrepreneurship-based branding model. In addition, the brand's organizational structure and market orientation were also identified as significant background factors in shaping branding strategies (Centeno et al., 2013).

Hämäläinen (2019) describes the challenges startups face in maintaining brand integrity while developing a clear brand vision and the necessary entrepreneurial capabilities. This is in line with the findings of Rahimi et al. (2024), who highlighted the importance of depicting a brand vision and entrepreneurial capabilities in building a strong brand position. In addition, Davcik and Sharma (2016) emphasized that marketing resources and strategic planning are key elements in creating competitive advantage, which is also reflected in the branding strategies identified by Rahimi et al. (2024).

An effective branding strategy involves brand positioning, strategic planning, and value creation. Mousavi et al. (2018) emphasized the importance of effective drivers in commercial branding of industrial products, which is also relevant in the context of startups. This finding supports the research results of Rahimi et al. (2024), which showed that the right branding strategy can improve brand positioning and startup performance.

Reuter (2020) shows that successful brand building can influence investment decisions, emphasizing the importance of branding in attracting investors for startups. This is in line with the findings of Rahimi et al. (2024), which show that entrepreneurial-based branding has a positive and significant effect on startup performance. Sirotina (2016) also highlights the importance of corporate branding as an employer in startups, which is an important aspect in attracting and retaining the best talent.

Overall, findings from various studies show that entrepreneurial branding has a significant impact on brand positioning and startup performance in the digital world. By implementing the right branding strategy, startups can build a strong brand identity,

increase competitiveness, and achieve long-term success. This study provides valuable insights for practitioners in the field of branding and entrepreneurship, and offers practical guidance to improve startup performance through brand-centric branding strategies.

CONCLUSION

This study highlights the importance of entrepreneurial branding in improving brand positioning and startup performance in the digital world. Through a qualitative literature review, it was found that a brand-centric approach can create sustainable competitive advantage by focusing on developing brand identity through continuous interaction with customers (Rahimi et al., 2024). Factors such as risk taking, business situation analysis, brand organizational structure, and market orientation play an important role in forming an effective branding strategy (Bresciani & Eppler, 2010; Centeno et al., 2013).

Branding strategies involving brand positioning, strategic planning, and value creation have been shown to improve brand positioning and startup performance. This finding is consistent with previous research showing that marketing resources and strategic planning are key elements in creating competitive advantage (Davcik & Sharma, 2016). In addition, successful branding not only influences customers but can also attract investors and top talents (Reuter, 2020; Sirotina, 2016).

Overall, this study provides valuable insights for practitioners in the field of branding and entrepreneurship, and offers practical guidance for improving startup performance through brand-centric branding strategies.

LIMITATION

Although this study provides in-depth insights into entrepreneurship-based branding, there are several limitations that need to be considered. First, this study is qualitative and relies on the analysis of existing literature, so there may be bias in the selection and interpretation of literature. Second, this study does not include direct empirical analysis of startups, so the findings are more conceptual and may not fully reflect the reality of practice in the field.

Additionally, this study is limited to literature published in the last ten years, which may overlook insights from older but still relevant studies. Finally, this study focuses on the digital world context, so the findings may not be fully applicable to startups operating in non-digital or hybrid environments.

For further research, it is recommended to conduct empirical studies involving direct data collection from startups to test and validate these findings in a practical context. Further research can also explore how external factors, such as regulatory changes and market dynamics, affect the effectiveness of entrepreneurship-based branding.

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