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# Features of brand tracking methodology in the B2B market

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***Abstract.*** *The paper substantiates the need to adapt brand tracking methodology to the specifics of the B2B market, where the brand performs the function of institutional trust and reputational capital. An approach to assessing the effectiveness of a corporate brand based on indicators of trust, reliability, stability of partnerships, and frequency of contract renewals is proposed.*
***Keywords:*** *brand tracking, brand management, branding B2B.*

In today's world, where competition between brands is increasingly based on trust, reputation and sustainability of relationships, there is a growing need for systematic monitoring of brand effectiveness. One of the tools for such analytics is brand tracking. According to [1], brand tracking is a method of evaluating the effectiveness of a company's efforts in brand development through the analysis of key indicators of brand awareness, associative perception and level of trust in the brand. Regular monitoring of these parameters allows you to assess the state of the brand and timely adjust marketing decisions to increase its effectiveness and competitiveness. Methodologically, brand tracking is based on consumer behaviour models and allows you to analyse changes in their perceptions, motivations and attitudes towards the brand over time.

The relevance of brand tracking in the B2B market is due to the high level of rationalisation of decision-making processes and the strategic nature of inter-organisational interactions, in which the brand plays a rational and reputational role rather than an emotional one. Unlike consumer markets, in the B2B environment, the brand acts as a mechanism for inter-organisational trust based on consistent interaction and value exchange between partners. According to [2, p. 248], such trust strengthens affective loyalty, reduces the intention to change suppliers, and contributes to the duration of contractual relationships, transforming cooperation into a stable partnership. Therefore, brand tracking is an analytical tool for early detection of changes in trust, loyalty, and perception of brand reliability, allowing to assess the state of the corporate brand, identify risks of weakening reputation capital, and timely adapt communication strategies to market challenges. The indicators obtained can determine the optimal distribution of investments between marketing, service and innovation activities, and further increase the strategic manageability of the brand in long-term B2B partnerships.

The brand tracking methodology was developed within consumer marketing as a tool for assessing brand awareness, associative perception and loyalty. According to research [3], this system is based on periodic surveys and panel monitoring, which allow measuring the dynamics of brand recognition, brand associations, purchase intent, and NPS. It is focused on an environment of quick decisions, where consumers respond to marketing stimuli in a short time frame, which ensures the speed of analytics but limits its explanatory depth in the context of strategic relationships.

Effective adaptation of consumer brand tracking methodology in a B2B environment involves transforming key indicators. The unit of observation itself changes, as individual consumers in consumer research are replaced by corporate clients or groups of individuals involved in the purchasing decision-making process. In this case, the structure of the research should reflect the nature of inter-organisational relations, including the duration of cooperation, frequency of contacts, level of resource exchange, and the presence of agreed values between the parties. In such a system, the parameters of trust and predictability of a partner's actions, which determine the stability of a business relationship, become particularly important.

In the B2B brand tracking model, the main focus is on identifying factors that influence the formation of mutual trust and partnership stability. To do this, combined data sources are used, namely, customer representative surveys, CRM analytics, contract renewal statistics, and service satisfaction levels. The resulting indicators make it possible to assess the brand's reputation capital as a factor in long-term cooperation, as well as to identify risks of declining loyalty in a timely manner. The differences in the structure of indicators and data collection methods compared to traditional consumer brand tracking (Table 1) lie in the shift in analytical focus. Instead of the purchase intent indicator, the contract renewal intent indicator is used; instead of the concept of brand loyalty, trust and reliability indices are used; instead of the share of repeat purchases, the customer retention rate is used.

**Table 1.** Comparison of brand tracking approaches in B2C and B2B markets [2;3]

| Criterion | B2C | B2B |
|---|---|---|
| Observation unit | Individual consumer | Corporate client or group of decision-makers |
| Purpose of measurement | Determining the level of recognition, associations and loyalty | Assessment of the level of trust, stability of partnership, reputation capital |
| Key indicators | Brand awareness, emotional attachment, purchase intent, NPS | Intention to renew contract, trust index, supplier reliability, customer retention rate |
| Data types | Mass consumer surveys, panel studies | CRM analytics, corporate surveys, contract statistics |
| Time interval | Short-term responses to marketing incentives | Long-term dynamics of interaction and strategic relations |
| Nature of motivation | Emotional-psychological, impulsive | Rational and reputation-based, founded on trust and the value of cooperation |

In this interpretation, brand tracking in B2B takes on strategic importance, becoming a tool for assessing the stability of partnerships and the level of a company's reputation capital, which is reflected in the depth of trust, consistency of interaction, and confidence in the reliability of a business partner. Expanding the functionality of brand tracking in an inter-organisational environment makes it possible to form a system for early detection of reputational risks, determine the dynamics of partner loyalty, and predict the potential for long-term cooperation. At the same time, the results of such monitoring can be used as an analytical basis for adjusting communication policy, optimising the structure of the client portfolio, and improving the strategic manageability of the corporate brand in the context of sustainable enterprise development.

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