Old School vs Latest Trend – Tracking the Changes in Product Positioning Dimension: A Systematic Literature Review

(Kaedah lama vs Trend Terkini - Menjejaki perubahan dalam Dimensi Peletakan Produk: Kajian Literatur yang Sistematik)

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ABSTRACT

Current market situation has changed tremendously in terms of product innovation and technological advancement, which directly affects the firm's positioning strategy. This systematic literature review paper aims to discover the changes in product positioning dimensions that contributes to the latest product positioning strategy. This study attempts to pair and match the latest dimension with Aaker and Shansby's (1982) product positioning strategy. There are 39 eligible articles on the subject sourced from Scopus and WOS databases over a period of ten years. The PRISMA protocol used to identify new product positioning dimensions categorised six (6) dimensions namely; distribution channel, region, emotion, lifestyle, culture, and store ambiance. Practically, these new dimensions serve as a guideline for firms to keep track with current developments of positioning dimensions to be incorporated into their marketing strategies.

Keywords: Distribution channel; region; emotion; lifestyle; culture and store ambiance

ABSTRAK

Keadaan pasaran semasa telah banyak berubah dari segi inovasi produk dan kemajuan teknologi yang memberi kesan langsung kepada strategi perletakan sesebuah syarikat. Kajian kepustakaan sistematik ini bertujuan untuk meneroka perubahan dimensi perletakan produk yang menyumbang kepada strategi perletakan produk terkini. Kajian ini cuba untuk memadankan dimensi strategi perletakan produk terkini dengan strategi perletakan produk dari kajian Aaker dan Shansby (1982). Terdapat 39 artikel berkaitan dengan strategi perletakan produk yang diperoleh daripada pangkalan data Scopus dan WOS untuk tempoh sepuluh tahun. Protokol PRISMA yang digunakan untuk mengenalpasti dimensi perletakan produk yang baharu telah mengenalpasti enam (6) dimensi iaitu; saluran agihan, wilayah, emosi, gaya hidup, budaya, dan suasana kedai. Secara praktikalnya, dimensi perletakan produk baharu ini berfungsi sebagai garis panduan bagi firma untuk menjejaki dimensi perletakan produk terkini untuk diaplikasikan ke dalam strategi pemasaran mereka.

Kata kunci: Saluran agihan, wilayah, emosi, gaya hidup, budaya dan suasana kedai.

INTRODUCTION

The COVID-19 pandemic has dragged into its second year in 2021 and may hopefully come to its end in 2022. In its wake it had impacted most businesses in the entire world with many barely surviving with their depleting resources. Many companies struggled with various strategies to survive and maintain their marketplaces. The best strategy to survive and remain competitive is to stand out amongst the competitors. In other words, their products and/or services need to be seen as different from others (Kalafatis et al. 2000). There are many ways for a company to stand out in the marketplace. One of these is by having a good positioning strategy which will allow the company to be somewhat unique and gain a competitive advantage (Akpoyomare et al. 2013). For example, Volvo, a Swedish automotive company has positioned itself as the safest car by promoting to the

customers that their car has passed rigorous safety tests. Volvo promises to deliver a car that is the safest and most durable for the family to travel in. Another company with a good positioning strategy is Perdue Farms Chicken. They distinguished their chickens from those of other competitors by offering good quality and tender meat.

It is therefore proven that positioning is a good strategy for a company to remain competitive in the vicious market. In addition, positioning also enables the customer to remember the product as well as the company in a market environment with numerous similar products. Positioning strategy aims to place a product or a brand in a special spot in the customer's mind. One of the most popular definitions of positioning is from the world-famous "Marketing Guru", Philip Kotler who indicated positioning as the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. In simple words,

positioning describes how a product, or a brand is seen differently from those of its competitors, so much so that it has a special position in the customer's minds.

The literature on positioning started back in the 1960s when the strategy was popularized by Ries and Trout and it kept growing and expanding ever since. Because of this, numerous positioning strategy dimensions were derived from scholars such as Aaker and Shansby (1982), who focused on product positioning strategy. Later, Crawford (1985), concentrated on a surrogate positioning strategy. Kalafatis et al. (2000), subsequently suggested positioning strategy for the business market. Meanwhile, Fuchs and Diamantopoulos (2010a) and Pham and Muthukrishnan (2002), focused on brand positioning. Pham and Muthukrishnan (2002) suggested another two positioning strategies that were abstract and attribute-specific. However, this current study is based on product positioning strategy proposed by Aaker and Shansby (1982). This choice is deemed justified since the strategy is solely focused on product positioning. The authors suggested six other dimensions of product positioning which are (1) attribute, (2) price/ quality, (3) use/application, (4) product class, (5) product user, and (6) competition. Based on the extent literature on product positioning, the current study aims to identify the latest positioning dimension that emerged and this will be paired and matched with the positioning strategy proposed by Aaker and Shansby (1982).

A systematic literature review (SLR) is appropriate for topics of special interest since the coverage is more comprehensive. Robinson and Lowe (2015) emphasised that past studies need to be reviewed systematically rather than through a normal review which may be constrained by issues on comprehensiveness, bias and quality. In addition, a systematic review provides information on the review process, such as the keywords used, article collection, reproduction, and confirmation of the findings (Mohamed Shaffril et al. 2020). SLR is more organized because the process is clear and transparent. The study must also reveal all the processes involved in writing the article. The use of SLR in this current study should contribute to the body of knowledge regarding dimensions of product positioning strategy. Researchers agree that conducting a systematic literature study is necessary to obtain thorough information. In this case, SLR is critical in gathering the most recent and updated product positioning dimensions discussed in the literatures. It not only assists organizations in developing a good marketing strategy, but also in keeping up with the most current strategy appropriate for use in competing and gaining a unique position in the minds of consumers. Factors of competitive marketplace, unique corporate goals, and organizational skills influence the construction of an appropriate "position," (Akpoyomare et al. 2013). SLR is typically a technique motivated by a desire to distinguish oneself under competition.

Blankson and Kalafatis (2004) compiled positioning dimensions from 1975 to 2000. However, their study did not adopt the SLR approach. It was instead a scale development study which was not comprehensive enough. Further, the dimensions used were only appropriate for that particular time. The current market environment has forced most companies to update their positioning dimensions to compete and adapt with the latest trend in consumer behavior. Product positioning is influenced by target market attitudes as well as internal organizational practices. Either the corporation or the market need to alter their attitudes by adjusting product attributes to reflect consumer attitude (Akpoyomare et al. 2013). Moreover, technology advancement and product innovation may also affect the firms' product positioning strategy. According to Foucart et al. (2018), the innovation process is seen as a new product or technology that replaced an outdated product. Product positioning may be related to product attribute, innovation, and technological advancement. A survey of the literature has shown that no new studies on product positioning dimensions has been published in the last ten years. Generally, these dimensions may undergo changes depending on current market condition and competition trend.

This SLR is based on the following two fundamental research questions: (1) What is the product positioning dimension that has been practiced in the past decade? (2) What are the new themes that have emerged? The aim of this study is threefold. First, to elucidate the development or changes in product positioning strategy from 2009 until 2019. Second, to track new themes and dimensions in the marketplace. Third, to map the newly identified dimensions with the product positioning strategy of Aaker and Shansby (1982). The mapping is crucial in order to identify the similarities and differences between both modern and old school dimensions so that the new dimensions (if any) can be suggested and the product positioning strategy of Aaker and Shansby (1982) verified as compatible and parallel with modern market trend.

The next section will discuss the methodology of study, which comprises the PRISMA protocol, searching strategy, quality extraction, data extraction and analysis. Results and findings of the reviewed selected articles are presented following this section. Next is the discussion on the findings together with the academic and practical implications of the study. In the final section is the conclusion and recommendations for future research.

METHODOLOGY

This section discusses the five significant sub-sections that were used in the current study, namely PRISMA, resources, inclusion and exclusion criteria, the systematic review process, and data extraction and analysis.

PRISMA

PRISMA is a set of reporting elements for systematic reviews and meta-analyses that are evidence-based. It is a reporting framework that focuses on research that reviews randomized trials and also that inform on systematic assessments of specific types of testing, particularly intervention evaluations. PRISMA is appropriate for the following types of users: (1) Writers: PRISMA is designed to assist writers in developing program assessments and meta-analysis reports. (2) Journal's peer reviewers and editors: While evaluating the content of a systematic review is not a quality assessment approach, PRISMA can be beneficial for the critical evaluation of published systematic reviews. At any given time, PRISMA updates the vast database of scientific literature, allowing for a search of the precise words.

SYSTEMATIC SEARCHING STRATEGIES

The three principal processes in the SLR are identification, screening, and eligibility.

Identification The approach in searching for synonyms, comparable terms, or variants of major keywords in the study, which are product, good, positioning, position, or product positioning, is known as identification. The goal is to increase the possibilities to identify more related papers to the study in a selected database. Keywords can be developed based on previous research or recommended by databases such as Scopus or Web of Science (Mohamed Shaffril et al. 2020).

Two databases, Scopus, and Web of Science, were used to conduct evaluation in the study. The purpose of using both databases is to focus on and narrow down the search scope. Scopus and Web of Science are two of the most well-known databases for academic literature, and thus the publications selected are rigorously screened. According to Siddaway et al. (2019), when looking for an article, at least two distinct electronic databases should be used to increase the variety of articles available. In this study the search is focused on business, management, and accounting. After an extensive search, we were able to obtain a total of 894 publications from these two sources, with 528 relevant Scopus articles and 366 from the Web of Science.

Screening The objectives of screening are to eliminate redundancy and identify papers that do not meet the study's criteria. In the first stage, the study conducted a database redundancy check, which led to the deletion of 17 articles. In the second stage, 877 articles were screened using the study's inclusion and exclusion criteria. The first criterion is the type of literature focused on journal papers (research articles) that contain empirical data and provides useful analytical evidence and other data. It should also be noted that the review only selected articles written in English. The study period spans ten years (2009-2019) that sufficiently captures the latest technological advancements. Current savvy businesses resort to a cyber presence, which will boost the marketing of their products while necessarily keeping up with technology. It is also reasonable to consider the maturity period on the topic of study (Kraus et al. 2020). Okoli (2015) suggested that a study should have a time span so that researchers may formulate a guideline for the duration of their investigation. Consequently, the dimension of positioning strategy as a topic has matured in technological advancement during the selected study period. In addition, this research examined publications globally for optimal comprehensiveness. Finally, to ensure retrieval of related articles, this study is confined to publications in business, management, and accounting. Given this strict filtration, a total of 777 articles were dropped (see Table 1).

Eligibility At this stage, a total of 100 articles were selected. It is crucial that all their titles, abstracts, and key contents were rigorously examined and reviewed to ensure that they met the criteria. As a result, 61 articles were excluded since they were not relevant and difficult to locate despite using the Google Scholar search engine. The remaining 39 papers were selected for evaluation.

QUALITY APPRAISAL

The 39 articles were then examined for high quality (Mohamed Shaffril et al. 2020). These were measured using the mixed method appraisal tool (MMAT). The articles were then graded on a scale of high, moderate, and low-quality ranking and only those at the two higher quality levels were selected for review (Petticrew &

TABLE 1. The inclusion and exclusion criteria

Criteria	Inclusion	Exclusion
Literature type	Journal (research article)	A systematic review, meta-analysis, meta-synthesis, book chapter, chapter in a journal, article review, and conference proceeding
Language	English	Non-English
Timeline	In the range of 2009 – 2019	<2009
Territory	Worldwide	Non
Subject area	Business, Management, and Accounting	Other than Business, Management, and Accounting

Roberts 2008). The authors also agreed that at least one article with moderate quality could be accepted for review in this project. All 39 articles thus vetted were considered suitable for the current research, with 21 articles graded under high rating, and 18 under moderate rating.

DATA EXTRACTION AND ANALYSIS

An integrative analysis was used in this study by analyzing and synthesizing diverse research designs (qualitative, quantitative, and mixed) including transformed ones. The techniques for determining important themes were based on thematic analysis, which involves grouping the new dimensions discovered through reviewing the selected articles. The data collection stage was the initial step in the theme creation process. The final group of 39 articles was exhaustively analysed at this initial step to extract statements or data that can resolve the research questions. In the second step, influential groups were created using a coding technique, depending on the type of data. Raw data were converted into usable data by describing trends, concepts, or ideas.

This filtration process yielded ten new dimensions that can be divided into six categories; (1) distribution channel, (2) regional, (3) emotion, (4) lifestyle, (5) store ambiance, and (6) culture. Table 2 lists the dimensions that were recognized and used in the market in the past ten years, thereby answering research question 1. The dimensions have however changed through time. The current trend in positioning is more on the emotional aspect, as this study has discovered four articles that focused on emotion, each with different emotion type; namely, prevalent emotion, human emotion, social welfare, and emotional benefit. Lifestyle is another factor that influences the current positioning strategy. Undeniably, today's lifestyle differs from that of the 1970s, and this will have an impact on the company's positioning strategy. Within the context of the investigation, this study proposes themes based on findings for subsequent adoption. During the data analysis process, a record of all analyses, viewpoints, puzzles, or other ideas that could be related to data interpretation were kept. The authors compared and discussed the findings for inconsistencies in the subjects and address any anomalies in the theme-building process. Finally, established themes were able to be altered to preserve their continuity.

RESULTS

BACKGROUND OF THE SELECTED ARTICLES

There were 39 articles from 2009 to 2019 that were considered suitable and thus selected for this SLR paper. It was discovered that within the last ten years, a distinct number of articles were published and included in the Scopus and Web of Science databases. Scopus has published 20 articles and WOS 19, with all papers sourced from 39 different journals (Appendix B). The number of citations for each article was also considered in the investigation. The highest citation (Nijssen & Susan 2011) had 60 papers. Appendix C shows the complete list of the citation papers.

EXTRACTED THEME AND NEW DIMENSION

Extraction of the theme began with a thorough examination of the 39 selected articles on product positioning. Any dimension or positioning strategies mentioned in these were extracted and appropriately organized. The next step was to identify and distinguish the new dimension from existing and similar strategies. There were ten new dimensions identified from the 81 strategies discovered. The new dimensions were defined based on comparison with similarly identified or common dimensions in different years of publication. These were then grouped according to the themes based on the suitable criteria as per Aaker and Shansby (1982).

Culture Culture emerged from the element of ethnocentrism (Nijssen & Susan 2011) which is about people believing that their race or country is superior to those of others. People who are world-minded and open to various cultures are more inclined to accept and try a product from another country, and this will affect product positioning. However, ethnocentrism is part of patriotism, which discourages customers from purchasing products from other countries. Culture positioning is divided into three categories; global consumer culture positioning (GCCP), local consumer culture positioning (LCCP), and foreign consumer culture positioning (FCCP). A consumer with high ethnocentrism will tend to choose and use local items compared to another who is more open and world-minded. This observation was consistent with Nijssen and Susan (2011), who discovered a significant link between ethnocentrism, LCCP, and FCCP. In cognizance of this reality, companies that offer worldwide brands must develop a unique positioning plan to attract the right type of customers.

Distribution Channel Distribution channel was obtained from the elements of a retailer cluster by Skallerud and Grønhaug (2010). Retailers and manufacturers are among the participants of distribution channels. The authors classified retailers into three categories; lower market, middle-range market, and up-market range. The retailers can position themselves in the market by segmenting it based on consumer behaviour and market category. In a residential area, for example, retailers must first determine the type of market segment and then identify the buying habits of the residents. If the area has more low-income customers who prefer convenience products, retailers can position themselves by offering products with convenient services and reasonable pricing.
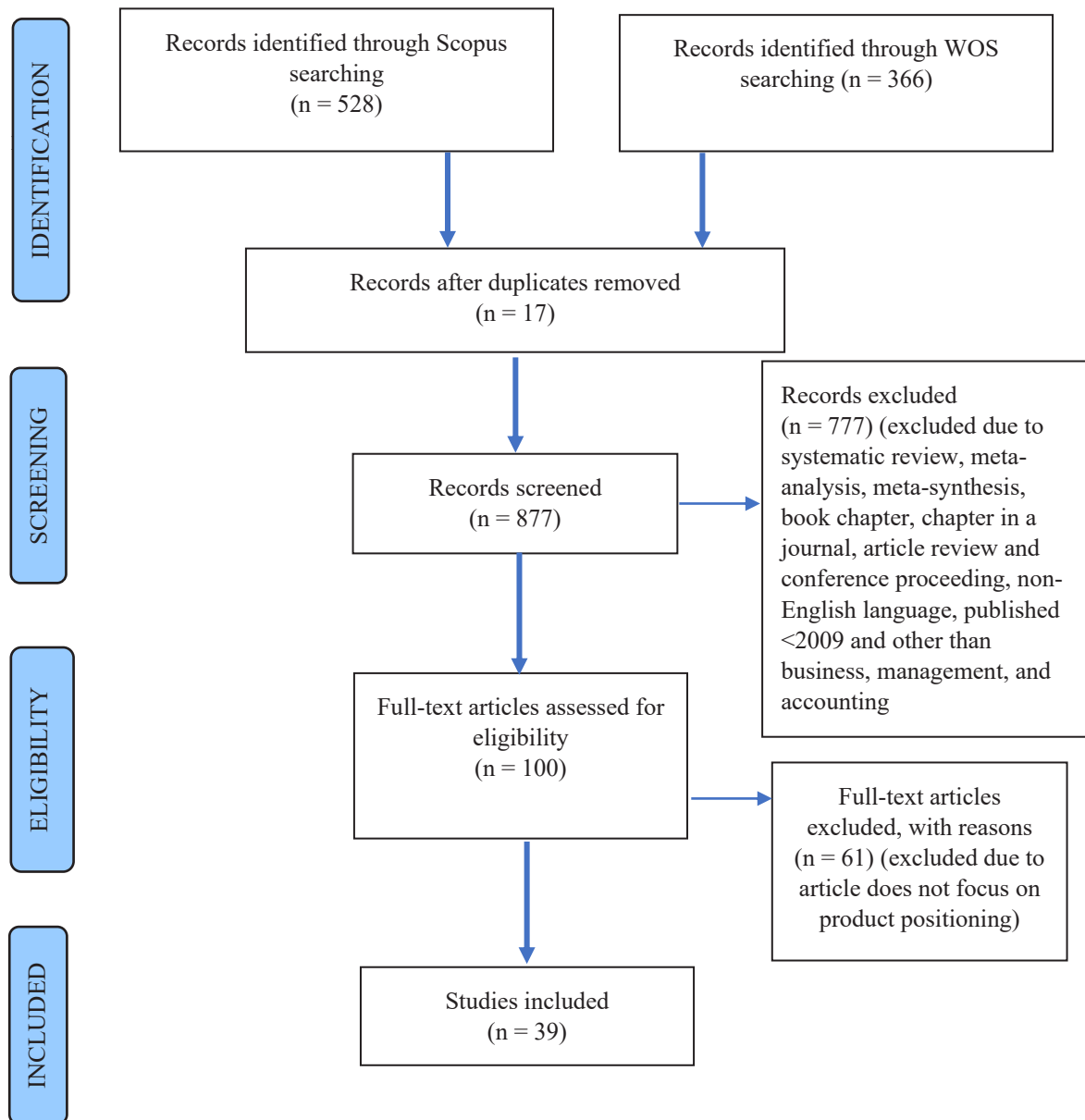
FIGURE1. Flow diagram of the study (adapted from Moher et al. 2009)

TABLE 2. The new theme and dimensions

Theme	Dimensions	Author(s)
Culture	Ethnocentrism	Nijssen and Susan (2011)
Distribution Channel	Cluster of Retailer	Skallerud and Grønhaug (2010)
	Repositioning Value Chain	Noke and Hughes (2010)
	Prevalent Emotion	Kumar and Shah (2011)
Emotion	Human Emotion	Sagar et al. (2011)
	Social Welfare	Villas-Boas (2018)
	Emotional Benefit	Muslim Amin et al. (2015)
Region	Location	Paltayian et al. (2012)
Lifestyle	Lifestyle	Zhu et al. (2009)
	Lifestyle	Nijssen and Susan (2011)
Store Ambiance	Shopping Environment	Fei et al. (2010)

Emotion   Emotion is related to human feeling. When a customer is delighted and pleased with the company's offerings, he or she will instantly feel good. At the same time, it will generate a positive memory in the customers' mind, causing them to remember the company and/or product. This third dimension is the combined result of four different studies (Kumar & Shah 2011a; Muslim Amin et al. 2015; Sagar et al. 2011; Villas-Boas 2018). Prevalent emotion, human emotion, societal welfare, and emotional benefit are all suggested in the present research. Marketers can affect customer emotions by understanding their implicit or explicit desires. However, most customers are aware of their explicit needs but are conversely unaware of their implicit needs (Kumar & Shah 2011b). In general, when a firm meets the implicit needs of its customers, the customers are more likely to become acquainted with the company's product and will remember it. According to Muslim Amin et al. (2015), when a company understands what is best for its consumers, it can deliver products with emotional advantages that affect product positioning. In other words, a firm can profit from a customer's emotions and feelings by providing a product that is valuable to them and that answers their problems, or by providing social welfare. As we all know, the pandemic has affected numerous people. Some businesses can only pay half of their employees' salaries, and in the worst-case scenario, some organizations were forced to terminate their workers. The best thing the organization can do under such situation is to organize charitable projects or make donations. This move will not only elicit a favourable response from the customer, but it will also publicise the company's name and goods. As a result, customers will remember both the company and the product or brand. The corporation can be said to inadvertently position itself in the customer's mind.

Region   Regions may emerge from the dimension of location (Paltayian et al. 2012). Each location consists of a different area with its own positioning strategy and this has popularized certain places or locations. Washington Apple and Purdue Chicken are among the successful companies that successfully employed locations in their positioning strategy. They need to differentiate their products so that customers will remember that a certain product identified with a particular place or location is the best. Marketers however need to be very particular when using a certain region in their positioning strategy since they need to ensure a strong connection between the product and the place.

Lifestyle   The relationship between lifestyle and positioning was discovered by Nijssen and Susan (2011) and Zhu et al. (2009). Lifestyle affects positioning and is associated with product characteristics. There are four types of lifestyle clusters, each with its characteristics that will influence positioning strategy; namely conservative powerful consumer, cautious simple consumer, economical impulsive consumer, and fashionable quality-conscious consumer (Zhu et al. 2009). A company must segment its customers into several groups so that the product offering fits with their lifestyle. Lifestyle, on the other hand, is referred to as culture (Nijssen & Susan 2011) which is related to the acceptance of both domestic and international goods. If a customer's culture is open or world-minded, his lifestyle is open to trying an international product and this is referred to as global consumer culture positioning (GCCP). Hence, distinguishing a company's product from local products will be effortless for them. Customers who are more conservative and traditional, on the other hand, are unlikely to embrace non-local products. This lifestyle is referred to as local consumer culture positioning (LCCP). Therefore, companies must adopt and adapt their products to their customers' lifestyles in order to be accepted in the market and thus gain a unique place in the consumer mind.

Store Ambiance   This theme refers to the shopping environment. According to Fei et al. (2010), a company must have a positioning point to be successful and the most effective is the shopping environment. The term "store ambiance" refers to the setting in which products are displayed, arranged, and decorated. A

TABLE 3. Pairing and matching study themes and Aaker and Shansby's (1982) dimension

Theme and Dimensions from Current Studies		Aaker and Shansby's (1982) Dimensions
Emotion	Prevalent Emotion	
	Human Emotion	
	Social Welfare	Product User
	Emotional Benefit	
Culture	Ethnocentrism	
Lifestyle	Lifestyle	
Region	Location	Attribute
Store Ambiance	Shopping Environment	Product Class
Channel	Cluster of Retailer	None
	Repositioning Value Chain	

pleasant store ambiance will leave a lasting impression on customers, causing them to closely remember the pleasant shopping environment. Thus, it will accordingly assist the organization in positioning their store in the minds of customers.

MATCHING AND PAIRING AN OLD AND NEW THEME

Aaker and Shansby's (1982) product positioning dimensions consist of six constructs - attribute, price/quality, product user, product class, use/application, and competition. Since positioning is so important to consumers' perceptions and decisions, it is also frequently the most crucial strategic decision for a company. To different people, positioning signifies different things. Six themes were developed under ten dimensions as a result of the deductive thematic analysis, as indicated in Table 2. The research aims to track changes in product positioning strategy and compare it to that of Aaker and Shansby's (1982). The intention of this comparison is to ensure the suitability and validity of their strategy with modern market trends since the old dimensions were discovered back in 1982 and will thus need revision to comply with current market trends. The new themes' characteristics and roles in product positioning strategy are compared and matched with the old ones. This comparison with Aaker and Shansby (1982) is summarised in Table 3.0.

DISCUSSION

The thematic analysis in this study has emerged with six themes that were matched and combined with the existing Aaker and Shansby (1982) product positioning strategy. Out of the six positioning strategies suggested in this study, three dimensions were matched with the new dimensions of attribute, product user and product class. In addition, a new dimension "distribution channel" is also suggested. The most applicable dimension from Aaker and Shansby (1982) was product user and three new themes that were matched with this dimension are emotion, culture, and lifestyle. The product user refers to the types of users. The current study found three new themes that are related to three types of users; (1) consumers with emotional senses (2) consumers with lifestyle and (3) consumers with culture. Emotional senses, lifestyle, and culture differentiate three different types of consumers.

In relation to emotion, a company must understand consumers' feelings regarding the product and their current circumstances (Muslim Amin et al. 2015). As we know, many consumers are affected by Covid-19 pandemic and are dealing with emotional issues, such as the loss of their jobs. According to Kumar and Shah (2011a), it is normal for a human being to experience fear, regret, inertia, aggressiveness, and susceptibility as dominant emotions. Hence, a business may prosper

under these circumstances through delivering emotional benefits to its customers or product users such as social welfare or charity. Consumers will consequently feel thankful, and thus the company will win over customers' emotions. Additionally, the company's positioning strategy should also consider consumer lifestyle since they are keen on products that match their lifestyles. This is mutually agreed to by several scholars who stated that the company can manage demand for the product and produce outstanding marketing. However, the essential element is to position its offering in the market through understanding the customer's lifestyle (Berkman & Gilson 1974; Plummer 1971; Zhu et al. 2009). As such, a company that wishes to use lifestyle positioning must really understand the lifestyles of the target customers. The customer will accept the products and services that match their lifestyles and reject those otherwise. Besides lifestyle, culture also play an important role in product user positioning. There are two types of consumer culture; (1) open-minded customers and (2) ethnocentric customers. Both types have their own set beliefs, with the open-minded customers receptive to new products from other countries. Conversely, ethnocentric customers will normally perceive local products as superior to foreign ones. This trend is supported by Wel et al. (2018), who defined product ethnocentrism as a customer's preference for goods made in one's own country compared to international products. Therefore, to win these customers the company need to design different positioning strategies that are relevant to the culture of their target market.

The second dimension in Aaker and Shansby's (1982) product positioning strategy are attributes. An attribute is the product or service feature or some entity that can provide benefit to consumers. In this case, 'region' is one of the attributes that consumers look for. Region refers to location, place, or area (Paltayian et al. 2012). A good location can provide convenience to customers since nowadays consumers prefer to shop at stores that are located nearby to save traveling time and money. The third dimension in Aaker and Shansby (1982) is product class, which is considered as customer-preferred brand that matched their preference. In this case, store ambiance is the latest positioning strategy that attracts consumers, especially the younger generations who are attracted to an 'instagrammable place' where they can share their activities on social media. As such, there are many new cafés and shopping malls that offer attractive store ambiance. These attractive places have their own identity and great store ambiance to fit the product class and are perceived as instagrammable by their target market. According to Arts et al. (2021) and Karyatun et al. (2021), people are struggling to share their memorable moments, and stunning sceneries on Instagram. Starbucks is one of the best examples that relate store ambiance with the product class. Starbucks Cafes try hard to create store ambiance that are relaxing, tranquil and up-to-date. Store ambiance is thus one of the

positioning strategies that a company needs to consider (Skallerud & Grønhaug 2010).

The new theme discovered in this study called 'distribution channels' is not matched to any of Aaker and Shansby's (1982) product positioning strategies. Obviously, distribution channels emerged as a new positioning dimension in response to the development of information technology. The company should not rely on a single distribution channel but adopt a multichannel distribution strategy by offering the customers the choice of delivery methods that suit their needs. The company can also outsource the distribution task to a third party who are experts in the activity.

ACADEMIC IMPLICATION

The current study helps to identify the latest positioning trend documented in the academic literature. The specific contribution of this study is the discovery of six novel positioning dimensions, where five of these matched the product positioning strategies of Aaker and Shansby (1982). One new dimension (distribution channel) was also suggested (as presented in Table 3). The discovery of this new dimension is in line with the development in information technology which provides a new challenge for the company that wish to migrate to multichannel distributions.

PRACTICAL IMPLICATION

The company needs to stay updated with the latest trends and development in the industry. Positioning strategy is one of the critical areas that need management attention in order to maintain its competitiveness in the marketplace. The current study presents the latest positioning dimension that can be considered by a company to be implemented accordingly into their marketing strategy. Firms might consider adding or dropping positioning dimensions to respond to the needs of the industry. However, it is important to remember that the old-school strategy provides a basis for the development of the new modern positioning strategy that reflects changes in market trends and developments.

CONCLUSION

Technology development and product innovation are the major forces that changes the business landscape. Consumer behavior also changes in tune with the development of current market trends. Thus, a new and comprehensive product positioning strategy is needed to cope with these changes. The primary aim of this study is to examine the changes and development of the product positioning dimension in a SLR. The newly identified dimensions of product positioning strategies were then matched with that of Aaker and Shansby (1982). The purpose of matching the old with the new

dimensions is to elucidate if Aaker and Shansby (1982)'s product positioning dimension is still compatible with the modern market. From the initial ten (10) dimensions identified, the current study discovered six (6) new themes namely, (1) distribution channel, (2) region, (3) lifestyle, (4) emotion, (5) culture, and (6) store ambiance. This study was able to pair and match the six new themes with those of the old school and thus established that Aaker and Shansby's (1982) product positioning strategy needs to be updated accordingly to reflect current market development.

This paper contributes to the extant body of knowledge on product positioning by suggesting new themes in extension to findings of Aaker and Shansby (1982). Practically, the current study provides a reference for companies to remain updated with the current global development of product positioning dimensions that can be incorporated in their marketing strategies. This may also aid the firms to remain competitive in the current marketplace. Based on the present findings and results from Aaker and Shansby (1982)'s product positioning strategy, a new dimension can be added to enhance the firms' strategies. It should be reminded that, the old-school dimension is still relevant but need to be updated in light of the current development. The current study acknowledges two limitations. Firstly, the focus is on product positioning alone. Second, the study is limited to two main databases, namely Scopus and WOS. Future research needs to comprehend the assessment of (1) product, (2) brand and (3) market positioning strategy to fully explore and compare the positioning dimensions in each area. Additional databases, such as Science Direct, Taylor & Francis, Sage, and Springer, should also be included in future studies in order to obtain more comprehensive results.

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APPENDIX A. Number of Articles Selected on Scopus and WOS

No	Journal	Scopus	WOS	No. of article
1	Asia Pacific Journal of Marketing and Logistics		1	1
2	Business Strategy Series	1		1
3	Corporate Communications	1		1
4	Decision Sciences	1		1
5	Decision Support Systems	1		1
6	European Journal of Marketing	1	2	3
7	European Journal of Operational Research		1	1
8	International Journal of Applied Decision Sciences	1		1
9	International Journal of Bank Marketing	1		1
10	International Journal of Industrial Organization	1		1
11	International Journal of Innovation and Learning		1	1
12	International Journal of Market Research		1	1
13	International Journal of Operations and Production Management		1	1
14	International Journal of Production Economics	2		2
15	International Journal of Production Research	1		1
16	International Journal of Research in Marketing		1	1
17	Journal of Business Economics and Management		1	1
18	Journal of Interactive Marketing		1	1
19	Journal of International Marketing		1	1
20	Journal of Marketing Management		2	2
21	Journal of Product and Brand Management	1	1	2
22	Journal of Product Innovation Management	1		1
23	Journal of Retailing	1		1
24	Management Science	2		2
25	Managerial and Decision Economics		2	2
26	Marketing Letters		1	1
27	Marketing Science	3	1	4
28	Nankai Business Review International		1	1
29	Review of Marketing Science	1		1
	Total	20	19	**39**

APPENDIX B. Journal source of the study

No	Source	Author(s)
1	Business Strategy Series	Lo et al. (2012)
2	Corporate Communications	Sagar et al. (2011)
3	Decision Sciences	Hadjinicola et al. (2013)
4	Decision Support Systems	Luo et al. (2012)
5	International Journal of Applied Decision Sciences	Ji et al. (2019)
6	International Journal of Bank Marketing	Paltayian et al. (2012)
7	International Journal of Industrial Organization	Bauner and Wang (2019)
8	International Journal of Production Economics	Xu et al. (2017)
9		Kwong et al. (2011)
10	International Journal of Production Research	Wang (2015)
11	International Journal of Research in Marketing	Foucart et al. (2018)
12	Journal of Product and Brand Management	Love and Okad (2015)
13		Nenycz-Thiel and Romaniuk (2009)
14	Journal of Product Innovation Management	Van Orden et al. (2011)
15	Journal of Retailing	Chung and Lee (2017)
16	Management Science	Boyaci and Akcay (2017)
17		Liu and Tyagi (2011)
18	Marketing Science	Lauga and Ofek (2011)
19		Kumar and Shah (2011)
20		Xiang and Soberman (2011)
21		Villas-Boas (2018)
22	Review of Marketing Science	Sajeesh and Song, (2017)
23	Asia Pacific Journal of Marketing and Logistics	Skallerud and Grønhaug (2010)
24	European Journal of Marketing	Skallerud and Grønhaug (2010)
25		Toften and Hammervoll (2009)
26		Schnurr (2018)
27	European Journal of Operational Research	Nalca et al. (2018)
28	International Journal of Innovation And Learning	Muslim Amin et al. (2015)
29	International Journal of Market Research	Belboula et al. (2019)
30	International Journal of Operations and Production Management	Noke and Hughes (2010)
31	Journal of Business Economics and Management	Conner et al. (2017)
32	Journal of Interactive Marketing	Punj (2011)
33	Journal of International Marketing	Nijssen and Susan (2011)
34	Journal f Marketing Management	Löffler and Decker (2012)
35		Zhu et al. (2009)
36	Managerial and Decision Economics	Saito and Matsubayashi (2018)
37		Tyagi and Raju (2018)
38	Marketing Letters	Choi and Myer (2012)
39	Nankai Business Rev iew International	Fei et al. (2010)

APPENDIX C. The citation of the article

No	Author(s)	Citation
1	Lo et al. (2012)	2
2	Sagar et al. (2011)	10
3	Hadjinicola et al. (2013)	4
4	Luo et al. (2012)	16
5	Ji et al. (2019)	1
6	Paltayian et al. (2012)	2
7	Bauner and Wang (2019)	0
8	Xu et al. (2017)	32
9	Kwong et al. (2011)	10
10	Wang (2015)	16
11	Foucart et al. (2018)	2
12	Love and Okad (2015)	3
13	Nenycz-Thiel and Romaniuk (2009)	31
14	Van Orden et al. (2011)	13
15	Chung and Lee (2017)	12
16	Boyaci and Akcay (2017)	4
17	Liu and Tyagi (2011)	58
18	Lauga and Ofek (2011)	28
19	Kumar and Shah (2011)	5
20	Xiang and Soberman (2011)	4
21	Villas-Boas (2018)	2
22	Sajeesh and Song (2017)	1
23	Skallerud and Grønhaug (2010)	7
24	Fuchs and Diamantopoulos (2010)	51
25	Toften and Hammervoll (2009)	16
26	Schnurr (2018)	2
27	Nalca et al. (2018)	4
28	Muslim Amin et al. (2015)	4
29	Belboula et al. (2019)	1
30	Noke and Hughes (2010)	19
31	Conner et al. (2017)	5
32	Punj (2011)	38
33	Nijssen and Susan (2011)	60
34	Löffler and Decker (2012)	3
35	Zhu et al. (2009)	29
36	Saito and Matsubayashi (2018)	0
37	Tyagi and Raju (2018)	1
38	Choi and Myer (2012)	4
39	Fei et al. (2010)	0