



Methodological Aspects of Food Products` National Branding

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Abstract

This article discusses the theoretical and methodological foundations for creating a national food brand, the author explains the terms "brand" and "national brand". The author presented scientific proposals and recommendations for the development of a marketing strategy for the formation of a national food brand.

Keywords: *Brand; National Brand; Food Products; Branding; Marketing; Attribute; Image*

Introduction

The most developed countries in the world, such as the United States, Japan, China, and the European Union, are focusing on international brand management policies, focusing on global brands as a source of value added as a key strategy to ensure competitive advantage in the global market. These circumstances require the development of local branding strategies aimed at squeezing global brands out of the market in developing countries. Also, research aimed at increasing the competitiveness of food companies through branding strategies, including the creation of global brands, consumer marketing based on innovative marketing strategies, effective organization of market research, creation of local brands that can compete with global brands, digital marketing communication channels Scientific research on improving the scientific and methodological framework for enhancing the global reputation of national brands on the basis of effective use is gaining popularity.

The fact that food companies in Uzbekistan do not have enough experience in creating a brand and increasing its value requires the use of new approaches, tools and models of brands in their marketing activities. In this regard, the issue of theoretical and methodological approaches to the effective organization of the process of brand development with maximum consumer and added value, taking into account the existing budget constraints and the impact of the competitive environment, is on the agenda. These circumstances require scientific research aimed at creating a brand strategy and increasing its value in the activities of local manufacturing and trade enterprises.

Literature Review

The scientific and theoretical aspects of the study of food production and its marketing in the world, including the formation of food brands, are reflected in the work of many foreign scientists. In this regard Churchill GA [1], Brown T.J., Kotler Ph. [2], Keller K.L., Setiawan I. [3], Karatajaya H., Malhotra N.K. [4], Kennedy D. [5], Praet V.D. [6], Salenbacher J. [7], Traindl A., Trout J., Doyle P [8] have become classics. Despite the significant contributions of these far-flung foreign scholars to marketing, marketing strategy, and brand formation, the development of a marketing strategy for food brand formation is almost unheard of.

In the Commonwealth of Independent States Bagiev G.L. [9], Tarsevich V.M., Bulanov A. [10], Veselova A.O. [11], Godin A.M., Golubkov E.P. such as scientists who have conducted research. Although these studies cover brand theories and scientific-theoretical aspects of consumer product branding and branding strategies, they do not explore the development of marketing strategies for food branding.

They found that the authors were able to solve a number of problems related to the scientific analysis of marketing research problems, mainly by enriching modern marketing theory with new data. However, the issue of developing a marketing strategy for the formation of a local brand of food products, in particular food products, has not been studied.

Analysis and Results

In the scientific literature, especially in the scientific literature of Uzbek scientists, the concept of trade mark has been used more and more. In our opinion, such approaches do not fully reveal the content and essence of the brand. A brand is a brand created by a manufacturer or a manufacturer's brand. In most cases, it is advisable to use the intermediary or vendor brand (retailer brand, store brand or private label) only in the research process as it is used in the sales process. However, in certain circumstances, "brand", "trademark" or "reputation" should be used as a synonym only when the content is appropriate.

The term local brand stems from the existence of different regions of the region, especially the characteristics of production, storage and consumption of food products, the requirements of state standards for these products and the need to take into account their characteristics when entering the world market.

The legislation of the Republic of Uzbekistan does not use the terms "trademark" and "brand", but uses a trademark for the legal protection of intellectual property. Trademark is understood to be expressed in words, pictures, sizes, their mixture and other types. This mark is registered in the Intellectual Property Agency under the Ministry of Justice of the Republic of Uzbekistan by legal entities or individuals.

In order for a brand or brand to become a brand, one can come to a conclusion based on the definitions discussed above - when the team has a place in the consumer consciousness and differences from competing goods at the expense of effective communications become consumer value added. The difficulty of drawing a line between a brand and a brand is illustrated by the literature studied, the marketing research conducted, and the analysis of practice. In some literatures, the minimum level of recognition in the minds of the target audience is 20 percent, some 30 percent, others 50 percent. For a local brand, in our opinion, such a level of recognition should be at least 70 percent. Studies show that for an enterprise or product to be a brand, it must have been in the market for at least 5 years. For this reason, the terms mentioned are systematized and divided into a number of groups depending on their functions.

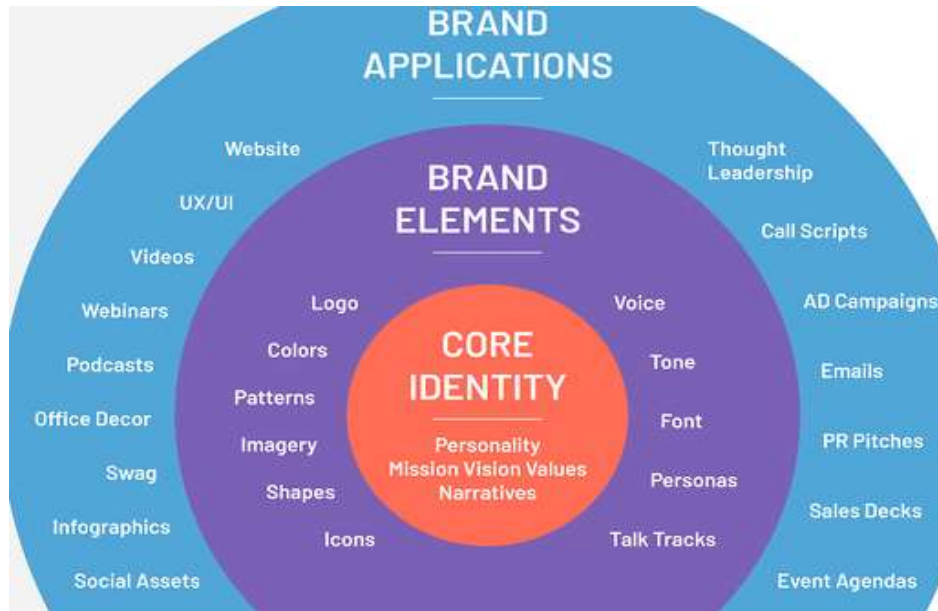


Fig.1. Brand structure

According to a broader approach to the term brand, it is important for branding theories to clarify the local brand concept. National brands represent the Republic of Uzbekistan in the international market. So far, attempts have been made to see the company (entrepreneurs) or the brand of their products on a domestic market scale. For this reason, the use of the term "local brand" is scientifically and methodologically expedient. Of course, in the food market, it becomes a "national brand" only when it is as exportable as fruits and vegetables. These circumstances require the creation of scientific-methodological, practical and theoretical aspects, methodological bases for the formation of local brands in the food market.



Fig.2. Food brands

The results of the analysis of the economic literature are divided into several groups according to the content and essence of the brand term:

1. A brand term is defined as a group of features of a product to distinguish it from the goods or services of competitors. Such expression leads to a focus on the elements that make up the brand, i.e. name, logo, history, packaging, and so on.

2. The brand is considered by consumers as a source of sustainable image formation. Such an expression expresses a more stable perception of the product in consumers and focuses more on the psychological perception of the product.
3. Consumer-oriented activities as a brand for its suppliers as a brand. Such an expression focuses on the relationship between the brand and the consumer, with a special emphasis on the mental relationship between them.
4. Representation of the brand as a means of value creation. Such expressions focus on areas where each brand has a value that is unique to the brand and the brand itself.

Summarizing the approaches to the term brand mentioned above, the author's approach is proposed in the definition of "brand":

A brand is a combination of stable perceptions in the minds of consumers, which form a personal approach to the product, guarantee high quality, non-refundable, competitive advantage, reflect independence from the value of the product or service.

The local brand should be considered as a combination of stable perceptions that ensure the recognition of the product in the minds of consumers in a specific regional market. [1]

In the foreign economic literature, the brand is considered as a strategic resource that ensures the sustainable competitive advantage of the enterprise. Sustainable competitive advantage is "a set of actions to be taken to achieve a long-term advantage using a specific strategy." The term sustainable advantage in competition was first used in 1985 in M. Porter's developments.

Of course, during the formation of the digital economy, the appearance and content of a stable advantage in competition is changing.

For example, in his works, M. Porter pointed out that there are 5 threats to competitiveness in the market segment:

In the five strengths of competition, a brand can perform a specific function and have a different impact on an enterprise's competitiveness. The main task of the brand is to be expressed in the attitude to the impact of consumers. A strong brand allows the company to reduce the impact it has on customers. The demand for branded goods is more stable than for non-branded products ("Generics") and the price elasticity is lower. Consumer propensity leads to an increase in the amount of repurchases. In practice, a 5 percent increase in consumer propensity leads to a 100 percent increase in profits from that buyer. A premium price for a branded product allows you to make a higher profit. In other words, the attractiveness of a brand clearly serves to generate additional revenue. [2]

Table 1

The role of the brand in ensuring a competitive advantage

№	Competitive forces	The impact of the brand on the position of the enterprise in the network
1.	Consumers	Forms a tendency. Reduces dependence on customers
2.	Goods-news	Helps bring a new product to market based on a well-known brand
3.	Commodity-partners	It helps to save time when there is a risk in the market
4.	Suppliers	Allows you to control distribution outlets
5.	Intra-network competition	Prevents access to the network. Strengthens its position in the market

Brands are second only to human assets in terms of substance and weight in terms of assets. In the UK, Hong Kong and Australia, when they are accounted for in the balance sheet as intangible assets, they enter the company's reputation in the US ("Good will") and serve to increase their market value.

The local brand also helps the manufacturer to enter other markets with new products. For example, the Nestle brand in the Uzbek market has the opportunity to expand its position in the water, confectionery and other food markets, in addition to the food market. The success of this company can be determined with confidence in it. This situation shows the possibility of achieving the transition from one market to another without spending too much on advertising and other promotional activities.

Studies have shown that the role of the local brand in improving the efficiency of a product or service is high. The more marketing approach is used, the easier it will be to promote the local brand. In modern marketing, it is seen as a commodity as a means of satisfying human needs. The stronger the local brand, the more their owners will have an advantage over the competitors. Especially as the number of food producers increases, it will be difficult for consumers to switch from well-known brands to other products. The manufacturer wants the consumer to choose his product among the competitors.

The cumulative product offered by P.S.X.Liflang or F.Kotler's expanded product plays an important role in positioning or positioning the product in the market and facilitates shopping in different markets. For this reason, marketing uses the term "brand" to describe the need to meet consumer needs within different products. The local brand requires taking into account the characteristics of local markets (values, traditions, etc.). The brand also provides an opportunity to influence the external factors of the competitiveness of the firm or entrepreneur. It is possible to summarize this situation in Table 1.

Although the concept of "brand" marketing is present in the minds of consumers in the process of using brand strategies in Uzbekistan, there are no clear directions for the quality of the basic concepts of modern marketing. There is almost no understanding that the process of valuing the brand of goods perceived by the consumer by enterprises, the process of shaping the value of consumers to brands will provide maximum market opportunities. These circumstances, in turn, determine the need for interrelated descriptions of brand concepts.

The main goal of the research is also to turn a local brand into a strong national brand. On this basis, it is necessary to radically change the existing legal framework, standards, criteria and norms of Uzbekistan.

Conclusion

As a result of studying and analyzing the scientific literature, the author studied the concepts of brand and local brand, trademark and trademark, as well as their content and essence, theories of branding. As a result, the brand is a combination of stable perceptions in the minds of consumers, which leads to scientific conclusions that the product reflects individuality, high quality assurance, irreversibility, competitive advantage, independence from the value of the product or service.

Foreign scientists have given different definitions of branding, ie the formation, use and promotion of the brand. Due to the lack of experience in the specific branding model in the context of Uzbekistan, it is formed on the basis of approaches consisting of imitation of a foreign company or brand of goods, direct transfer, a mixture of western and eastern models. These situations require the use of branding technologies and modern methodologies to constantly study the purchasing desires and tendencies of consumers on the basis of marketing research.

Depending on the characteristics of the consumer market of Uzbekistan, the lack of a culture of branding does not require a lot of time and financial resources to create a new brand and apply it in the

market. confidence in brands is declining, consumers still do not have full confidence in the domestic brand of manufacturers, the need to conduct a large advertising campaign to create a local brand in the market is growing, and consumer confidence in advertising is high.

The results of systematizing the principles of brand formation and development were the basis for understanding that branding principles for the market are related to the principles of four positions (creation, positioning, price formation, development and management).

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