

ROLE OF BRAND MANAGEMENT IN PRODUCT PROMOTION TO INTERNATIONAL MARKET

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Abstract: A brand is a set of characteristics, associations and values that distinguish a product, service or company from competitors. In the international market, brand plays a key role in the successful promotion of goods as it provides recognition, generates trust and helps to build consumer loyalty, as cited in this article.

Keywords: Brand, branding, promotion, international market, competition, unique trade offer, efficiency.

Introduction.

Brand is an image of the brand of a given product or service, highlighted by the buyer among competing products, which is associated in the buyer's mind as a corporate identity.

Many existing definitions focus on the fact that a brand is a set of attributes and associations that allow consumers to identify it and form their preference for purchase. Readers may inadvertently get the false impression that a certain set of product characteristics determines its essence and success in the market. However, brand attributes are born within companies, and associations that promote sales are folded in the heads of the target audience of consumers. And the latter is ultimately more important for achieving branding goals and successful sales of a commercial product.

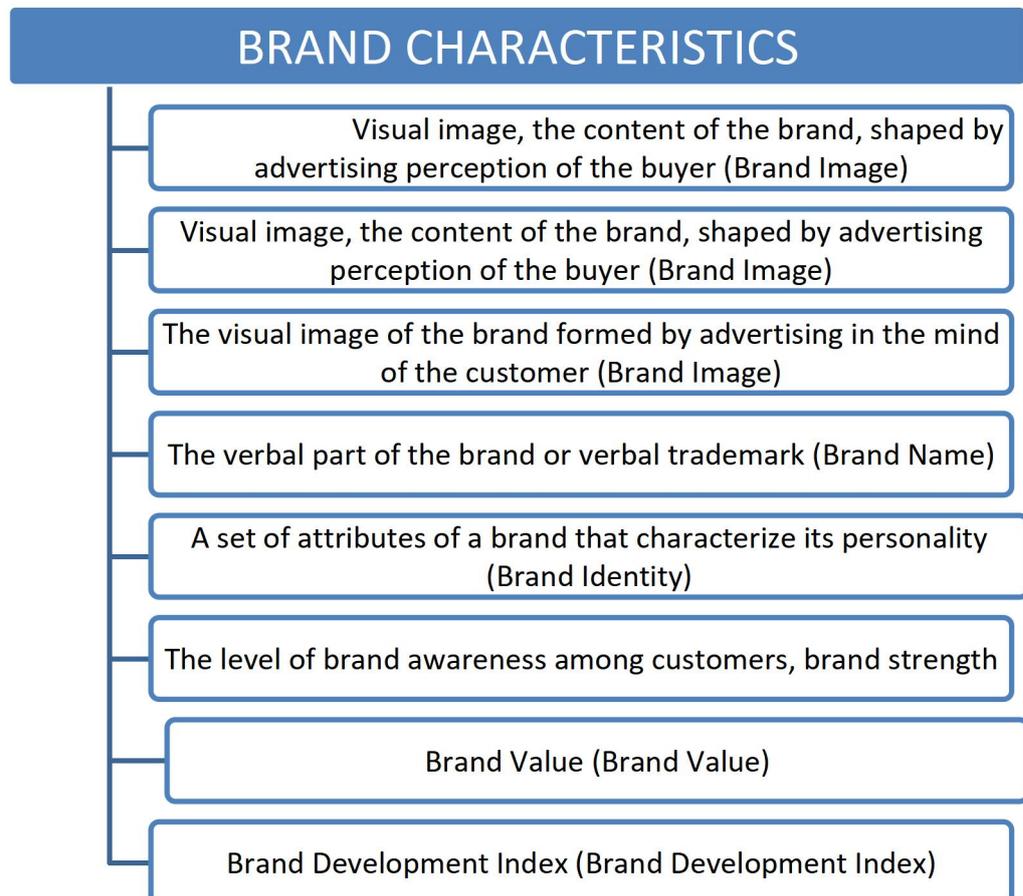
Literature analysis. I.V. Krylov noted that branding is one of the varieties of marketing technologies. If the marketing theory has passed the stage of formation, then the theoretical platform for branding into a harmonious paradigm has not yet fully established itself.

For different brands, each of which has its own specifics and purpose, there are different branding strategies that affect promotions to the international market.

Analysis and results. It turns out that the scientific concept of the brand is significant, but we should also talk about the additional properties that the brand must receive in order to turn into a "beautiful swan." A true brand begins when its functional and emotional values add up as follows:

- arise not spontaneously, but in accordance with the plan of the company itself;
- have a connection between each other;
- favorably and significantly distinguish the product from competitors;
- exist in the minds of consumers;

- are recognized and equally reproduced by at least half of the target



audience.

Fig. 1. Brand characteristic

Corporate identity forms a positive image of the company in the consumer's mind and includes: trademark (brand), company logo, company block, corporate font and color, company details and its advertising slogan.

Branding is the action of developing and implementing a brand. Branding emerged in the USA in the 30s of the XX century in the companies “Procter & Gamble”, “General Foods” and a number of other companies. Branding is carried out with the help of purposeful techniques, methods and ways to bring the developed brand to the buyer in order to bring to his consciousness the image of the product, as well as to assist in the perception of the buyer's positive characteristics of the product.

In this regard, branding helps the buyer to choose a product.

In different countries, the branding process is different, which is illustrated by the rating lists of the most popular brands.

International brands, when entering foreign overseas markets, experience competition from local brands and international competing brands.

John F. Jones in his book “Myths, tall tales and facts about advertising” distinguishes the following groups of brands:

- International brands promoted by multinational corporations and using global or glocal advertising strategies in their communications.

- International brands promoted by transnational corporations and using in their communications multinational advertising strategies, extremely adapted to local market conditions.

- Local brands marketed by multinational corporations that do not use international advertising campaigns for obvious reasons. Their number is not diminishing; in fact, multinational companies are always on the lookout for brands to which they can establish international market ownership. These include: Russia - a generous soul (Journey, coffee with milk; sudarushka; delight).

- Local brands sold by local producers and utilizing local, local strategies.

All four types of brands are sold in each country, but their specific weight (importance) and market share differ. In almost all countries, the first group of brands is the smallest. They account for about 10%, but their importance in their product category and in consumer preferences can be quite high. They are often leaders in their product category and demonstrate high development potential.

According to statistics, 17 out of every 20 new brands on the world market fail because most advertisers try to create a “universal brand” for all consumers without differentiating them into segments. As a result, the brand lacks individual character, does not carry a unique selling proposition and fails to satisfy consumers.

Brand managers need criteria in the area of decision making - when, where and how to globalize or localize a brand. These decisions should be based on the typology of brands and the characteristics of the environment in which they are used. **Conclusion.** In conclusion, we can conclude that service policy abroad is an integral part of sales promotion and increasing the competitiveness of the company and it is carried out before the purchase of goods.

In international marketing there are 6 types of service, on which the company should make a decision: transportation and installation, training and consulting of the personnel-importer, maintenance and repair, guaranteed service, processing and other services.

The main international product strategies include global standardization strategy, multi-national adaptation strategy.

A brand is a set of attributes and associations that allow consumers to identify it and shape their buying preference. In export policy, branding is an activity to create a positive image of goods and firms in the foreign market.

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