

WAYS TO INCREASE BRAND EFFECTIVENESS

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Annotation: The article discusses key approaches to improving brand performance in a modern market economy. Internal and external factors influencing the brand's perception by consumers are analyzed, and practical tools are offered to strengthen its market position. The paper focuses on the Uzbek experience of brand management and integration of international methodologies, taking into account national specifics.

Key words: brand, brand effectiveness, marketing, brand management, Uzbekistan, consumer perception, promotion.

Introduction

In the context of globalization and increasing competition in the market, the brand becomes not just an attribute of a product or service, but a strategic asset of the company. Brand effectiveness directly affects the sustainability of the business, the level of customer loyalty, and the company's ability to adapt to changes in the external environment. This topic is particularly relevant for Uzbekistan, where a competitive market environment is being formed, and local companies are increasingly entering international markets.

Analysis and results

Theoretical foundations of brand effectiveness. The concept of "brand effectiveness" is multi-faceted and includes consumer perception, market share, recognition, trust, and financial indicators such as return on investment in marketing. According to Keller, brand performance is measured through the brand equity model equity, which includes associations, awareness, perceived quality, and loyalty (Keller, 2003).

Uzbek researchers such as Zh. Zhalolov and Sh. Ergashev, in their works indicate that in the context of the local market, the factor of trust in the brand and its adaptation to cultural and social characteristics is of particular importance (Zhalolov Zh. R. - "Marketing brand boshkaruvi", Toshkent, 2021).

Internal and external factors that affect the brand. Internal factors include:

- the quality of the product or service.
- corporate identity.
- personnel policy and training of personnel;
- strategic positioning.

Among the external factors, the main ones are:

- dynamics of consumer preferences;
- the level of competition.

- digital transformation.
- influence of social networks and reviews.

Modern brands must take into account that the consumer participates in the formation of the image, and not only perceives the finished image. This makes constant communication with your audience critical.

Practical ways to improve brand performance. Examples and analysis of Uzbek practices:

Analyzing the practice of successful brands in Uzbekistan, we can cite the example of the company "Artel", which, thanks to its competent positioning in the domestic and foreign markets, has taken a leading position in the field of household appliances. The company actively uses multimedia promotion and sponsorship strategies to build trust in the brand among consumers. Another example is the Hilol Nashr publishing house, which has strengthened its brand based on trust and tradition through value marketing communication.

Thus, local experience confirms that brands that take into account the national mentality and invest in dialogue with the audience have a better chance of long-term success.

Based on the analysis of Uzbek practice and foreign methods, the following key approaches can be identified:

1. Brand personalization. Using customer data for individual marketing enhances the emotional connection with the brand.
2. Developing a digital presence. Brands that are actively represented in social networks are more likely to inspire confidence among young audiences.
3. Improve the quality of service. A positive experience of interacting with a brand strengthens its reputation.
4. Cross-cultural adaptation. It is important to take into account the national peculiarities of perception. For example, Uzbek consumers have more confidence in brands that emphasize traditional values.
5. Integration with corporate Social Responsibility (CSR). A brand's participation in social projects enhances its image.
6. Using neuromarketing. The analysis of subconscious reactions reveals the hidden preferences of consumers.

Uzbekistan: prospects and challenges. In recent years, there has been a growing interest in building strong national brands in Uzbekistan. Examples of such brands as "Artel", "UZBEKNEFTEGAZ", "Hilol Nashr" and others show that a strategic approach to brand management can be very effective.

However, the following challenges remain:

- lack of qualified brand managers;
- weak research base in the field of marketing;
- limited funding for brand development in small and medium-sized businesses.

To solve these problems, state support and development of educational programs focused on training specialists in the field of brand management are necessary.

Conclusion

Brand performance improvement is a complex process that requires strategic thinking, in-depth analysis of the target audience, and adaptation to rapidly changing market conditions. For Uzbekistan, which is in the stage of active economic transformation, an effective brand becomes not only a competitive advantage, but also a tool for shaping the image of the country as a whole.

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