

STAGES OF FOOD BRAND FORMATION IN THE FOOD MARKET

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Abstract

The formation of a national food brand plays a pivotal role in enhancing a country's competitiveness in the global food market while also contributing to the sustainable development of its agro-industrial sector. This paper explores the theoretical and methodological foundations necessary for the creation of a national food brand, emphasizing the integration of economic, cultural, marketing, and policy-related components. Drawing on branding theories, consumer behavior studies, and value chain models, the research establishes a comprehensive framework that aligns national identity with product differentiation strategies. The study also critically reviews international practices and benchmarks in food branding to extract adaptable methodologies relevant to national contexts. A particular focus is placed on the methodological tools needed to assess consumer perception, brand equity, and socio-economic impact. The paper concludes by proposing a structured approach to building and institutionalizing a national food brand that supports both local producers and international positioning, contributing to food security, rural development, and export diversification.

Keywords: marketing strategy, food brand, market, brand, methodological foundations, local brand.

Annotatsiya

Milliy oziq-ovqat brendining shakllanishi mamlakatning global oziq-ovqat bozoridagi raqobatbardoshligini oshirishda muhim ahamiyat kasb etadi hamda agrosanoat sohasining barqaror rivojlanishiga hissa qoʻshadi. Ushbu maqolada milliy oziq-ovqat brendini yaratish uchun zarur boʻlgan nazariy va metodologik asoslar oʻrganilib, iqtisodiy, madaniy, marketing va siyosiy tarkibiy qismlarning integratsiyasiga urgʻu beriladi. Brending nazariyalari, isteʼmolchi xatti-harakati boʻyicha tadqiqotlar va qiymat zanjiri modellari asosida milliy identitetni mahsulotni farqlash strategiyalari bilan uygʻunlashtiruvchi kompleks yondashuv ishlab chiqiladi. Shuningdek, xalqaro oziq-ovqat brendlari yaratish tajribalari tahlil qilinib, milliy kontekstga mos keluvchi metodologiyalar ajratib olinadi. Isteʼmolchi qarashlarini, brend qiymatini va ijtimoiy-iqtisodiy taʼsirni baholashga qaratilgan metodik vositalarga alohida eʼtibor qaratilgan. Maqola milliy oziq-ovqat brendini shakllantirish va institutsionallashtirishning aniq yondashuvini taklif etadi, bu esa mahalliy ishlab chiqaruvchilarni qoʻllab-quvvatlash, xalqaro bozorda pozitsiyalashish, oziq-ovqat xavfsizligi, qishloq joylarini rivojlantirish va eksportni diversifikatsiya qilishga xizmat qiladi.

Kalit soʻzlar: marketing strategiyasi, oziq-ovqat brendi, bozor, brend, metodologik asoslar, mahalliy brend.

Аннотация

Формирование национального продовольственного бренда играет ключевую роль в повышении конкурентоспособности страны на мировом продовольственном рынке, а также способствует устойчивому развитию её агропромышленного сектора. В статье рассматриваются теоретические и методологические основы, необходимые для создания национального бренда продуктов питания, с акцентом на интеграцию экономических, культурных, маркетинговых и политических компонентов. Основываясь на теориях брендинга, исследованиях потребительского поведения и моделях цепочки создания ценности, исследование предлагает комплексную концепцию, сочетающую национальную идентичность со стратегиями дифференциации продукта. Также проводится критический анализ международного опыта и стандартов в области брендинга продуктов питания с целью выделения адаптируемых методов, актуальных для национального контекста. Особое внимание уделяется методическим инструментам оценки восприятия потребителей, ценности бренда и социально-экономического воздействия. В заключение предложен структурированный подход к созданию и институционализации национального бренда, поддерживающий местных производителей и международное позиционирование, способствующий продовольственной безопасности, развитию сельских территорий и диверсификации экспорта.

Ключевые слова: маркетинговая стратегия, продовольственный бренд, рынок, бренд, методологические основы, местный бренд.

INTRODUCTION

The most developed countries of the world, such as the USA, Japan, China, and the European Union, as the main strategy for ensuring a competitive advantage in the global market, pay great attention to global brands, which are a source of value creation, and pay great attention to the policy of managing international brands. These circumstances require the formation of local branding strategies aimed at displacing global brands from the market in developing countries. Also, scientific research aimed at increasing the competitiveness of food production enterprises based on branding strategies, including the creation of global brands, consumer personalization based on innovative marketing strategies, effective organization of market research, creation of local brands capable of competing with global brands, scientific research on improving the scientific and methodological foundations of increasing the prestige of national brands in the world based on the effective use of digital marketing communication channels, is gaining popularity.

The lack of sufficient experience of food production enterprises in Uzbekistan in creating a brand and increasing its value requires the use of new approaches, tools, and brand models in their marketing activities. In this regard, the issue of theoretical and methodological approaches to the effective organization of the brand development process with maximum consumer and added value, taking into account the influence of existing budget constraints and 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 domestic production and trade enterprises.

LITERATURE REVIEW

At the end of the 80s of the last century, the theory of branding was developed in economic doctrine, based on which it was proven that the level of recognition of a product or service among consumers lies. In 1981, renowned marketers Jack Traut and El Rice, in their work "Positioning: The Struggle to Be Known," attempted to illuminate the role of advertising in finding a marketplace for a product or service. [17] In other words, it was theoretically confirmed that the process of transforming the perceived feeling of the product into a need in the consumer's imagination is carried out through advertising. Such views lead to the formation of branding. The ability of the product to occupy a certain place in the consumer's consciousness and demonstrate its distinctive features from competitors began to bring income to the manufacturer or intermediary.

A brand is understood as a strategic tool for the effective use of the advantages of goods and services in a competitive environment, adapted to the needs and desires of consumers. In the scientific literature, various attitudes are expressed towards the economic term "brand." For example, Philip Kotler defined a "good brand trait" as "the consumer's inclination towards it." David Aaker emphasized that "the existence of a brand is understood as a perception of the consumer as a promise from the manufacturer."

In foreign economic literature, the brand is perceived as a strategic resource that ensures a stable competitive advantage of the enterprise. Sustainable competitive advantage "Improving product profitability is a set of actions carried out by achieving a long-term advantage using a specific strategy." The concept of a stable competitive advantage was first used in the work of M. Porter in 1985.

Of course, in the period of the formation of the digital economy, the form and content of a stable competitive advantage are changing.

For example, M. Porter indicated in his works that there are 5 threats to competitiveness in the market segment: "In all sectors of the economy, regardless of whether they operate in the domestic or foreign market, the content of competition is expressed by five forces..."

In five competitive forces, the brand performs a specific function and can have a different impact on the competitiveness of the enterprise. The main function of a brand is to express its attitude towards consumer influence. A strong brand allows the enterprise to reduce the influence of buyers. The demand for a branded product is more stable than for unbranded products ("Generics"), and price elasticity is lower. Consumer loyalty leads to an increase in the amount of repurchase. In practice, a 5 percent increase in consumer loyalty leads to a 100 percent increase in profits from that buyer. An increased price (premium) for a branded product creates an opportunity to receive higher profits. In other words, the brand's attractiveness serves to generate a certain additional income.

Studies have shown that the role of a local brand in increasing the effectiveness of a product or service is high. If more marketing approaches are applied, it will also be easier to promote the local brand. In modern marketing, a product is viewed as a means of satisfying human needs. The stronger the local brand, the more it creates advantages for its owners over competitors. Especially in milk and dairy products, as the number of producers increases, it becomes difficult for consumers to switch from well-known brands to other products. The manufacturer wants the consumer to choose their product among competitors. In this regard, the grouping of goods also plays an important role in marketing. P.S.H.Liflang and F.Kotler used product description groups.

It is worth noting the contribution of the British company "Bates Worldwide" to the development of branding methodology. Because the "Brand Wheel," developed by this company, is widely used in the branding practice of foreign countries. Among those using this model, "Kit-e-Kat," "IBM," "Whis Kas," and others have established their own branding practices.

The scientific and theoretical aspects of researching the problems of food production and its marketing, including the formation of a food brand, are reflected in the developments of many foreign scientists. In this regard, the works of Assel G., Churchill G.A., Brown T.J., Kotler Ph., Keller K.L., Setiawan I., Karatajaya H., Malhotra N.K., Kennedy D., Praet V.D., Salenbacher J., Traindl A., Trout J., Doyle P. have become classics. Despite the significant contribution of these foreign scientists to marketing, marketing strategy, and brand formation, the issues of developing a marketing strategy for the formation of a food brand have practically not been considered.

In the countries of the Commonwealth of Independent States, such scientists as Bagiyev G.L., Tarsevich V.M., Bulanov A., Veselova A.O., Godin A.M., Golubkov E.P., Grechin E.Yu., Makashchev M.O., Pravda P., Rozhkov I.Ya., Kismerishkin V.G. conducted research in this area. Although these studies cover the scientific and theoretical aspects of brand theories and the formation of consumer goods brands and the development of branding strategies, the issues of developing a marketing strategy for the formation of a food brand have not been studied.

The authors mainly enriched modern marketing theory with new data and solved a number of issues related to the scientific analysis of marketing research problems. 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.

METHODOLOGY

The study systematically examines the methodological aspects of assessing the brand value of food products in the context of the digital economy. It has been scientifically proven that the general philosophy of the research is that the formation of brand value of products occurs in stages, including the formation of a local food brand requires a marketing strategy, the marketing mix, and the image of the enterprise. The stages and tasks of brand formation are presented in a logical sequence. The article examines foreign experiences in assessing brand value, including the experience of

product brand formation by world-renowned companies: "Coca-Cola," "Pepsi," "RC," and others, in the form of a case study.

ANALYSIS AND RESULTS

According to Paul Feldwick, strategic and management director of DDV: "A brand reflects the set of feelings in the consumer's imagination." [18]

This approach shows that at the heart of advertising lies a brand, that is, recognition, and, conversely, through advertising, it is possible to increase the level of public awareness of a product or service. Therefore, the stages of advertising development in the 20th century can be represented in the following sequence:

- Trade offer;
- Image (respect);
- Positioning;
- Branding.

If we pay attention to the differences between trade offers and positioning trademarks, then image and branding take into account the feelings of consumers. In our opinion, if the phrase "brand" expresses the result, then branding reflects the process of achieving this result.

Such an approach plays an important role in clarifying the stages of brand formation of local products.

We will show that the content of the stages presented in Figure 1 is realized through the tasks solved in them.

Stage 1. Setting a goal and striving towards it.

At this stage, the following important areas should be clarified:

- Analysis of the Company's mission;
- Determining the position of the proposed brand in the brand system of the company or organization;
- Determining the desired status of the brand (its characteristics, life cycle, competitive advantages);
- Representing the measurable parameters of the brand.

Stage 2. Project planning.

Traditional methods and possibilities should be revealed in planning:

- Analysis of available resources (financial, labor, etc.);
- Identification of the customer, participant, and executor team;
- Determination of project implementation deadlines;
- Identify other conditions and limiting factors.

Stage 3. Analysis of the current state of the brand.

This is done for existing brands, and the following information is determined:

- The level of brand awareness in the target audience is observed;
- The target audience's attitude towards the brand is determined;
- The degree of brand loyalty is considered;

The essence of the brand in the current situation is compared with the desire or need in the imaginary.

Stage 4. Analysis of market conditions.

This stage relates to both the domestic and foreign markets, and it is necessary to take into account its current state and conditions in the forecast period:

- Analysis of competitors (assortment, target audience, positioning, promotion methods, pricing).
- Analysis of the expected target audience (descriptions, their wishes, desires);
- Sales markets (demand, share, dynamics);

Stage 5. Expressing the essence of the brand.

This stage is one of the most important, determining for whom and why the level of recognition of a product or service is necessary:

- Shows the brand's mission, positioning, and usefulness for the target audience;
- Individuality: values, perceptions, characteristics, competitive advantage;
- Brand-forming elements (name, logo or trademark, character or hero, font, packaging, etc.).

Stage 6. Develop a brand management strategy

Defining a strategy plays an important role, and the development of long-term targeted plans, taking into account the prospects for changing the market situation, occupies an important place.

In our opinion, when developing a management strategy, it is important not to adapt to the existing management apparatus, but to take into account the principles, functions, and other means of management.

Brand formation should go through the following stages (Fig. 1).



Fig.1. Brand formation stages¹

At this stage, the following tasks are carried out:

¹ Author's work

- Development of rules for creating marketing materials and representation of the brand management process.
- Identification and designation of responsible employees who will develop the brand (brand holders).
- Development of an action plan for brand promotion (integrated marketing communications).
- Development of a plan for the brand monitoring (observation) process and determination and assessment of its effectiveness.

Stage 7. Integrated marketing communications for brand promotion.

This stage is carried out in accordance with the management strategy adopted in the 6th stage, and a plan for bringing it to the attention of consumers is developed. Especially now, it is implemented on the basis of the concept of marketing relations and serves to implement the social development policy defined in 2019.

This stage attempts to find solutions to the following tasks:

- A media plan, that is, a plan for working with the media, is developed.
- Development of advertising products.
- Activities on the placement of advertising products in communication points are carried out.
- Comprehensive consumer loyalty programs are being developed.

Stage 8. Brand monitoring (observation) and evaluation of the effectiveness of actions.

The final stage consists of assessing the final results, comparing the obtained results with previous indicators, clarifying the correctness or incorrectness of the plan's implementation, and is aimed at solving the following tasks:

- Monitoring of the measured parameters of the brand (indicators determined at the 1st stage).
- Comparison of the current and desired status of the brand.
- Changing strategy or tactics. In the context of an innovative economy, such a need is constantly growing.

Before expressing the features of brand formation in Uzbekistan, it is necessary to pay attention to the trends occurring in the systems of brand, positioning (location), advertising, PR (public relations) in marketing theory. For example, in the literature of foreign marketers El Rice, G. Dan, J. Jaffe, and others, it should be noted that the views on the above-mentioned economic categories are outdated in modern business and marketing, especially taking into account the local mentality. [17] They relied mainly on two principles: the first, that people more easily accept simple, simple views or appeals than complex ones. Secondly, it is natural that a person (consumers) tries to accept new information within the framework of their knowledge. However, we believe that such an approach is not enough to form an effective strategy and branding.

In practice, unfortunately, we can observe cases of imitating well-known foreign brands. For example, the well-known enterprise "Tukhtaniyoz ota kolbasalari" in our republic uses the trademark of the basketball team "Red Bulls" in the USA in its logo,

the dairy company "Dobroye derevenskoye utro" imitates Russian brands, and we can cite many other examples.

There are also cases of presenting foreign brands as their own in the logos of the same entrepreneurs or enterprises. For example, although McDonald's does not exist in Uzbekistan, one can find cases of using its trademark, or the names of products or enterprises "Khorezm burger." Of course, this situation limits the possibility of products and services produced in Uzbekistan entering foreign markets.

Considering this, when creating a local brand in the theory and practice of branding, it is necessary to meet the following requirements:

1. Based on the requirements of the innovation economy, we must ensure that local products comply with local customs and traditions so that they become a brand.

2. Instead of jumping from one category (type) of product to another, attention should be focused only on this product. Instead, it is advisable to create a new brand.

3. Earning a reputation by being the first to offer a new product or service to consumers is better than being the first or best in the industry.

4. Brands gradually enter life, and their success is measured by decades, while brands that enter quickly may have a short lifespan.

5. In a certain situation, excessive advertising may not form a brand, but, on the contrary, may harm it. Therefore, in our opinion, it is advisable to develop a PR system and use advertising to recall information about a product or service.

We expressed this proposal in the system of using marketing communications, shown in Figure 2:

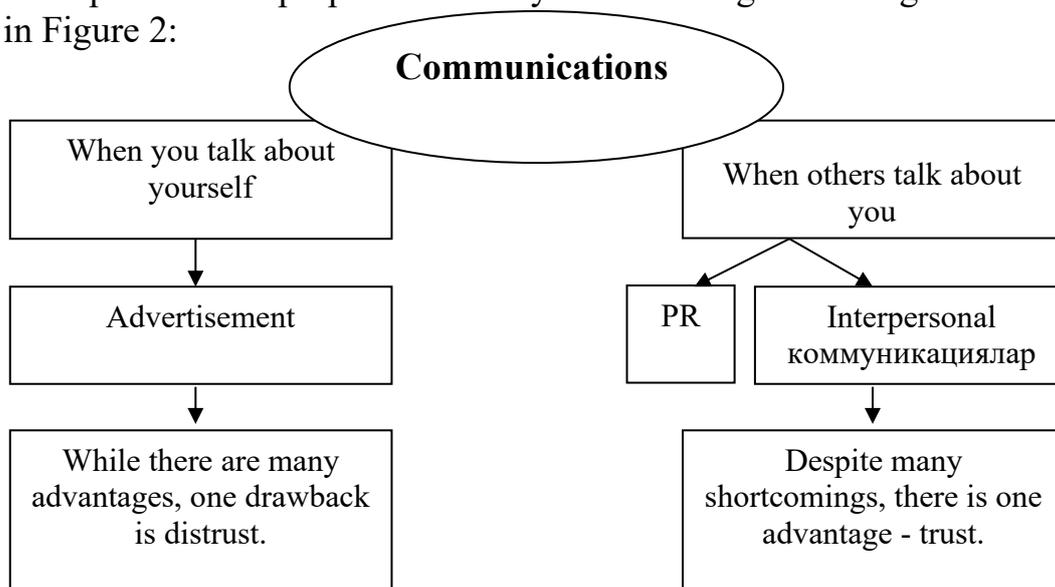


Fig. 2. Communications in Marketing¹

In foreign practice, much attention is paid to the tasks of marketing communications. Because this plays a big and important role in the transformation of a product or service into a brand. For example, marketers Rossiter and Percy, in their work, identified the following five communication functions[5]:

- Formation of the need for a product category

¹ Author's work

- Formation of information or knowledge about the trademark
- Expression of attitude towards the trademark
- Sales promotion
- Assistance in purchasing

The sequence of performing these five tasks is interconnected, and the role of advertising at all stages is invaluable. In our opinion, the most important thing in the implementation of these tasks should be taking into account Uzbek traditions, customs, history, and the ability to express Eastern culture. In addition, an important place in the creation of a local brand is occupied by the formation of attitudes towards the product or service and the development of a system for informing about it. For this, it is necessary to take into account the following sequence of rules:

1. Awareness is divided into two types - recognition and reminder. In practice, a consumer can recognize brands five times more often than they remember them.

2. An ordinary consumer may not remember more than seven brands of one product category.

3. Advertising can be quickly forgotten (Fig. 3). As mentioned above, excessive advertising can lead to a decrease in attention to it, or a complete lack of reading, or misunderstanding. A similar situation can be observed in awareness.

4. Awareness can form a good acquaintance effect. Especially as information increases, consumers begin to pay more attention to satisfying their most essential needs.

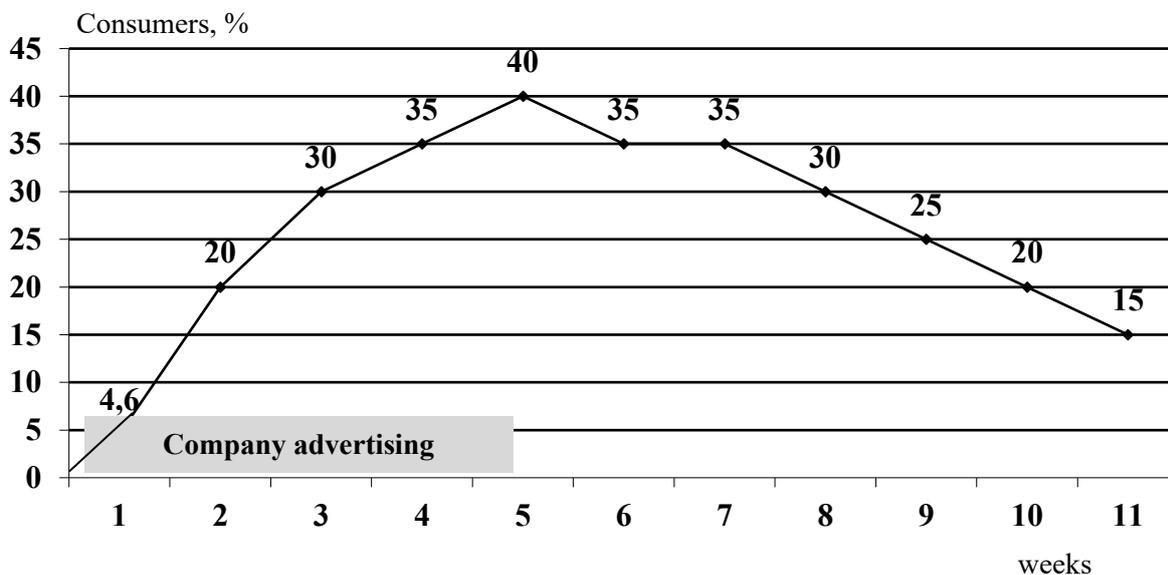


Fig.3. The dynamics of forgetting¹

The majority of consumers use 2-3 trademarks of one category of product or service. For example, the most popular dairy products are the brands "Nestle," "Musaffo," and "Kamilka." The trademark "Dobroye derevenskoye utro," which currently occupies the largest market, but its imitative status prevents it from becoming a local brand.

¹ Author's work

As shown in Figure 3, attention to advertising in the advertising process, after a month, consumers experience a twofold decrease in forgetting. This situation depends on people's psychology. For this reason, famous companies, such as Coca-Cola, Pepsi, RC, and others, pay great attention to the reminder stage in the advertising process. In Uzbekistan, the "Imzo" trademark is currently using the same technology.

In his Address to the Oliy Majlis, President of the Republic of Uzbekistan Sh.Mirziyoyev recalled the following thoughts of the great scholar Najmiddin Kubro: "I saw success in effort, and failure in indifference and laziness." Of course, this wisdom requires that we work hard to form a national brand and bring it to the world market, conduct broader marketing research in this regard, and take aspects from world experience that correspond to the mentality of our people.

CONCLUSION AND SUGGESTIONS

This study proposes an algorithm for transforming a trademark into a strong brand, describes methods for assessing brand value, develops a strategy for creating brand value for local enterprises in the food market, and determines its effectiveness. A brand loyalty program has been developed for the main directions of increasing consumer loyalty to the brand.

The factors forming brand strength were systematized and commented on. "Interbrand" methods for assessing the brand value of an enterprise are also used, and it is interpreted as a method based on assessing the net present value of a brand and based on assessing the value of more global brands.

In all the considered methods of assessing brand value, the main attention is paid to the directions of quantitative determination of value. However, when considering that brand value is formed in the minds of consumers, its measurement cannot always show real value. Based on this, when measuring the value of a brand, it is advisable to focus on determining the level of consumer perception of this brand. The expediency of obtaining consumer awareness of the brand, perceived quality, and brand loyalty as the main measure of brand value was substantiated.

In the studied enterprise, the brand value is formed mainly through two means, that is, on the basis of the enterprise's marketing activities and corporate image. The use of elements of the marketing mix of the enterprise's marketing activity is the main means of creating brand value, which is reflected in many studies.

In the formation of relationships with consumers, not only marketing tools, but also the corporate image plays a key role. Corporate image is one of the most important assets of the enterprise and serves as a factor of convenience for clients. Moreover, this is the attitude towards the organization not only of clients, but also of employees, the media, bloggers, influencers, and others.

Based on the results of the empirical study, it was concluded that the main goal of the branding strategy in food production enterprises, taken as the object, is aimed at creating brand value, which is related to the marketing mix and the image of the enterprise.

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