

выполнения новых комбинаций», «без развития нет прибыли, без прибыли нет развития».

Использование разработанной новой мо-

дели для предпринимательской деятельности организации инновационного маркетинга будет эффективным в сфере бизнеса.

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**OZIQ-OVQAT MAHSULOTLARINI MILLIY BRENDLASH STRATEGIYASI**

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**Annotatsiya.** Ushbu maqolada milliy oziq-ovqat brendini yaratishning nazariy va uslubiy asoslari ko'rib chiqildi, muallif "brend" va "milliy brend" atamalarini tushuntiradi. Muallif milliy oziq-ovqat brendini shakllantirish bo'yicha marketing strategiyasini ishlab chiqish bo'yicha ilmiy taklif va tavsiyalarni taqdim etdi.

**Kalit so'zlar:** brend, milliy brend, oziq-ovqat mahsulotlari, branding, marketing, atribut, imidj.

**СТРАТЕГИЯ НАЦИОНАЛЬНОГО БРЕНДИНГА ПРОДУКТОВ ПИТАНИЯ**

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**Аннотация.** В данной статье рассмотрены теоретико-методологические основы создания национального продовольственного бренда, автор разъясняет термины «бренд» и «национальный бренд». Автор представил научные предложения и рекомендации по разработке маркетинговой стратегии формирования национального бренда продуктов питания.

**Ключевые слова:** бренд, национальный бренд, продукты питания, брендинг, маркетинг, атрибут, имидж.

**STRATEGY FOR NATIONAL BRANDING OF FOOD PRODUCTS**

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**Abstract.** In this article have been discussed 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.** Nation branding has become a popular yet contested field of research and practice, attracting interest from a broad range of disciplines. Not everybody is convinced that nation branding is a good idea, or, indeed, possible. The different opi-

nions are mostly due to people's varying perspectives on the topic, but also depend on their deeper ontological beliefs and convictions. Nation Branding allows a country to rise in the esteem of its neighbours, market its resources and compose the face it

presents on the international stage. On the other hand, a country's nation brand also facilitates location branding efforts for corporates. Location branding encompasses nation, region and city branding and marketing, through which both local and global businesses strive to create visual, emotional, and perceptual connections with locations in order to market their products and services.

"Currently the world is going through a difficult period, every day we face new challenges. However, you cannot sit and wait for what will happen next. We need to quickly identify and tackle problems, find new opportunities," Shavkat Mirziyoyev has said[1]. on the issue of improving the lifestyle of the population, it is important to create a brand of food products in bunda, where it is aimed to increase production

Branding is the process through which a products' or a services' brand image is changed or is being developed. Over time, the branding process was approached from many perspectives to serve different purposes, therefore the nation branding was introduced to create a recognizable image for a country, which started to grow year by year. The scope back then, was the same as now, meaning to consolidate a nation's position in a competitive environment and to improve its reputation. A positive national image contributes to the economic growth by building up a touristic national brand, attracting foreign investors, building trust in the national companies and brands, it encourages exports, develops the public diplomacy and slows down emigration. A good national branding is advantageous for all parties involved, for the private and the public sector, as well as for all bodies and citizens, and these same parties play an important role in building it. While all parties involved are conscious about the need of a coherent brand and are willing to contribute to the branding process, it is actually a challenge to build functional models to implement it and facilitate a strategic communication. This article is using case studies and desk research to study suitable models and communication strategies, which can be applied in the national branding process. It is proposing good practices to bring together research, business, policy making actors and individuals.

**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. Kapferer recognizes food brand as an external factor, as a sign, "whose function is to disclose the hidden qualities of the product which are inaccessible to contact"[2].

Keller said that Food branding image communicates the strong, favorable, and unique associations to the consumers through "direct

experience, brand information, word of mouth, assumptions of the brand itself -name, logo-, or with the brand's identification with a certain company, country, distribution channel, person, place or event"[3].

Ries and Trout learned the Food Branding as a destination, and more specifically positioning brand of the destination, includes coherent product differentiation and market segmentation strategies to create the desired image. The aim of positioning is influencing how the images perceived, thus positioning the desired image in the minds of the people[4].

Nation food branding is relatively a recent term and emerging area of interest, whilst having lack of clear conceptualization. Anholt highlights the notion of enhancing image and reputation of a country and therefore increasing its competitiveness in his definition of nation food branding. The Anholt- GfK Nation Brands Index (NBI) serves this aim by providing a measurement tool for understanding how the image of a country is doing on the global level through the "nation food brand hexagon" composed of people, governance, exports, tourism, investment and immigration, and culture and heritage[5].

Andrei have learned Globalization has a divisive effect in terms of disrupting traditions, but also uniting societies through the exchange of similar goods, helping people move and relocate across borders, direct and simultaneous trans-border dialogue and exchange via internet[6].

Blackman and Segal said that Country food branding has to take the elements of trust and halo effect into consideration and will have to convince on different levels, the level of economy, of education, of values and of political stability. Public sector and government play an important role in creating a fertile environment for stimulating partnerships and links between private and academia[7].

According to the author, the formation of the national brand or brand of products affects the level of consumption of the population at the same time creates an opportunity to export national goods, which is the basis for bringing positive results in the economy of the country[8].

**Methodology.** Following a desk research, the authors have analyzed different nation branding strategies, as well as literature concerning nation branding and relations between various actors in a country and their contribution to building an image. Pursuant to this analysis, the authors are proposing a good practice guide for designing a nation branding. This secondary research is collecting the most effective practices that were used in nation branding strategies, presenting them for the consideration of nations willing to brand or

rebrand. This article is particularly concentrated on the business model and management solutions adopted to cluster stakeholders and facilitate their working together.

In this regard Churchill GA [9], Brown T.J., Kotler Ph. [10], Keller K.L., Setiawan I. [11], Karatajaya H., Malhotra N.K. [12], Kennedy D. [13], Salenbacher J., Traindl A., Trout J., Doyle P. 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. Tarsevich V.M., Bulanov A., Veselova A.O., Godin A.M., Golubkov E.P.[14] 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.

**Research methodology.** Following a desk research, the authors have analyzed different nation food branding strategies, as well as literature concerning food branding and relations between various actors in a country and their contribution to building an image. Pursuant to this analysis, the authors are proposing a good practice guide for designing a food branding. This secondary research is collecting the most effective practices that were used in nation food branding strategies, presenting them for the consideration of nations willing to brand or rebrand. This article is particularly concentrated on the business model and management solutions adopted to cluster stakeholders and facilitate their working together.

**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.

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.

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. [8]

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[10]. 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.

Table 1

The role of the brand in ensuring a competitive advantage[11]

№	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

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[12]:

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[9].

Public opinion about national government competency and fairness, as well as its perceived commitment to global issues.



The power to attract people to live, work or study in each country and how people perceive a country's quality of life and business environment.

Fig.2. Brand structure [7]

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.

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.

In conclusion, the formation of the brand of food products:

- expansion of product consumption;
- increase in the country's export potential as a result of the national brand;
- in the cultivation of food products in accordance with international standards in terms of quality;
- in the formation of a competitive environment of national producers with international food processing enterprises;
- leads to the growth of the national economy.

And as a suggestion, the state should support the export of the country's food-producing enterprises, apply tax incentives, and support them. this reduces the monopoly and helps to increase the quality and type of products.

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.

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