

**BRAND IMAGE AND INTERNATIONAL MARKETING STRATEGIES IN INCREASING
THE COMPETITIVENESS OF NATIONAL ENTERPRISES IN THE WORLD MARKET**

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Abstract: The article presents the content of brand image and international marketing strategies in the global market, as well as the essence of the concept of brand image, the essence of many methods of establishing brand credibility.

Keywords: brand image, Product, marketing, strategy, global market, brand value, balance. Artel

Over the years of independence, a comprehensive set of measures has been implemented in our country aimed at establishing a legal democratic state, organizing a strong civil society, free market relations and the primacy of private property in the economy, peaceful and prosperous life of the people, and Uzbekistan's worthy place in the international arena.

In accordance with the Decree of the President of the Republic of Uzbekistan No. PF-158 dated September 11, 2023, the "Uzbekistan — 2030" strategy¹ was approved. This document is considered an important document that defines the main directions of development of Uzbekistan in the next 7 years and is aimed at achieving 100 goals within 5 priority areas. Its goals and performance indicators are easily accepted by the population and are presented in a convenient and understandable form.

The "Uzbekistan — 2030" strategy was developed to ensure the sustainable and inclusive development of the country and defines the long-term development directions of Uzbekistan. It includes such goals as reforms in various sectors, economic growth, improvement of education, healthcare and social protection systems, ensuring environmental sustainability and modernization of public administration.

At the same time, the need to create a full-fledged system aimed at expanding and developing the activities of the population and other small business representatives with entrepreneurial skills and experience by realizing their potential and ensuring its effective functioning is of great importance in the implementation of this strategy.

There are also a number of systemic problems in the management of state-owned enterprises, including:²

- state property is not classified into republican and municipal property, there are no directly applicable legislative acts providing for the management and privatization of state property through transparent mechanisms;
- due to the lack of criteria for ownership of state-owned enterprises, state-owned enterprises operate in areas where the private sector is successfully operating and competition is developed, and as a

¹¹ O'zbekiston Respublikasi Prezidentining Farmoni, 11.09.2023 yildagi PF-158-son

² Шавкат Мирзиёев ЯНГИ УЗБЕКИСТОН СТРАТЕГИЯСИ. – Toshkent "O'zbekiston" нашриёти, 2021. 464 бет.

result of the lack of a systematic approach to privatization, the participation of state-owned enterprises in the economy remains high;

- as a result of the granting of privileges and preferences to state-owned enterprises and the lack of transparency of the mechanism for fulfilling the state's commercial and non-commercial goals by them, state-owned enterprises have an advantage over private enterprises;

It cannot be denied that all this reduces the quality and effectiveness of our work in this area and is a serious obstacle to achieving our goals and objectives.

Currently, most state-owned enterprises are financially unstable, which makes them a heavy burden on the state. Therefore, starting from this year, a program to reform all state-owned enterprises is being implemented.

In particular, next year, Navoi Mining and Metallurgical Combine, Uzbekneftegaz, Uzbekgidroenergo, Uzavtosanoat joint-stock companies will have the opportunity to enter the international financial market and attract funds without state guarantees. It must be admitted that the knowledge and skills of specialists, as well as the technical capabilities of large enterprises, are not enough for their independent transformation. Therefore, the World Bank, the European Bank for Reconstruction and Development, the Asian Development Bank, and internationally recognized companies such as McKinsey, Boston Consulting Group, and Rothschild were involved in the reform of large enterprises in the electric power, oil and gas and chemical industries, and commercial banks.

A number of measures are also being taken to develop digital technologies in the real sector of the economy. In this regard, special attention is paid to harmonizing programs for the introduction of modern information technologies in industrial enterprises with programs for the technological re-equipment of these enterprises, ensuring automation and management of all stages of enterprise supply, as well as reducing logistics and procurement costs.³ Through these digital technologies, we can change or update the brand image of a product in terms of international marketing and in the production process, taking into account the needs and desires of consumers. First, let's think about the brand.

A brand is a multifaceted concept by which people immediately recognize a particular brand of goods.⁴ Branding is a practical and effective way to promote a product by creating a unique and recognizable name. In addition to popularity, a brand also provides many material advantages. In particular, buyers are willing to pay much more for a branded product, and over time, a good brand can be sold as intellectual property. A brand is a broader concept than a sign.

Brand awareness is one of the key marketing metrics that directly impacts the number of purchases. To understand how each of these intangibles contributes to a company's value, it is necessary to assess their individual value. In the 1950s, David Ogilvy proposed the concept of "brand image." In the 1980s, big businessmen began to track brands to determine whether they were being sold or bought at a high price. The difference between the price of a brand on the balance sheet and the price a customer would pay for the brand began to be recorded in accounting as "brand value." The brand was no longer an abstract concept, but a tangible object that had real value for its owners. Brand image is the customer's perception of your brand, based on interactions. It can develop over time and does not necessarily involve the customer purchasing or using your product or service.

³ Шавкат Мирзиёев ЯНГИ УЗБЕКИСТОН СТРАТЕГИЯСИ. – Toshkent "O'zbekiston" нашриёти, 2021. 464 бет.

⁴ Дан С. Кеннеди. Жесткий бренд-билдинг. Изд.: Альпина паблишер, 2017.-290 стр

Since customers may have different opinions about your brand, it is important to work hard to maintain a consistent brand image.⁵ Below is a brief description of the Artel company.

ARTEL is a giant brand of home appliances, declared a leader in reliability and efficiency among end users.

Artel is a young and rapidly developing brand of home appliances, recognized as a leader in reliability and efficiency among buyers. One of the main features of the Artel brand is the production of more than 16 categories of home appliances, including kitchen, home and cleaning appliances. All our products allow you to fully equip your home with modern appliances. According to the results of marketing research conducted in Uzbekistan in 2022, Artel managed to transform from “Barakali Tekhnika” to “Ishonchli va Barakali” brand. The brand strengthened its communication strategy by attracting brand ambassadors.⁶

Businesses spend a lot of time defining a brand’s personality, voice, and positioning in the marketplace. This goes beyond the visible elements such as the identity, logo, and other elements that companies can use to differentiate themselves from their competitors. All of these elements of a brand contribute to the way a customer interacts with and perceives your brand, which ultimately results in a brand image.

Today, many consumers buy your product or service not just because you have the best option, but because of what you stand for.

In fact, a Harvard Business Review study found that 64 percent of consumers say shared values are the primary reason they engage with a brand. This was the biggest driving factor overall, with only 13 percent citing frequent interactions as the primary reason for their engagement. This means that while you need to engage with your customers, the quality of your interactions is more important than the quantity of brand awareness. This is especially true in a post-pandemic world: 61% of people said that how a brand responds to a crisis has a big impact on whether they will continue to have a relationship with them. According to the 2022 Consumer Trends Report, more than 60% of consumers feel that businesses care more about them and that they are more likely to buy from them if they feel that they are cared for. A good brand image helps a company establish credibility in its industry. This requires earning the respect of consumers and competitors through quality, consistency, and honesty. There are many ways brands can establish trust, such as:

- Being honest with consumers
- Providing expert testimony about products or services
- Responding to customer feedback
- Solving problems quickly
- Comparing products and services to competitors
- Becoming a thought leader in the industry
- Protecting customer data
- Focusing on quality
- Taking a stand on social issues

Consumers are more likely to trust brands that are more trustworthy and open about their operations. When a brand is perceived as the most trustworthy option in the industry, consumers are more likely to support the brand over the competition.⁷

⁵ Котлер Ф. Вонг В., Армстронг Г. Основы маркетинга. М.: Виллам:, 2010. с. 115

⁶ <https://artelelectronics.com/about-company>

⁷ Каферер Ж.Н. Бренд навсегда: создание, развитие, поддержка, ценности бренда. М.: Изд.: Вершина, 2007. — 443 стр.

Here's an example of a brand image for a sports drink company: The logo of Florida-based Greenwater Sports Drinks is a green wave with a surfer holding a drink on top, which helps to embody the company's identity of fun, relaxation, and refreshment. Greenwater is the first to create unique energy drinks made only from sustainable ingredients, with biodegradable energy drink packaging. Customers see Greenwater as a responsible company that takes the health of the planet seriously, but also encourages relaxation and fun with natural ingredients. The company supports several local habitat relief funds and marine biology projects that help improve the health and quality of local marine life and ecosystems. This helps to reinforce the brand's commitment to sustainability and love for the land, and builds trust between the customer and the brand.

In conclusion, brand image and marketing strategies are one of the most important factors that determine the success of any company in the global market. A strong brand image increases consumer trust in a product or service, helps convert them into long-term customers, and expands the company's market share.

Effective marketing strategies, on the other hand, serve to distinguish a brand from competitors, maintain constant communication with consumers, and ensure that products or services are in demand in the global market. Today, digital marketing, content marketing, social media strategies, and personalized approaches play a major role in increasing brand popularity.

It is also important to take into account the cultural characteristics of local markets and customer preferences and adapt marketing strategies when entering international markets. In order to gain a competitive advantage, companies must support innovative approaches and create products that meet the needs and desires of customers.

In conclusion, to create and develop a successful brand in the global market, it is important to have a quality product or service, effective marketing strategies, and establish strong relationships with customers.

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