

THE ROLE OF BRAND MARKETING IN INFLUENCING CUSTOMER DECISIONS

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Abstract

In recent years, with the development of the market economy and the increasing trend of growth in many areas of the national economy, countries have become more widely used, even in some sense "fashion" from English "brand", "branding", "promote the brand" They mastered the words "to do". Branding is a complex concept covered in several articles and many textbooks. However, most people do not have a clear idea about the brand. Due to the complexity of this concept, it is often confused with a trademark. For example, the Oxford dictionary defines the concepts of "branding" and "branding" as follows. "Brand (brand) - a set of all representations, ideas, images, associations, etc. about a specific product that is relevant to consumers and tells them: "Yes, this is what I need to buy." We can say that such a brand is a reputable and well-known brand. However, a number of experts argue that brand and branding should not be confused. Brands of well-known companies have a large amount of funds.

For example, the McDonald's brand is valued at more than 30 billion dollars. IBM brand is more than 80 billion dollars, Nokia is about 30 billion dollars. CocaCola has one of the most valuable brands, its value is about 70 billion dollars. Today, the average European is faced with a huge amount of advertising messages every day, and the average supermarket has 25,000-30,000 products. This requires the need to concentrate on the main thing, to create an image in the mind of the consumer and, if necessary, to emphasize the most important thing. Also, it is necessary that the individual elements of the brand communication complement each other and create a strong and integrated impression. Only at the same time, a brand that knows how to find something important and valuable for consumers, to express it in its symbols and communications, to be properly recognized and to achieve long-term benefits of consumers, can be called a full-fledged brand. Although branding is widespread in developed market economies, it has not yet found widespread use in internal advertising practice, as it includes many elements that go beyond our understanding of advertising. Branding is based on the marketing research of the advertiser, the implementing organization and the advertising agency, in the mind of the consumer



creation of a personalized brand image and joint creative work on a large scale (using advertising types, means, images and methods), that is, to the product (service brand) or product family (service family) itself image created as a distinctive trademark.

Creators of the brand image take into account the physical characteristics of the product, the feelings that appear in the consumer, and appeal not only to the mind, but also to emotions, act subconsciously. If a product (service) in the market is accompanied by success, high reputation, then there will always be similar products (services) that repeat its popular reputation. Therefore, branding is a constantly evolving activity that outranks competitors.

Branding is a creative work of an advertiser, implementing organization and advertising agency based on marketing research on a large scale (using various types, means, and can achieve many things).

- implementation of a long-term program to maintain the planned sales volume in a certain market and create and strengthen the image of a product (service) or a family of products (services) in the minds of consumers;
- to expand the assortment of goods (services) and to ensure the increase in profitability as a result of the introduction of knowledge about their general unique qualities through a collective image;
- in advertising materials and companies, to reflect the culture of the country, region, city, etc., where the product is produced (service is provided), taking into account the needs of consumers, as well as the characteristics of the area where it is sold;
- Three factors that are very important for circulation and advertising audience are the use of historical roots, present-day realities and predictions for the future. However, effective branding is not easy.¹

Its effectiveness depends not only on the professional knowledge and business culture of the advertiser and the advertising agency cooperating with him, but also on their ability to work with intellectual property, trademarks, design and texts. Collecting customer data and using that data for future personalized advertising is simple, but before data collection the first step is to understand how the customer's decision-making process works. This is the fundamental basis for meeting your customer's needs - and you step into their shoes. Like all businesses, you need to respond and solve a problem. This is how the customer's decision-making process begins; as soon as the customer realizes they have a problem. The "problem" can be

¹ Branding. Textbook. Y. Karriyeva, N. Zufarova, - Т.: ТДИУ, 2015. - 259 б.



small or large, and it can be anything from needing sunscreen for a sunny weekend or needing a plumber to fix a burst pipe - whatever the case, it is a product or service that solves a problem. The customer knows that his problem should be solved as soon as possible by making a purchase. If merchants can predict when their customers will become aware of these issues, they will be able to monetize and count on huge increases in revenue. Depending on what customers are buying, some merchants can use the average shelf life of their products to predict when their customers will need to buy again. When they determine that it is time for their customers to shop again, they can prepare online ads to target the right customers in need.

Collecting customer data and using that data for future personalized advertising is simple, but the first step before collecting data is to understand how the customer's decision-making process works. This is the fundamental basis for meeting your customer's needs - and you step into their shoes. Like all businesses, you need to respond and solve a problem. This is how the customer's decision-making process begins; as soon as the customer realizes they have a problem. The "problem" can be small or large, and it can be anything from needing sunscreen for a sunny weekend or needing a plumber to fix a burst pipe - whatever the case, it is a product or service that solves a problem. The customer knows that his problem should be solved as soon as possible by making a purchase. If merchants can predict when their customers will become aware of these issues, they will be able to monetize and count on huge increases in revenue. Depending on what customers are buying, some merchants can use the average shelf life of their products to predict when their customers will need to buy again. When they determine that it is time for their customers to shop again, they can prepare online ads to target the right customers in need. When customers are aware of their problems, they actively seek an immediate solution. This process starts with shopping and researching search engines like Google to find the product or service they are looking for.

This is where online advertising can also come in handy, as you are your you can optimize your ads to search for customers in a personalized way. On top of that, customers check good reviews to trust your brand. Merchants who use well-written product reviews on their website, which can include video testimonials with lots of product images, are bound to increase brand and product awareness and often lead to higher search engine rankings. When customers find a solution, whether it's a



product or service, they compare and evaluate it against other companies with similar products or services. This includes pricing structure, quality, delivery times, customer reviews and the amount of reviews, product photos, and other factors they consider important. This is where social proof comes into play, as companies with social outreach are often considered more "trustworthy" than others without social media proof. Now that the product evaluation is done, it's time for consumers to make a purchase decision in the near future.

Consumers choose the product that best fits their needs and hits home with their pain points (ie, the product has the most beneficial effect as a solution). In service-based businesses, offering a free consultation is your best chance of attracting potential clients/customers. On top of that, having a loyalty program by offering deals, discounts and coupons is a great way to retain customers. As you know, understanding the customer's decision making process is crucial for all merchants in marketing and advertising and running your business in general. Once you understand how customers behave when it comes to solving a problem, you can analyze how your customer base thinks and behaves, so you can gain valuable insights about your business. From there, you can pre-target your future customers with advertising without having to guess or evaluate their behavior.

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