

# The Ministry of Education of Azerbaijan Republic

## Elements of branding and brand recognition

Emil Surxaylı

UNEC SABAHI

Azerbaijan State Economic University



JUNE 2018

## **ACKNOWLEDGMENT**

I am very thankful to Sevar Mammedova for sharing her experience, time for my graduate work, and guiding me in my scientific work

## **ABSTRACT**

This topic is one of the key points of the marketers. Transforming a product into a brand is one of the key targets for each company. In this regard, I clarified branding strategies, the processes that made the product a brand, relationships between the manufacturer and the consumer. I paid attention to the fact that the “Made in Azerbaijan” brand has a few traces of people's thoughts.

The development of the non-oil sector in Azerbaijan contributed to the appearance of Azerbaijani products in the world market. The state-of-the-art projects and the introduction of new technologies will boost product quality and increase competitiveness with foreign brands.

## Table of contents

### Introduction

<b>Chapter I. Literature Review</b> .....	7
I.1. The aim and functions of branding (market, market analysis and the role of segmentation) .....	7
I.2. Branding elements (brand benefits for seller and consumer both) .....	18
I.3. Developing of brand strategies (line extension, brand extension, multibrands, new brands ).....	24
<b>Chapter II. Methodology and Analysis</b> .....	33
II.1 The impact of the global financial crisis to establish an export-oriented economy.....	33
II.2. . State policy toward promotion “Made in Azerbaijan” brand in foreign markets .....	35
Analysis;.....	40
II.3. The main recommendations for developing national brands.....	48
<b>Conclusion</b> .....	50
<b>Bibliography</b> .....	52

## INTRODUCTION

**The relevance of the report.** One of the goals set by the companies in the late XX century is to create a brand. What are the advantages of the brand for the company? And how does it form consumer perceptions? Such questions are the reasons why a brand was created. The success of brand brands, the relationship between the consumer and the producer are reflected in the research conducted here. The introduction of foreign brands on the local market, the adjustment of the market by the state of the country, the discovery of the local brands in the foreign market is one of the most important factors for the companies.

Recently, one of the most remarkable aspects of the market of Azerbaijani products in the form of raw materials. The production of Azerbaijani products under the brand name "Made in Azerbaijan" is a sign of the development of the economy. The article analyzes the state policy carried out in this direction, the measures taken, the exported countries and the exported brands. In this regard, many state-owned projects have been delegated to the public, and advertising spheres have been implemented to promote to the world. How people great local brands and their attitudes towards them were analyzed in this article. The survey was conducted on social networking sites, and respondents' opinions on it were studied.

**Purpose of the study.** Investigating the position of “Made in Azerbaijan” in the local and foreign markets

**The object of research** is the factors influencing the formation of brand and branding in Azerbaijan

**The research tasks are conditioned by the objective.** The objectives are the followings;

- The impact of the global financial crisis to establish an export-oriented economy
- State policy toward promotion “Made in Azerbaijan” brand in foreign markets
- The main recommendations for developing national brands

Research methods, such as systematic analysis, comparison, logical synthesis, were used in the research.

**As a source of information,** I have used scientific articles by local and foreign academics on the subject, books about this subject as well as the materials embedded in the internet resources.

## **Elements of branding and brand recognition**

### **Chapter I. The branding evolution and its recognition**

#### **I.1. The aim and functions of branding (market, market analysis and the role of segmentation)**

##### History of Brand

In the 19th century, Americans are using the "burning their mark" pattern for the marking process. Today, the word "Brand" is used as the counterpart of the concept of the brand in English. Brand is the etymological name given to the "burning their mark" process.

The farm owners mark their animals with their own signs so that they can mix with each other in the pasture and the market. So, in the common pasture areas and the animals in the bazaar are not mixed. This process has a favorable effect on buyers because naturally the bovine animals raised by certain farms have a healthier and better meat fat balance than others. After a while, buyers are starting to prefer cattle belonging to these farms to others. Even buyers are paying more for these cattle than their counterparts for cattle animals.

If we look from a universal point of view, archaeological record shows that such applications are followed by BC. It goes back to the 21st century. In ancient Greece, olive oil producers produce special ceramic cubes for their products and differentiate their products. According to some experts, it is a step taken to ensure that products are distinguished during transportation and in the market, but in essence there is an effort to differentiate from other products and we do not know whether they are paid more. Because if one of the important criteria of being a brand is to differentiate another is to be able to sell the product / service more expensive.

But Serhan Ok says that the first brand was HZ Adam. If life begins with Adam, the first brand of history is definitely a fad. A name, a purpose of existence, a free face, a body shape, a unique voice, although we have never heard of it, is a personality that we do not recognize at all. It was a brand and was the first brand in

history. Since we started our world our lives, we keep defining things through language to distinguish things from other things and to describe them. If you have to tell someone something, you need words. That's why we started not to make meaning to voices and shapes. That is the time when marketers first started using it in the sense that we know it. That's when life first started.

It does not start with the stigmatization of animals with an angry anchor in many sources. Using a stamp to separate an animal from the other is like creating a visual piece of the mark, as we will discuss in the segment. This may be thought of as one of the first uses of logon. Besides, as the only component of the brand is not the logo, the logo is not always the most important. Marking begins with identification, not with stamping. When we have attributed a name to distinguishing something from others then it is branding. And that marks the beginning of life.

We are delighted to discover that we are in the process of making inventions. We are delighted that we found the bulb, but the light has been there forever. The thing that we call the brand is nourished from human nature and our existence system is totally based on it. We have recently begun to designate this concept as "brand" and to direct and develop our trademarks in this frame.

If it means branding, describing and qualifying and creating originality, this is not something new. Man himself is already a summit of originality. This is the utopia we want to achieve while managing our trademarks. we want to create a brand like human. We want to create such a brand that some of the people that a mother recognizes from the smell of her child know us from her smell.

We can say that the first communication specialist of history had already existed before history began, arguing that the first brand of history was Adam. Hevva, who persuaded the Prophet to eat apples, was the first communication expert in history. From here we can say that the first product of history is apple. In its current popularity, it has its share in being so deeply rooted.

### Understanding the target audience

We act with an induction and a generalization that will facilitate our work. But first of all, we must choose who is the target. This is what we try to do with our products or our services. On the other hand, this person may not be the same person who makes the purchase decision or acts in a negative direction. Beyond that, the person making the purchase decision may not be the person who pays the

money. For this reason, the preferred target group for communication is mostly the person who has the most influence on the purchase decision and gives the money. Let's give an example:

A consumer of a baby diaper, the consumer is a baby. In other words, the people we try to produce benefit are babies between the ages of 0-3 who we want to sleep comfortably with our products and play comfortably. However, the person we want to give a message in communication is the mother who wants the child to be healthy and the result of comfortable sleeping will be a comfortable sleep. Baby can not make baby diaper preference. But it may be partially visible with your comfort. So while all babies' ads advertise the benefits of the product from one side, the emphasis is on being a "good mother"

A similar situation is also the case for Inoxan , one of our clients that we provide consultancy services. Inox, produces and sells industrial kitchen equipment Turkey's leading brand. The users of the products are the cooks. The person who makes the purchase decision is sometimes the boss, sometimes the purchasing department of the institution, and rarely the cook. The person who gave the money is the boss or the CEO. In this case, there is a mass of money governing the chef who is using the product, but we have to persuade him more.

It is important to know whether the person making the purchase decision is the same person as your customer. Almost all of the products produced for children up to a certain age are targeted by the mothers in the communication because the mother makes the purchase decision.

We need to know who the consumer is, that we can not sell our products or services, and who knows who will benefit from the products and services. The people we define as the core target group must distinguish themselves from others by their specific characteristics. Defining the target group as "father" is often insufficient for decomposition. We must also describe some features of this father, such as age, education and income status. In many cases, we must also foresee the

personality traits. Target audience definition should be made without leaving any outstanding statements. Keeping the definition wide does not provide an advantage for the brand, but also leads to inefficient operation of many people and institutions involved in brand communication. The advertising agency, who does not know who to say the word, can not predict what to say or how to say.

Once we understand the human being and the target, we need to understand the market we are aiming to show or show. If we know the size of the market in terms of volume or quantity, our investments will allow us to give better direction. Findings about market size, findings, reports from related associations, state statistics and intuition give us information about how we are in a market. Measuring some markets can take a lot of time and cost too much. It may not be possible to measure some markets because of the inadequacy of the market's own structure. Once we know the size of the market, we will find out whether the target segment will satisfy us financially. If we are currently operating in the market, it is worthwhile to know how much we have received from the current market and in this context we are in the market. It is also not possible to find it for some markets. But knowing our own market share and at least knowing the competition and volume power of the company that we see as competitors allows us to act more consciously. On the other hand, it should not be forgotten that our market share is also a great influence on the target. Market share can create a communication opportunity. Humans are mostly a lot of people. We prefer products that are preferred by the majority, mostly by the majority. This social approval comes from our need or our desire to guarantee our business in the simplest form. And as a result, we can do that much more by entering the majority. It makes us feel safe if we choose the same brand with a lot of people. Sometimes the opposite is true. Sometimes it helps us if we are in the second, third or more positions on the market. Once we understand the situation in the market and the situation in the market, we must also understand the general trend of the market. The market is

growing, shrinking, evolving, it must be known that the shape of the future of the brand can be shaped

The target may be the target of selling more products to the target group that the brand specifies. In fact, the ideal of each brand is in this direction. For some brands, however, this may be the only exit point or the only expansion opportunity. In this case three different routes can be monitored depending on the sector.

#### 1. Create a market

Creating a market is aimed at getting a share from the market that will be formed by enlarging the category. Sometimes here a single brand, categorie can work to make the market can work. On the other hand, this growth can also be achieved by stealing shares from equivalent products that serve similar purposes. For example, lemonade has been ignored in Turkey, any player that is not listed in the menu and was a product of the alternative beverages. However, Uludağ Lemonade has played an important role in creating the market with its development, standardization and intensive communication activities. “Sütaş” has done the same for the “Ayran” bazaar in the past. Traditionally hand-made and ready-to-eat food sector also consumed this way “Ayran” packaged. At the same time, it improved the image of the product. The young people liked the new product “Ayran” with their targeted communication studies.

Growing or creating a market is not an easy process on its own. It is necessary to change the habits of the customers, to convince the person that the product is necessary and what needs to be met, to convince the person that the product is necessary and what is needed, to check the product and to create value in the perception of the people.

#### 2. steal share from opponent

In areas where consumption can not be increased or where the market is approaching the saturation point, more efforts are made to capture a larger share of

the existing market. Consumption may not be increased with the nature of the work, the communication work to be done and the campaigns. There is a tough competition for this share to be taken from the opponents

### 3. Discover new places

If the brand has reached a certain saturation in the current market but resources are suitable for growth, searching for new markets is another option for brand extension. By leveraging the power of the existing brand, we can use industry experience.

When discovering new markets, many economic and political factors are of course glanced. These are important while creating the target market strategy. On the other hand, the analysis of the sector and the dynamics of the sector have to be determined. Channel structure, pricing, logistics, such as a lot of issues need to carry out a comprehensive study. In addition to this, it is necessary to pass the researches to be done in terms of brand and communication. Solving the sociological and psychological structure of the target market is the most important issue to understand the people of the region. Again, a variety of comprehension methods can be used. A business partner who understands the people and market structure of the region can make things easier for you.

We have to discover and learn everywhere we discover new places. At the end of this, of course, there is the dream of being a global brand. It is not easy to realize this dream. What is certain is that; we have neither time nor money to start branding activities in dozens of countries at the same time. There is a focus on the basis of the branding. First you have to give up your dream to export to 100 countries. It is very costly to have websites, product catalogs and manuals in your own language for so many countries. The export team can not go even once a year in the majority of those countries. Let us choose our main target markets and develop strates there in turn. I have branding goals there. Let's try to improve the channel and make us feel that we are not temporary.

The most basic research topics when conducting market analysis are; whether it is a market for the product concerned, a need for the product concerned, the desire to buy and whether it is power, where and where the uses of the products to be marketed will be, who, where, when, how and why to buy and buy these products and what constitutes the elements that will affect the reception.

Market determination refers to the ability to determine the positive and negative effects of social, cultural, technological, economic and political environmental conditions and to qualify the market as a service to be targeted. As an initial point of brand management, an understanding of the relationship between consumer's price for the product and satisfaction from the product is shown. The understanding of this relationship is possible by examining the demand structure of the market. In the broadest sense, demand is the desire to buy a good. The change in the degree of consumption of the consumer to any goods reveals the changes in demand. There is more or less demand for a good; the place of the goods in the consumer budget, the nature of the goods, the substitution possibilities, the habits, the time factor.

Market segmentation is the process of segmenting a heterogeneous whole market into consumer groups or market segments that need relatively similar products. This process or process is to develop a marketing mix or program that will better suit the needs of individuals in a selected market segment. A market segment refers to a group of people or groups of organizations that share one or more characteristic characteristics that result in segmentation and result in relatively similar product needs. It is aimed to create an image based on distinctive or different characteristics from competitors while first stage marketing programs are developed in line with market segmentation. The image created by attracting or presenting a different and superior feature of the brand, which carries marketing components and all its features in the consumer mind according to the competitors, can be described as brand positioning.

The main factors that make up the final and organizational market structure are; market potential, geographical distribution of buyers, demographic factors, social and psychological characteristics, political and economic variables.

After understanding the general structure of the market, it is necessary to understand the competitors who form and shape the market. It is good to be competitive, it strengthens the perception and interest towards the consumer's categorical. The market also develops. Competition ensures that brands are up to date. It enables the development of products and services. On the other hand, employees increase their sense of unity against other brands and their commitment to their own brands. The big problem to face is that there is no competition. As we will discuss in the branding section, it is not possible for people to make comparisons without a competitor, which makes it difficult to make purchasing decisions while raising inquiries about the product.

In the case of brand managers, we will examine and follow competitor brands under various headings. This is the critical things that must be done when we first enter the market. Because the power of rival brands gives us direction in our strategy of entering the market.

Besides, the things that competitor brands have done up to this day in the market and the promises they give to customers are shaped by the perceptions of the customers. Competitors have a big influence on the pricing strategy. Because the prices the competitors cut for a particular product become the reference point from the consumer's point of view. When dealing with raffles, it is necessary to examine them according to the characteristics of each rival. It is important to understand the ratios but can be dozens of players in a market. This does not mean that all players have to go through life, and every competitor must respond to every move. First of all, it is useful to separate the competitors into three classes to channel the energy properly. We are the first competitors in the brand we are trying to sell our product or service to the same target audience. The primary opponent is usually one to two and is followed day and night. Secondary competitors are less frequent compared

to the primary and must be followed. They do not address the same target audience in the secondary theory. It is called brand indirect competitors that affect indirect sales and are not exactly competitive. Although I would say indirect brands in this category, in some cases the indirect competitors living and experiencing in the market can affect us very much. These developments can make indirect competitors a secondary or even primary competitor.

The way the country is managed influences the marketing structure. In this framework, the authoritarian power of the state, the activities of the political parties, the influence of the soldiers, the levels of racism and nationalism in the country, the structure of the bureaucracy, the form and intensity of international relations, the level of participation of the country in economic activities, the laws and order traditions, transparency, justice, crime, taxation, public payments and other legal criteria are defined as political and legal dynamics. Consumer groups have different buying behaviors depending on their demographic characteristics such as age, gender, education level and income level. Consumers tend to purchase behavior with motives to meet different requirements. It is important to understand what kind of needs and habits the consumers have and to determine what demographic and socio-cultural factors affect purchasing habits as well as to which product group the consumer is heading for, how much money he spends, it can be argued that following the right marketing strategies such as marketing, promoting and selling activities according to these consumer clusters will provide the competitive advantage to marketing managers.

The brand must ideally have a common and strong stakeholder for almost all of its target consumers. The more the core brand is expressed to the brand manager, the more miserable the brand is. We are the owners of our own people. Are the trademarks owned by genuine owner brands or consumers? The brand is a concept and perceptions that are placed in the minds of consumers and are directed by the consumers but directed by the brand manager. Because perception occurs in the consumer. When the brand is first created, it is built on some values and promises

that are economical or unaccounted for. These are mostly the values and culture of the brand owner. Later, when these values are accepted by the consumer, we are now responsible for those values.

## Brand value

Brand value is the financial value that a brand can acquire when sold or substituted. Companies make significant investments in their brands for many years. But investing in a brand does not mean creating an immediate sales impact. On the other hand, it is not right to see these investments as expenses only and to fall short of the near term because the loyalty and increased purchasing intentions amongst customers resulting from brand investments create a long-term preference for future periods. Therefore, the investment of the brand must be perceived as creating an asset created by a value brand.

Traditionally, brand value is used for large-scale financial analysis. Particularly during company mergers and acquisitions, buyers pay a significant premium for this trust that comes with the name of a brand. Generally, the value of a mark would be calculated once a year, probably at very high sums. As a result, for marketing and brand managers, brand value has turned into a meaningless and abstract metric that has no role in establishing the marketing strategy.

## Advertising

Research shows that brands are getting more and more difficult to tell the truth in advertisements. As the advertising crowd and number of channels increase, the fact that people are less interested in advertising is a fact. In 1965, consumers remembered 34% of the ads they watched. In 1990, this rate fell to 8%. In 2007, a study by AC Nielsen research company on 1000 people found that 2. 21% of advertisements watched by an average consumer were not remembered. It's a really scary song for these brands. Of course, brands are aware of this and are doing everything to reach consumers more effectively. Everywhere was a communication channel. It is very critical to choose the right path for the right quantity. Later on, it

is necessary to design the appropriate communication material and keep it on the air until the message is transmitted. The right advertising has several important criteria.

1. Is it appropriate for the purpose of communication?
2. Is it appropriate for the channel?
3. What is the target level of detection and how long should it stay on?
4. Does it break apart?
5. Is it remarkable?

A good advertising briefing should be able to answer all these problems. Designers need to equip with the realities of the brand and with the needs of communication. Otherwise, it will not be easy for the brand's message to be passed on to people.

People believe in superstition. 21 century We express our people as a part of information society. We see them as the luckiest masses ever to have access to real knowledge, and for that reason we may think that the most knowledgeable people live today. On the other hand, people are still anxious when black cat passes by. The people are still on board when they talk about good relations, so that they will not break down.

The wonders are not just for us. For example, in many countries, millions of people believe that number 13 is ominous. Many things about the timeline of this belief are precisely the reason why the belief in Jesus is that the number of people in the last meal is 13. A lot of people do not want to stay in 13th floor or hotel room 13. Markets try to find solutions for this. Many people do not want to board a plane when the 13th of Heliki moon coincides with the summit. Some brands are fed from this superstition. The film "2012", which is based on Mayan calendar and adapted to the cinema of the rumor of the end of 2012 in the year 2012, was launched all over the world on November 13, 2009. This is not a coincidence.

Another beautiful example is the secret of the Kitak brand's success in Japan. Turkey simple and "light" varieties, including kitkat` of this day with two of Japan

in the year 2000 was presented to the 200 or so varieties of the market. Some of them remained in short circles and were produced in limited numbers. It is possible to reach Kitkat the kind over 20 already in the country. And the reason for this success is not Kitkat's unique product idea or excellent taste. The reason is that the expression "Kitto Katsu" means "good luck" in Japanese, and people believe that Kitkat brings good luck. Especially since students believe they have good luck once before exams, KitKat eats plenty. Of course Nestle has to keep in mind that this continuation of this superstructure is excellent. Nestle does a good job of presenting the products that will conquer their hearts in the special days of the people of the country and not dropping this good luck issue from the agenda in communication.

## **I.2. Branding elements (brand benefits for seller and consumer both)**

Sometimes a brand is seen as a signal that is an important part of the modern information process in a developed market economy. Such interpretation has important consequences in the aspect of the functioning of the market system. If we consider brands as carriers of information about the properties of goods and services, then the key problem will be market failures. The most important aspects of the brand are connected with the reliability of information and the risk of spreading false information. Avoid this is possible due to the formation of a good reputation of the company. Brands, being instruments of differentiation of goods, give their owners the opportunity to take a monopoly position in the commodity market, which makes it possible to obtain a relatively large income per unit of spent resources.

In order for the brand to begin to generate additional revenue, the manufacturer needs not only to develop it, but also to invest in its development the necessary financial means. First of all, money should be spent on quality assurance of the goods, then on brand advertising and, finally, on providing a system of measures to protect it. A significant part of the expenditures carried out within the framework

of these directions is of a one-off and a current nature. The capital nature of a brand as an intangible asset is due to its information nature. It is known that in the exchange or sale of information, it remains with the owner, by virtue of what can be realized many times.

Using the brand as an asset gives the firm the following advantages:

1. Setting a higher price for this brand compared to competing companies. The results of empirical research show that loyal to brands buyers are willing to pay a price premium of up to 19% for them to the regular price, regardless of the product's product category. The longer a brand can keep a buyer, the more profitable it becomes and the higher the premium price the consumer is willing to pay for a product under his name.

2. Reduction of costs for the release of new products within the boundaries of known and advanced brands, compared with competitive "non-promoted" brands. The stronger the brand, the sooner buyers buy and try new products that appear under its umbrella.

3. More rapid recovery of costs for the development and release of goods. The stronger the brand, the more likely that consumers will want to try a novelty under his name. The sooner they do this, the faster your product development costs will be repaid and the targets for return on investment will be met. In the case of weak brands, this process begins three to six months later.

4. The brand reduces uncertainty for distributors and gets them an advantage when placing in retail outlets, as well as support for marketing activities.

5. The brand creates competitive advantages and is a barrier to competitors.

All these components increase the brand value

The brand is the product's characteristics, benefits and quality and perception of the consumer, reflecting certain values, culture, identity and even the user. The fact that some organizations perceive the brand as just a name and does not try to

protect and develop it is considered a big mistake at the point of brand management. The attitude towards the brand, which means consumers' general view and tendency towards the brand, is important in terms of their results. Attitudes towards the mark may be related to product-related qualifications, beliefs about functional and experiential benefits, and perception. The attitude towards the mark can be defined as the evaluation of the mark held in memory in general terms. These attitudes towards the mark are the basis of consumer's behavior towards the brand. The positive attitude towards the brand gained importance at the point of choosing the brand in buying behavior. Consumer behavior towards the mark is the behavior of the consumer's attitude toward the brand. The loyalty of the consumer to the brand and the ability of the brand to exert a relatively high price are two important factors that play a decisive role in consumer attitudes and behaviors against the brand. Brand value is also known as the accumulation of good intentions and positive effects. In this direction, the concept of brand value, which can be defined as a whole of the properties belonging to the mark, can be used in three different meanings:

- a) When the mark is sold or shown in inventory, the aggregate value as an identifiable asset,
- b) A measurement indicating the power of the consumer's connection with the brand,
- c) Definition of the connotations and beliefs of the consumers about the brand.

#### Consumer benefits for the consumer

The individuality of the brand expresses a certain long-term promise to consumers from the owners of the brand. Thus, the brand has the following advantages for the consumer:

1. Differentiation of the product entails the growth of a variety of products in the branch market and, as a consequence, requires the products to fix their individuality, and, therefore, increases the scope of consumer choice;

2. consumers save on the costs of measuring the quality of the product and its identification. Once buying a product and making sure of the adequacy of its quality, the next time the consumer expects that he will receive exactly the same set of useful characteristics. Hence, the so-called loyalty of consumers to brands;
3. Reduction of costs when processing and interpreting information (a strong brand helps to choose a product for the consumer without mental effort);
4. the need to maintain a reputation on the part of the manufacturer guarantees the consumer proper control over the quality of the labeled products;
5. Reducing the risk when choosing a product (buying a product with a known brand, the consumer is at a lower risk than buying a similar product with a lesser known brand). There are several types of perceived risks. This can be a financial risk, so the value of the trademark increases with the price increase. This can be a physical risk, hence the need for trustworthy brands for food, medicines, etc. Finally, brands meet the need to reduce perceived psychological risk.

The brand has a guiding role for consumers both in the process of information processing and in the confidence they have in the product. For this reason, the product name or visual identity has gone far beyond defining the product. The brand is beneficial to the producers in terms of legal protection against the imitation of the brand, efficiency in the communication between the goods and the consumer, and also in providing the consumer with respect, protection, sales guarantees, care possibilities. The brand is often a type of insurance for the consumer, and a care is the safety. Branding is one of the most basic tools for organizing relations between producers and marketing. Brand; advertising practices, sales negotiations, packaging, marketing activities such as great importance in the same time companies are introducing consumers. A brand is a name, a term, a symbol, a figure, or a combination thereof, that identifies the goods of the manufacturer or the vendors, and distinguishes it from the goods of others. Another trademark definition is; is an internalized summary of all the impressions

from customers and consumers that create a privileged position based on the emotional and functional convictions perceived in their imagination. The brand provides the identification of the product that the customer will buy. The customer assists in determining which product qualifies as meeting the needs. The brand helps customers with a sense of meaning and feelings to the product. The brand provides a sense of trust in the customer fully in purchasing decisions. If the customer's product is branded, the customer knows that the sales guarantee services of the product that the customer has will continue after having the product. Customers know that when they buy the same brand, they will find the same qualities, benefits and qualities. Markets make shopping for customers easier, easier and faster. Customers know who the product is made by. So they know who to contact in any adverse situation.

The distinction made about the types of brands is, of course, the most important point is the legal protection of the mark. As is known, a company produces each of its products individually or with the same brand. In this case, the issue of legal ownership for the company of the company arises and the necessity of legal protection of the brands is on the agenda. The registration of a trade mark ensures that the products produced by one manufacturer differ from the others and at the same time the legal protection of the property belonging to the manufacturer. This allows the manufacturer to acquire personal rights related to the brand name or brand name.

Consumers often opt for a specific brand in order to get rid of their needs, acted with the sense that they will earn a status or identity in the purchasing decision process. In the most general terms brand preference; it is expressed as the preference of a certain brand in the procurement decision process as a result of evaluating the brand with the consumer needs and the consumer's beliefs and attitudes related to the brand. In the choice of brand, whether or not the related mark will need to be spent, the time spent and the price paid, the benefit will be provided, the consumer will be able to resolve his psychological needs, and so on.

risks are taken into account. Consumers tend to prefer a certain brand constantly in the procurement decision processes, in order to minimize these risks. In this context, constantly choosing and buying a brand brings brand loyalty to the agenda.

Meeting a different needs of a completely different group of customers with a different product group usually takes place in two ways. This is done by holding at the holding level. In the other case, the company is on its own as a supplier or a customer. This is called vertical expansion.

The most important thing in order to achieve success in the sectors is to create these stores as a strong brand part where the products and services meet with the customers. If every store that represents the brand adds a comment to the brand, it will not be possible to strengthen that brand. There must be rules and sanctions for people not to add their own interpretations. Rules and sanctions are things that should naturally emerge from the brand's values and brand strategy. So you need a brand strategy once.

Marks do not communicate only with the person who wants to sell the product. There is also a concept called intra-office communication. This concept, which is neglected in importance, is critical because it is related to the brand's embassies and employees who are at the same time parts. The space where a brand's employees spend their business time is an important piece of brand. People working at the Google office are the people who run the brand for the longest time in the business they are in there, but who also have a target volume of that brand at the same time. Just as if someone were to answer their own personality over their own home or even their own work table. When you go to someone's house and experience an experience in that house, that experience becomes an important element of that person's brand.

The visual items that markers use to communicate with the modifier vary over time depending on their specific functionality. In different periods, it may be necessary

to tell different people and give different messages. There are some fixed and variable elements in the design. These items tell us how we should behave in different situations before they go out of the rules. In fact, it prevents creativity at some points. Because developing and applying ideas in the same concept will always foster the creativity of the person. On the other hand, what we want to do is often not making a winning name. It is the dream of the advertiser. Brand managers want to better market their products and services, and communication materials need to do this. For this, it is necessary to differentiate from competitors in communication. When many brands of the same sector advertise at the same time, the consistency in communication materials will come to an important point. It is important to remember that the brand segment created during design applications and advertisements is the most useful thing to distinguish the brand in communication. In a television advertisement that lasts 30 seconds, we see the mark of the mark 3-5 sec. A good ad, however, is the brand that feels that the ad belongs to that brand for the remaining 25 seconds.

Brand satisfaction is defined as the brand satisfaction of the consumer who buys, uses, and obtains an impression from the brand at the end of the purchase decision process depending on the brand image. This satisfaction directly affects the subsequent purchasing behavior. For this reason, the consumers get favorable satisfaction from the brand and the brand chooses the same brand despite their alternatives in their future behavior reveals the concept of brand loyalty beyond brand satisfaction. Brand loyalty is defined not only as the time of consumption but also the purchase of a certain brand in future periods. Brand loyalty is a broad concept covering brand loyalty, brand awareness, brand recognition and brand awareness as well as brand preference. At this point, we should not touch on the concept of "brand loyalty", which confronts with the concept of brand loyalty

### **I.3. Developing of brand strategies (line extension, brand extension, multibrands, new brands )**

Strategic brand management; to plan processes for positioning, image and identity creation, using existing physical and intellectual resources, to provide brand spirit to goods and services, based on business, vision, and mission.

### Creating Branding Strategies

Depending on the brand strategy, the profits offered by the brand and the target consumers, all the brands within the company are integrated into the corporate strategy. As a result of the institutional strategy decisions and the integration of the marketing mix elements in the most proper way, the desired brand position of the target consumer is created. Afterwards, the details of the brand strategy should be audited and a promise to best explain the brand and this should be supported by promotional strategies and marketing communication activities.

### Determination of Brand Strategies

There are four basic strategies that brand managers can choose for their products. These; personal brand name, integrative product group name, individual product group name, and personal product name strategies. Personal Brand Name Strategy: In the use of this strategy, marketing managers do not intensify all their marketing efforts on just one name, but intensify all their marketing and promotional struggle, on these names by presenting products to the market with different names. The most significant advantage of this strategy is that, if one of the brands has a market share or is placed in the second place due to its position in the market, this brand is not distorted by other brands belonging to the company.

### Integrative Product Group Name Strategy:

It is defined as the strategy that all products of Firm carry company name. According to this strategy, the products are aimed to benefit from the corporate image. General Electric, Heinz, Sony, “Arçelik” and “Beko” have been successfully using this strategy for years, specially in new product launches. In this strategy, the familiarity of the target kit with the brand ensure a great advantage in

launching new products and the advertising costs are very low as it also supports the corporate image.

#### Separate Brand Name Strategy in the Product Group:

Each product group is given an unparalleled name to prevent confusion and to forestall blurring of the brand image. For example; Vakkoroma is a mark on classic clothing. Vakkoroma is the brand name given by the firm to the young clothing field. In the same way, Beymen is the brand of the clothing field, whereas Casa Club is the brand of Beymen in the home belongings group. But; In this strategy, the implementation of different advertising campaigns for each group increases the cost of marketing communications compared to the integrative strategy.

#### Brand extension

Strategies where an existing brand name is used to promote product changes. On the basis of this approach, marketing costs are reduced as a result of consumers' recognition of the original product and the vast plurality of consumers using this brand regularly. There is intense demand from retailers for the improved version of the original brand that has been promoted. Omo, Persil, etc. The directors of the brands are constantly making product improvements and reflecting this on their brands. Persil's Persil Green Power; Cif's Cif Cream, Cif Active Cream can be given as an example. As another example, We can give Coca-Cola to develop "Coca-Cola Classic" product as "New Coke".

#### Brand stretching;

It is a strategy that develops as marketing managers feel the need to deal with the question of how much the brand name can be improved, depending on the brand development approach. However, this strategy also has some risk factors. Though

it can be profitable from marketing costs, a lesser known brand can be more successful than a well-known brand due to intense promotional campaigns.

Generic brand strategy:

These brands, which are also called general brands, can get big share in the market. Generally, lower quality products are being applied with reduced labeling and packaging costs. This strategy, which is used in the name of a product existing in the market, has been used in order to benefit from the savings needs of consumer groups, especially in the 1970s. Coca-Cola's imitations such as packaging, brand name writing, It is important to note here that even though the biggest companies in the market are Coca-Cola and Pepsi Cola, only the leader is imitating. These imitation brands appearing in the group of soft drinks without alcohol are in red color especially if they are not in blue color. In fact, the logos of some are likened to Coca-Cola's handwriting. A brand manager must evaluate the strategies listed above in order to provide the company with competitive advantage. The decision area that is primarily dealt with in brand management is to determine a brand name that will support this strategy with an appropriate brand strategy.

Despite the fact that the brand and branding theme has long occupied a leading position among other topics of marketing discussions, marketers have not yet come to a consensus on what a brand is.

There are two basic approaches to the definition of the brand, which reflect the two extreme poles of views on this term:

1. Definition "through the company". The American Marketing Association provides a definition that is company-centric. A brand is understood by it as a name, signature, symbol, project or a combination thereof, intended to identify a product or service and differentiation from competitors. The brand is also defined by the ideologist of modern marketing - Philip Kotler. In this definition, visual and other "external" images serve as the main instruments of differentiation. In this regard, this approach to the definition of the brand has repeatedly been criticized

for at least an incomplete idea of the mechanism of differentiation. And, nevertheless, this definition is very often used.

2. Another approach is to define "through consumers". In this approach, in contrast to the previous one, consumer qualities and product properties are put at the forefront. These characteristics should reflect the brand, regardless of whether they are illusory, rational or emotional. It is these consumer properties of the goods that are the basis for differentiating the product and positioning it on the market. David M. Ogilvy defines the brand as an image in the consumer mind: "A brand is an intangible sum of properties

The distinction made about the types of brands is, of course, the most important point is the legal protection of the mark. As is known, a company produces each of its products individually or with the same brand. In this case, the issue of legal ownership for the company of the company arises and the necessity of legal protection of the brands is on the agenda. The registration of a trade mark ensures that the products produced by one manufacturer differ from the others and at the same time the legal protection of the property belonging to the manufacturer. This allows the manufacturer to acquire personal rights related to the brand name or brand name.

We have to find a way to perceive the brand strategy we have created in accordance with the realities of the market we understand. We need to create brand fragments that will enable people to perceive their hearing correctly and will distinguish us from competitive brands.

Perhaps a person's personality elements have an influence beyond all their qualities. Physical attributes and trademark fragments that brands use in communication allow easy perception. But if the brand wants to establish close ties with people, it must have a solid brand personality. Each brand is a living organism more or less. Sometimes companies take brands directly in the face of a human identity and take clearer steps to create a brand personality. What kind of value set

and personality do some brands of undercut work have. Sometimes the sector or brand of the brand is directly affected by the functional brand personality. We think that someone who does this work may be in this character. Do you expect a boxer to be gentle and gentle?

Companies are in intensive search to be able to keep their assets in the markets where the competition conditions are intense and the competition continues and they are able to get out of the competition and differentiate. Efforts to create diversity starting with new product offerings have evolved over time from low-cost production through total quality management practices to customer service and customer relationships. As a result of this process, efforts to realize customer satisfaction reveal the importance of brand management.

It can be said that brand management includes two main fields of activity. By realizing brand awareness among them; the creation of brand image and making the brand resistant to time and other influences. The second is the strengthening of the brand. The second activity of brand management, strong brands, it is important to provide the correct expansion possibilities due to the management of the company to other brands.

Companies that want to maintain their continuity in rapidly changing and changing business life, where intense competition is experienced, have to sell their products by branding. Branding can provide significant advantages in businesses such as achieving targeted market share and having long-term competitiveness. It is also a fact that the products sold at a very low price without paying attention to brand and quality have considerable market shares and effects in domestic and foreign markets. It is sometimes compulsory to enter into price competition with these products both in terms of companies and country economies. Markets serve two important purposes by specifying the origin of goods and services. These; Manufacturers are protected from unfair competition and consumers are provided quality assurance in a certain standard. Firms can easily market the products they produce when they create a long-lasting reliable effect on the consumers with the

brands they create. In addition to this, the brand has a very important role in creating demand for product / service in the process of creating customer loyalty against the product or service, from the appearance of demand to the decision of purchasing and the final consumption. The abstract values that play an important role in the formation of the claim, such as image, status, trust, habit, participate in the concrete values of the brand and product or service. Firms, marking the separation of its products from other competitor products; it can make more changes than the product.

Generally, a firm follows the strategy of multi-branding in order to reach a big market satiety. From the same product group addressing the same consumer group, two or more products are marketed under different brands. This method is often referred to as 'competitive branding strategy', which is often used to make sales attractive and advantageous to competitors by driving a cheap brand with a new brand during periods of increased competition, in particular.

Stages of formation of a name

The creation of each brand element requires special skills, a professional designer who owns the laws of composition is needed to create a graphic image, since the laws of perception of graphic images should be taken into account for expressing the brand idea through a graphic symbol. To create a sound symbol of the brand, it is necessary to involve specialists in sound - so classical music creates a general sense of stability and reliability - it's not for nothing that firms that promote their services use it so often; a certain musical style - for example, hard rock or folk music will allow to address the brand to a specific audience. Among all components of the brand, the name of the product is of the greatest importance - at least, it is more common and usually has a dominant value. As Henry Charnesson wrote about the brand name: "The name is a messenger of goodwill, a messenger, a promise, this is the first thing that a consumer learns about a firm or its product. The first impression often determines the attitude of the consumer to the firm or the product designated by the trademark. "

To create the name of the product, a computer is often used, with the help of which linguistic screening is carried out - comparing the newly created name with vocabulary words and available in the language of morphemes

It is important to keep in mind where the brand will work - if it is planned to enter the international market, it is also necessary to conduct a linguistic analysis for negative associations in the languages of the country where this brand may appear, otherwise it may be that the unsuccessful brand name hinders promotion of goods on the market.

Creating a brand is like creating a person. The only difference is that brands are not as tolerated as children when they are born. There are many parts of a brand that we perceive with these five senses, primarily visual, auditory, smelling, tactile and tasteless. These pieces must be created for a specific purpose, and when they are all collected, a consistent brand should emerge. Ideally, the piece of that mark must also not resemble a brand other than the industry.

It is a difficult task to create a piece of brand, more precisely to identify the brand piece with that brand and to make it easy and accurate to perceive the brand. Investments that take many years may be needed. For this reason, it is not efficient to divide the brand into many pieces. Each piece of brand that is created is an element that needs to be communicated in some way. This means spending time, work and money. Just as we want to learn some people in every direction, we want to know some brands in all aspects. For this reason, we are much more sensitive to brand segments created by these brands. Unfortunately, there is no recipe for how many pieces of a brand should be separated. It needs to be calculated according to market conditions, by brand managers, to serve the brand strategy without deviating from the facts.

Once a brand has started to live, what determines its success is not how well it has an idea, but how well it is managed. We know a lot of brands because their products are good but they are badly managed so a barley boy can not get along.

You have finished a very good university, you have developed yourself very well, but you do not hold the one you said. You are saying wrong in the wrong place. What you do with what you say does not hold each other. It is unclear whether you are coming to the oak. After all, people do not believe you. You are not consistent once. You run your own persona very badly.

Brand management is not an easy task. Man is having trouble even managing his own brand. He is struggling to live up to his dreams in order to live inconsistent, to fulfill his promises, to act in accordance with the past and the values of the places he has been born.

People want to differentiate

There is also a trend in the opposite direction to the tendency for people to approve. Just as the humanitarian wants to be approved and wants to become part of a community, it also wants to differentiate from the others. But that does not mean that people who want to be approved and differentiated are not separate people. He may want both at the same time. It may want to dissociate from society in general and be approved by a small group of people. Animal rights advocates, apple users, Alpha Romanian owners, Rock listeners, for example. But differentiation requires an interesting person. Because if a large number of people try to show a similar tendency and try to differentiate, then analogies and re-differentiation become necessary. For example, perhaps you should not put Apple in the above examples. Because the iPhone was known and received by a limited audience at first release. Therefore, it was an element of differentiation. When a saloon asks, "Who has the Apple product?" There are about a thousand people who think that they are different from each other but are very similar, filling the same room.

Modal trends were similarly born because of the differentiation needs of the people, and later became a general social trend. A Croatian unit that visited France in 1660 brought ties with it. The kite sees the ignorant like King XIV. Louis had

not only adopted this piece of cloth right away, but he suggested that the people beside him also wear it. Later, the suit became a status sign, spreading among civil servants and businessmen. At that time the suit was preferred as a demarcation indicator. Everyone could not wear a suit and could not wear it. The team albite, which has been sold everywhere and becomes a clothing that everyone can buy, now provides a differentiation

## **Chapter II. Branded products as a way to an economic growth in Azerbaijan**

### **II.1 The impact of the global financial crisis to establish an export-oriented economy**

The global financial crisis has many import-export-oriented effects on the country's economy. This makes serious changes to the country's economy, in which one of the country's currency is worth losing its value. During the global financial crisis, some of the goods in the commodity markets, especially due to the decline in oil prices, and the declining social transfers of our compatriots living abroad, the Azerbaijani “manat” has been subject to devaluation pressure. International currency is calculated by dollar, that’s why when we buy products from the countries of Europe and America, we buy in dollars. In this country, the dollar has a lot of reserves, which leads to the appreciation of the local currency. Azerbaijan's exports to the world market mainly account for oil exports, making the country's economy dependent on the price of oil. Recently, as a result of price changes in the oil sector it was reduced, and the non-oil sector has been improved. At present, the main reason for the global financial crisis in scientific and public literature is the fact that the mortgage lending in the United States has increased, and its volumes exceeding the purchasing power of the population, are not reflected in the timely repayment of loans. Globalization is a process of objective development of the modern era. Globalization processes are multifaceted, complex, and contradictory.

That's why, globalization processes combine both the cooperation and the numerous problems that engage in tough competition. For this reason, it is not easy to gain advantage in the global market, which is conditioned by objective and subjective factors. That's why it is important for the proper coordination of economic interests between countries, companies, alliances in the global processes, the combination of revenue and risks, the potential level of competitive production, and the openness of economic information. Azerbaijan products are now exported to the world market under the brand "Made in Azerbaijan". For this purpose, in many countries there are the discounts on different country programs, projects, and export rates. The more the country exports to the foreign markets, the more stable the economy is, and the exchange rate is gaining more value. The company strives to reach the foreign markets after the domestic market is provided, with everything, and the state creates all the conditions for these companies. Because these companies give tax on export products and import foreign currencies to the country. The Occupation of the Azerbaijan territories, the direct border between Turkey and Nakhchivan influences export issues a lot. We need to attract foreign investors, foreign companies to open new jobs and get the foreign exchange currents. For this, it is necessary to make concessions to foreign companies and reduce the rates. Foreign companies are interested more in the countries which have lower tax rates, low customs duties for export, cheap labor force, favorable geographical mobility, and no war conditions. For example, the opening of the Mercedes-Benz car of the Germans in Azerbaijan gives a great benefit to the country's economy. Because after its production, it will go to the world market under the brand name "Made in Azerbaijan". A country has to pay a state fee for each product exported from the country. Unemployment in the country will affect the decrease in interest rates. Exported products will gain foreign currency. In the local markets, the prices of the products will be cheaper in comparison with other countries. The state will have to pay tax on the earned. income. This will lead to greater changes in the export of the country. The brand of Azerbaijan will be able

to enter the world market with higher quality products, which will increase the interest in other Azerbaijani brands.

## **II.2. . State policy toward promotion “Made in Azerbaijan” brand in foreign markets**

Increasing awareness of Azerbaijan products on the world market, stimulating export of high quality domestic products, ensuring that local brands meet international standards are among top priorities of today. At the moment, the increasing number of local companies encourages them to distinguish them from their competitors, to attract consumers' attention and to gain a place in their minds. As a result, companies are struggling to gain more sphere in the market by pursuing brand-name policies. The development of local brands is an indication of the increase in the output of higher quality products. “Asan Xidmət”, Bakcell, Kapital Bank, Unibank, Ideal, Romantic, Contact Home, Embawood, Lieberman, and many other brands in Azerbaijan are successful and long-term brands in the field of production and service. Our Field, “Fab Boya” and others can be added in that list as well. At the same time, brands that are not advertised, can be widely used in the creation of national brands. Among the brand less brands of Azerbaijan, it is possible to mention "Goychay Nar", "Masallı mebeli", "Guba alması", "Lankaran River" and others. The main goal of the Azerbaijan Export and Investment Promotion Foundation (AZPROMO), which is to serve as a bridge between foreign investors, local producers and the government, has been promoting awareness of local companies in marketing, export promotion, and worldwide. To improve the image of Azerbaijan product, it also deals with: Marketing - Services to local and foreign investors - Establishment of a database on investment and export opportunities - Investigating regional trade (export)

opportunities for Azerbaijani business - Consulting services to companies Market research- "Made in Azerbaijan" trademark promotion- internationally.

The composition of products exported from neighboring countries to Azerbaijan is mainly based on food, beverage and construction industry products. Azerbaijani products have more market shares in Russian markets. The following table lists the local companies exporting products of different brands:

series №	Name of legal person who exports goods	Export country	Name of the exported goods	Brand name
1	"Az FP Co LTD" MMC	Afghanistan,, Sudan, Qatar, UAE	Milk and dairy products	"Milla"
2	"Daimoni" MMC	Russia	Men's shoes	"Daimoni"
3	"Gazelli Group" MMC	Russia	Cosmetic means	"Gazelli Group"
4	"EMBAWOOD" MMC	Georgia, Kazakhstan, Russia	Furniture	"Madeyra", "EMBAWOOD"
5	"Asena Ko" MMC	Russia, Kazakhstan, Georgia, Uzbekistan, Ukrainian, Moldova	Equipment for poultry farming	"Asena Ko"
6	"Azalsan" MMC	Russia, Kazakhstan	Aluminum profiles	"AZALSAN"
7	"NB Group" ASC	Georgia	Paints	"Azpol" "Corella" "Muflon"
			Cleansing agents	"Avel" "Bermuda"

			Adhesive	"Azpol"
8	"Senta-Az" MMC	Russia	Paints	"Elite"
9	"Caspian Coast Vinery And Vineyards" MMC	Russia	Wines	"Золото Азербайджана Баку" "Золото Азербайджана Ленкорань" "Золото Азербайджана Нахичевань"
10	"Gəmiqaya Holdinq"	Russia	Mineral waters	"Badamlı"
11	"Avrora" firması	Russia	Cereal products	"LaFarella"
12	AZƏRSUN HOLDİNG	Georgia, Kazakhstan, Russia, İraq, İran, Turkmenistan, Kyrgyzstan, Uzbekistan, Germany,China, ABŞ, Tajikistan	Oils	"Teksun" "Final" "Zeytun Bağları" "Mocuze" "Sultan" "Zolotoe"
			Tea	"Azərçay" "Final"
			Conserved products	"Bizim Tarla" "Saville" "Blendo"
			Napkin	"AURA" "SUN"
			Salt	"Salute"
			Sugar	"Final"
13	"Gilan Holdinq"	Pakistan, Malaziya, Turkmenistan, Tajikistan, Russia, Ukrainian, Germany, Poland, Italy, France,Czech Republic, China, Japan,	Fruit juices	"Jalə" "Zolotoy sad" "Natura" "Bağdan" "Cipsim"

		England, UAE		
14	"Göyçay-Süd" ASC	Estonia, Poland, Belarus, Russia	Pomegranate	"Qarnet" "4U" "Souti"
15	"Arzuna" MMC	Turkmenistan, Georgia	Potato chips, cereal products	"3 Koroçki" "List"
16	"Veysəloğlu- Yaycılı Qardaşları" MMC	Russia	Confectionery products	"Ulduz"
17	"AzNar" QSC	Russia	Fruit juices and concentrates	"Qrante" , "Qranat"
18	"A+Co" MMC	China	Wine	"Sarvan"
19	"Aspi Aqro" MMC	Russia	Wine	"Savalan"
20	"Ayan" MMC	Russia, Türkmenistan	sunflower seeds	"Çiko"
			limonad	"Qızıl Quyu"
21	"Babək Sirab" MMC	Russia, Ukrainian	Mineral waters	"Sirab"
22	"Şirin" MMC	Kazakhstan, Uzbekistan, Tajikistan,	confectionery products	"Şirin", "Şirin Tokay", "Sweety"
23	İsmayılı Şərab- 2 ASC	Russia	alcoholic drinks	Джейран «Азербайджан» Джейран «Матраса»
24	"Az-Granata" MMC	ABŞ, Georgia, Russia, Germany, Poland, Canada, Greece	Fruit juices and concentrates	"Leyli"
25	"Delta Qrup C.O." MMC	Israel, Georgia	biscuits, Waffle	"Bismak"
26	"Bolluq Ltd"	Georgia	Chocolate	"Bolluq"

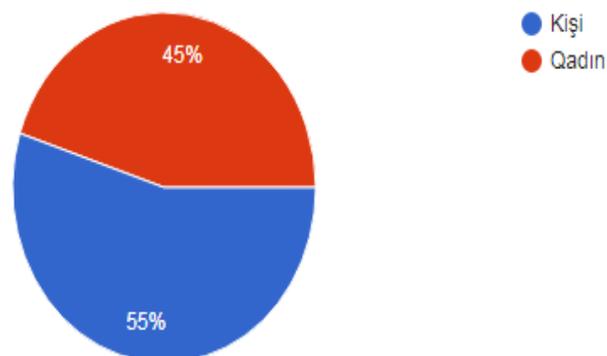
	MMC	Kazakhstan	sweets, biscuits, Waffle	
27	"Gəncə-Şərab-2" ASC	Russia	alcoholic drinks	«Букет Азербайджана» «Каспийский берег» «Караван Сарай» «Ивановка» Баку»
28	"Naiqin Ko TovuzBaltiya" MMC	Russia	alcoholic drinks	«АГДАМ» «Товуз&А» «Chablis Dry wine» «ЛейлиМеджнун» «Товуз&N» «МЕРЛОТ» «Бакы- Джейхан»
29	"Şərq Ulduzu" MMC	Russia	alcoholic drinks	Шамкир«БаянШира» Шамкир «Ркацители» Шамкир «Шардоне» Шамкир
30	"Göy-Göl şərab" ASC	Russia	alcoholic drinks	«Матраса» «Ахсу» «Чинар» «Шахдаг»

## Analysis;

I had organized a short survey of how well Azerbaijani brands were formed and appreciated in people's thoughts. The survey involved 60 respondents and analyzed their brand-related ideas.

Cinsiniz

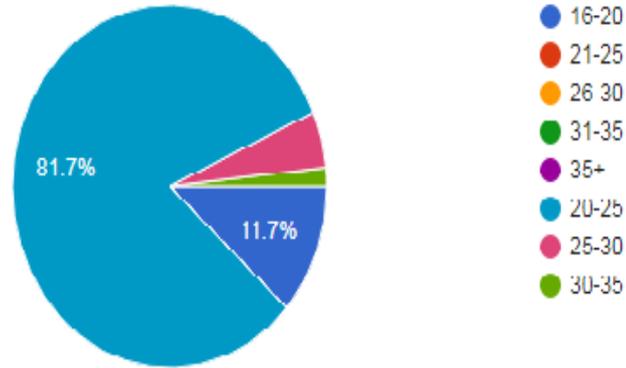
60 responses



**Figure 1.** 45% of respondents were women, and 55% were men

## Yaşınız

60 responses

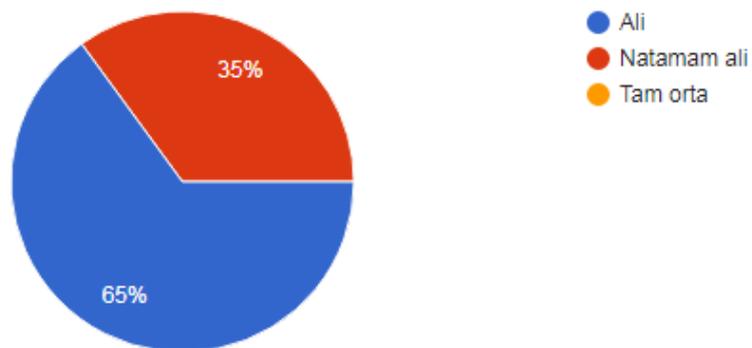


**Figure 2.**

were 26-30 years old, and 1.7% is included in the 35+ age group. Those who pay more attention to brands are aged between 21-25 years. One of the reasons of that may be the fact that they spend more time in social networks and in societies

## Təsiliniz

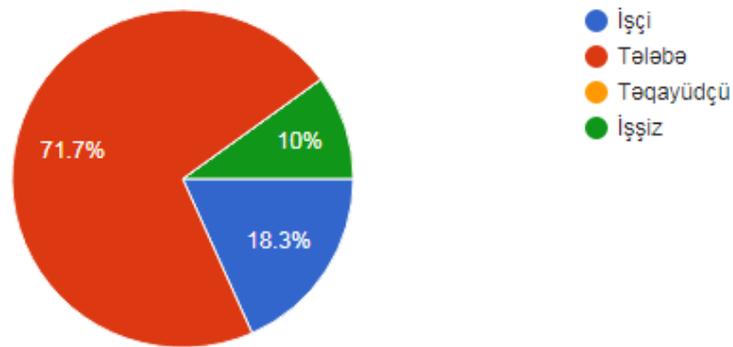
60 responses



**Figure 3;** 65% of those surveyed had tertiary education, 35% of them had higher education

## Sosial fəaliyyətiniz

60 responses



### Picture 4;

**Social activity**-71.7% are students, 10% - unemployed, 18.3% are workers. As we can see from the numbers, students are more addicted to brands than other groups of people

## Hansılardan istifadə edirsiniz?

59 responses

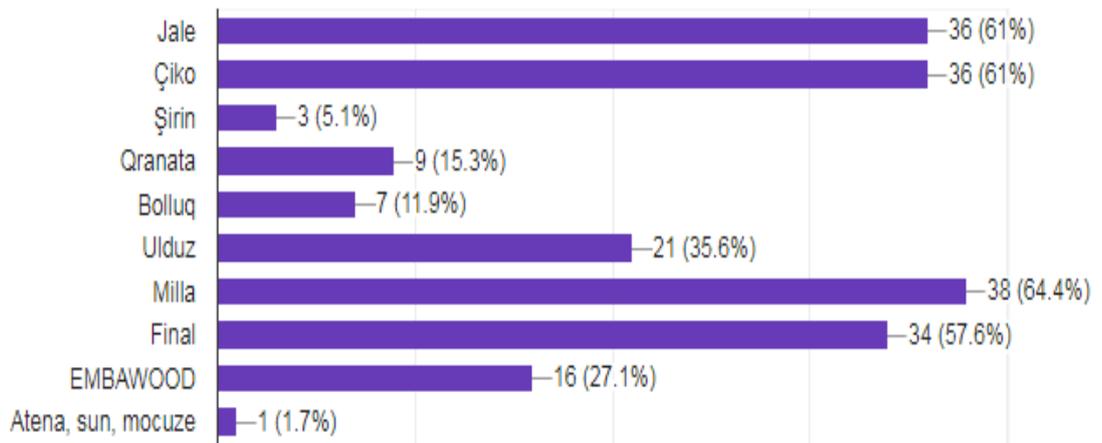
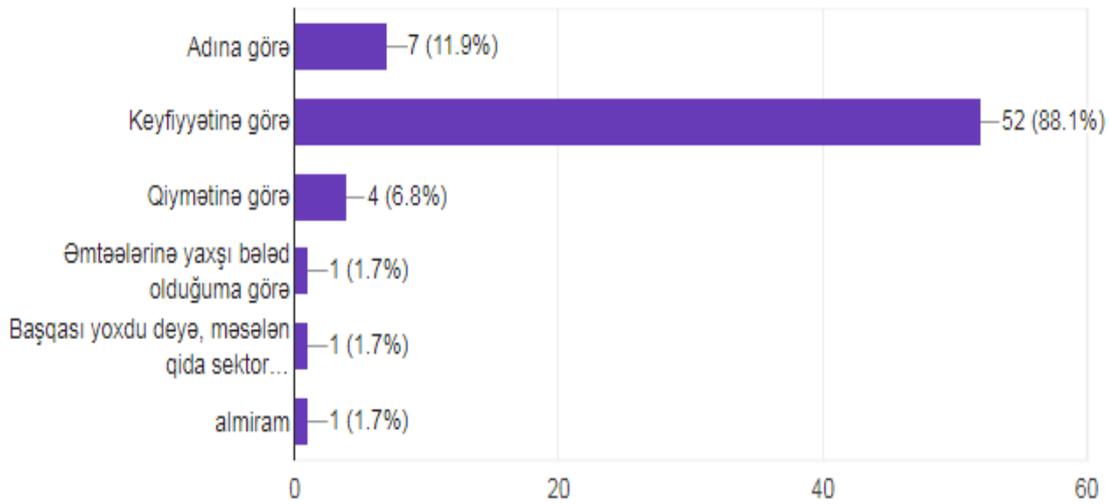


Figure 6.

**Which brands do you use?** Here's more of the interest results of “Milla”, "Chico". and "Final" brands. At the same time, “Bolluq” and “Şirin” brands earned less interest rates. The reason of that is based on the fact that these brands have poor promotions, and that people have no information about the quality of those brands.

## Nə üçün brend alırsız?

59 responses



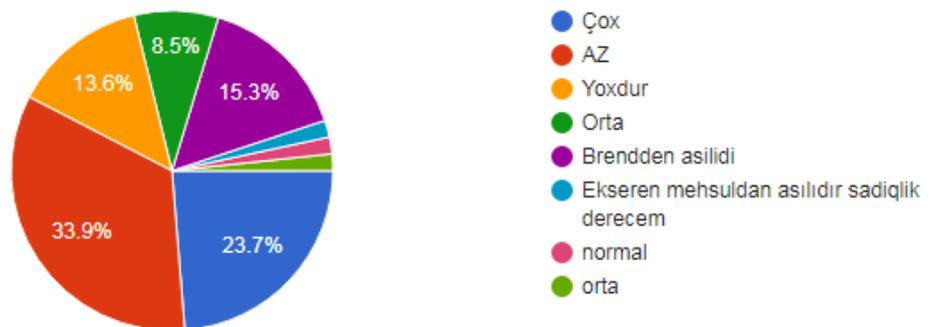
**Figure 7**

**Why do you buy brands?** 11.9% said because of the name, 88.1% because of quality, and 6.8% because of price factor, 1.8% said because they were well aware of their commodities. From here we can see that respondents choose brands for more quality factors. Brand companies should emphasize more quality factors when introducing their products to their customers. The reason for choosing more quality here is that people value quality more in food and clothing products. The importance of quality in food products is to protect their health. In clothing products, they value the quality of the tissue, the quality of the color, and its long-term benefits. The other community highlighted the brand's name. Because the

name of the brand more important than its quality and price. They want to show others that they are wearing brand clothing. This is an advertisement for a brand. People show their new-brand clothing to other people by sharing on social networks. However, customers of this kind are less loyal to the brand. There are fewer number of customers who chooses for a price factor. A price does not have a lot of value for them. The price will pick up the brands they are less loyal to.

### Brendlərə sadiqliyiniz nə qədərdir?

59 responses



**Figure 8**

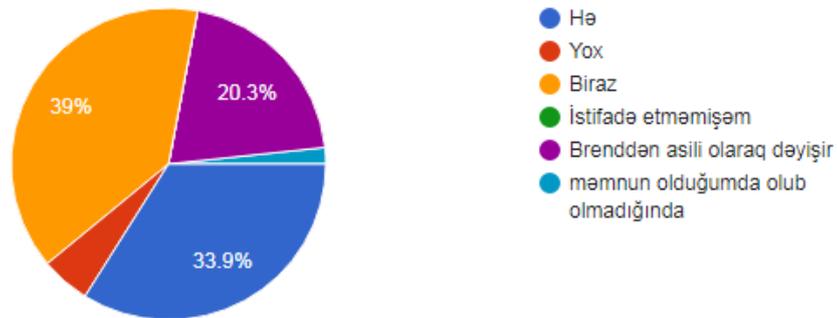
**How much are your loyalty to the brands?** 23.7%-very much,13% not loyal, 8% middle, 15.3% said it depends on a brand. In this case, the answers” I am not loyal” and “it depends on a brand” were close to each other in percentage.

Azerbaijani brands do not have a sense of confidence in people’s minds. One problem in a brand product can now lead to a sharp drop in sales of brands of the same company. According to the statistics, 33.9% of the respondents stated that they have less loyalty in the brand. Many factors can affect this. For example, people are choosing new brands as they want to see the quality and advantages of each of them. Another reason can be if there happens difference in quality or in the price of the product. By adding old brands to themselves, they create new brands. Another group- 27.3% said that they are always choosing their favorite brands. These people are more prominent for brand promotions. They praise the brands

they use, and advise to use this brand to all other people. They protect their brands from other people’s negative attitudes. Winning loyal customers is a very good promotion ad for a brand. If a loyal customer shares a product on a social network with positive review or writes delight about this brand, those who see it will have a positive idea of this brand.

### İstifadə etdiyiniz Azərbaycan brendlərindən məmnun olmusunuz?

59 responses

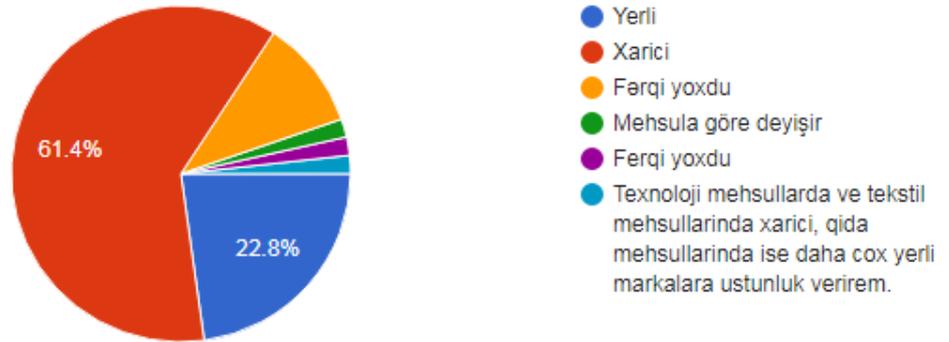


**Figure 9**

**Are you satisfied with the brands Azerbaijan?** 40.4 %-so so, 17.5 % answered it depends on a brand. From here, it is obvious that the Azerbaijani brands could not satisfy their customers, and they are in danger of losing customers with the entry of foreign brands. . It's true that people do not always have to be satisfied with a brand. It varies according to the brand's products. For example, if you take 5 of this brand, you can not be satisfied with the all of them though it is your favorite brand. Sometimes the price of a brand can be offset by customers, but the quality may be low, and the quality of another brand may be very good but it will cost expensive. It is possible to add 20.3% of the respondents “It depends on the brand” and 34% of respondents answered "yes". And this is a result of successful strategy of Azerbaijani brands

## Daha çox yerli və ya xarici brendlərə üstünlük verirsiniz?

57 responses

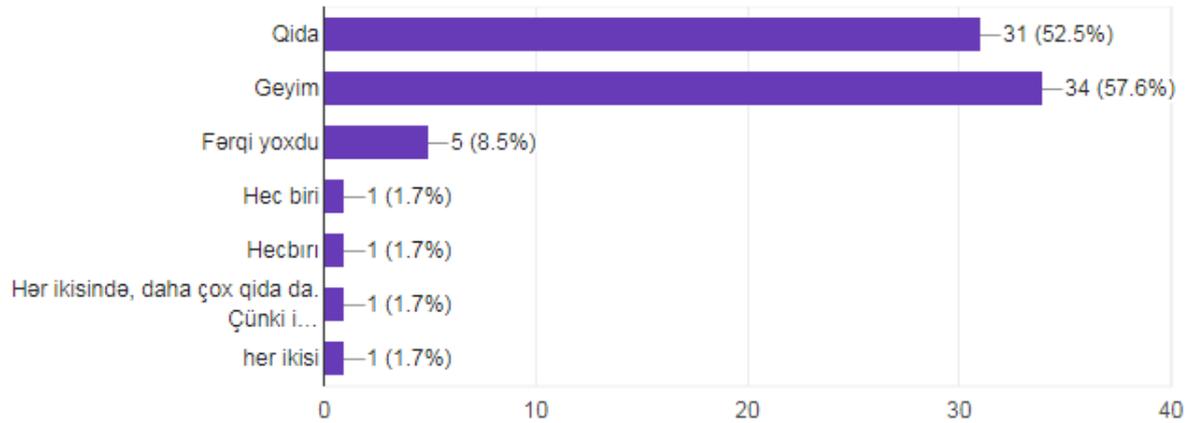


**Figure 10**

**Do you prefer more domestic or foreign brands?** 61.4%-foreign, 22.8%-domestic, 7.8% does not care about that fact. There are more preferences for foreign brands. When asked about the reason for this, they were more likely to respond to the quality factor. They emphasized the low quality of local products in comparison with the foreign products. Because there are so many more foreign brands, one can conclude that people have already put psychology into practice, because the majority of foreign brands are developed in developed countries and their quality is very high compared to local brands. People do not feel confident about local brands, they can not believe that local brands can compete with foreign brands.

## Qidada yoxsa geyimdə brend məhsullara daha çox üstünlük verirsiniz?

59 responses

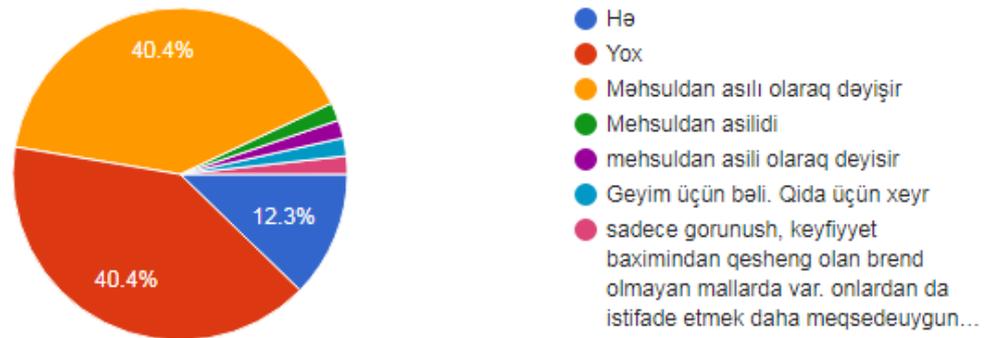


**Figure 11**

**Do you prefer brands on food or clothing products?** Here clothing products dominate, but there is not much difference between food and clothing products.

## Aldığınız məhsulun brend olması sizin üçün vacibdirmi?

57 responses



**Figure 12**

**Is it important for you to buy a brand product?** 40.4% responded that it ups to the product, 1.8% said that it is important in clothing products, but not so much in

food products. The percentage of the answer “No” dominates. What impacts it are the buyers’ tastes, price and quality factors.

### **II.3. The main recommendations for developing national brands**

It is based on the meaning of marketing and branding. For this reason, a good brand manager must have a lot of knowledge in psychology and sociology. After understanding people and knowing the basics, we need to understand the people who want to go deeper and try to beat the heart of our brand. For this reason, it is necessary to recognize the person who constitutes the target settler as an individual and as a part of a community in all its aspects in detail. Although people have a wide range of anticipations and desires, they show similarity to each other according to their basic characteristics. We marketers think of them as a group and we target that group.

The introduction of national brands depends on its advertising, the positive image of people in their consciousness. Buyers choose brands for more quality factors. For this reason, while promoting brands it is important to have a chance to see their quality in reality. People think that the high-priced products worth it because not everyone can have it, and in order to be different from everyone. For promoting local products, we can have ads on TV programmes, or adds on the main roads. It is also good to promote on sport areas of different regions. Sports arenas are one of the most intense areas where people gather and this will help to introduce their product to more people. Airports should have ads in their aircraft. In promoting national products, we should convince people that our local brands are even better than foreign ones, and by choosing us, you can get cheaper products but with high quality. We should have more advertisements in foreign markets about our products. Attending foreign festivals and distributing products to people there will increase the focus on the product. Even in bookstores, this presentation can be

easily carried. Regenerative brands will develop further, and the state should regulate the market for the creation of local companies. State Customs makes it possible for foreign companies to enter the market by lowering their standards, but they often need to control the market. This will cause local products to compete with foreign products and develop. Sometimes, when you do not control the state market, unfair competition occurs on the market, which leads to the loss of local companies. The market then becomes dependent on foreign companies. For this, the state should always check the shuttle models. Even exporting products should be reduced so that companies can develop and market foreign markets. Which areas have developed more, especially those areas must be supported for further development. The state should reduce or eliminate customs duties for technology imports from abroad. This will make the national products more qualitative.

## **Conclusion**

People love to tell stories and listen. If a product or brand has a story, it is worth listening. Storytelling stories create a strong belief.

It is the first phase of creating a good brand and it has to be done perfectly. Whatever research method we use, we must be ambushed in creating a good brand strategy in a straightforward stage of understanding. But first we have to conceptualize human nature. Very basic human behavior can affect the brand's future. What brand managers need to do at this stage is to improve their empathy skills. We need to monitor the changes in the market and the bazaar that we have. We should consider the ratios according to the order of importance

In my research, I investigated the history of the brand, the way of the brand's life, the brand's entry into the market, the market analysis, and how the Azerbaijani brands made up their minds. In a review of brandy's history, researchers have written before me that the brand's branding was a stamp in America. Some researchers have said that the brand has been created even before our era.

When creating a product, it is important to identify the target audience for which it is branded, and to identify who sells the same product on the market. The reason why some brands can not enter the market is that they do not have adequate analytics on the brand. Before the product is created, the desires the people should be studied and market research also should be studied. Product name and logo selection are one of the key nuances of the product. Quality of the product's product name.

The promise of a brand also corresponds to the brand's existence. Of course, a product or service can benefit many. However, it is not possible to tell each one of these. For this reason, the brand should be matched to certain concepts and

positioned in such a way that it corresponds to the specific needs of the consumer. Marks, positions and consumers are telling the benefits that they offer, and when they give them a reference point, they enter a much faster grip period.

Another factor that determines the positioning of the brand is the pricing strategy. There is a price for the product to fulfill what the product promises, and the value of the product is also evident. Another factor that contributes to the product's position and needs to be strategically decided is the channel strategy. We can not sell our products or services anywhere. What needs to be taken care of here is to find the right business partners and to develop strong cooperation with them.

Once you have decided on the brand's positioning strategy, channel strategy and pricing strategy, what you need to do is to ensure that these promises of the brand are perceived correctly. Because we need brand elements that accurately reflect our reason for existence at this point and easily dissociate from competitors

Azerbaijani companies should produce high quality products and increase their confidence in the brand. The result is that local companies spend less time on customer care. If you are unsatisfied with customer satisfaction, local brands are far behind in competition with foreign brands. Then, trademark strategies are not stable. One of the reasons for this is the lack of competitors, minority of modern technology, minor brands and competitors. One of the reasons why local brands does not pay much attention to the domestic market may be that they want to get more revenue by focusing on foreign markets to earn a lot of buyers.

## BIBLIOGRAHY

1. Bellows alan: The american Gustation crisis of 1985, 2008
2. Cialdini, Robert B. *İknanın Psikolojisi* Mediacat, 2001 s.26
3. Serhan Ok, *İlk marka Hz Adem mi?* 2013
4. David A Aaker “*Brand Portfolio strategy*”
5. V Bastien and J N Kapferer “The luxury strategy” 2005
6. Lars Gronholdt and Anne Martnensen, Children`s influence on family Decision Making, 2008
7. Mürsel Ferhat Sağlam “Stratejik Marka yönetimi” 2014
8. Bill Chiaravalle, Barbara Findlay Schenck “Markalaşma For Dummies-Meraklısına” 2013
9. J N Kapferer “The New strategic Brand management”
10. Ernest H, Gombrich,. *Sanatın Öyküsü*, 1972
11. Uçar Tevfik Fikret, *Görsel iletişim ve Grafik Tasarım* 2004
12. Collins, Glenn: New York Times, Ten Years Later, Coca-Cola laughs at “New Coke” 1995
13. Karen Tiber Leland, “The Brand Mapping Strategy”
14. Douglas Cameron and Douglas Holt “Cultural Strategy”
15. David A. Aaker “Managing Brand Equity”
16. Altay Ayhan “Yedi Adımda Markalaşma” 2016
17. Rita Clifton “Markalar ve Markalaşma “ 2015

18. <http://www.marketingmo.com/strategic-planning/brand-strategy/>  
<http://www.dijitalajanslar.com/hedef-kitle-analizi-icin-3-faydali-arac/>  
<https://www.canto.com/en/blog/brand-management/branding-strategy/>
- 19 . <http://elektromekaniksefi.com/hedef-kitle-analizi-yapmak/>
20. [https://hingemarketing.com/blog/story/a\\_10\\_step\\_brand\\_development\\_strategy\\_for\\_your\\_professional\\_services\\_firm](https://hingemarketing.com/blog/story/a_10_step_brand_development_strategy_for_your_professional_services_firm)
21. <https://www.plazacubes.com/blog/marka-nedir-markalasma-nedir/>
22. [https://www.brightline.org/principles/?utm\\_source=google&utm\\_medium=ppc&utm\\_Campaign=1058277762&utm\\_keyword=management%20strategy&utm\\_content=250747855417&gclid=EAIaIQobChMIKOA6zy2gIVQrTtCh1g\\_A2uEAA\\_YASAAEgJjsPD\\_BwE](https://www.brightline.org/principles/?utm_source=google&utm_medium=ppc&utm_Campaign=1058277762&utm_keyword=management%20strategy&utm_content=250747855417&gclid=EAIaIQobChMIKOA6zy2gIVQrTtCh1g_A2uEAA_YASAAEgJjsPD_BwE)
23. <http://kobitek.com/markalasma-kulturu>
24. <http://www.brandanew.co/10-branding-elements-and-what-they-mean/>
25. <http://notoku.com/halkla-iliskilerde-hedef-kitle-analizi/>