

IRSTI 06.81.55  
UDK 338.48<https://doi.org/10.47649/vau.2021.v60.i1.05>G.B.Tlepova<sup>1\*</sup> , A.I.Zinullina<sup>1</sup> <sup>1</sup>Kh.Dosmukhamedov Atyrau university  
060011 Atyrau, Kazakhstan  
\*e-mail: g.tlepova@asu.edu.kz

## FEATURES OF BRAND FORMATION AND PROMOTION AS A KEY ELEMENT OF BUSINESS DEVELOPMENT

The article deals with the problems of brand formation and promotion. The value base of the brand is defined and the conditions for creating a successful brand are presented. In modern conditions of brand promotion and development, the formation of a positive attitude to it is the key to success and a working marketing move. The consumer's attitude to the product, satisfaction with its quality and service level determine the demand for the product and the concept of the company's work. The paper describes in detail the following aspects of brand management: brand creation, brand image and corporate identity, brand architecture and brand development strategies, methods of brand promotion and features of Internet branding. It is proposed to consider the need to form a brand as a foundation, a key element of effective business development. At the moment, business representatives devote little time to the formation of their company's brand. After all, brand promotion implies a continuous process of its promotion, which requires constantly new unique ideas in the marketing creative strategy. A modern set of measures aimed at forming a holistic and popular image of the company, its services or products by customers is defined. In a simpler sense, this is the management of a brand and its reputation. It is noted that the strategic prospects of the company depend on the skillful development and promotion of the brand, that the formation and promotion of the company's brand is the highest level of marketing activity.

**Keywords:** brand, product, marketing, brand architecture, internet branding, brand image.

### Introduction

In modern literature, there are many definitions of a brand. In accordance with the definition given by F. Kotler, a classic and compiler of an ABC for marketers, a brand - is a name, term, symbol or design (or a combination of all these concepts), denoting a certain type of product or service of a particular manufacturer (or a group of manufacturers) and distinguishing it among the goods and services of other manufacturers [1].

Reading this definition, we conclude that a brand is a set of external signs that distinguish a product from others on the market. However, in addition to purely physical properties, the concept of a brand also carries an intangible component, the ability to influence consumer decisions and make consumer prefer product under the brand's name. In this way, we can understand that brand is not only the name of product; it is authority and significance among demanders, that could help for manufacturers make their business more lucrative, because of the level of trust, authority and significance made by consumer's experience.

### Main part

A brand can and should be viewed from different angles. It is an asset of the organization that generates cash flow and allows it to be successful and competitive in the market. Consider what determines brand value and how the relationship between the manufacturer and the consumer of products and services is built in this context [2] in Table 1.

Table 1. Brand value from the point of view of the manufacturer and consumer of the product

Consumer	Manufacturer
1. Guarantees certain quality level 2. Gives additional information 3. Simplifies the procedure for choosing a product 4. Symbols participation in certain group	1. Provides an emotional connection with the buyer 2. Is a competitive advantage 3. Allows you to get additional profit 4. Provides multiple purchases 5. Allows you to create a number of related products 6. Identifies the manufacturing company and its other products among competing products 7. Protects the manufacturer in the process of working with partners. 8. Is an investment in the future

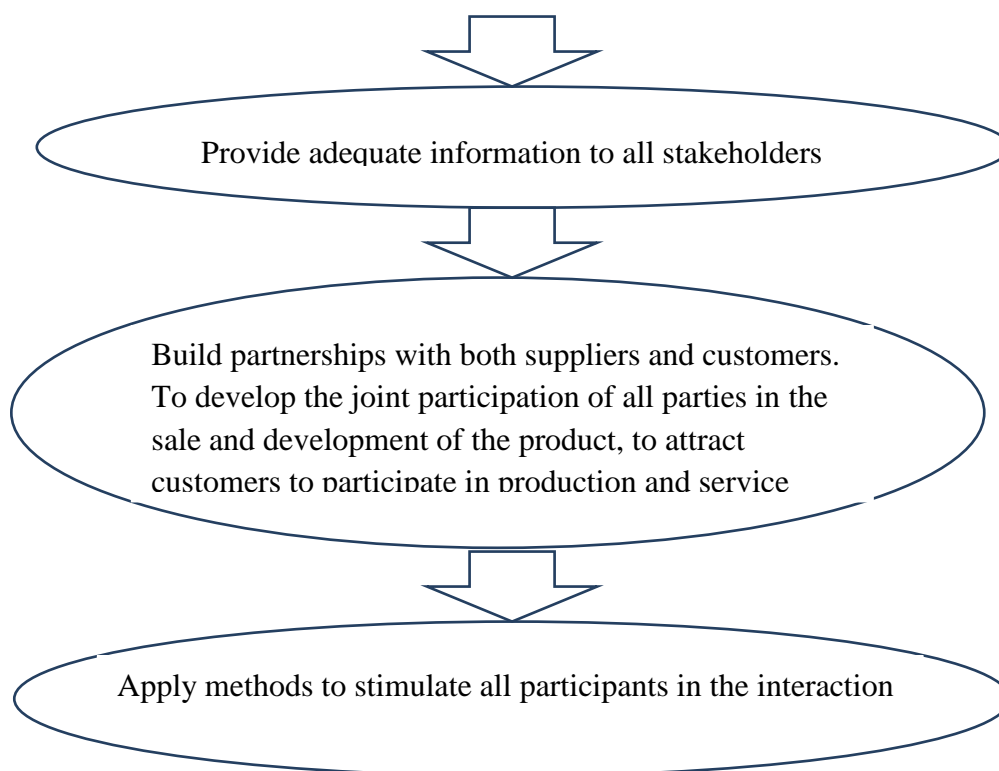
The enterprise not only differentiates its products, distinguishing it from a variety of analogues, but also actively participates in the process of creating new institutions, strengthening integration processes and forming a network of interacting market entities specializing in the development and "promotion" of brands on the one hand, and loyal consumers on the other. In this sense, a brand is a certain way of communication, establishing trusting relationships with the consumer [3].

The concept of marketing [4] and modern economic conditions force a manufacturer of products to first create a brand, and then contact retailers and bring the product to the mass market. The company builds a brand carefully, maintaining the requirements of consistency and support of the newly created from the existing ones, builds a system from a brand house to a brand house [3].

In order to help the buyer make a decision to buy their product, manufacturers use a combination of sales promotion methods [5]. The place of purchase of the product or the provision of services, the form of awareness and participation in universal human values help to form a certain attitude and expectations of the client regarding the product. They are part of the customer's overall brand perception. Adequate advertising campaign, establishing partnerships with clients, fulfilling our obligations for deliveries with high quality and on time, allow you to get a quorum of consumer confidence, to establish communication between the manufacturer and the consumer. One of the most important reasons for problems during the sales growth phase, including in the area of brand support, is the lack of information flow, as a result of which the wrong decisions are often made, and sales decisions do not correspond to the stated strategy. In particular, in order to correct or prevent the possible loss of the product of its key features, it follows [3]:

- periodically (information tends to be forgotten) to supply employees of sales organizations with all the necessary information on the storage and rules for operating products (perhaps even in the form of lectures and in the amount necessary so that they can safely share with the next buyers).
- repeat the storage information on the outer packaging (as much as possible).
- keep records of all low-quality goods, compare data by destination and buyers, identify deviations.
- send verification commissions in order to identify improper storage conditions.
- supply the goods with labels with a shelf life. After all, the consumer tends to value the product he is about to buy. And if sometimes it is difficult to determine the suitability for consumption by the appearance of the product (for example, a plastic bottle with kefir), then, having seen the label, he most likely will not buy expired goods and will not be disappointed in the quality, respectively.

So, for competently building a business and increasing brand value, you need to adhere to the following rules (Figure 1):



**Figure 1.** Principles on which brand value is based

Scientific and technological progress facilitates the process of communication with both suppliers and consumers. Innovations in the field of communications allow us to establish close cooperation and build partnerships with the company's customers, allow you to receive operational information about the quality of products or services, about the preferences and expectations of consumers, help create a favorable opinion in contact audiences. When choosing a product, it will be easier for a potential client to understand the product and form an opinion about it in advance [6].

The introduction of advanced technologies in the field of production and distribution of the product allows you to reduce the risk of damage and loss of consumer qualities during transportation from the manufacturer to the seller. The usual scheme today includes the manufacturer of the goods - and the company that performs the logistics operations - the so-called 3PL (third party logistic) [7]. However, 4PL is becoming more and more popular. Based on outsourcing, the approach assumes that the company.

The "manufacturer" is engaged only in the development of the product, and its production, design, delivery is completely carried out by a third party. Thus, the company finalizing the product is fully aware of its properties and provides a more professional delivery. Undoubtedly, further development of technology will have a positive impact on this area. Already now, all interested participants can monitor the location of the cargo at any time. Probably, this will add the ability to control the conditions of its storage.

"A brand is the intangible sum of the properties of a product: its name, packaging and price, its history, reputation and the way it is advertised. A brand is also a combination of the impression it makes on consumers and the result of their use of the brand" David Ogilvy.

On the shelves of stores, you can now see a large number of products from different manufacturers, from different countries, in different packaging, and with different names. But inside, they are not much different. Which one will you choose? As a rule, the one that has already

been tried before, or the one that you have heard about, or that the seller will advise. Millions of buyers do the same. As a result, some goods are sold more, others less. The effectiveness of marketing depends not only and not so much on the rationality of the use of marketing tools but on the conformity of the product, its consumer characteristics to the needs of the market. Bringing these characteristics to the consumer and creating not momentary but long-term consumer preference for a given trademark among competing products on the market is the most important marketing task.

In conditions of fierce competition, even well-known enterprises face a rather difficult task: maintaining their positions in the market and maintaining efficiency. Usually, the management of organizations carries out a number of measures to increase market share, reduce costs to implement price competition, and many others. But often, this is not enough to survive.

Many experts are increasingly inclined to conclude that the main factor in the success of most businesses is customer loyalty. This concept appeared in our country not so long ago, but it has already won the interest of many. The highest degree of consumer loyalty is almost fanatical brand worship.

Any product, when it appears on the market, creates some impression about itself - positive or negative, it appears inevitably as soon as the consumer learns about the product. These associations, the perception of the product by the consumer, are called the brand. A brand is a kind of impression of a product in the minds of consumers, a label that is mentally glued to the product. The process of creating and managing a brand is called branding. It can include creating, strengthening, re-positioning, updating, and changing the stage of a brand's development, its expansion, and deepening. Branding is an experience-building technique that contributes to the overall image and the target market segment's relationship to the brand.

The process of creating a long-term consumer preference is considered as an activity on presenting to the buyer the merits of a product or service, their features in comparison with similar offered goods or services, the formation in the minds of consumers of persistent associations that have impressed its brand associated with this product. These associations, as a figurative combination of individual impressions into a general, vivid and stable picture of an interconnected consumer's idea of a product, his brand, is called a brand. A brand is presented as an image of a brand of a given product (service), highlighted by the buyer among competing products [8].

Branding is carried out using certain techniques, methods, and ways that allow you to bring the developed brand to the buyer and not only form in his mind the image of the brand of the product but also help in the perception of the functional and emotional elements of the product by the buyer.

In this context, branding helps the shopper speed up product selection and purchasing decisions. The main characteristics of the brand are:

- its main content (Brand Essence);
- functional and emotional associations that are expressed by buyers and potential customers (Brand Attributes);
- verbal part of the brand or verbal trademark (Brand Name);
- the visual image of the brand, formed by advertising in the perception of the buyer (Brand Image);
- the level of brand awareness among the buyer, brand power (Brand Power);
- a generalized set of brand attributes that characterizes its individuality (Brand Identity);
- cost estimates, indicators (Brand Value);
- the degree of brand advancement (Brand development Index);
- the degree of brand involvement in the target audience and its individual segments (Brand Loyalty);

Keep in mind that not every trademark can become a brand. For this, a trademark, a trademark must gain popularity in the market and the confidence of buyers.

A trade mark, most often represented by the name, graphic image and sound symbols of a company or product, is not yet a brand [9].

The development of industrial production and technological processes, an increase in the assortment of goods, the complication of identification of the desired product in the market of competing goods - all this required the development of a system to simplify the choice of goods. In addition, the socialization of the culture of life orients each person to maximize the time used for communication and recreation. But the search for the right product takes a long time. Branding helps shoppers find the product they need more quickly and easily, thereby saving time. As an effective tool, branding uses the practice of sampling, that is, transferring samples of goods to buyers free of charge so that the consumer can feel the differences and receive strong evidence of their existence.

Branding is especially useful for products that have subtle or imaginary differences. This refers to high technology goods for recognition, which require special preparedness, literacy of consumers, since the life cycle of goods tends to decrease, the technical complexity of goods increases, and clear differences between goods of the same purpose are difficult to capture.

Brand building is a creative endeavor that requires deep knowledge of the market, consumer and competitors. This is a rather lengthy, complex and expensive process, so large companies involve a professional, specialized firm in the development of a brand.

The scheme of work on brand formation may include the following stages:

Brand positioning in the market, that is, search for a brand's place in the market, as well as a set of consumer needs and product perception. Brand position is the place that a brand occupies in the perception of buyers in relation to a competing product. Here you should get answers to the questions: for whom is the brand created? Why, how will the consumer benefit from this brand? What is the purpose of this brand? What competing product should this brand protect the company from?

Formation of brand strategy, that is, strategic programs used by the firm to create brand value. The strategy determines: who is the target audience? What should be promised to this audience? How can a buyer justify this promise? What impression should the consumer have of the brand?

Strategic brand planning should be carried out using methods that establish how a product is made, named, classified, displayed and advertised. These are methods of marketing research, consumer behavior, their socio-psychological and demographic characteristics.

Development of content, brand ideas. The main idea of the brand should reflect the promise, the offering of its benefits. To create a unique brand, you need to know as much as possible about the product and its manufacturer, everything related to the use of the product in this and related industries. The brand idea should interest and captivate the buyer, draw his attention to the brand and product. It has been established, for example, that people's attention is attracted by: cars, wars, money (how to make money), children, animals, famous personalities, disasters, fashion, predictions of the future, food, entertainment, weddings, sex, gossip, sports, humor. When developing a brand yourself, these guidelines can be used. In addition, for the development of a brand can be involved: developers of the manufacturer; professionals of a specialized brand firm; target audience of potential consumers; brand development specialists from other firms, for example, to create a graphic or sound image of a brand.

Trademark analysis and brand name search. A trademark is a conventional sign that, by associating it with a product or service, informs the consumer about the product, its consumer characteristics. She assures customers that they will receive the same quality as before when they buy the product. In addition, the brand provides an opportunity to bring new products to the market and influence retailers.

When analyzing a trademark, it is necessary to pay attention to the presence of its following qualities: attractiveness, efficiency, communication in the field of product positioning, ease of recognition among competing products.

Of all the components of a brand, the most important is the brand name, which is most often associated with the name of the manufacturer or, less commonly, the intermediary firm. The search for a brand name, its name, is a long process that requires justification[1].

The economy of Kazakhstan has developed quite rapidly over the past few years and has shown good results. These figures inspired us, and the consumer culture of the population grew, meeting the needs of people became more and more difficult, of course, this was facilitated by global integration. Nevertheless, we are witnessing how the consumer market of Kazakhstan is replete with various brands. But why, then, are we experiencing a crisis? And why do some Kazakhstani companies fail, and their brands become unpopular and forgotten altogether.

Many executives argue that the crisis brings with it positive aspects, as it immediately determines which company is competitive and which is not. At the same time, I would like to note that management with a horizontal management system prevails in most companies in Kazakhstan. Which suggests that the top management of the enterprise should be blamed for the company's failures or for poor performance in the market, and not the marketing specialists, who, logically, should be responsible for the competitiveness of the enterprise.

In reality, this is what happens, marketing is still in most Kazakhstani companies, it is only a function, an operational department. Based on this, it is not difficult to determine the place of branding and its development in Kazakhstan; it is not appropriate to talk about brand management in principle. At Kazakhstani enterprises, such areas of management are actively used as the development of corporate culture or a quality management system.

One of the trends is the availability of these systems, in connection with the development of office IT infrastructure and Internet access. The indicator of the use of computers in their activities in Kazakhstan is growing exponentially, the annual growth of enterprises with Internet access is 20%. This data directly has a positive impact on the development of the IT industry, and it is also the foundation for the development of brand management, which in turn is integrated with IT.

A strong brand of the country not only puts goods on the trade counters of the world, but also attracts long-term investments. For an investor, having a strong national brand is the most important benchmark, perhaps more important than many risks. Even multinationals and mining companies take this into account when making decisions. No commercial bank will receive a credit rating higher than that assigned to the country. A properly built national brand creates an economic premium.

## Conclusion

Particular attention should be paid to the issues of involvement of participants in the processes of creating and consuming a product with universal values. The product, and the brand itself, should be the result of the implementation of the concept of social and ethical marketing. If not, the product has more chance to be omitted by a consumer. Product should be creative and more attractive than others at the market. In conclusion, I would like to note that a properly developed brand strategy and a carefully implemented tactical program can create value for the consumer of a product or service and commercial success for a manufacturer. Subsequently, it will bring to the future success of a manufacturer and his products due to the fame that he will get.

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## **ОСОБЕННОСТИ ФОРМИРОВАНИЯ И ПРОДВИЖЕНИЯ БРЕНДА КАК КЛЮЧЕВОГО ЭЛЕМЕНТА РАЗВИТИЯ БИЗНЕСА**

В статье рассмотрены проблемы формирования и продвижения бренда. Определена ценностная база бренда и представлены условия создания успешного бренда. В современных условиях продвижения и развития бренда, формирование к нему положительного отношения – залог успеха и работающий маркетинговый ход. Отношение потребителя к товару, удовлетворение его качеством и сервисным уровнем определяют спрос на товар и концепцию работы компании. В работе подробно изложены следующие аспекты управления брендом: создание бренда, бренд-имидж и фирменный стиль, архитектура брендов и стратегии развития бренда, методы продвижения бренда и особенности интернет-брендинга. Предлагается рассмотреть необходимость формирования бренда как фундамента, ключевого элемента эффективного развития бизнеса. На сегодняшний момент представители бизнеса мало времени уделяют формированию бренда своей компании. Ведь именно продвижение бренда подразумевает непрерывный процесс его раскрутки, требующего постоянно новых уникальных идей в маркетинговой креативной стратегии. Определен современный комплекс мероприятий, направленный на формирование целостного и востребованного клиентами имиджа компании, её услуг или продуктов. В более простом понимании это управление торговой маркой и её репутацией. Отмечается, что от умелого развития и продвижения бренда зависят стратегические перспективы компании, что формирование и продвижение бренда компании — это высший пилотаж маркетинговой деятельности.

**Ключевые слова:** бренд, продукт, маркетинг, архитектура бренда, интернет-брендинг, бренд-имидж.

## **БИЗНЕСТІ ДАМУТДЫҢ НЕГІЗГІ ЭЛЕМЕНТІРЕТІНДЕ БРЕНДТІ ҚАЛЫПТАСТЫРУ МЕН ЖЫЛЖЫТУ ЕРЕКШЕЛІКТЕРІ**

Мақалада брендті қалыптастыру және жылжыту мәселелері қарастырылған. Брендтің құндылық базасы анықталды және сәтті бренд құру шарттары ұсынылды. Брендті жылжыту мен дамытудың қазіргі жағдайында оған оң көзқарас қалыптастыру – табысқа жетудің кілті және жұмыс істейтін маркетингтік қадам. Тұтынушының өнімге қатынасы, оның сапасы мен қызмет көрсету деңгейіне қанағаттануы өнімге деген сұранысты және компанияның жұмыс тұжырымдамасын анықтайды. Жұмыста брендті басқарудың келесі аспектілері егжей-тегжейлі көрсетілген: бренд құру, бренд имиджі және бренд стилі, бренд архитектурасы және брендті дамыту стратегиясы, брендті жылжыту әдістері және интернет-брендингің ерекшеліктері. Брендті бизнесті тиімді дамытудың негізгі элементі ретінде қалыптастыру қажеттілігін қарастыру ұсынылады. Бүгінгі таңда бизнес өкілдері өз компанияларының брендін қалыптастыруға аз уақыт бөледі. Өйткені, брендті жылжыту оны жылжытудың үздіксіз процесін білдіреді, бұл маркетингтік шығармашылық стратегияда үнемі жаңа бірегей идеяларды қажет етеді. Мақалада компанияның, оның қызметтерінің немесе өнімдерінің тұтас және тұтынушы сұранысына ие имиджін қалыптастыруға бағытталған заманауи іс-шаралар кешені ұсынылған. Қарапайым мағынада, бұл брендті және оның беделін басқару. Компанияның брендін қалыптастыру және жылжыту-бұл маркетингтік қызметтің аэробатикасы. Компанияның стратегиялық перспективалары брендтің шебер дамуы мен алға жылжуына байланысты.

**Негізгі сөздер:** бренд, өнім, маркетинг, бренд архитектурасы, интернет-брендинг, бренд имиджі.

### **Information about authors:**

Gulaim Tlepova, Master of Economics, Senior Lecturer of the Department of Economics, Kh.Dosmukhamedov Atyrau University, Atyrau, Student avenue, 1, g.tlepova@asu.edu.kz, +77014724077, ORCID: 0000-0001-5526-9486

Aizada Zinullina, Master of Economic Sciences, Lecturer at the Department of Economics, Kh.Dosmukhamedov Atyrau university, Atyrau, Students avenue, 1, e-mail: [aizada\\_zeinullina@mail.ru](mailto:aizada_zeinullina@mail.ru), +77774381118. ORCID 0000-0003-4387-4632