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THE USE OF BRAND MANAGEMENT IN THE INTERNATIONAL MARKET: PROBLEMS AND SOLUTIONS.



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Annotation. In this article, the scientific and practical research conducted by international economists on the content of brand management and brand management in international markets, the problems identified in the use of brand management in various multinational companies as a result of various studies, taking into account local culture and market requirements, increasing competitiveness, paying attention to legal issues theoretical and practical information on the development of flexible communication strategies is highlighted.

Keywords: international brand management, brand management, strategy, segmentation, digital marketing, brand strategies, research, localization.

Annotatsiya. Ushbu maqolada xalqaro bozorlarda brend menejmenti, brend menejmenti mazmuniga doir xalqaro iqtisodchi olimlarning olib borgan ilmiy-amaliy izlanishlari, turli tadqiqotlar natijasida turli transmilliy kompaniyalarda brend menejmentidan foydalanishda aniqlangan muammolar, mahalliy madaniyat va bozor talablarini hisobga olish, raqobatbardoshlikni oshirish, huquqiy masalalarga e'tibor qaratish va moslashuvchan kommunikatsiya strategiyalarini ishlab chiqishga doir nazariy-amaliy ma'lumotlar yoritib berilgan.

Kalit so'zlar: xalqaro brend menejmenti, brendlarni boshqarish, strategiya, segmentatsiya, raqamli marketing, brend strategiyalari, tadqiqot, lokalizatsiya.

Аннотация. В данной статье освещаются научно-практические исследования международных экономистов по содержанию бренд-менеджмента, бренд-менеджмента на международных рынках, выявленные в результате различных исследований проблемы использования бренд-менеджмента в различных транснациональных компаниях, теоретико-практическая информация по учету требований местной культуры и рынка, повышению конкурентоспособности, акценту на правовые вопросы и разработке гибких коммуникационных стратегий.

Ключевые слова: международный менеджмент бренда, управление брендами, стратегия, сегментация, цифровой маркетинг, стратегии бренда, исследования, локализация.

Introduction.

The process of globalization has strengthened economic, political and cultural ties around the world, creating new opportunities for companies and brands. International

brand management plays an important role in this process. International brand management is the process of creating, developing and managing these brands at an international level, which is carried out taking into account different cultural, economic and social conditions. In the international market, brand management plays an important role in solving current problems. At the center of this process, it is important to find effective ways to adapt to different countries and cultures, increase competitiveness and connect with consumers. This article analyzes the main problems of brand management in the international market and their solutions.

Literature review.

Many international economists and researchers have conducted their scientific research in the field of international brand management. Their research offers important theories and practical recommendations for brand management and development globally. Philip Kotler (Northwestern University). Philip Kotler is known as the theoretical founder of global marketing and brand management. His book "Marketing Management" is used as a primary textbook in many universities and business schools. It explores the global adoption of the brand, the ways in which it identifies and meets customer needs. Kotler delves deeply into all aspects of marketing, including topics such as brand placement and segmentation, digital marketing, and brand strategies.

Main part.

Cultural differences. Cross-cultural differences are important for brand acceptance. A brand that is successful in one country may fail in another. For example, a product name or design may have negative connotations in other cultures. **Competitiveness.** Ensuring competitiveness in the international marketplace is a major challenge. New incoming brands must be competitive to gain a strong foothold. This requires emphasizing the uniqueness of the brand and offering unique value to consumers. **Legal and regulatory issues.** Each country has its own rules for intellectual property protection and advertising. Brand management must take these legal issues into account and comply with them. And this can sometimes be a complex and time-consuming process. **Communication strategies.** In the international market, there is a need to adapt communication strategies. The requirements for consumer communication channels and styles differ in each region. For this reason, brands must adapt their advertising and marketing campaigns to local conditions.

Localization strategy. Brands should localize their products and marketing campaigns. This requires adapting the product and promotional materials to local culture and traditions. Through localization strategy, brands can connect more deeply with consumers and gain their trust. **Competitive Analysis.** To ensure competitiveness, it is important to conduct continuous competitive analysis. Through this, brands can adapt their strategies by identifying competitors' strengths and weaknesses. Through competitive analysis, brands can anticipate market demands and changes.

Legal advice. It is important to get legal advice when operating in the international market. This ensures that brands comply with legal issues and protect their intellectual property. Also through legal advice, brands protect their operations from legal issues. **Flexible communication strategies.** It is important to study the local markets and identify the requirements of the consumers so that the communication strategies can be adapted.

This will help make brands' advertising and marketing campaigns more effective. Communication with global audiences can also be enhanced by utilizing digital marketing channels. Globalization and technological advances encourage companies to build and manage their brands internationally. Brand management in the international market is a complex process that requires taking into account cultural, economic and social differences in different countries.

1. Cultural Adaptation. Cultural adaptation is one of the key elements of international brand management. Cultural differences in different countries and regions have a huge impact on how a brand is perceived and consumed. Consideration of local culture. It is necessary to study the cultural and social characteristics of each country and adapt brand communications. For example, you can build a close rapport with customers by reflecting cultural sensitivities in advertising campaigns. Localized products. The design, taste or functionality of products can be adapted to local demand and cultural differences. By doing so, market acceptance of the products can be increased.

2. Integrating global and local approaches (Glocalization). Glocalization (globalization and localization strategy is widely used in international brand management. This approach involves adapting the global brand strategy to the specific conditions of local markets. Global brand strategy. Maintaining the core values and features of the brand globally, but adapting to local market conditions. For example, McDonald's offers local cuisine in every country while maintaining the same brand values around the world. Local market requirements. Developing and implementing suitable marketing strategies for each market. By doing so, global brand recognition and compliance with local market requirements can be ensured.

3. Market research. Because international markets are complex and have their own characteristics, market research is important to the success of brand management. Segmentation. Dividing the market into different segments and developing appropriate strategies for each segment. For example, different communication and marketing methods can be applied to the younger generation and the elderly. Demand and supply studies. It is necessary to study the demand and supply in the local market and adapt products or services to these demands and offers. In this process, an in-depth analysis of competitors should also be done.

4. Digital marketing and technology. Digital marketing has an important place in international brand management as it allows for quick and effective interaction with customers from different countries. Social Media. Reaching and interacting with customers on a global scale through social media platforms. For example, running advertising campaigns on platforms such as Facebook, Instagram and Twitter. SEO and SEM. Increasing brand visibility online and reaching customers in different countries through search engine optimization (SEO) and search engine marketing (SEM).

5. Legislative and regulatory requirements. Each country has its own legal and regulatory requirements. These requirements must be considered and complied with. Legal adequacy. Compliance with the laws and regulations in force in each country. This includes, for example, product certification, advertising regulations and consumer rights.

6. Brand acceptance and loyalty. To successfully position the brand in international markets and increase loyalty among customers, approaches such as:

- Brand communication. Utilizing effective communication strategies to promote the brand and inform customers about the core values and features of the brand. For example, creating a brand story and making it available to customers.
- Loyalty programs. Developing special loyalty programs to increase customer loyalty. These programs offer additional benefits and incentives to customers.

Brand management in the international market is a complex and multifaceted process that requires consideration of cultural, economic and social differences in different countries. Approaches such as cultural adaptation, globalization, market research, digital marketing, regulatory compliance and customer loyalty play an important role in the successful implementation of international brand management. These approaches help companies to succeed globally and enhance the competitiveness of their brands.

International markets offer great opportunities for companies, but success in these markets requires the development and implementation of effective brand management strategies. Strengthening market research. Market research is critical to better understand international markets and develop effective strategies. Identifying customer needs. Conducting in-depth research to determine the specific needs and requirements of each market. Gathering customer insights through focus groups, questionnaires and interviews. Analyzing competitors. Researching competitors' strengths and weaknesses and analyzing their strategies. This will help identify ways to differentiate and gain an advantage over competitors.

Cultural adaptation and localization. Cultural adaptation is an important factor in the success of a brand in the international market. Local Culture Study. Learning the cultural characteristics of each country and adapting brand communications accordingly. This ensures cultural sensitivity in advertising and marketing campaigns. Localization. Adapting products and services to local requirements and preferences. By doing so, the relevance of the product to the market can be enhanced. Applying the Glocalization approach. Glocalization strategy (globalization and localization is important to ensure brand success in global and local markets. Global Brand Strategy. The core values of the brand must be maintained globally and adapted to the specific conditions of each market. Local marketing strategies. Separate marketing strategies need to be developed and implemented for each country. This requires taking into account the specifics of each market.

Use of digital marketing and technology. Digital marketing offers great opportunities to establish a fast and effective dialog with international markets. Social media strategies. On social media platforms, it is possible to reach and engage with customers on a global scale. Social media campaigns should be customized for each market. SEO and SEM. You need to increase the brand's visibility online through search engine optimization (SEO) and search engine marketing (SEM).

This puts the brand in higher positions in global and local search results. Legal and Regulatory Compliance. Compliance with each country's specific legal and regulatory requirements is considered important for international markets. Legal adequacy. Compliance with applicable laws and regulations in each country. This includes product certification, advertising regulations and consumer rights. Local partners.

Innovation implementation. Innovation is necessary to make the brand competitive and offer new value to customers. Product innovation. Developing and marketing new products and services. This provides new solutions that meet customer needs. Technological innovation. By introducing new technologies, product quality can be improved and production processes can be optimized. Increasing brand loyalty. Brand loyalty is important for establishing long-term customer relationships and brand sustainability.

Loyalty programs. Developing special loyalty programs and offering additional benefits to customers. This increases customer loyalty. Customer Contacts. It should better understand and fulfill the needs of customers by establishing close and continuous contact with them. It is necessary for multinational companies (MNCs) and develop specific strategies to manage and develop their brands on a global scale. These companies should operate in different countries and take into account cultural, economic and social differences.

During 2020-2024, various studies have identified problems with the use of brand management in various multinational companies.

Table 1.

The following companies are examples in this regard

№	Transnational company	Identified problems
1	McDonald's	McDonald's faced challenges in brand management due to cultural differences in different markets. In countries like India and China, they had to adapt their menu and marketing strategies to local tastes and preferences, which sometimes led to inconsistencies in brand perception.
2	Coca-Cola	Coca-Cola experienced difficulties maintaining its brand image across diverse markets. Health concerns related to sugary drinks and varying regulatory environments impacted its brand positively and negatively in different regions.
3	Nike	Nike dealt with brand management issues related to cultural adaptation and labor practices. Allegations of poor working conditions in factories affected its brand reputation globally, despite efforts to promote ethical practices.
4	Samsung	Samsung encountered brand management problems due to product quality issues and market failures of new products. For instance, the Galaxy Note 7 recall significantly impacted its brand image and required substantial efforts to rebuild trust.
5	Starbucks	Starbucks faced challenges in adapting its brand to different cultural contexts. Ensuring that its brand values were consistently represented across various regions proved difficult, particularly in markets with strong local coffee traditions.

6	Apple	Apple struggled with brand management in large markets like China and India, where local competitors and regulatory challenges required adjustments to its brand strategy. Maintaining its premium brand image while addressing local market needs was a significant challenge.
7	Unilever	Unilever experienced difficulties in managing its brand across different markets due to varying social and environmental expectations. Tailoring its product lines and marketing strategies to meet diverse consumer preferences while maintaining a consistent brand message was complex.
8	PepsiCo	PepsiCo faced brand management issues related to negative publicity around health concerns and environmental impact. Differing regulations and consumer expectations in various markets required careful management of its brand strategy.
9	Toyota	Toyota dealt with brand management problems due to product recalls and safety issues. These challenges affected its reputation for reliability and required extensive efforts to restore consumer trust.
10	Procter & Gamble	Procter & Gamble faced challenges in brand management due to the diverse acceptance of its products and marketing strategies in different markets. Balancing global brand consistency with local relevance was a significant issue.

These companies illustrate the complexities multinational companies face in maintaining consistent and effective brand management across diverse and dynamic global markets. The identified problems highlight the need for adaptive and culturally sensitive brand strategies to navigate these challenges successfully.

Conclusion.

In the international market, brand management is a complex and multifaceted process that requires solving various problems. Brands can succeed in the international market by taking into account local culture and market demands, increasing competitiveness, focusing on legal issues and developing flexible communication strategies. It is necessary to develop and implement effective strategies for the development of brand management in the international market. Pathways such as strengthening market research, cultural adaptation and localization, glocalization approach, digital marketing, compliance with legislation, innovation implementation, and increasing brand loyalty help companies achieve success and increase competitiveness internationally. These approaches ensure sustainable development of the brand in global and local markets. Research in the field of brand management in multinational companies helps to develop effective strategies for TNCs to successfully operate in global markets. These studies emphasize the combination of global and local approaches, cultural adaptation, understanding of customer needs, and the use of digital marketing tools. The success of brand management for TNCs is ensured by maintaining brand values globally and adapting to every market situation.

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