

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2019.2224-5294.13>

Volume 1, Number 323 (2019), 92 – 96

UDC 338.24.

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DEVELOPMENT OF BRAND MANAGEMENT IN KAZAKHSTAN

Abstract. The development of brand management, according to the authors, is a very topical issue, since presenting yourself on the world stage for the Republic of Kazakhstan is not a straightforward question and has a large number of opinions from scientists and specialists, but everyone agrees with the decision to promote the country's individual characteristics in order to familiarize and attract a country of investors and tourists for capital inflows into the country. Of course, any brand (logo, slogan, symbols, image) should, above all, wear elements of Kazakh culture, attract investment, introduce new technologies and best practices of management and marketing in the field of tourism. The introduction of brand management by Kazakhstani manufacturers will improve the efficiency of marketing activities, will contribute to improving the competitiveness of domestic products, both in the domestic and foreign markets.

Keywords: brand management, competition, logo, slogan, symbols, image, investment, attractiveness, advertising.

INTRODUCTION

A brand is a highly competitive product that has become the synergistic result of the most effective integration of branding and strategic marketing in an enterprise. Branding is the management and organization of activities to create a unique product (brand) and support it [1]. The concept of branding still has a narrow meaning. The limitations of branding in management are made around the product. In addition, what about the company or the organization as a whole? Branding cannot show the greatest efficiency if not all departments of the enterprise are integrated in the development of branding; therefore, there is a need for such a concept as brand management.

Brand management is natural, as the science of branding itself has roots in marketing. Considering marketing management, we are talking about analyzing, planning, implementing and monitoring the implementation of activities designed to establish, strengthen and maintain profitable exchanges with target customers in order to achieve certain organizational goals, such as making profits, increasing sales, increasing market share etc. The task of marketing management is to influence the level, time and nature of demand in such a way that it helps the organization to achieve its goals. The process of marketing management consists of several stages. This process takes place in a specific environment - the marketing environment. The components of this environment are the enterprise itself, its suppliers, intermediaries, customers, competitors and contact audiences.

MAIN PART

So what does brand management mean by itself? Brand management is a strategic planning and vision of an enterprise integrating its internal potential with the capabilities of the external environment. This is a systematic approach to achieving goals, which includes the enterprise as a whole. In other words, the creation and management of a brand is not for the sake of increasing sales or profits, but for the sake of improving competitiveness and efficiency as a whole - the author gives this wording. Brand management has similar features with strategic marketing having the same principles of building, planning, maintaining and managing an enterprise.

Even the most modest list of brand promotion technologies includes many ways: creating your own dealer network, TV-radio-Internet advertising, creating service and information centers, advertising campaigns and presentations, sponsorship, advertising printing, non-traditional marketing, etc. Brand promotion through television and radio advertising requires very significant financial investments. However, it is known that gradually TV advertising begins to lose its position as a "leader" in promoting goods to the market. Fewer and fewer people watch commercials, and for those who watch, the percentage of memorability of the advertised brand is very low. One could even say "the end does not justify the funds" invested in it [2].

In addition to expensive TV advertising, a company can offer a large number of cheap, but also very effective methods of promoting a brand, such as using advertising printing, non-traditional marketing, Internet technologies and special social techniques.

Advertising printing is used for promotion and promotion of brands since ancient times, only the technology and production speed are changing. [3] Now you can put your details, logos, slogans or company colors on almost any surface and in just a few minutes. Moreover, the big advantages of advertising printing include the fact that the client himself can determine the size and quantity of products, the contingent of potential buyers, the place and time of advertising. Huge advertising banners with the logo of the brand, small flyers, booklets, brochures, plastic bags and souvenirs with logos or asphalt painted in company colors will become silent, but effective assistants in the difficult task of brand promotion.

When building a brand promotion strategy, it is imperative to take into account the psychological characteristics of the target audience of customers, therefore one of the most effective technologies for promoting a trademark is the "principle of ownership". All people, one way or another, have a subconscious desire to belong to or be involved in any category: rich, healthy, athletic, independent, stylish, etc. It is precisely on this that the strategy of the "joint" promotion of the trademark is built. Thus, the entire visual range and key elements of the Marlboro brand are built as a single image of a strong and independent man. Smoker "Marlboro" associative feels more courageous, strong and independent. Studies conducted by sociologists in Russia a few years ago revealed that many men buy a certain brand of cigarettes not because of taste preferences or strength of tobacco, but because of emotional and psychological preferences, that is, due to the correctly built and presented brand promotion strategy [4]

You can also suggest the use of mass advertising. Modern advertising Internet technologies provide a truly global recognition. Banners, running line, animated characters, videos, SPAM, informational sites, interactive presentations and, in general, everything that can attract the user's attention is all Internet advertising.

Promotion of any brand in modern conditions is impossible without direct contact with consumers. There are many ways to build relationships with any customer category, but the basic method in the West is known as network marketing and has been used for a long time. The world-famous company P & G. [5] has successfully used the technology of promoting the brand through direct contacts with consumers for over a year

Employees of the advertising agency Vocal point, which promotes P & G products, weekly conduct online testing of nearly 600,000 women who are on their list of regular customers and contacts. These women receive discount coupons for some P & G products and communicate daily with their girlfriends, colleagues, and friends. That is how they learn and then display in the test tasks all the opinions they had to hear about the company's products over a certain period. This technique was used in several states of America, where, as a result, sales were twice as high as sales of other states conducting traditional advertising campaigns. [6]

The peculiarity of the "network marketing" technology is that it is the consumer who objectively informs you about the advantages and disadvantages of your brand. Moreover, the latter is mandatory and as detailed as possible. Contact numbers on the package, business cards, direct conversation with the customer, tests, questionnaires for customers and competitive "opinion coupons" - all this is an opportunity to learn the truth about yourself and your brand. Let this truth be not very pleasant, but "forewarned is forearmed." The obtained information can be the basis for developing a new brand promotion strategy or introducing additional elements into its main structure.

In general, it should be noted that the national brand of Kazakhstan is absent. According to representatives of the Department of Tourism Industry of the Ministry of Education and Development of the Republic of Kazakhstan, a working group has been set up, chaired by the Vice Prime Minister, consultations are being held with one of the world's leading branding experts Simon Anholt, positioning studies are being conducted involving all interested parties (Central Communications under the President of the Republic of Kazakhstan, the Ministry of Foreign Affairs of the Republic of Kazakhstan, the ISS of the Republic of Kazakhstan, the NC Astana-EXPO, Samruk-Kazyna, akimat of Astana, etc.). In general, work is underway to develop a country brand.

For the Republic of Kazakhstan, the efforts of national producers towards the formation of brands are a way to implement many national programs of the country and a tool to preserve stability in the country's economy in the form of a method of confronting the global financial crisis that could disrupt its sustainable development.

The role of brands as a way to preserve entrepreneurial competitiveness and ensure stable income, which makes it possible to overcome any economic crisis, is increasing dramatically. The first way to maintain competitiveness is that having a brand always attracts consumers to a particular market product, even in an environment where buyers reduce the volume of purchases. The second way is that a full-fledged brand assumes that the buyer is guaranteed a certain level of quality and safety of consumer funds. Thirdly, the crisis intensifies competition, and the buyer among the competitive products chooses the one that he knows best. Fourthly, a brand creates a consumer's pride and a special sense of status if it is able to acquire the most well known as a very valuable product of a certain brand.

It should be noted that the destination brand (logo, slogan, symbols, image) must be carried by elements of Kazakh culture [7].

The experience of Western countries shows that, in today's competitive market, there is essentially a brand struggle for their place in the minds of customers. Goods without brands give up their positions on the market in the most diverse product categories, and, among Kazakhstani consumers of most product groups, the number of buyers who are ready to buy branded goods increases. The urgency of the problem of branding development in Kazakhstan is determined by the fact that today, in essence, the consumer market is the competition of trademarks, brands and advertising images for their place in the minds of customers. This makes domestic enterprises aware of the need to develop and apply brand management techniques.

Kazakhstani enterprises have achieved certain experience in developing positioning and original packaging, in the long-term introducing merchandising, working on creating distribution channels and forming relationships with them. Branding in the Kazakhstan consumer market is gradually developing. Recent years have been marked by strengthening the position of national brands of consumer goods, which successfully compete with foreign brands. The introduction of branding by Kazakhstani manufacturers will improve the efficiency of marketing activities, will contribute to improving the competitiveness of domestic products, both in the domestic and foreign markets. Formation of brand management will improve the idea of Kazakhstan as a country that is favorable for investment and development of tourism.

Every year the economy of Kazakhstan becomes more and more attractive for foreign investments. New foreign companies are coming to domestic markets. They come with new resources, ideas and brands, and trying to get the maximum benefits, they are trying to adapt their global strategies for advancing to the peculiarities of the Kazakhstan market.

However, the development of advertising and branding markets, which are rapidly growing in quantity, still lags significantly behind the immediate needs in qualitative assessment categories. Serious problems arise for domestic specialists in applying such branding technologies as brand assessment, its positioning, naming, the creation of visual brand identifiers, and, of course, cross-cultural adaptation. Especially - the adaptation of foreign brands, the technologies of which are not owned even by the leading Kazakhstani advertising and branding agencies. When they try to adapt a foreign brand to the domestic market, they completely ignore entire groups of parameters that have a decisive influence.

Adaptation of foreign advertising implies the preservation of its emotional and rational characteristics, taking into account the multitude of cross-cultural differences between the two societies. For example, the socio-economic differences - social, economic and political systems. Associative stereotypical differences are also important - semantic, phonetic and color associations, the presence of social, emotional and ethical stereotypes, traditions and attitudes.

A brand with all its attributes, identifiers and value characteristics exists primarily in the minds of consumers. Despite globalization, the characteristics of this consumer consciousness are difficult to unify, and still have a national character. Many major international companies are entering the Kazakhstani market, but the cross-cultural adaptation of their products is still a “weak link”, which significantly affects the efficiency of foreign brands, reducing their value and increasing the cost of promotion.

Domestic manufacturers for the formation of their own brands require great efforts and means to “seize the initiative” from foreign competitors who have long started an advertising campaign in Kazakhstan. The use of modern branding technology provides for ongoing marketing research of consumer preferences, motives for making purchases, since the specifics of the purchasing behavior of Kazakhstanis determine the need to form the concept of advertising the brand in the domestic market.

Thus, at present, the brand in Kazakhstan is becoming one of the most expensive assets in the company's value even in comparison with production facilities. Therefore, the brand value is paid the most attention in mergers and acquisitions operations, as well as in public offerings of company shares on stock markets or placement of other types of securities in order to attract investments.

CONCLUSION

Summarizing the above, it can be noted that the process of creating a brand and its subsequent management is a completely logical, predictable and manageable process. The logo and the slogan, even if it was created using “impact on consumer choice” using ingenious technologies, cannot guarantee success. The consumer needs the product that he is ready and wants to buy. He needs his personal benefits, he is guided by his personal preferences. After all, they determine a stable commitment to any object of consumption. They are the basis of such a concept as a brand, and brand management using modern branding technologies becomes a prerequisite for the survival and growth of a company in a highly competitive environment.

УДК 338.24.

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ҚАЗАҚСТАНДА БРЕНДІ БАСҚАРУДЫ ДАМУ

Аннотация. Авторлардың пікірінше, бренд-менеджментті дамыту өте өзекті, өйткені Қазақстан Республикасы үшін әлемдік аренада өзін елестету мәселе бір мағыналы емес және ғалымдар мен мамандардың пікірлері көп, бірақ барлығы елге капитал тарту үшін инвесторлар мен туристерді таныстыру және тарту мақсатында елдің жеке ерекшеліктерін алға жылжытуға шешіммен келіседі. Әрине, кез келген бренд (логотип, ұран, рәміздер, имидж) ең алдымен қазақ мәдениетінің элементтерін, инвестицияларды тарту, туризм саласында жаңа технологиялар мен менеджмент пен маркетингтің озық тәжірибесін енгізу керек. Қазақстандық өндірушілердің бренд-менеджментті енгізуі маркетингтік қызметтің тиімділігін арттыруға мүмкіндік береді, ішкі және сыртқы нарықтарда отандық өнімнің бәсекеге қабілеттілігін арттыруға ықпал етеді.

Түйін сөздер: брендті басқару, бәсекелестік, логотип, ұран, рәміздер, сурет, инвестиция, тартымдылық, жарнама.

УДК 338.24.

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РАЗВИТИЕ БРЕНД МЕНЕДЖМЕНТА В КАЗАХСТАНЕ

Аннотация. Развитие бренд-менеджмента, по мнению авторов, тема весьма актуальная, так как представить себя на мировой арене для Республики Казахстан вопрос не однозначный и имеет большое количество мнений ученых и специалистов, но все согласны с решением продвигать индивидуальные особенности страны с целью ознакомления и привлечения в страну инвесторов и туристов, для притока капитала в страну. Безусловно, любой бренд (логотип, слоган, символы, имидж) должны, прежде всего, носить элементы Казахской культуры, привлечение инвестиций, внедрение новых технологий и передового опыта менеджмента и маркетинга в сфере туризма. Внедрение бренд-менеджмента казахстанскими производителями позволит повысить эффективность маркетинговой деятельности, будет способствовать повышению конкурентоспособности отечественной продукции, как на внутреннем, так и на внешних рынках.

Ключевые слова: бренд-менеджмент, конкурентоспособность, логотип, слоган, символы, имидж, инвестиции, привлекательность, реклама.

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