



## **DEVELOPMENT TENDENCIES OF THE WORLD FOOD MARKET AND THEIR IMPACT ON THE BRAND**

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### **Abstract**

In the article have been assessed the features of the application of branding strategies in the context of the development of the assortment in the food markets. The specifics of umbrella and flank brands are considered. Their strengths are highlighted, as well as the advantages of moving from an umbrella brand to a flank brand, which contribute to its profitability. Approaches to the development of the product range and related brand strategies are presented, formed using various methods, taking into account factors related to the scale of sales, product features, goals and objectives of companies: vertical and horizontal expansion of the brand line, new product and market extensions of the brand, joint branding, strategies for combining product components into a set and its division, combining several goods into a set, dividing a product set.

**Key words:** Marketing communications complex, Local market, Region, Sociological research, Trade organization and Food market.

### **1. Introduction**

Today, the conditions for the development of the modern economy in many countries are basically similar. This trend is explained by many factors, but perhaps the main determining feature of this specific aspect is the rapid development of communication and transcorporations, as well as the process of globalization and the economic crisis, as a result of which foreign and domestic organizations at all levels of socio-economic and political systems are stable and "solid" defines competition (Minchington, 2011).

In such conditions, a legitimate step to preserve the competitive advantages of the organization is to look for new non-standard management and marketing solutions for companies to get out of crisis, to maintain sales markets, to surpass competitors and so on.

Today, economists and advertisers, managers and marketers agree on the following opinion: "branding is a process that leads to a better positioning of the entire organization, not just one trademark." Branded goods are a powerful marketing strategy that means thousands of loyal customers, successful entry and retention of new markets, increased sales, and more.

In order to remain competitive, modern companies strive to create multi-brand strategies: branded goods - its abundance - determine the company's almost monopoly position in relation to competitors, for example, Procter and Gamble, Nestle, Coca-Cola. Competition is expensive and such corporations have annual advertising budgets in the millions of dollars.

And yet, the high costs spent on branding alone do not bring complete success, the effectiveness of companies mainly depends on the quality of management, the level of training of their employees, both campaign management

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staff and individual specialists, and their high qualifications. In the conditions of general competition, highly qualified personnel are expensive, corporate competition is manifested not only in the external environment, but also in the internal environment of organizations. Companies have to spend a lot of money not only to buy the necessary specialists, but also to keep their employees.

## **2. Tendencies of the world food market and their impact on the brand**

An increasing number of companies in the world are engaging leaders in the field of employer branding in the implementation of strategic tasks, for example, Google, Starbucks, Deloitte, Deutsche Bank, etc. Undoubtedly, new cases will arise in organizations that manage to create HR brand value, such as consumer brands.

In addition to all of the above, HR-branding requires a management system of the corporation that responds not only to the distribution of human resources of the organization, but also to the company's capital.

Brand competition and growth is essentially a matter of creating two dimensions for consumers - the physical and the intangible. In the context of HR-branding, this means that companies with more employees, more vacancies, more offices and a wider market have a significantly greater advantage in recruiting candidates from "passive" money (a form of merger). That's why companies like Google, Deloitte, Sodexo, IBM, etc. have more engagement channels than their smaller competitors. Long-term marketing research how companies brand provides information about development. However, many companies are blowing literally millions of dollars to create a strong HR brand. This is because they operate without a clear strategy that informs investment decisions and communicates very broadly. They also often rely on the opinion of third parties, who are not necessarily acting in their best interest. Attitude and trust in a brand reflect behavioral loyalty: consumers know and think highly of the brands they use, and accordingly think and talk less about unused brands. Thus, big brands always

score higher in brand attitude surveys because more consumers think favorably of them (they are also slightly more loyal). This is one of the reasons why the most popular consumer brands are consistently at the top of the "Best Employers" rankings for graduates.

Associations with well-known brands are formed by long-term consumption of the product, as well as by advertising and mass media. For example, Apple, which produces successful and innovative products and solutions, is also considered a "best place to work". If candidates do not have knowledge or close connections within the organization, opinions and associations are formed on the basis of publicly available information about the HR brand or the employee's unique value proposition (Employee Value Proposition) - that is, for example, empty after visiting a career website before submitting a resume for a job. Today, modern management should develop the unique characteristics of the HR brand.

## **3. Development tendencies of the world food market and their impact on the brand**

HR Brand Development Managers are tasked with developing and protecting brand identity. Examples: informal and non-standard working environment at Google; Deloitte's career development program for graduates, salary and bonus system for management at Macquarie Bank; Southwest Airlines and Virgin Airlines have "Work and Play" programs. All this characterizes the employer's brand and distinguishes it from "quality" in the eyes of not only potential applicants, but also the company's own employees. These features are well known and actively promoted through mass media and social networks. In addition, according to many practitioners of communication marketing strategies and brand managers, some of these characteristics are transferred to the customer through interactions with consumer and advertising communications.

Also, these specific features are actively used in the process of creating the brand value of these companies, by creating positive brand associations and increasing the convenience of



"passive" candidates for money (a form of association).

HR-brand communication includes both visual characteristics of the brand, color, symbols, fonts, etc., and qualitative characteristics, which, according to many brand classics, can become unique distinguishing features of the brand and act on the subconscious level of the audience.

Examples include McDonalds' Golden Gates, Nike's famous "Galochka" logo, and the signature purple color used in Cadbury's product packaging. All these are well-known signs of corporate and consumer brands, which are equally understandable to both the customer and the company employee [5].

Nevertheless, in the modern management of campaigns, HR-branding has a serious problem. Employers continue to send inconsistent messages to consumers and initiate promotional activities that do not contribute to creating or renewing positive brand perceptions and associations among employees or researchers. Often, the advertising communications of modern organizations contain conflicting messages, or brand value, or are not present in the communication at all, for example, in the vacancy announcements of a large recruiting agency and its brand, but the brand of the employer company that pays for this advertisement. not.

The solution to this problem is to use consistent campaign actions to find, match and select candidates, in which there is no need to change the communication message or creative message for each campaign, it is enough to define the steps of this process [4].

HR branding managers need to understand how candidates relate to job vacancies in their organization, when they think about the company, and how the company fits into their daily lives. For example, Deloitte New Zealand launched a Facebook page called "Your Future at Deloitte (New Zealand)" and targeted university graduates. Communication with the target audience of the community is carried out

using a variety of methods, including online questions and answers, radio broadcasts, video events, job search tips, tests, contests, etc. Deloitte's New Zealand office takes a long-term approach to building HR brand value through a number of initiatives.

Through these initiatives, employees and candidates consistently form and continuously renew associations about their work at the company. Informal information networks (sometimes simply called "connections") within organizations are a popular source of information about a company.

In companies that do not pay enough attention to communication with their employees, communication becomes the most reliable source of internal information about the state of the company's affairs [7].

Perhaps some employees will argue that this is not so bad. Another important thing is that the company's HR brand communication should be consistent with its corporate and consumer brand communication.

Social media is being accepted as the preferred form of communication for more and more employees.

Companies responded by introducing new communication tools. For example, IBM and HP have created their own internal social networks that have had a positive impact on their HR brand.

Best Buy uses methods such as face-to-face communication, social media, and comprehensive discussion forums that allow both employees and executives to communicate effectively and openly about the positives and negatives of working for the company. Thus, in the first two years of its activity, the forum recorded more than 1.5 million entries, and the number of employees participating in the forum exceeded 10,000 people per week. The combination of tools has had a huge positive impact on the company's culture.

In conclusion, the HR-brand developed and established by the foreign experience of



modern corporations can offer a number of recommendations that companies should take into account when developing a communication strategy.

First, the employer's brand strategy should provide communication between the internal departments of the organization responsible for corporate and consumer brands, as well as external suppliers.

Therefore, the principle of cooperation is important, so that all participants in the process have the same understanding of the project goals and work together to achieve them.

Second, it is recommended that you conduct internal and external consumer research to determine how your HR brand is perceived by your target audience and aligns with the memorable images and associations you use to create your employer brand.

Thirdly, the development of creative concepts for the brand includes external components (logos, slogans, tonality, stylistics, etc.), as well as quality characteristics, informal influence on the audience (image, reputation, leaders, popularity, history, culture, etc.), that is, the target audience includes all tools that create associations of the employer with the brand.

Fourth, it is necessary to study the communication channels that provide the greatest convenience for the management, to observe logic and consistency, to determine where the company will get the greatest return on the costs of hiring employees, and accordingly to increase the contribution of its resources, as well as to control the effectiveness of its investments.

The external organizational environment of the company's management needs the dynamics of the analysis of mobile technologies, which increases the awareness of all the problems of employees, and the search for opportunities to manage and regulate them in the management system.

Building a strong HR brand is done on both a tangible and intangible level. Therefore,

creative efforts should be aimed at creating and maintaining reliable and permanent associations that your company should create in its employees, so your strategy should be based on the opportunities to expand and use communication with your target audience using the most effective internal and external channels.

It's important to survey not only existing employees, but potential employees as well, to get the full picture and not miss critical gaps that could turn valuable candidates away.

Many companies have surveys of employees who have left their jobs - the reasons for leaving the organization can also be valuable material for analysis. It may also be useful to conduct additional interviews with employees some time after the layoff at the time of the layoff, or about feelings (Strategy communication in HR-brand, 2021). In short, form should match substance in an employer's value proposition. Often people come to a company attracted by "bright and attractive packaging" and are disappointed by the gap between reality and expectations. Thus, the right HR-branding becomes a powerful motivator for employees and a powerful magnet for new talent.

The taste of these products has passed the test of time. For several generations, they have known these brands and trusted their quality. We have collected ten of the most famous product brands that have been produced for more than a hundred years.

*Coca-cola. Year of creation: 1886*



Coca-cola recipe was invented by pharmacist John Stith Pemberton. The name of the drink was given by the accountant Frank Robinson, who also designed the logo. During the first year, the profit from the sale of the drink was only 50 dollars. In 1888, Pemberton sold the



right to produce the drink. The Coca-Cola Company was founded in 1892, and in 1902 it became the most popular drink in America.

**Heinz. Year of Creation: 1869.**



The first product of this company was not ketchup, but canned erkalampiri according to the recipe of the mother of one of the founders of the company, Henry John Heinz. Heinz ketchup appeared in 1876, when the company was looking for ways out of a crisis.

**Nestle. Year of creation: 1866.**



The company was founded by Swiss pharmacist Henri Nestle. From flour, milk and sugar, he created artificial food for babies. The Nestle family crest was used as the logo. Initially, there were three chicks in the logo, but in 1988 the logo was changed, leaving only two chicks, which was more in line with the image of a modern family.

**Wrigley. Year of creation: 1891.**



Initially, the company was engaged in the sale of soap and baking powder. In 1892, as a promotional move, a gum pack began to be given as a bonus along with the gum pack powder box, which quickly became more popular than the main product. The company owns such brands as Orbit, Hubba Bubba, Juicy Fruit, Eclipse, Extra and others. In 2008, the company was acquired by Mars Inc.

**Jack Daniel's. Year of creation: 1866.**



Jack Daniel, the founder of the company, already knew all the technology of whiskey production at the age of 13, because at the age of seven, pastor Dann Koll took him to work. To produce his whiskey, Jack used special water with a low iron content and used sugar maple charcoal to filter the whiskey - which gave the drink a unique, smooth taste. Jack Daniel's Liqueur and Vodka Factory was the first registered distillery of its kind in America.

**Lowenbräu. Year of creation: 1383.**



According to legend, this beer was first brewed by the owner of the tavern Zum Lowen (The Lion's Inn), but this beer was first mentioned in the list of Munich brewers in 1746. During the Second World War, the brewery was almost destroyed, but after reconstruction, it regained its former status.



**Anniversary. Year of creation: 1913**

In 1855, a small workshop for the production of confectionery products was opened in Moscow, and in 1881, the enterprise "S. Siu i Ko» is registered as Trading House. It was this company that released "Yubileynoe" cookies in 1913 in honor of the 300th anniversary of the House of Romanov. In 1918, the factory was appropriated and renamed "Bolshevik". In 1967, "Yubileynoe" cookies were awarded the honorary State quality mark of the USSR. And in 2007, this trademark became the property of "Kraft Foods Rus".

**Jacobs. Year of creation: 1895.**

Johann Jacobs opened a shop selling coffee, tea, cocoa and sweets in Bremen. Customers soon realized that the coffee in this store was of high quality. The trademark was officially registered in 1913 and a large coffee factory was opened in 1934. The brand appeared in Russia in 1994.

**Twinings. Year of creation: 1706.**

Thomas Twain opened a coffee shop in London in 1706 and expanded it to a tea shop in 1717. In 1784, Richard Twain succeeded in reducing the duties on tea, making it the national drink of Great Britain. In the first year of Queen Victoria's reign (1837), Twinings received a Royal Warrant as "Permanent Purveyors of Tea to Their Majesties" and is still a constant purveyor to the Royal Family.

**Cadbury. Year of creation: 1824.**

John Cadbury opened a small pastry shop in Birmingham. His chocolate quickly gained popularity and in 1853 he was awarded the title of "Purveyor to the Royal Family". Now the company produces such brands as "Fruit and nuts", "Wispa", "Picnic" and others.

Food safety indicators are used to analyze the volume of food production in the countries of the world. "Economist Intelligence Unit" magazine leads the way in determining indicators of food security. In this magazine, the overall ranking of 109 countries is determined. According to the data, researchers use 58 criteria divided into three groups. These are mainly assessed based on the last two years of data on food availability, consumption figures and food quality and safety (Ergashxodjaeva, 2018).

The Global Food Index (GFSI) was developed by the "Economist Intelligence Unit" analytical agency and is updated every year. In 2021, the global study on food security and its rating was published for the tenth time, and Uzbekistan rose to second place in the general rating among 113 countries in 2021 according to the level of access to food products, their availability and safety, as well as natural resources and sustainability. The improvement in the ranking is due to negative changes in the way of achieving food security in other countries of the world during the pandemic. The accumulated points allowed Uzbekistan to maintain its place in the group of countries with a moderate level of food security.

Factors such as the global economic crisis in the world, shrinking of international food markets and price increases in them, shrinking of agricultural crop areas as a result of increasing urbanization processes threaten the provision of food security in countries. Therefore, in September 2015, at a meeting with the participation of UN member states, the Millennium Development Program and the



Sustainable Development Goals were adopted until 2030. One of the stated goals of this program is to "eliminate hunger, ensure food security and promote healthy nutrition and sustainable agriculture."

In the context of the 2020 COVID-19 pandemic, the issues of production and supply of basic types of agricultural and food products for population consumption are becoming more and more urgent on a global scale, including in Uzbekistan. Therefore, the beginning of efforts to enter the World Trade Organization in our country represents the importance of the problem of ensuring food safety at the international level. It is known that one of the ways to achieve food security is directly related to the level of modernization and technical-technological upgrading of agro-industrial complex networks. In the years of independence, as a result of the implementation of programs of reform, structural change and diversification of industrial sectors as well as all sectors of the economy of the Republic of Uzbekistan, industrial The share of the food industry in the gross volume of products increased. As a result, the rational and actual levels of consumption recommended by the Ministry of Health of the Republic of Uzbekistan for the per capita consumption of the main types of food products had a tendency to increase (Table - 2). Comparison of the indicators shown in this table with medical standards makes it possible to assess the healthy eating status of the population.

According to these recommendations, per capita consumption of bread and bakery products in our country has always been higher than the level of rational norms. In 2021, the actual level of consumption per capita will be 183.6 % and 263.7 % higher for vegetable oil compared to the standards recommended by the WHO and the Ministry of Health of the Republic of Uzbekistan. We can also observe that in 2021, compared to 1991, the real consumption level of meat and meat products increased from 44.2 % to 61.6 % and from 42.5 % to 59.2 %,

respectively, in relation to rational norms. It is worth noting that in the years of independence, the trend of national economic development was ensured, stability was achieved, the income of the population steadily increased, and the level of inflation was regulated, so the actual consumption levels of the main types of food products in comparison with the rational standards of consumption per capita of the population also had a tendency to increase. It is no exaggeration to say that such positive trends were achieved as a result of effective cooperation between the agricultural sector of our republic and the global agrarian economy. There is a link between policy measures in the agricultural sector and food security and nutrition. Because the agricultural sector not only provides food production and demand, but in most countries, agricultural employment also provides the livelihoods of the poor and vulnerable groups of the population.

Agricultural policy includes agricultural research, teaching and promotion of agricultural knowledge, introduction of new and improved agricultural technologies, land use policy, conservation of natural resources, agricultural credit, pricing of agricultural products, stockpiling and marketing. covers a wide range of different political interventions such as politics in the field of Agriculture Agricultural policy affects supply and demand simultaneously and in different ways by having a multipronged effect on sector incomes, rural employment, agricultural output, and prices.

Policy measures for price formation can have different objectives. For example, they create incentive prices that allow producers to increase their income and/or the volume of food production, protect producers and consumers from price fluctuations, control consumer prices and keep them low, and urban consumers with food products. is used to ensure continuity. In general, such policies affect both supply and demand in the food production sector.



**Table 1: Dynamics of changes in the level of real consumption of basic food products per capita compared to rational consumption standards (in %)**

Product types	Rational consumption norm according to WHO (kg/person, in 1 year)	The norm of rational consumption in Uzbekistan (kg/person, in 1 year)	In relation to WHO standards, % In relation to SSV standards of the Republic of Uzbekistan, %		In relation to WHO standards, % In relation to SSV standards of the Republic of Uzbekistan, %	
			1991	1991	1991	1991
			2021	2021	2021	2021
Bread and bakery products	120,5	129	141,1	147,4	131,8	137,8
Meat and meat products	70,1	73	44,2	61,6	42,5	59,2
Milk and milk products	404	413	45,3	66,8	44,3	65,4
Vegetables and fruit products	140,3	134,1	76,3	197,6	79,8	206,7
Vegetable oil	13,1	9,1	91,6	183,6	131,8	263,7
Sugar and confectionery products	36,5	40,1	32,8	85,5	29,6	77,03

From the perspective of supply, the decision of farmers to sell food products and/or other goods and to produce for their own needs is largely influenced by market conditions (production prices, price changes, price-cost ratio, production costs, reliable sales markets, supply and payment method, etc.). These conditions are often related to the market policy of the government and especially the price in the agriculture and food sector depends on the formation policy. On the demand side, since market policies and price formation determine the real income of the market-dependent producer, they also affect the ability of families to own food and the decision to fight for it.

The lower the price of food and other consumer goods, the higher the real income of families and the ability to purchase the necessary food. In terms of food security and nutrition, this is especially important for low-income families who have to spend a large portion of their income on food. Today, one of the main goals of the world community is to fight against poverty, which includes political measures aimed at protecting the lowest level of the population, such as the social protection system, targeted employment programs, and the formation of the population's income. By generating income or

providing cash or in-kind assistance to vulnerable populations, such measures play an important role in increasing food affordability.

The implementation of the right to full nutrition, which is one of the main goals of the Declaration of Social Welfare and Development, is a priority task of every country. Food security is a part of the national security system of an independent state and creates conditions for a stable life of the society. Food security of Uzbekistan is a condition of the economy, including the agro-industrial complex, in which, regardless of external political and economic factors, the needs of the population for various, high-quality food products are not lower than the minimum medical standards of nutrition, without reducing the resources of the state food reserve. is a condition where guaranteed stable satisfaction is ensured. Food security is considered one of the aspects of the economic stability and political independence of the state, and the food of the citizens describes the ability to provide products without harming national-state interests. Food security is provided by a system of political, economic, social, environmental and other measures aimed at preventing the emerging threat to the sustainable operation of the agricultural and food production industry.





The main requirements for the development and implementation of food policy at the present stage and for the future are based on the need to maintain and strengthen economic independence. It evaluates the current socio-economic situation using the system of indicators of the threshold indicators of the development of food production industries; identify external and internal threats that have a negative impact on food chains; envisages setting goals and objectives, developing a system of food safety measures and mechanisms. Internal and external factors and threats affecting the food security of our republic will change depending on the deepening of economic reforms in the agro-industrial complex and the provision of stable economic growth. Therefore, it is important to organize continuous monitoring of factors that threaten the food security of the country.

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