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БРЕНДИНГ В СОВРЕМЕННОЙ ЭКОНОМИКЕ

В данной статье рассматривается концепция создания бренда. Авторы доказывают, что эта работа требует больших знаний, усилий и времени. Для ее успешного осуществления необходимо разрабатывать различные стратегии по продвижению товара, внедрять инновации, общаться с потребителями, следить за конкурентами и идти в ногу со временем и развитием технологий.

Ключевые слова: бренд (брендинг), маркетинг, ассоциации, логотип, экономика, кризис, влияние

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BRANDING IN THE MODERN ECONOMY

This article discusses the concept of creating a brand. The authors prove that this work requires a lot of knowledge, effort and time. For its successful implementation, it is necessary to develop various strategies for product promotion, introduce innovations, communicate with consumers, follow competitors and keep up with the times and the development of technologies.

Keywords: brand (branding), marketing, associations, logo, economy, crisis, entity, influence

One of the main goals of economic entities is the creation of long-term consumer preferences for certain trademarks and ensuring a high level of their identification when making purchases. The use of branding contributes greatly to this task. The need for branding is obvious. In a period of globalization, which is «...

characterized by ... the spread of information technologies and communication tools, the interdependence of financial markets and the unification of their participants...» [7, p. 20], a recognizable brand is the condition for the existence of a product in general.

A brand is the most important factor in ensuring customer loyalty. The brand is important both for its owner as an important and expensive asset of the company and for the consumer as a factor allowing to identify a product or service in the system of a total supermarket. The development of technology is happening at a frantic pace, the needs of customers are growing, and therefore, sellers need to constantly improve their approach to them. The modern consumer market is inextricably linked with advertising and marketing technologies.

A successful brand speaks for itself - it sells goods even before customers saw it. Prime examples of brand companies are the Starbucks network; sporting goods networks – Nike, Adidas, Reebok; information industry companies – Apple, Microsoft, Samsung and many others. Technology brand creation has evolved into world culture.

What is a brand? What are the features of creating a brand? To begin with - the brand is not something tangible. This is a complex of ideas, associations, and positive characteristics about specific products and services in the mind of the consumer - a kind of mental shell of the product. There are many definitions of a brand, but they all relate to the identification of goods or services by a consumer, his attitude towards them [4, p. 15-20]. This is what the brand is on the part of the consumer. In turn, for the seller, the brand is a complex set of sequential actions and various details that have been developed for a long time by certain specialists – marketers.

The main characteristics of the brand are its main content, the associations that the product causes to customers, the verbal part of the brand, the visual image of the product formed by advertising in the mind of the buyer, the degree of brand awareness among potential consumers, brand strength, personality, brand equity [1, p. 6]. «Any brand is a trademark, but only the most popular brands with a target audience can be considered brands. In order to acquire the appropriate status, the brand must ensure the strongest possible relationship between the firm and its

customers» [2, p. 10].

Let us look at the impact of brands on the modern economy, which has entered a stage called the information economy. The phenomenon of brands has become one of the main symbols of this phase of social development. It can be noted that the entire economy today is nothing more than a brand economy. It is no exaggeration to claim that this phenomenon was not just an element of culture, but it itself radically changed the culture of the whole world [3].

Unfortunately, brands can have a detrimental effect on the economy. They play a dual role in modern crises. Firstly, they contribute to the «blowing up of bubbles» in the economy, and secondly - to their catastrophic «bursting».

The concept of image is closely connected with the concept of a brand. We can say that the brand, being a symbol, draws a certain image of the company. It should be noted that modern brands are the realization of myths. Just as there are always elements of a true story in myths, so also brands are based on facts. However, over time, when a brand undergoes a thorough erosion, it already acts as a distorted symbol of reality, i.e. the myth. Such image-myths easily turn into sources of inefficient redistribution of global capital. Considering that the principle of trust lies at the heart of international capital flows, such brands give false signals to investors. Improper trust creates investment errors, which in turn transform into building an inefficient economy.

However, no less important and interesting is the phase of destruction of the brand, when the resulting «bubble» or «catastrophically burst» or «very quickly deflates». However, the emerging negative effects can be understood only if we turn to the pricing of brands.

The fact is that brands influence the structure of market demand and have their own value. The available data convincingly show that the brand share in the value of companies is truly enormous. Brands are also extremely volatile [5, p. 59].

Since the value of a company directly affects the value of its shares in the stock market, the connection between brands and stock market crises becomes quite clear. If the credibility of a brand is undermined, it means that its value is almost completely zeroed out. Consequently, the capitalization of the relevant company

drops sharply, and after that the quotes of its shares. A deep and rapid decline in stocks leads not only to the collapse of the brand company itself, but also, at times, the entire stock market. If the loss of trust affects not one, but several large brands, then crisis phenomena become almost inevitable. I.e., brand «... management can be considered a factor of active influence on the development of the economy and society» [8, p. 176]. Thus, by their existence, brands create a financial basis for crises and strong stock market shocks; they also underlie the instability of the modern stock market.

There are a number of negative factors in the Russian market that hinder the development of the concept of branding: insufficient development of marketing skills; the skepticism of executives toward Western branding technology, despite the fact that they have proven their viability and effectiveness; chronic lack of funds for marketing; uncertainty in consumer orientation for individual brands.

Nevertheless, despite these constraints, branding in the Russian consumer markets is developing rapidly. Many domestic enterprises are gaining more and more experience, trying to explore consumer behavior in order to determine the correct approach to positioning their brands.

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