Relationships Between Marketing Mix And Corporate Image Of The Dairy Products: In Case of "Bio Natural Food" LLC

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Abstract. **In the article, the model of systemic relations with the marketing mix and corporate image of the dairy product manufacturing company was researched, and the results of the analysis made it possible to determine the main directions for the use of branding strategies in "Bio Natural Food" LLC.**

Keywords: Enterprises brand value, branding, milk and milk products, model, factors

1. INTRODUCTION

It is known that our local enterprises consider only their material interests in branding processes. However, the marketing concept of "brand" exists in the minds of consumers, so they also contribute to the process of determining its value, which forms the main concepts of modern marketing. By providing a high level of perceived value to the consumer, businesses can maximize brand value. An increase in these indicators leads to a competitive advantage for milk producers and an increase in added value.

In the context of the decline in the consumption of dairy products at the global and national level, the difficult situation of the dairy industry in Uzbekistan and the constant increase in the price of dairy products, when it is difficult to maintain it, and when dairy enterprises are further strengthening their position in the market, there is a high level of acceptance of dairy products by consumers. . It allows clients to maintain the required sales volume and position in the market.

2. LITERATURE REVIEW

In marketing, the brand and its theoretical foundations were developed and improved by Professor David Aaker of the University of California [1, 2] . Aaker and Joachimsthalar's research identified 4 key determinants of brand equity, including: consumer brand awareness, perceived value, brand attitudes, and loyalty. The studies of S. Davis [3] in the areas of brand formation, effective brand communication with consumers, and increasing attractiveness are noteworthy.

According to Keller, the brand is an additional value-creating tool for the company and the customer-based brand equity model was created.[4] This model is based on the view that "the power of a brand depends on how customers perceive, feel, see and hear about the brand over time."

J. N. Kapferer's [5]' on creating, developing and maintaining brand value research focuses on brand creation, product brand management, the role of innovation in brand development and renewal, corporate brand and modern brand management trends.

A. N. Andreev's research shows that the basis of creating brand value is related to working on the basis of specific approaches to the segment of consumers.[6]

Although there are a number of studies aimed at creating brand value in the milk and milk products market, there are almost no studies on the scientific-theoretical aspects of increasing brand value in this market and on creating models that are flexible to local conditions.

R. Dissanayake, one of the foreign scientists, proposed models of brand advertising and budget coordination of dairy production enterprises. The research proposed a methodology for determining brand values, brand preferences and strategy budgeting.[7]

Using the model of Customer-Based Brand Equity, the consumer value of Nepali dairy brands was determined by S. Kumar [8].

Fig.1. Corporate brand [18]

Amir Emami studied the effect of marketing mix and corporate image on the brand equity of Kalle Co dairy products. According to the results of the research, it was concluded that the most effective factor of brand awareness is related to the company's distribution channels and price.

Dubinina M. from the scientists of Commonwealth of Independent States. for the first time conducted research on the creation of brand value of dairy products.[9] The research presents the strategic planning process for a dairy product brand with the potential to create integrated value, a set of specific characteristics and characteristics that determine the stage of choosing consumer brand and brand value indicators, the most important value-determining determinants.

I. A. Fukova and N. A. Karpenko determined the competitiveness of these enterprises on the basis of determining the specific aspects of Belarusian dairy products in value creation.[10]

The scientists of our republic conducted a number of studies aimed at conducting marketing research in the food market, strategic marketing and developing the market activity of enterprises. In particular, J.Imomov conducted a study aimed at meeting the needs of the population for agricultural products based on the effective use of quality management in food production enterprises[11].

M. Aminova justified the theoretical aspects of the concepts of the product sales system in the B2B market of food products, as well as the necessity and importance of developing this market.[12] Hakimov H., Hamdamov Sh. show the stages of modern development of the food industry and the reforms implemented in the field, their main development trends.[13]

However, the issues of creating brand value in the dairy market and forming and managing the branding strategy in enterprises have not been fully developed in the research conducted by Uzbek scientists. Therefore, there is a need to create additional models that ensure the measurement and development of the consumer and corporate brand value of milk brands in the market of Uzbekistan.

3. METHODOLOGY

"Dobroe derevenskoe utro" brand of "Bio Natural Food" LLC was selected as the research object. "Bio Natural Food" LLC is considered one of the most famous brands in the market of milk and dairy products of Uzbekistan, and has entered all regional markets of the republic under the brand "Dobroe derevenskoe utro" with products such as milk, cheese, sour cream, kifer. Determining consumer and corporate brand value is mainly reflected in two directions: marketing activities of the enterprise and corporate image. It is based on the research of Amir Emami[14] that the

marketing activities and corporate image of the company are the main factors in increasing the brand value. The main components of the Marketing Mix are calculated: product, price, promotion and place. Marketing activity of the enterprise (Marketing MIKS) is the main means of creating brand value, which is reflected in many studies.[15]

Corporate image refers to a set of many elements that are reflected in the company's marketing tools, including: image creation, product image, user communication media image, mental image, etc. [16]

Corporate image is one of the most important assets of the enterprise and serves as a convenience factor for customers. Moreover, it is not only the attitude of customers, but also employees, media, bloggers, influencers and others towards the organization.

He chose brand value as a related factor. A brand's value is determined by the unique and reliable marketing measures associated with the brand. Research has used brand awareness, perceived quality, and brand loyalty as key dimensions of brand equity.[17]

Brand awareness. Brand awareness is all about brand recognition and staying in the mind of the consumer. Recognition refers to a consumer's ability to recognize a brand because they can distinguish the brand from others after being introduced to, observing, and hearing the brand. Signs, slogans, packaging, and other marketing tools help brand recognition [2] .

Brand loyalty. It is the degree of superiority of consumers in choosing a product over competitors. Brand loyalty is formed on the basis of consumers' belief that only a certain product meets their needs.

Perceived quality: The uniqueness and salient feature of a product, perceived quality is the consumer's perception of the overall quality and nature of the goods or services compared to other competitors. In the mind of the consumer, he knows that a product is more expensive than others for certain reasons.

The main data set for determining the brand value of "Bio Natural Food" LLC, the results of surveys conducted on a total of more than 350 retail outlets selling the company's products are taken as a basis. If this research is intended to be used for testing, a total of 100 results will be separated from the total set, analyzed using spss statistics/ spss amos package programs.

The questionnaire designed for the test in order to solve the marketing research problem consists of 2 parts. The first part consists of four questions focusing on the demographic characteristics of the respondents. Respondents were asked about gender, number of family members, income level and place of residence. The second section consists of 15 questions and collects data based on a 5-point Likert scale, including: effectiveness of marketing-MIX factors, corporate image, brand awareness, loyalty, and perceived quality. Using structural equation modeling, the statistical hypotheses of the study were tested.

4. ANALYSIS AND RESULTS

Separation of variables by selected factors:

Independent variables selected for marketing activities (Marketing MIKS) and corporate image status of "Bio Natural Food" LLC are as follows:

1) Product policy (F1)
   - enterprise goods quality assessment (Q 1)
   - the breadth of the company's product range and segment compliance (Q 2)
   - packaging (Q3)
2) Pricing Policy (F2)
   - Price of goods and their acceptance by consumers (Q 4)
   - Existence of discounts on the price of goods and their duration (Q 5)
3) Sales Policy (F3)
   - Status of timely delivery of goods (Q 6)
   - The status of working with a stock of goods for retail trade (Q 7)
4) Communication Policy (F4)
   - Advertising activity and uniqueness (Q 8)
   - Personal relationships with consumers (Q 9)
   - Response to consumer complaints (Q10)
5) Image creation process (F7):
   - Appropriateness of image creation tools for consumers: company name, logo, slogan, etc.(Q11)
   - Enterprise employees and their work culture (Q 12)

- Relationship status with the enterprise (Q 13)

The dependent variables selected for the brand value of "Bio Natural Food" LLC are as follows:
1) Brand awareness (F5) ;
    - brand awareness (Q 1 4)
    - distinguishing the brand from competitors (Q 15)
2) Brand loyalty (F6) ;
    Confidence in the product (Q 1 6)
    Product promotion (Q 1 7)
3) Perceived Quality (F8)
Specific aspects of the product; (Q 18)
Know the product better than competitors; (Q19)

Figure 1 shows the system of complex equations model (SEM) implemented using IBM SPSS AMOS package program for determining correlations according to the selected methodology.
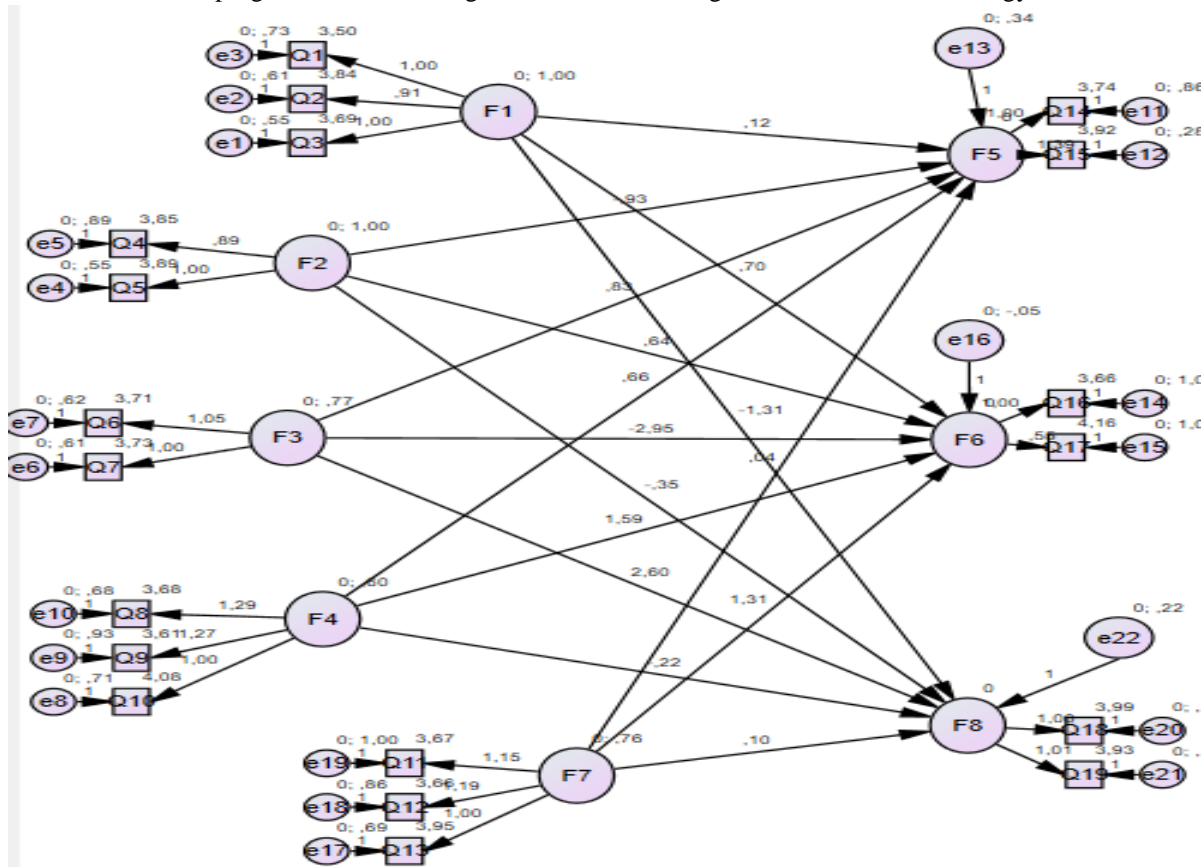
Chi-square = 737,696 ; Degrees of freedom = 127 ; Probability level = ,000

Figure 2. Results of the SEM model for determining the brand value of "Bio Natural Food" LLC
Source: SPSS Results obtained based on the AMOS 23 package program

Table 2

Regression loading coefficients

			Estimate	SE	CR	P
F5	<---	F1	0.121 _	0.336 _	0.361 _	0.718 _
F5	<---	F2	- 0.933 _	0.351 _	-2,662	0.008 _
F5	<---	F3	0.831 _	0.618 _	1,345	0.179 _
F5	<---	F4	0.664 _	0.573 _	1,160	0.246 _

				Estimate	SE	CR	P
F6	<---		F1	0.704 _	0.876 _	,804	0.421 _
F6	<---		F2	0.641 _	0.537 _	1,193	0.233 _
F6	<---		F3	-2,948	1,344	-2,194	0.028 _
F6	<---		F4	1,591	0.797 _	1,996	0.046 _
F8	<---		F1	-1,307	0.613 _	-2,133	0.033 _
F8	<---		F2	-,349	0.436 _	-,801	0.423 _
F8	<---		F3	2,601	1,245	2,090	0.037 _
F8	<---		F4	-,220	0.655 _	-,336	0.737 _
F8	<---		F7	,100	0.495 _	,201	0.840 _
F6	<---		F7	1,309	0.593 _	2,208	0.027 _
F5	<---		F7	,042	0.283 _	0.150 _	0.881 _
Q3	<---		F1	1,000			
Q2	<---		F1	,912	0.083 _	10,986	***
Q1	<---		F1	1,003	0.091 _	11,030	***
Q5	<---		F2	1,000			
Q4	<---		F2	,890	0.087 _	10,199	***
Q7	<---		F3	1,000			
Q6	<---		F3	1,054	0.100 _	10,519	***
Q10	<---		F4	1,000			
Q9	<---		F4	1,270	0.142 _	8,941	***
Q8	<---		F4	1,293	0.135 _	9,602	***
Q14	<---		F5	1,000			
Q15	<---		F5	1,390	,168	8,254	***
Q16	<---		F6	1,000			
Q17	<---		F6	0.553 _	0.087 _	6,325	***
Q13	<---		F7	1,000			
Q12	<---		F7	1,194	0.118 _	10,118	***
Q11	<---		F7	1,153	0.120 _	9,590	***
Q18	<---		F8	1,000			
Q19	<---		F8	1,010	0.103 _	9,762	***

The results of the SEM model obtained on the influence of its marketing activity and corporate image on the formation of brand capital of "Bio Natural Food" LLC allowed to determine the following:

1. In increasing brand awareness (F5), the effect of the enterprise's product policy, sales and communication policy is positive, but the enterprise's price policy has a negative effect on the level of brand awareness among consumers.
2. In terms of brand loyalty (F6), the company is conducting effective marketing activities. The company's product, price and communication policies are achieving strong levels of customer loyalty. However, problems in sales networks and relationships with trading companies reduce consumer loyalty to the brand.
3. Regarding the perceived quality (F8) factor, it was determined that the company did not carry out effective marketing activities. Consumers have not yet formed the ability to show the unique aspects of the product and to know the product as superior to that of competitors. Consumers get the unique aspects of the enterprise only through the means of communication.
4. Although the corporate image formed by the enterprise is not highly effective in branding, it records positive results in terms of awareness, loyalty and perceived quality.

Table 3: SEM performance statistics on model results

	F4	F3	F2	F1	F7
F8	-,220	2,601	- 0.349 _	-1,307	0.100 _
F6	1,591	-2,948	0.641 _	0.704 _	1,309
F5	0.664 _	0.831 _	- 0.933 _	0.121 _	0.042 _

SEM The performance statistics of the model results are shown in Table 3. As can be seen from the data in Table 3.

The results of statistical modeling show that the company's product policy has a positive effect on 2 factors of the development of brand capital. However, within the framework of the product policy, it is desirable to implement aspects and innovations that have a positive effect on the psychology of consumers.

5. CONCLUSIONS

The company's pricing policy undermines consumer confidence in the company and the ability to compare it with competitors. The enterprise is required to review its pricing practices and use innovative methods in pricing the mass assortment.

Although the company's sales policy provides the main effect on the formation of brand equity, the conditions related to the retail trade networks of the enterprise are a factor with a high negative impact on the formation of brand equity. Based on this, it is necessary to develop targeted strategies for working with retail enterprises in the formation of the enterprise brand.

The company's communication policy can be observed to have a negative effect on brand recognition. These conditions require a combination of advertising and other means of communication, product quality, etc.

We can consider "Bio Natural Food" LLC as an enterprise that has been able to create its own image. Positive correlations were observed even though the share of image in creating brand value was not high.

Based on the results of the SEM model, it can be concluded that the main purpose of the branding strategy in "Bio Natural Food" LLC is to create brand value, and it is related to the marketing MIKS and the image of the enterprise.

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