
Importance and Characteristics of Brand Choice in Services

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Abstract— This article discusses that the successful operation of service enterprises in the market largely depends on marketing, and the position of each service sector enterprise in the market largely depends on the brand, which is one of the marketing tools.

Keywords: Enterprise, service, product, market, trade mark, trademark, customer

INTRODUCTION

As a result of the economic reforms carried out in our country, the service sector is developing today, new areas of services are emerging and the number of service enterprises is growing from year to year. This is evidenced by the fact that only in 2016 the share of the service sector in the country's GDP was 68.5%. It is noteworthy that this figure is 12.5% higher than in the previous year.¹. Cabinet "The Decree "On the program for the development of the service sector in the Republic of Uzbekistan for 2016-2020" priority areas for the development of the service sector are an increase in GDP, an increase in its share in the economy to 48.7%, an increase in services in rural areas by 1.8%. once by 2020, engineering and communications, development of road and transport infrastructure, creation of conditions for the rapid development of the service sector through the introduction of modern information and communication technologies in the network, the formation of a competitive environment, and the promotion of the development of small and private

enterprises. In addition, the State programs in force in the Republic of Uzbekistan, in particular the Action Strategy for five priority areas of development of the Republic of Uzbekistan for 2017-2021, set practical tasks to improve the service sector.

The successful operation of service enterprises in the market largely depends on marketing. Because marketing is a storehouse of world experience of successful work in the market. Therefore, the effective use of marketing activities and tools in the development of the service sector remains one of the most pressing issues. The market position of each service business also largely depends on the brand, which is one of the marketing tools. A brand is a name, word, expression, sign, symbol, or design solution that is combined to distinguish the goods and services of a particular seller or group of sellers from their competitors. This is the content that consumers "stick" to the brand, the "imaginary label" and the content that its creators include. The success of an enterprise in the market is determined by how popular his brand is and how much it has survived in the minds of consumers. The brand is widely used

not only in the production of goods, but also in the provision of services. For example, brands such as McDonald's, Pizza Hut, Hard Rock's Cafe, Planet Hollywood, Hilton, providing world-famous catering services and hotels, determine their reputation.

“Sustainable economic growth, first of all, is directly related to the development of advanced industries. In any industry where products with high added value are created, we will support this industry in the first place,” President Shavkat Mirziyoyev said.²

In general, innovative brands have emerged in recent years. In particular, the two companies are teaming up to develop new products and develop their brand, creating So-branding. For example, among them are Pizza Hut & Pepsi, McDonald's & Movie Mulan, K&W. One of the main issues today is to strengthen the market reputation of domestically produced goods and services. Along with improving their consumer characteristics, it is necessary to form in the minds of consumers the image of a manufacturer or service provider. First of all, the brand of the company is important. Among the goods and services sold in our domestic consumer market, we know the image, the name of foreign brands, trademarks, but we do not know the brand, logo and even the name of our local entrepreneurs. Building a brand, especially in the service sector, is not a positive assessment of the state of his popularity. One of the measures taken in this regard is the creation of a brand. The main marketing objectives of the brand include:

1. brand building;
2. strengthening the brand;
3. brand placement and positioning (positioning);
4. updating and changing the stages of brand development;
5. brand extension.

The brand of each enterprise is evaluated according to a number of characteristics. These:

- 1) brand strength is measured by the ability of a brand to succeed in its category of brands;

2) brand relevance (relevance) is measured by the fact that the reputation and description of the brand meet the needs and expectations of consumers;

3) brand affiliation (propensity) describes the propensity of customers to use a brand and is measured by how often and how often they choose this brand when alternatives are available. This means that the brand also plays an important role in the development of the service industry. Therefore, service businesses need to create a brand that suits them. Three aspects must be taken into account:

- effective communication, effective (emotional) communication of the created brand among consumers;
- brand value created (price) - a brand can provide a good value for money service;
- convenience - the brand should be convenient and accessible to existing and potential consumers.

In a word, the marketing sphere plays an important role not only in production, but also in the service sector. Given the above, a brand must be able to attract consumers or customers in every way. In addition, the selection of brands in accordance with international standards, depending on the service sector, should not affect the traditions, language and activities of the inhabitants of the service area. Choosing a brand and presenting it to the world is not easy when we look at successful service companies around the world. It is based on a lot of work and money. Of course, the brand must be advertised enough to introduce people to people and, first of all, to attract the attention of customers.

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