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DEVELOPMENT OF BRANDING STRATEGY IN THE SYSTEM OF MARKETING OF CHILDREN'S GOODS

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ABSTRACT

The relevance of the research is predetermined by the important role that the concepts "child" and "childhood" play in the value system of a person as a person in general and as a consumer and buyer in particular. The level of socio-economic development of Uzbekistan allows us to assert a significant share of expenditures in the household budget for goods for children. In 2020, more than a third of the volume of the children's goods market was accounted for by domestically produced brands. Digital marketing tools are becoming essential in the process of brand formation and promotion in the market. Under the conditions of the negative impact of the demographic situation on the market of goods for children and an increase in the share of domestic products for children in the market, the role of branding of children's goods is increasing.

KEYWORDS: *Brand Insight, Children's Product Market, Children's Product Marketing, Design of Potential Children's Brands.*

INTRODUCTION

The purpose of the dissertation research is theoretical and methodological substantiation and development of practical tools for branding in the system of marketing goods for children in the context of the digitalization of the economy. To achieve this goal, the following tasks were solved within the framework of the dissertation research:

1. Development of the theoretical and methodological foundations of branding in the marketing system of children's products and the formation of a methodology for building a potential children's brand.

2. Determination of the characteristics of the children's goods market and global markets for goods for children based on a complex of secondary studies, taking into account the interrelationships of the subjects of the children's goods market.

3. Determination of the directions of marketing and communication impact the process of buying children's brands based on field marketing research.

4. Development of an integrated approach "6i-marketing of children's brands", based on the analysis of the practices of domestic and foreign branding of goods for children.

5. Justification of the author's model of marketing for children's brands in the context of digitalization of the economy within the author's integrated approach to the development of brands of children's goods.

The object of the dissertation research is branding in the system of marketing of goods for children in the national market of children's goods. The subject of the research is the economic and managerial relations of participants in the market of goods for children in the process of formation, development of branding of children's goods as a marketing subsystem in the context of the digitalization of the economy [1-3].
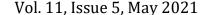
LITERATURE REVIEW

The theoretical and methodological basis of the dissertation was the work in the field of marketing by domestic and foreign authors Aaker D., Ambler T., Bondarenko V., Borden N., Ged T., Domnin D., Mirgorodskaya O., Fedko V., etc., which describes the specifics of the structure, design and promotion of brands.

Astashova Y., Afanasyeva E., Berkutova T., Domareva E., Drazhan D., Ivanchenko O., Ketova N., Meshcheryakova E., Naurazbaeva Y., Novenko A., Omshina N., Rudina K., Strachkova E ., Sysolyatin A., Ulyansky O. and others are engaged in the study of the problem of marketing of children's goods (hereinafter - MCG). The study of communication aspects of MCG is presented in the works of the following authors: I. Akhnovskaya, M. Karpova, A. Kasyanov, A. Krylova, N. Martynova, I. Pankratova, E. Rogov, etc.

MATERIALS AMD METHODS

The theoretical and methodological basis of the work is formed based on the works of local and foreign scientists devoted to the study of such state institutions as family, motherhood, childhood, in the context of studying the marketing aspects of these phenomena. The instrumental and methodological apparatus of the research is formed based on the use of

complex methods and techniques. When solving the problem of developing a branding strategy in the marketing of goods for children, descriptive-analytical and comparative methods, methods of semantic and structural analysis, methods of controlling the content of the terminology of theoretical and practical work were used. In the study of the author, a technique developed by the author was used that combines qualitative and quantitative research methods: the associative experiment method, the rating method, the survey method, the incomplete sentence method, the sign, the quantitative scale method, the obtained graphic data, the interpretation method. Consider the problem of designing potential children's brands. When developing a brand, it is important to define the brand building blocks, the design stages, and the distribution of the brand-building blocks according to the brand building stages [3-5]. The paragraph contains a study of the content and structure of branding models (the time of the study was May 2017) and the development of a methodology for designing brands of goods for children, Kid branding (May-September, 2017). In the scientific and practical literature on this issue, these kinds of techniques are called brand models. Some communication-marketing agencies patent such models, and they become the agency's promotion tool. The most famous models include the "brand wheel" (Bates Worldwide), the "4D branding" model by Gad T., the JWT-groups brand model, the brand essence pyramid from the Alliance Media educational project, etc. Analysis of models, pyramids, techniques, brand building technologies, as well as brand books of various brands shows that their elements, structural components, design stages can be the following components: brand concept, brand insight, brand mission, brand purpose, brand positioning, essence (essence) brand, brand style, brand architecture (brand system), brand vision, brand values, brand benefits, brand benefits, brand image, brand identity, brand personality, brand character, brand dimension, brand benefit, brand model, brand wheel, brand -code, trademark, service mark, the mark of origin of goods, trademark, brand identity, brand identity, brand management, brand book, a guide line, brand strength, brand value, etc. Many of these concepts, including the concept of "brand", are interpreted in different ways by both practitioners who specialize in building and promoting brands, and scientists dealing with theoretical aspects of branding. Terminological contradictions in branding discourse are often destructive, hinder quality interaction between advertisers and branding agencies, and impede the development of theoretical research in the field of branding.

This is unlikely to change any time soon, as there are several theoretical schools of branding. Within each of them, there are scientists inclined to use their terminology. In addition, as a rule, practices in the field of branding, branding agencies create their own branding technologies with special terminology, patent and register them as trademarks, trademarks, know-how, using to promote their services, which also does not contribute to the formation of a single terminological discourse branding [6-9]. Within the framework of this work, we will try to clarify some of the important concepts of the sphere of branding in relation to children's branding, to show their specificity in relation to children's brands.

Features of the description of brand elements are predetermined by the fact that it is global, responsible, innovative, creative, and leading. A specific feature of describing brand promises is that they are divided into four groups following the target audiences of brand communications - consumers, society, partners and own employees. Note that, perhaps, it would be advisable to differentiate the "consumers" group into children and adults, formulating separate brand promises for each of them. Here is an example of a mission statement and a goal formulated by a

large Russian retailer "Detsky Mir", which specializes in children's products and is at the stage of brand building, which has now merged with the ELC (Early Learning Center) retail chain: "We see our mission in creating a national a trading network designed to provide society with civilized conditions for the highest quality, safest and most promising investments in the younger generation.

The goal of "Detsky Mir" is to become a national benchmark for a store with the widest range of quality goods for children and adolescents. We are building a socially responsible business, which, together with the state and public organizations, will always oppose the penetration of goods into the domestic market that can damage the moral and ethical foundations, mental health of our children". Thus, the "Detsky Mir" brand declares its concern for children and their future, social responsibility and intention to fight low-quality goods.

At the same time, these elements of the brand completely lack the focus on such a target audience as children. In such a formulation, the mission and purpose of the brand cannot become the basis for communications with children and adolescents. Analysis of the information broadcast by children's brands on corporate websites, in brand books, as well as an analysis of the developments of agencies that specialize in brand design, including children's brands, shows that currently there are no generally accepted standards for building brands and at least a minimum mandatory set of conceptual the brand elements to be modelled. As a rule, when developing a brand in practice, all efforts are concentrated around material elements - corporate identity, packaging design, points of sale, promotion strategies, which are based on a minimal set of conceptual elements, for example, a developed creative concept and positioning of a potential brand. At the same time, the thoroughness and thoughtfulness of the conceptual part largely predetermine the design quality of a potential brand as a whole. Thus, the task of determining the minimum set of conceptual and formal components required in the development of a potential children's brand can be called urgent. In addition, an important task is to develop standards for building a brand book - a document in which all the formal and substantial components of a potential brand are recorded.

Brand book development should be a mandatory part of planning a potential children's brand. We will present a set of conceptually ideal, meaningful components of a children's brand, their formal, material representatives, as well as an approximate recommended sequence of stages of their design. Reference information, which is the basis for making decisions in the process of building a brand, is the results of market research, brands of competitors, buyers, consumers and target audiences of brand communications.

The branding launch process can be carried out at different stages, for example, a brand can be formed even when a product with its ingredients, recipe, taste, colour, smell, for example, the formula for feeding babies, already exists. Another option: the product development process can become part of the branding; a marketer and brand manager can participate in the decision-making process about the recipe, taste, smell, colour of the milk formula.

Regardless of the implemented brand design option, the branding specialist must develop and capture the following conceptual elements of a potential brand: Brand properties - material, physical, technological properties of a brand that can potentially be attractive to a consumer, buyer, and target audience of brand communications [7-9]. Brand insight is a problem related to the realization of consumer desires, which can be solved by a children's brand. The mission of

the brand is to describe the meaning of the existence of a children's brand. The goal of the brand is a complex of socio-economic coordinates, towards which the children's brand aspires. A brand concept is a limited set of material, physical, technological properties of a brand that can potentially be attractive to a consumer, buyer, and target audience of brand communications. Identity (individuality) of a children's brand is the unchanging essence (essence) of a children's brand, its peculiarity, uniqueness, characteristic, an idea that allows the consumer/buyer/target audience to distinguish it from other brands, the driving force behind the purchase of a children's brand. Personality (brand character) - a personified description of a child's brand (a technique that uses the description of a potential child's brand as if it were a person). Brand image (image) is a limited set of semantic features/associations that will be associated with a product for a consumer/buyer.

Brand promise (benefit, advantage, benefit, value) is a limited set of functional, emotional, psychological and social benefits of a children's brand that will potentially be important / claimed by buyers/consumers.
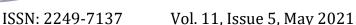
Brand attributes are a set of consumer associations planned for a children's brand that should be associated with a branded product. Brand positioning - determining the position of the children's brand in relation to competing brands within the product category, differentiating the brand in relation to competitors within the framework of the marketing mix system. Only after that, you can start designing the material shell of a potential brand. The elements of the material shell of the children's brand include the following elements: Brand architecture (brand system) is a set of children's brands ordered among themselves and in relation to the manufacturer.

Identity (corporate identity) of a children's brand is a set of material constants that represent a children's brand in communications and in the process of purchase and consumption (brand name, logo, trademark, service mark, origin of goods, slogan, colour, font, block, character, constant communicant, elements of children's media standards, standards and communication standards). Children's brand retail clothing - packaging, exteriors and interiors of points of sale, merchandising. Brand model (brand wheel, brand pyramid, brand code, etc.) - the components and stages of building a children's brand. Brand book, guideline - the main document used in brand management, which fixes the ideal and material components of a children's brand, serves as a guide for their use, contributes to the formation of a children's brand, ensures its integrity, sustainability and development. The main elements of the stage of developing a system for promoting a potential brand and, in fact, launching a children's brand on the market and promoting it are the promotion strategy and brand management of a children's brand. A strategy for promoting a children's brand is a set of solutions that combines the concept of a children's brand, communication and creative strategies aimed at transforming a potential brand into a real children's brand.

Brand management is a management system for the design and promotion of children's brands using marketing principles and methods. The tool that we offer for use in the field of brand management of children's brands is the "Kid branding" method.

CONCLUSION

1. Marketing and branding of children's products, and described the conceptual and conceptual field of Marketing and branding of children's products, which made it possible to identify the

main areas of research in the framework of Marketing and branding of children's products and describe the basic scientific ideas and achievements, highlight the main approaches to defining the essence of the concept of "MCG".

2. The definitions of the concepts "MCG", "marketing of children's goods", "children's goods", "children's brand", "children's branding" are formulated, their conceptual content is described.

3. The functions of children's brands and branding have been described and a functional matrix of brand elements has been developed, classified according to the components "ideal / material" ("form" and "content").

4. A typology of children's brands has been developed, including classifications by scale (covered territory), by the branded object, by characteristics of the target audience, by brand representation in communications, by place in brand architecture, by market share/brand strength, by the degree of change over time / in different markets, at a price.

5. A detailed description and definitions are given within the framework of the classification of brands according to their place in the architecture of brands, or a portfolio of brands.

6. Based on a comparison of existing branding models, a methodology for designing a potential children's brand Kidbranding has been developed, including a description of the sequence of stages in planning, building and managing a children's brand.

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