Management Marketing Strategy for Formation of Local Brand of Milk and Dairy Products in the Digital Economy

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Abstract

In the paper has been investigated issues of management marketing strategy for formation of local brand of milk and dairy products in the digital economy. By author was discussed the essence and main tasks of advertising, the features and importance of compliance with the rules of ethics, its role in ensuring conditions for fair competition and integration into the process of world economic management.

Key-words: Milk and Dairy Production, Strategy, Customer Loyalty, Local Brand, Requirements of International Standards, Marketing.

1. Introduction

Before the pandemic, 820 million people in the world, or one in nine people on the planet, were malnourished, and 113 million of them were in dire straits due to starvation. As a result of the coronavirus pandemic, about 1.6 billion people could go hungry and 500 million would be among the poor. The share of world food products in international trade has fallen sharply over the past 30-40 years, while over the past 20 years food products have grown from 13.1 to 5.1 percent or 2.6 times, and the share of milk and dairy products in world trade has increased to 16. , From 6 percent to 7.5 percent, a decrease of 2.2 times. [1] As a result, there is a shortage of goods in the world food market.

The world's most developed countries, such as the United States, Japan, China, and the European Union, are focusing on international brand management policies, focusing on global brands as a source of added value as a key strategy to ensure competitive advantage in the global market. These circumstances require the development of local branding strategies aimed at squeezing global brands out of the market in developing countries. Also, research aimed at improving the competitiveness of dairy and dairy enterprises on the basis of branding strategies, including the creation of global brands, increasing consumer engagement based on innovative marketing strategies, effective organization of marketing research, creating local brands that can compete with global brands, digital marketing communications Research is being conducted to improve the scientific and methodological framework for enhancing the global reputation of national brands through the effective use of channels.

2. Level of Study of the Problem

The scientific and theoretical aspects of solving the problems of food production and its marketing, including the formation of a local brand of milk and dairy products, are reflected in the scientific developments of many foreign scientists. G.Assel, G.A.Churchill [2], T.J.Brown, Ph. Kotler [3], I. Setiawan [4], H. Karatajaya, N.K. Malhotra [5], D. Kennedy [6], V.D. Praet [7], A. Traindl [8], P. Doyle [9] have become classics. Despite the significant contribution of these distant foreign scholars to marketing, marketing strategy and brand formation, the issues of developing a marketing strategy for milk and dairy product brand formation have been virtually unexplored.

In the Commonwealth of Independent States G.L. Bagiev [10], V.M. Tarsevich, A. Bulanov [11], A.O. Veselova [12], A.M. Godin, E.P. Golubkov, E. Scientists such as Yu. Grechin, M.O.

Makashyov [13] conducted scientific research. Although these studies cover brand theories, scientific and theoretical aspects of consumer product branding and branding strategies, they do not explore the development of marketing strategies for milk and dairy product branding.

Economists of the Republic M.A. Ikramov [16], N. Zufarova [17], Sh.J. Ergashkhodjaeva [18], Yuldashev N.K., [19], Burkhanov A.[13], Tursunov B. [14;15] and others have made significant contributions to the development of the science of marketing. These authors have mainly enriched modern marketing theory with new data and managed to solve a number of problems related to the scientific analysis of marketing research problems. However, the issue of developing a marketing strategy for the formation of a local brand of food products, in particular milk and dairy products, has not been studied.

3. Analysis and Results

A brand is a strategic tool for the effective use of goods and services in a competitive environment, tailored to the needs and desires of consumers. There are different approaches to the economic term "brand" in the scientific literature. For example, Philip Kotler described it as "a good brand trait — the tendency shown to it by the consumer" [4]. David Aaker, on the other hand, argued that "the existence of a brand is understood as a promise made to the consumer by the manufacturer" [20]. The descriptions of the brand by the remaining authors are summarized in Table 1.

In the scientific literature, especially in the scientific literature of Uzbek scientists, the concept of trade mark has been used more and more. [15] In our opinion, such approaches do not fully reveal the content and essence of the brand. A brand is a brand created by a manufacturer or a manufacturer's brand. In many cases, it is advisable to use the intermediary or vendor brand (retailer brand, stare brand or private label) only in the sales process as it is used in the sales process. However, in certain circumstances, "brand", "trademark" or "reputation" should be used as a synonym only when the content is appropriate.

The term local brand stems from the existence of different regions of the region, especially the characteristics of production, storage and consumption of milk and dairy products, the requirements of state standards for these products and the need to take into account their characteristics when entering the world market.

Table 1- Systematization of Definitions of the Concept of "Brand"

№	Authors	Brand definition
1.	American Marketing Association	A name, slogan, logo, project, or a combination thereof is used to distinguish a product or service from a competitor
2.	Aaker D.	The existence of a brand is understood as a promise made to the consumer by the manufacturer
3.	Braun P.	The sum of the mental relationships that are formed between customers and brand owners represents the brand
4.	Bernet Dj.	A name, designation, design, or combination thereof used to distinguish goods and services from other competitors
5.	Brand Aid is a brand consulting company	The brand represents a set of promises that are unique to the target consumer, difficult to repeat, powerful, functional, emotional and defined.
6.	Vlasova E.	A brand is a system of features that distinguishes it from competitors' products, consisting of interrelated, rational and irrational descriptions of the product, which play an important role for the target audience.
7.	Bojuk S.G.	It is not only the ideological significance of the enterprise, but also the management philosophy that forms the practical guide
8.	Kotler F.	A brand is a name, term, symbol, image, or a combination of them that identifies the products of a single supplier or group of sellers and distinguishes them from competitors' goods and services.
9.	Krylov I.	Perception of the brand in the individual consciousness to increase consumer choice in the competitive range
10.	Ikramov M.A.	A brand is a criterion that reflects the level of recognition of an enterprise or product (service)
11.	Ogilvi D.	The set of invisible features of the product consists of: name, packaging, price, date, position, advertising style
12.	Matantsev A.N.	Individuality of the product, features of the enterprise or product that attract the attention of customers, serve to create the image of the enterprise
13.	Pettis Ch.	A culturally-agreed emotional image of a product or enterprise; Quality assurance that facilitates consumer choice. • Competitive advantage and the main source of future income; • Promise the necessary consumer features; • Subjective perception of product value or increased satisfaction.
14.	Pechorskiy A.	A brand that calls for a sustainable image of the majority of the target market
15.	F.le Pla and L.Parker	It is the intersection of the company's strengths and the sides that are valued by customers
16.	Stas A.K.	Represents the essence of operating on the basis of a brand-elegant trust system
17.	Rice L.	A brand that has an independent, non-commodity value is called a brand
18.	Xotamov I.S.	A brand is not a literal trademark, but a symbol of product quality
19.	The Chartered Institute of Marketing	Physical characteristics of a product or service, trust and expectations about it, the image of a unified brand in the consumer's mind
20.	Leslide Sharnotoni	Represents a set of functional and emotional values that a particular experience promises to stakeholders (consumers, shareholders, etc.)

In order for a brand or brand to become a brand, one can come to a conclusion based on the definitions discussed above - when the community has a place in the consumer mind and differences from competing goods at the expense of effective communications become consumption value added. The difficulty of drawing a line between a brand and a brand is illustrated by the literature studied, the marketing research conducted, and the analysis of practice. In some literatures, the minimum level of recognition in the minds of the target audience is 20 percent, some 30 percent, others 50 percent. For a local brand, in our opinion, such a level of recognition should be at least 70 percent. Studies show that for an enterprise or product to be a brand, it must have been in the market for at least 5 years.

4. Analysis of Food Security Measures in Uzbekistan

The sustainable development of the country's economy directly depends on the adequate supply of food to the population. It is known that in the process of rapid development of the world economy and globalization, the problem of food shortages is emerging. The solution of this problem from the world experience, from the international and national economic point of view began in the 70s of the XX century. The main reason for this was the sharp decline in grain production in developed countries. Rising prices for other food products as a result of declining supply in the global grain market have led to instability in these markets.

The experience of developed countries also shows that private entrepreneurs in the production of food products require less capital than large producers, are able to quickly change the range of products, flexibility, faster and greater profits, depending on the compactness, market demand and supply. It is characterized by the ability to rapidly modernize, using all the capabilities of production capacity. In addition, the management system is much simpler than for large enterprises, the ability of employees to perform several tasks at once, the production of quality products, the level of efficiency of each sum spent is under the control of the entrepreneur.

Private entrepreneurship also produces export-oriented or import-substituting products based on local raw materials, fills the consumer market with quality goods, provides employment, and has a positive impact on the provision and improvement of living conditions. Because one of the important directions of agro-economic policy of the XX century is to solve the food problem. So while 17 percent of the world's population is currently starving, in 10 years one in four will be doomed to starvation. Negative trends expected in the future serve as the basis for such a scientific prediction.

The food problem requires the development of a long-term strategy to combat hunger throughout the world. The strategy of socio-economic development of our country requires the development of independent principles, on the one hand, and the theoretical foundations of the integration of the world economy and the formation of food markets, on the other. It is also necessary to study the characteristics of the food problem between the world, countries and regions at this stage.

Demand and supply of food products, its practical and theoretical aspects, features are not fully considered. In addition, the demand for food products has only specific characteristics. Because the reason for the specificity of the demand in the food market is, firstly, the consumer characteristics of the population for food products, and secondly, the solvency of the population's consumption. However, the available scientific literature provides for the study of demand in a particular group of food products and the analysis of economic-mathematical models with hypothetical conditions of supply and demand in the food market. In overcoming these problems, according to American agricultural experts, the following factors affect the demand in the food market:

- Ecological purity of food products and the presence of elements useful for health;
- Environmentally friendly, nutrient-dense environment that can be used in animal and plant nutrition;
- Regular, regular supply of food products to the market;
- Availability of cheap and quality food products, etc.

Two important aspects of food supply need to be addressed. First, regardless of the area of residence of the population, its physical capacity for basic types of food means that the physical volume of food must continuously reach the final consumer to meet the needs of the population. The physical opportunity involves not only solving the problems associated with the production of sufficient quantities of food, but also tasks such as the smooth delivery of these products to all regions of the country.

It is known that no matter how much food is produced, the population is taken into account. Therefore, the demographic situation of the population in developed and developing countries is somewhat different. The population of developed countries (Europe, North America, Japan, Australia, Canada) reached 1.2 billion at the end of the twentieth century, and 4.9 billion in developing countries. [21] According to economic forecasts, the population of the first group of

countries will remain almost unchanged by 2050, and in 39 of these countries - especially in Eastern Europe - there may even be a decline. On the other hand, the population in developing countries will grow to 8.2 billion. [25] At the same time, the population of 48 developing countries will triple from 653 million to 1.8 billion. This balance shows that the active expansion and deepening of integration processes in the food sector, the international spread of scientific, technological and management knowledge, the improvement of market mechanisms will lead to an increase in food production. It will also address issues of food security and food security. This is because the population's demand for food is met not only by their physiological needs, but also by their ability to pay and their material well-being. The desire to meet the ever-increasing needs of the population, to stimulate demand, is to profit in the same way. The optimization of entrepreneurial activity, which organizes production, turns the market economy into a set of crucial internal features of social orientation, which realizes the interests of producers, the means of meeting the needs of consumers. [24]

At the same time, external influences on private entrepreneurship in the food industry also take their toll. So far, the impact has a deep social meaning. External influences are essentially an important event directly related to entrepreneurial activity. This is partly due to a modification of a widespread theory called the income effect in modern economic theory. Many economists around the world, including Marshall, Pigu, Poreto, and others, have highlighted the factor of income growth more than the distribution of income in determining the causes of social welfare of the population.

Also, according to a report by the World Food and Agriculture Organization that analyzes the situation over the next 50 years, 20 percent of the world's poor account for 1 percent of global income. However, the richest 20 percent account for 86 percent of global income. In 2000, the world population consumed an average of 2,800 kcal per day for 6 billion people, while in 1950 the figure was 2,450 kcal per 2.5 billion people, an increase in food consumption over the last 50 years.

Between 1960 and 1994, the income ratio of the richest 20 percent of the world's population and the poorest 20 percent of the world's population ranged from 30: 1 to 78: 1. 66 per cent, 69 per cent in 1970, 75 per cent in 1980, and 83 per cent in 1999. This figure rose to 91 percent in 2006. This suggests that the demand for food is increasing. [22]

Also, the analysis of developed countries shows that food consumption has grown 1.1 times in 40 years, while in developing countries it has grown 1.4 times. The growth rate was 1.4 times, mainly in Asia and at least 1.2 times in South and Central America and Africa. (table 2) [23]

Table 2- Per Capita Food Consumption by Regions of the World (kcal Per Day)

Regions and countries	1999	2005	2010	2015	2019
Average worldwide	2433	2535	2711	2808	2898
Developing countries	2138	2288	2519	2684	2709
Developed countries	3144	3220	3320	3245	3320
Africa	2204	2288	2337	2415	2493
Asia	2119	2255	2550	2723	2833
North and Central America	2873	3051	2240	3402	3650
Latin America	2458	2651	2608	2845	2945
Europe	3212	3329	3381	3236	3200

The structure of food consumption is also influenced by general economic factors. These are the level of income of the population, the level of development of the country's economy, the state of agriculture and food industry, and so on.

In the context of the globalization of the World Food and Agriculture Organization, it is necessary to ensure the physiological norms of consumption of each state or region. This is primarily due to the fact that with the increase in average per capita caloric intake, the share of animal products, including fruits and vegetables, will increase, while the share of basic plant products such as cereals will decrease. For example, in the 1990s, demand for meat in China grew rapidly due to rising incomes and changes in food composition. In China, pork consumption has increased by 20 percent and mutton consumption by 33 percent in five years. Global demand for dairy products also increased 2.0 times. Therefore, the individual countries within the region, the economic and other groups of each country have the opportunity to analyze the structure of consumption in different regions of the world, no matter how conditional the indicators of food consumption.

In general, by the end of the twentieth century, the world's population consumed 2,898 kcal of food per day, which is 1.2 times more than in 1970. At the same time, 83.6% of the food consumed is plant products and 16.4% is meat products. The consumption structure across these two groups of goods leads to significant changes. The share of fats, fruits and vegetables in the composition of edible plant products also increased. At the same time the share of grain, fruit roots decreased; the share of sugar and alcoholic products remained relatively unchanged.

In addition, we need to take into account the factors that affect the implementation of the food production program. These include: the structure of production capacity, labor productivity, the use of fixed assets, the introduction of new equipment and technology in production, the rational use of production capacity, and more.

The above indicators only characterize the activities of food industry enterprises in general. It is expedient to improve the system of indicators in determining its individual aspects. For this purpose, it is advisable to use the following indicators. To them:

1. The role of the food industry in the industrial sectors. This indicator is determined by dividing the output produced in the food industry enterprises (OOCM) by the total industrial output (GDP).

$$OOSMU = \frac{OOSM}{JSM} \qquad (1)$$

2. The number of employees employed in the food industry. This figure is determined by the sum of the average number of employees employed in the food industry enterprises in a given period.

3. The structure of the staff of the food industry. Describing the staff of the company plays a key role in assessing their quality.

   For example,
   1. Working technicians,
   2. Workers and employees,
   3. Small service personnel.

4. The value of fixed assets of food industry enterprises. Takes the lead in assessing the technical capacity of the industry, consisting of a combination of fixed assets and normalized working capital.

$$FQ_{oos} = AF + NAM \qquad (2)$$

5. The share of fixed assets of food industry enterprises in total industrial production funds, in percent. It characterizes the position of the industry and is calculated by the ratio of the value of fixed assets in the industry to fixed assets in the whole industry.

$$ICHF_{ulushi} = \frac{AICHFQ}{BSAICHF} \qquad (3)$$

6. Profit or share of gross profit of food industry enterprises. It is a key indicator that characterizes the financial condition of the industry. Represents the total (aggregate) amount of profits received by enterprises of the food industry.

7. The efficiency of the food industry.

$$R = \frac{F}{K} \qquad (4)$$

   Here:

R - profitability of the food industry, in percent.

F is the total amount of profit received in the network, UZS.

K - capital investment in the development of food industry production in a given period, soums.

Achieving food security requires the following important tasks to be performed by the state.

1. Creating a stable economic environment;
2. Implementation of harmonization with world food safety standards by providing assistance to businesses in technical and technological support;

Ensuring employment of the population, especially those living in rural areas, in addressing socio-demographic issues, poverty reduction;

Facilitate the formation of a local, then a national brand by ensuring competition in the development of milk and dairy products.

The development of safety criteria for food, including milk and dairy products, should be considered as the most important issue. These criteria are the main conditions for ensuring adequate consumption of the product, ensuring its safety, creating moral satisfaction (brand propensity) for their use. (table 3).

Table 3- Food Safety Criteria

№	Criteria	Description
1.	High level of food security	Full supply of food products, sufficient reserves and capacity to export to international food markets
2.	Sustainable food security	Full supply of basic food products, export to international food markets
3.	Food security	Food supply is at the level of border standards, the rest is imported from neighboring countries.
4.	Threat to food security	The existence of a crisis situation, food security is not ensured
5.	The deadly threshold of food supply	The country is completely dependent on imports for its food supply
6.	Destruction in food supply	The state of famine, the natural and emigration decline of the population

Food security is an important component of national security as it ensures the sustainable production of basic foodstuffs and its access to the population. [24] These circumstances mean that the national brand must first meet food safety requirements.

On May 18, 2020, the Decree of the President of the Republic of Uzbekistan "On additional measures to ensure compliance of agricultural products with international standards of quality and safety" was signed. [26] This document is an example of the state's food security policy. The main purpose of the decree is to promote Organic and Global G.A.P. development of systems of production, regulation and coordination in accordance with the requirements of international standards, improving the quality and safety of agricultural and forestry products, expanding the geography of exports, as well as increasing the country's full potential for organic production.

5. Marketing Research on Milk and Dairy Market Markets and Brands

As mentioned above, the requirements for the quality of milk and dairy products are given special attention in the development of the brand. Therefore, the requirements for milk and dairy products, and hence the principles established for local brands, should be as follows:

1. Strict adherence to food safety requirements;
2. Compliance with the requirements set by international standards;
3. The local brand reflects the values, culture and history of the region;
4. Appearance, design, packaging in accordance with modern requirements and local traditions;
5. Logos should be in a clear, conspicuous, memorable, attractive way;
6. Low cost;
7. Fashion and so on.

Uzbekistan has developed and approved national standards for dairy products. They are widely used by enterprises and entrepreneurs engaged in milk production and processing. They include the following State Standards:

UzDST 1086: 2011. Kefir. Specifications.
UzDST 552: 2006. Cream. Specifications.

TSH 49-218: 2011. Cottage cheese products. Specifications.

UzDST 1173: 2008. Prostokvasha. Specifications.

UzDST 1085: 2011. Dietary cottage cheese and products based on it. Specifications.

UzDST 1083: 2011. Drinking milk. Specifications.

UzDST 1084: 2011. Sour cream. Specifications.

UzDST 1771: 2013. Beef butter. Specifications.

In enterprises operating in Uzbekistan, these standards specify the expiration dates for most domestic products, but do not specify the expiration date. However, this indicator shows that the product meets the requirements of food safety, and also reflects the level of consumer confidence.

For example, the Viola (Finland) brand, which is known around the world for its products, has been regularly labeling its products with both terms. This will serve to make the brand more attractive and increase consumer confidence. In addition, many shortcomings in our local products prevent them from becoming competitive and becoming a brand.

Arla, one of the three largest dairy companies in the world, brings together 14,000 dairy farmers in Denmark, Sweden, the United Kingdom, Germany, Belgium, the Netherlands and Luxembourg. The company's products have been appearing in Uzbek stores and retail chains for the last 10 years. The list of Arla dairy products includes more than 30 brands. One of such products is Lurpak butter, which has become a favorite of the people of our country.

Today, the company is introducing new high-quality brands to the Uzbek market. Examples include Arla cheese, Castello, Puck and more. Arla products are one of the few Halal certified products in Europe. This, in turn, allows the product to be in demand in Muslim countries. Arla is currently the largest dairy company in the world.

The company, which has many years of experience in the dairy industry, has set itself the goal of creating a new Essi brand and going into retail. The overall look (design) and shape of the new brand has tried to stand out among the competing products. But, why is the image in his logo depicting a bull, not a cow? Or did we not realize such a new innovative idea ?!

Or a similar appeal applies to PandaMilky's natural yogurt. This product is developed in Taylak district of Samarkand region.

In many cases, there are cases of theft or imitation of foreign brands. For example, "Dobroe derevenskoe utro", "Molochny domik" dairy products for some reason resemble Russian products and are expressed in Russian.

Nestle-Uzbekistan, one of the largest producers of milk and dairy products in the Uzbek market, was established on October 13, 1999 by the Resolution of the Cabinet of Ministers. In the territory of the republic in Tashkent and Namangan region 2 factories produce milk and dairy products. In 2013, new dairy products were launched after re-equipment (Nestle SUTIMTM, at different fat levels, Nestle butter, chocolate-milk cocktail Nesquik began production. In 2017, the factory in Namangan region introduced milk cocktail NESKAFE in two rounds. The company has the highest market share as the largest producer of milk and dairy products in the country, producing more than 22 types of milk. However, in 2019, the French company Lactalis will buy the business NestleUzbekistan. cannot give a brand character.

In the "Best" trademark, the inscriptions are mostly in Russian, and the natural phrase in the Uzbek logo is also misspelled. This brand name belongs to other local milk and dairy producers.

For this reason, in our opinion, it is important to meet the requirements of international standards ISO-9000 on the formation of the local brand. Adherence to these standards should be implemented in two areas: product quality and quality management. ISO-9000 standards are implemented based on the changing requirements of consumers, and having ISO-9000 certification ensures an advantage over competitors.

Our research shows that the introduction of a quality management system leads to certain strategic and economic advantages for entrepreneurs or firms that produce milk and dairy products:

- Improving the management system and increasing its efficiency;
- Preference in various tenders, exhibitions and other events;
- Increased compliance of the company or entrepreneur with the order of record keeping, reporting, and in this regard, the requirements of the digital economy;
- Increase in the level of products and services;
- Meeting the requirements of intermediaries or distributors;
- Timely execution of the state order or increase of efficiency of V2G system;
- Increasing the responsibility of the company's employees, pride in its brand;
- Increase the prestige or image of foreign and domestic investors, increase investment attractiveness;

- Determining the location of products in domestic and foreign markets, the ability to have its own economic shelf in the market.

A survey was conducted to study the wishes of consumers, to determine future assortment policy, to develop a marketing strategy. The survey was conducted among entrepreneurs and companies engaged in milk and dairy products, as well as among consumers. As a result, we were able to identify the relationship between consumer income and the products they purchase, and on this basis to target consumers into 4 groups (see Table 4).

Table 4- The Main Segment of Milk Consumers in Tashkent (2019)

Groups	Percentage of target consumers	The average income of consumers, thousand soums
Gourmets	8,1	More than 3,500
Traditional consumers	10,9	2,500-3,500 each
Conservatives (tasteless)	65,1	1,500-2,500
Random consumers	15,9	1,500 each

The first group included gourmets, i.e. the category of those who choose to eat the product, the second, traditional, conservatives, i.e. those who do not change the taste, and the last, the fourth group included casual consumers.

The city of Tashkent and Tashkent region are part of the top business regions, and the level of income is higher than in other regions of the country. For this reason, the transition from cheap milk and dairy products to more expensive, products of branded companies. For example, different assortments of yogurts, whipped cream, yogurt, prefer natural ones over artificial ones. As can be seen from the table, the main consumers are not inclined to change their desires for it - they formed a group of conservatives, who accounted for 65.1% of the respondents. Only 8.1 percent of consumers showed a relationship with brands. In Tashkent, the number of visitors from different regions of the country for work, relatives, or tourists was twice as high as 15.9%.

The social background of consumers is also directly related to the level of consumption of milk and dairy products. It was possible to divide the respondents into the following groups by income:

Less than 1.5 million soums - 15.9%

From 1.5 million to 2.5 million - 65.1%

2.5 million to 3.5 million - 10.9 percent

More than 3 million - 8.1%

Consumers with an income of up to 1.5 million soums tend to buy more unprocessed milk, while those with an income of more than 2.5 million soums tend to consume cheese, yogurt and fresh dairy products. In particular, the brand includes companies and products with a per capita income of more than 3 million soums.

Based on the results of marketing research, it was determined that the daily purchase of milk and dairy products is inextricably linked not only to the income of consumers, but also to the profession, standard of living, social background. This relationship is shown in Table 5.

Table 5- Dairy Products Consumed by Segments by Level of Consumer Income (2019)

Group naming	Consumer income, thousand sums	Description of dairy consumption in each group				
		Milk	Cottage cheese	Cream	Sour milk	Yogurt
Past	1,500	41,1	23,6	12,9	11,8	10,6
Medium	1,500-2,500	42,5	23,8	11,5	13,3	8,9
High	2,500-3,500	33,8	14,2	12,5	18,9	20,6
The highest	3,500 and higher	32,9	14,1	11,4	19,1	22,5

As can be seen from the table, the level of consumption of milk and dairy products by different categories of consumers with incomes also varies.

Based on marketing research, it was determined which brand of milk and dairy products consumers in Tashkent need the most. Table 6 shows the consumption of products of four companies available in the Uzbek market. Consumers of Tashkent city and Tashkent region were offered to evaluate their products on a 5-point scale. While 5 points was the highest score here, 1 was the lowest score.

Table 6- Positioning of Dairy Products in Tashkent

Names of types of goods available	The essence on a 5-point scale	Evaluation of dairy products			
		Nestle	Good country morning	Favorite milk	Izzat milk
Orgaploleptic properties: taste, smell, color consistency	5 3 2 4	5 4 3 4	4 4 5 4	3 4 4 4	3 3 5 2
Content quality nutritional benefits consumption	4 3 3	5 4 5	2 3 4	2 2 3	3 1 4
Unit of product mass	1	1	1	2	3
Price	4	4	5	3	3
Total overall average rating	29 x	35 3,9	32 3,6	27 3,0	26 2,9

According to the table, BioNatural products have the lowest average weight, while Dobroe derevenskoe utro has the lowest. However, when we evaluated in terms of taste and price, the products of BioNatural and Nestle achieved high results.

This evaluation methodology can also be applied to different brands, and we were able to position different brands in the yogurt sample (see Table 7).

Table 7- Positioning of Dairy Products in Tashkent

Brand attribute names	Ideal brand	Evaluation of dairy products by producers			
		Nestle yogurt	«Good wood morning» yogurt	Favorite milk yogurt	
Taste: - Natural (5) - Artificial (1)	5	4	5	3	5
Nutritional benefits: -High (5) - Past (1)	5	4	4	3	5
Packaging: - Attractive (5) - Ugly (1)	5	4	3	5	4
Price - Cheap (5) - Expensive (1)	5	3	5	3	4
Overall rating: (according to the ideal point model)	20	16	17	14	18

In the current competitive environment in the milk and dairy products market of Uzbekistan, consumer brand orientation is becoming a key factor in competitiveness. For local companies to operate effectively in the market, it is necessary to constantly monitor the level of customer propensity to the brand and analyze the factors contributing to its development, develop a set of measures to form a propensity to the brand and evaluate the effectiveness of their implementation. Brand formation and development programs that are clearly focused on a selected segment of customers will help local businesses not only increase sales, but also develop relationships with regular customers.

The emerging competitive environment and intensity in the milk and dairy products market of Uzbekistan are forcing local enterprises to work on market goals based on modern marketing approaches. While a few years ago customer engagement was identified as a key goal of milk and dairy producers 'marketing strategies, today the focus is more on retaining customers and maintaining long-term mutually beneficial relationships with them. The rationale for such changes is that they focus on increasing regular purchases and thereby creating value by shaping consumers 'brand propensity.

Brand propensity (English loyal- "loyal") is a set of characteristics that determine the customer, the buyer's propensity for a particular brand (corporate or product). Many interpretations of experts believe that the propensity for the brand is related to repeated purchases. This means that the buyer buys the product over and over again because it satisfies his needs or because he has created a personal emotional connection to the brand. [22] Other authors define brand propensity as a measure of a customer's loyalty to a product, which determines the likelihood that a consumer will switch to another brand, especially when the price of a product or service changes. In this case, an increase in the level of propensity for the product reduces the tendency of consumers to feel the actions of competitors. [20]

Thus, in order to achieve brand orientation, the consumer must do the following:

- To maintain a stable advantage of the consumer brand over other brands;
- The brand has a desire to repurchase the product and continue to buy this brand;
- The formation of a sense of brand satisfaction in the consumer;
- Indifference to the actions of competitors;
- Consciousness in the composition of the propensity to distinguish as a superior emotional component to the rational;

Studies distinguish two types of brand propensity: behavioral-specific propensity and relationship-related propensity.

While the behavioral tendency is to constantly buy a branded product, the consumer remains indifferent to the brand. Partial action by a competing brand can completely eliminate the possibility of the consumer leaving the brand.

The tendency associated with the relationship (spiritual loyalty), on the contrary, means that the buyer is interested in buying the product of the same brand, not other brands. With this type of tendency, the consumer brand feels emotional intimacy and deep satisfaction from using the product. It means a situation where the consumer is ready to buy their favorite brand for a long time.

To determine a consumer's brand propensity, as a rule, they use a "repurchase / satisfaction" matrix based on the distribution of potential and actual consumers according to behavioral and efficiency levels.

While there are a number of ways to determine the level of brand propensity, there is a lot of research being done by scientists to create perfectly structured models.

The brand propensity program allows you to provide a competitive advantage for any business. The simplest components for measuring consumer brand propensity are components of consumer behavior, the values of which can be obtained from a consumer database or based on social surveys. Behavioral indicators of propensity include:

Increase in purchases - the amount or share of an increase in the volume of purchases of the same product over a period of time;

Repeat purchases - the number of repeated purchases. According to experts, if the share of repeat purchases is 67%, then such a consumer is certainly loyal. Re-purchases are consumers who are less than 67% - "defective";

An indicator of the relative stability achieved by the relationship between the consumer and the enterprise and the amount of purchases of the same product over a period of time.

Measuring mental propensity built on relationships is complex, and consumers 'desires and opinions can only be assessed on the basis of qualitative characteristics. In this case, the main method of obtaining information based on the assessment of the level of confidence in the brand in the future is carried out through surveys of consumers and experts. The main indicators of the propensity of an effective brand are:

Consumer satisfaction;

Recommendations from satisfied customers;

Consumer satisfaction is a key factor in the brand's mental propensity. Consumer satisfaction is defined as the degree to which a product is superior in price and quality to its own. Its main indicator is that consumers, who are inclined to the brand, can advise others on this brand and have a long-term stable relationship with the company that produces this brand.

It is recommended to use the satisfaction index when measuring customer satisfaction with the brand. There are several ways to calculate the satisfaction index. Experts consider it expedient to calculate the index both for the company itself and for its main competitors. The most common and simple method of calculation is to add customer satisfaction indicators, taking into account the criteria of measuring customer satisfaction:

$$S = \sum_{j=1}^{n} K_j W_{ij},$$

Here:

S is the customer satisfaction index;

K_j- j satisfaction index;

n is the number of satisfaction indicators;

W_ij-j is the weight coefficient of satisfaction (calculated on the basis of average or absolute values);

F. It is recommended that Rayheldom determine satisfaction through a one-question (can you recommend the brand to a friend?) Public survey using a 10-point scale to determine brand propensity. According to his research, 0 on the 10-point scale is the absolute opposite; 5 - probable; 10 accepts as absolute satisfaction. As a result, consumers are divided into 3 major groups.

P. Wilton [23] recommends a ladder model in terms of consumer brand orientation. In this model, consumers are divided into 4 groups. At the bottom of the ladder are "customers" who represent weak satisfaction, in the second tier are "supporters" who have strong behavioral satisfaction, in the third tier consumers are "lawyers" who feel responsible for the brand, at the top are real customers. as partners, establishing permanent partnerships and encouraging other consumers to brand as well.

In our opinion, it is advisable to take customer satisfaction from the brand as a key indicator in measuring consumer propensity for local brands.

The main focus in shaping the program of consumer preference for dairy brands is to determine the attitude of consumers to the elements that make up the brand. The results of the survey, which consists of 30 questions, will be used as a database to determine consumer preferences for a

total of 12 competing milk and dairy brands in Tashkent. As an experiment for this study, the average number of questionnaires collected from a total of 125 consumers on Likert's 7-point scale was used.

The Customer Satisfaction Index (K) is the average of the questionnaire results collected from respondents. The weight coefficient of satisfaction (calculated on the basis of average and absolute values) is checked on the basis of Kendall concordance coefficients (W). The analyzes are processed on the basis of "SPSS statistics" package programs, separating the significance of a total of 30 factors on consumer brand propensity and determining the level of consumer propensity to the 12 brands examined (Table 8).

Table 8- Consumer Satisfaction Indices on the Characteristics that Make up the Brand

Factors	Average values (K)	Satisfaction weight coefficient (W)	Satisfaction indices by brand characteristics
Distinctive features of the brand name	4,74	0,038	0,178
Remembering the brand's logo	4,34	0,034	0,149
History of the brand	3,98	0,032	0,125
The brand has its own unique traditions	3,93	0,031	0,122
Possession of a unique style of the brand	4,56	0,036	0,165
Brand slogan	4,48	0,036	0,159
The distinctive color of the brand	3,37	0,028	0,096
The language of the brand	4,41	0,035	0,154
Compatibility of price and quality	4,85	0,038	0,187
Recognize the brand in the form of product organization	4,38	0,035	0,152
Packaging design	4,08	0,032	0,132
The size and shape of the packaging	3,90	0,031	0,121
Ease of packaging, more usability	3,77	0,031	0,116
Assortment of branded products	3,37	0,027	0,090
The taste of milk and dairy products	4,69	0,037	0,174
Presence of brand inclination	3,75	0,030	0,111
Advertising plays an important role in brand promotion	3,93	0,033	0,129
Advertising and sales promotion measures	4,29	0,034	0,146
Ways to promote sales when choosing a product (discounts, tastings, gifts, promotions, etc.)	4,91	0,039	0,191
Brand recognition in the region	4,65	0,037	0,171
Brand recognition	4,48	0,036	0,159
Brand stability and reliability	4,66	0,037	0,172
The position of buying a certain brand is high	3,95	0,031	0,124
The brand can be seen in almost all stores	4,32	0,034	0,148
I would buy this brand if I had no choice	4,09	0,032	0,133
Recommend the brand to friends	3,59	0,028	0,102
Spiritual satisfaction from the brand	4,37	0,035	0,151
Buying a branded product can evoke a positive feeling	4,42	0,035	0,155
High returns agree to pay extra to the brand	4,33	0,034	0,149
Only available in major supermarkets	2,98	0,024	0,071

The color coefficients for customer satisfaction are checked on the basis of the Kendall concordance coefficients (W) of the appraisers 'coherence (Table 2). According to the results of observations p=0,000 number of observations at the level of n=12 and df=29 when Xi- square = 224,6 accepted and W= 0,646 value. The Kendall concordance coefficient indicates how agreed the respondents are. According to Table 2 $0,5 \leq W \leq 0,9$ The respondents' opinions on the brand are mutually exclusive.

Table 9- Verification by Statistical Criteria

N	12
W Kendall[a]	0,646
Xi-square	224,648
df	29

Source: SPSS author's calculations based on the program

According to the respondents, the most important of the 30 leading brands in the milk and dairy products market are the unique style of the brand, brand recognition, brand stability and reliability, the brand can be seen in almost all stores. The importance of these coefficients in the formation of a brand propensity program, which is known from the consumer satisfaction indices on brand characteristics, is high, which allows to develop strategic roadmaps aimed at promoting the brand.

The results of the study show the consumer satisfaction index of the most popular brands of milk and dairy products in the consumer market of Tashkent in Table 10.

The highest consumer satisfaction index of milk and dairy brands is determined by the brand Nestle (21.12). The next place belongs to the brand "Dobroe derevenskoe utro". It is noteworthy that the overall difference between the highest brands "Nestle" (21.12) and the lowest satisfaction "Veselyi molochnik" (15.98) is a coefficient of 5.14. It is clear that there is a strong competitive environment between brands, and brands are active in the market of milk and dairy products. This indicates that the milk and dairy products market is developing effectively.

Table 10- Consumer Satisfaction Index of Milk and Dairy Brands in Tashkent

Customer brand satisfaction index	Average values (K)	Customer brand satisfaction index (S)
Nestle	4,87	21,12
Musaffo	4,12	17,85
Kamilka	3,76	16,12
Essi	4,40	19,14
Dobroe derevenskoe utro	4,69	20,31
Mountain morning	4,47	19,36
Shoximardon milk	4,31	18,68
Biosut	3,72	15,98
Favorite milk	3,93	17,01
Dairy house	4,48	19,41
Melik	3,76	16,15
Izzat sut	3,94	17,07

Source: SPSS author's calculations based on the program

Depending on the tools used, all trending programs of the brand are divided into two groups: price and priceless directions.

Price programs, as a rule, include discount-oriented discounts and bonus cards for repeat purchases, and as a result are aimed at increasing sales through a lucrative offer. However, the trend of price-oriented programs is that they include short-term features. Price discounts can also provoke consumer confidence in the quality of branded goods.

Priceless programs are the most promising type of brand-oriented programs. Priceless programs are areas where consumers feel loved by the brand and build long-term relationships with the business.

Investments in the implementation of the brand's propensity programs should be considered as investments by the enterprise. Any money that an enterprise spends to strengthen relationships with its customers creates ample opportunities for them to maintain a competitive advantage and be active in the market.

In conclusion, in the context of strong competition of enterprises in the market of milk and dairy products, the constant focus on the formation of consumer brand orientation has become a key area of modern marketing. An enterprise with loyal customers earns a steady income and ensures long-term success in the future.

The basic rule of marketing is not only to attract new customers, but also to retain existing customers. Various price and non-price programs to shape and promote the brand's propensity can help address these issues.

6. Conclusion

Development of quality, inexpensive, competitive products of milk and dairy products is one of the main goals of enterprises and entrepreneurs operating in this field. For many centuries, the culture of consuming this product has been different. For example, we can observe that 80% of the consumption of milk and dairy products in the world is in only 10 countries.

In developing countries, including Uzbekistan, the demand for milk and dairy products in developed countries tends to increase. In developed countries, the consumption of milk and dairy products is high, but over time, we can see a downward trend in demand. In Japan, dairy products are practically less consumed. The main reason for this is the weight of the ability to catch sheep, cattle, goats. They cover the scarcity of these products with river products.

The volume of retail trade turnover of milk and dairy products in the Republic of Uzbekistan in 2018 amounted to 974.7 billion soums, while the growth trend was maintained, the share of total food consumption decreased from 0.8% in 2010 to 0.6% in 2018. consumption of products has remained virtually unchanged.

The results of marketing research to determine the attitude of consumers to the elements that make up the brand, focusing on the formation of a program of consumer preference for dairy brands,

allowed to determine the consumer preference for a total of 12 competing dairy and dairy brands in Tashkent and their competitive advantage.

In the context of strong competition of enterprises in the market of milk and dairy products, the constant focus on the formation of consumer brand orientation has become a key area of modern marketing.

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