Some Aspects of Successful Brand (at Tbilisi consumer’s market)

Maia Seturi
Doctor of Economics, Associate Professor, IV. Javakhishvili Tbilisi State University, Georgia.
e-mail: maia.seturi@gmail.com Corresponding author

ABSTRACT
In the present-day conditions brand is an important attribute of goods. The goal of the research was to study the attitude of consumers to Georgian brands at Tbilisi (the capital of Georgia) consumer market; to establish how important for companies to manage a brand as a system consisting of a number of elements. Proceeding from the goal of this research the tasks of the study were: to determine consumer evaluations at Tbilisi consumers market about Georgian brands and their separate components; to find out the attitude of consumers to the advantages of Georgian brands, associations of consumers concerning successful brands; based on the results of the research to determine those weaknesses which hamper and prevent Georgian brands from success; to make certain proposals and give recommendations, which would help Georgian companies interested in branding issues to pay proper attention to fundamental principles of branding in their marketing activities.

As a result of the marketing research successful Georgian brands at Tbilisi consumer market were determined. In the process of their evaluation the following characteristics were taken into consideration: quality, distinguishing features and additional values. It was found out that Georgian companies make a number of mistakes as they consider a brand by only one of the aspects and not as a system.

The research method was of exploratory and descriptive nature. In the conclusive part of the work are given research results, conclusions and recommendations. If companies existing in Georgia will take them into consideration, it will help them to better make sense of branding, consider brand as an aggregate of number of components and the system, which needs constant analysis and decision-making.

We have selected the consumers of Georgian consumer market as an object of the research, their attitude to Georgian brands and to some of their elements. It must be noted that a number of products manufactured in Georgia are presented at Georgian consumer market. Some of them are exported. In 2015 among the largest groups of export consumer goods there were natural grape wines (export constituted 95 796 thousand USD), mineral and fresh water (82 211 thousand USD), vodka and alcohol (64 886 thousand USD) (National Statistics Office of Georgia). It is not a novelty to use brands in Georgia. Branding was applied in certain form in the past as well (Ten Oldest Georgian Brands).

Selling of goods with trade mark requires additional costs from the part of a company. But building up of image determined for a brand helps goods in positioning and therefore, in provision of certain place in the consumers mind. “Consumers may evaluate the identical product differently depending on how it is branded. They learn about brands through past experiences with the product and its marketing program, finding out which brands satisfy their needs and which do not” (Kotler & Keller, 2012).
Benevolence and loyalty of consumers is connected to success of the brand at the market. An acknowledged advertising specialist Dr. Ogilvie said: “Anyone can produce something, but to make a brand one must have talent, faith and diligence” (Doyle & Stern, 2007). It is not easy for a brand to find success at the market and then to maintain it. It requires from a company constant attention, gathering of information, analysis and taking of right decisions. The difficulty is that the brand constitutes a set of different aspects and elements (Kotler & Pfertch, 2007). Study of the brand as a system and of the issues related to its success is one of the topical issues considered in this work using the analysis of Georgian brands at Tbilisi consumer market as an example.

Successful brand in the present-day conditions is not just well selected and original name or mark, but it is a system consisting of certain elements. To be successful the brand should meet functional needs of consumers, as well as to contain additional values for them. Additional values should satisfy certain psychological needs. But the basis for additional values is that the presented brand should be of outstanding quality and better in comparison with other similar products.

Successful brand contains broad and profound meaning. It should be considered as a system consisting of a number of components. According to the opinion of the scientists P. Doyle and P. Stern, successful brand is a set of three components:

- high quality goods (P),
- differential characteristic (D),
- additional values (AV)

\[ S = P \times D \times AV \]  
(Doyle & Stern, 2007)

Each of the mentioned features is important for success of brand. First of all the quality of goods should be high. Successful brand cannot exist if its product is of bad quality. But manufacturing companies should create preconditions even for its products of the highest quality to make them distinguished and different from analogues. Manufacturing company will not be able to achieve it without making its brand (product) recognizable for consumers and getting differential characteristics of brand across consumers. Successful brands satisfy specific needs as they present products with unique combination of properties.

As to additional values, it can be evaluated according to perception by consumer of concrete brand and its advantages. Although competitors may duplicate manufacturing processes and product designs, they cannot easily match lasting impressions left in the minds of individuals and organizations by years of product experience and marketing activity. In this sense, branding can be a powerful means to secure a competitive advantage (Kotler & Keller, 2012). Additional values of trademark are the basis for creation of successful brand. E.g. the tests, by means of which consumers were asked to blindly evaluate competitive products without knowing their names, often showed presence of stable advantage. But if products are assigned names of well-known brands such as Coca-Cola, Sony, etc., consumers choose them without much thought and pay much more money (Doyle & Stern, 2007).

In February – March 2016 in Tbilisi we carried out the marketing research using quantitative method of the marketing research, namely, questionnaire survey (Kotler & Armstrong, 2015). We surveyed representative of different age, sex, nationality, religion, education, profession, having different income. 200 respondents have been surveyed. The questionnaire consisted of 20 questions. The format of the questionnaire was anonymous. After the survey the results were summed up and some conclusions made as a result of this work are given in the work.

As a result of the research the most recognizable Georgian brands existing at Tbilisi consumer market have been detected. These are Barambo, Nikora, Kula, Marneuli Products, Natakhtari, Borjomi, Teliani Valley.
22% of respondents named Barambo (sweets), as the most recognizable Georgian brand, 13% of respondents named Nikora (meat foods), 8% of respondents named Natakhtari, 7% of respondents named Kula (fruit juice), 6% of respondents named Borjomi (mineral water), 6% of respondents named Marneuli Products, 4% of respondents named Teliani Valley (wine), etc. As a result of the research it was found out that the majority of respondents, who had named some concrete brands as the most recognizable for them, buy these brands in most cases and are their consumers.

To the question: “If you do not buy famous Georgian brand you have named, what is the reason?”, - respondents named:

✓ high price as compared with foreign analogues;
✓ low quality as compared with foreign analogues.

For success of brand the quality of goods should meet requirements of consumers. Brand cannot be successful if its product is of poor quality. As a result of the research and according to answers of the respondents to the question: “What do you like in the Georgian brand which you think to be well-known and buy as well? ” – it was found out that consumers like in Georgian brand Barambo:

✓ quality - 41% of buyers;
✓ taste – 50% of buyers;
✓ reasonable price - 36% of buyers;
✓ a wide range of products-18% of buyers; etc.

Some respondents named Barambo as well-known Georgian brand. But to their opinion, the named brand is not distinguished for their quality. 18% of the buyers is of such opinion. As a result of the survey it was established that 14% of consumers buy Barambo products because this is Georgian product.

Successful brands satisfy specific needs as they present products with unique combination of properties. Concerning Georgian brand Barambo named by the respondents as the most well-known to them, they named the following properties distinguished and different from competitor analogues:

✓ clean and hygienic preparation;
✓ tasty;
✓ quality;
✓ comparatively low prices;
✓ large assortment;
advertising campaigns.

As to additional values, it can be evaluated according to perception by consumer of concrete brand and its advantages.

Analysis of the results of the research showed some shortcomings, which prevent Georgian brands from considerable success at the market. That’s why I consider it important and advisable for Georgian companies to take a number of measures:

- Improper appraisal of the branding concept and importance is observed, as the companies do not take much care about desires, expectations of consumers concerning concrete brand and do not try to take them into considerations in their work;
- Less attention is paid to selection of the most effective channels of distribution of information of brand, which requires usage of target approach, i.e. provide with information those people, who can be considered as real and potential buyers of the given brand;
- In branding it is important for the product to be of good quality and have special properties making it distinguished from other similar products;
- Managers of enterprises should realize that within the market economy conditions effective work of the companies is possible based on their positive image. Image of companies mainly depends on their brands;
- A part of Georgian consumers doubt if this product is manufactured with observance of proper hygiene requirements. That is why activities containing information about the issues concerning observance of aesthetic and hygienic conditions during manufacturing of certain product and their natural composition have positive influence on consumers. Georgian companies should pay proper attention to these aspects and use such approaches which would make people believe in their brands, and the companies should justify expectations of consumers in this regard;
- Georgian brands should focus more efforts to deserve loyalty of consumers. This necessarily implies brand-related experience of consumers and fulfilment of promises by the brand;
- Some Georgian brands have their history, it comes from the past and its existence at the market continues. But the companies do not properly use opportunities of such brands. In the conditions of the present-day competitive market only the past and the present are not enough. Constant work in this direction is necessary. Management of the brand maintenance of brand success for a long time is one of the difficult tasks. And exaggerated self-confidence of the company (e.g. that its brand has been existing at the market for a long time) can be harmful for it;
- Georgian companies should pay proper attention to the sale process of its brand and service of consumers. Among its stuff the company should foster respect to its product. The company may hold training for its personnel which make them better understand and realize the main essence of the brand;
- Branding approaches and principles used in the company should be related to each other. Measures to be taken in branding should be considered in an integrated manner and system approach should be used. Separate, isolated activities in branding will not give use considerable and long-lasting results.

**Keywords**: Brand, Branding, Marketing research, Successful brand.

**REFERENCES**