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 Research Article

THE ROLE AND IMPORTANCE OF MARKETING STRATEGY IN IMPROVING THE COMPANY'S IMAGE

Submission Date: March 12, 2024, Accepted Date: March 17, 2024,

Published Date: March 22, 2024

Crossref doi: <https://doi.org/10.37547/marketing-fmmej-04-03-03>

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ABSTRACT

This article examines the concept of “image” in various interpretations by foreign and domestic scientists, and substantiates the need to form the image of an organization. Based on a generalization of theoretical approaches to the concept of “image,” an analysis and clarification of the essence of this concept is presented, and a rationale for the marketing approach is given. Within the framework of the identified approaches, the features and functions of forming a positive image of the organization are presented. In addition, issues of the economic reality of the enterprise's image were studied using marketing strategy and innovative means of monitoring consumer preferences.

KEYWORDS

Marketing strategy, e-marketing, branding, advertising, event marketing, PR, premium pricing strategy, price anchor, design, brand.

INTRODUCTION

Currently, any organization or company faces a difficult task - consolidating its position in the market. A successful solution to this problem

consists of various factors, one of which is image. It is this factor that can largely determine the future of a particular organization. In modern

conditions, self-presentation is a way for an organization to be recognizable in the market, and therefore to stay afloat. Each organization has its own image in the minds of other market participants, regardless of whether it is aware of it or not. Creating a corporate image is a complex, lengthy process during which the image of a given organization is formed, on which its future life largely depends.

The purpose of the study is to analyze existing methods for forming the image of an organization in order to develop a new approach as an element of a marketing strategy.

METHODS

The methodological basis of the study consisted of: the basic principles of imageology and marketing. The methodological basis of the research is general scientific techniques and research methods: dialectical and comparative analysis, systematic approach

RESULTS AND DISCUSSION

The development of a modern market, saturated with goods and services of similar quality and purpose, is characterized by constantly

increasing competition. In such a situation, the main competitive advantage of the organization becomes how well it has proven itself. The opinion formed by the activities of the organization is extremely important for its interaction with the external environment of the organization, in particular with clients, partners, financial institutions, authorities and even competitors. Collectively, the impression created by an organization is called the organization's image. [8].

Before considering the concept of “organizational image,” it is necessary to define what an image is. Image is a certain synthetic image that develops in people’s minds in relation to a specific person, organization or other social object; contains a significant amount of emotionally charged information about the object of perception and encourages certain social behavior.

Currently, there are many approaches to determining the image of an organization. Let's look at some of them.

In a broad sense, the concept of “organizational image” is considered by such authors as O.S. Vikhansky, F. Kotler, A.B. Zverintsev. These authors in their scientific works define the

concept of “organizational image” from the point of view of the totality of public opinions about any object.

According to the definition of O.S. Vikhansky, the image of an organization is a set of common ideas about the features, specific qualities and traits inherent in the organization.

F. Kotler interprets the image of an organization as public opinion about the company, the goods it produces or the services it provides. [7].

A.B. Zverintsev considers the image of an organization as an image that has developed in the public consciousness, which is stereotyped and emotionally charged.

In a narrow sense, the definition of “organizational image” is given by such scientists as: I.V. Aleshina, V.M. Shepel, O.A. Feofanov. In their scientific works, these scientists define the image of an organization in terms of the image or appearance that has an impact on various groups of the public.

I.V. Aleshina considers the image of an organization as the image of a company that exists in the minds of various groups of society [1].

V.M. Shepel interprets the concept of an organization’s image as an individual image that is created with the help of the media, various social groups or one’s own efforts in order to increase attractiveness and recognition in society [11].

The concept of image of an organization O.A. Feofanov reveals from the point of view of the influence of the psychological influence of advertising agents on potential consumers.

The works of Russian authors examine the basic definitions of image, types, strategies and methods of creating a positive image, factors influencing its formation. For example, Kosolapov N.A. offers the following definition of image: “it is an artificially created image in the eyes of the general public that has nothing in common with the true nature” [6]. From the point of view of Gorchakova R.R., “an image is an image that is formed and developed by an organization; it must correspond to the values, norms and requirements for the organization” [4].

Based on the above definitions, the image of an organization is a public or individual opinion, framed in the form of some image about the prestige of the organization, the quality of its

goods or services, formed with the help of mass communication and tools of psychological influence.

The purpose of forming the image of an organization is to create a positive impression of the company, attractive to all participants in its activities, helping to increase loyalty, the level of trust, and the attractiveness of the product or service.

A comparison of different interpretations of the term “image” demonstrates the multidimensional nature of this phenomenon. Based on the presented definitions, one general definition can be formulated. Image is a purposefully created image of an object (in this case, an organization), based on the characteristics, properties, and value characteristics of the object and designed to have an emotional and psychological impact on public or individual consciousness, in order to obtain moral and material advantages and achieve success. When forming a corporate image, an organization may encounter a number of difficulties and factors that impede the creation of a positive image. The purpose of this work is to identify the features of a corporate image and ways to create it. A properly organized image of a company plays an important role in its activities,

and this role can be viewed through its functions. The image, performing a guaranteeing function, is a so-called guarantee of the quality of goods, works and services for the client, and for suppliers and investors - a guarantee of profitable business contacts. The supporting function is expressed in supporting the organization's new products released to the market. A positive image, performing an attractive function, attracts employees, investors, and clients on favorable terms for the organization. The psychological function is to reduce the risk of moral disappointment in products, works, and services by consumers, and to increase the satisfaction of organization employees from the work they perform. The image can act as a so-called warning signal for possible competitors who expect to displace the organization from its market share. The differentiating function sets the company apart from others, for example, through corporate identity [5].

Among modern methods of forming the image of an enterprise, scientists mainly highlight means of marketing communications, among which are [3]:

- corporate style is the basis of the image, the main means of its creation;

- visual means – design techniques for creating an image, including packaging style, design, etc.;
- verbal (verbal) means – specially selected style that is focused on the needs of the client;
- advertising means – are used in each specific case and contribute to the formation of a positive attitude;
- PR events are planned ongoing actions to establish and consolidate mutual understanding between the company and its environment. These are presentations, exhibitions, sponsorship events, press conferences;
- corporate style is a combination of artistic, textual and technical components that ensure the visual and semantic unity of the company's products and activities, information emanating from it, internal and external design.

The most modern and popular means of forming the image of an organization is the Internet [2]. An integral part of the process of creating a favorable image is indirect advertising in the media. The most popular way to use the media is press clipping - a selection of positive articles from newspapers and magazines about the company

Successful corporate image building activities require the implementation of five main management functions: management, planning, control, organization, motivation and coordination. The process of image formation is assessed by qualitative and quantitative indicators. Quality indicators include goals, content, technology, structure and performers. Quantitative – timing, economic efficiency, costs, results.

The image has its own structure; it is described parametrically and modeled in the same way as the process of its formation. The image has its own characteristics, these are: the duration of existence and stability of the image, a set of perceived and measurable properties of the organization, the level of positivity/negativity, the group of perception, optimality, areas of activity and costs for creating and maintaining the image, the weight and value of property assessments. Image is an intangible (implicit) asset, reflected in the corresponding item (Intangibles: goodwill, (patent), trademark) of the active part of the balance sheet of North American and Western European companies in value terms. The structure of the corporate image, which is formed based on the views of various

public groups that are somehow related to the company, consists of eight points proposed by M.V. Tomilova [10].

1. The image of a product (service) consists of people's ideas regarding the unique characteristics that, in their opinion, the product has. This parameter includes the functional value of the product (distinctive benefit, feature that the product or service provides) and what provides the product with special properties - additional attributes. Additional attributes can be divided into two groups: necessary (set of properties, name, quality, packaging, design) and supporting (delivery, after-sales service, installation, payment terms, guarantee).

2. Image of product consumers. Lifestyle is one of the components of lifestyle. It includes the individual psychological and social characteristics of a person and his behavior in society. Experts in social psychology identify three main lifestyle factors: individual personal values or orientations; attitudes and interests of the individual, reflecting his system of life guidelines, interests and opinions of the person; personality activity.

Value orientations are any attitudes or beliefs of a person that life's strategic goals are correct and worthy.

Personal interests are needs and cognitive processes that are significant for the individual.

Personal activity – characteristics of an individual's behavior and way of spending time.

The social status of a consumer is an indicator of the position of consumers of a product in society, which is based on the existence of such social positions as gender, age, education, profession, family life cycle, etc., as well as an assessment of the significance of these positions, expressed in terms of "prestige", "authority", etc.

Features of the consumer that come from such human traits as openness, liberalism, love of life, active life position, modesty, love of extreme sports.

3. The internal image of an organization is employees' ideas about their organization. In this case, employees of the organization act as an important source of information about the company for external stakeholders. The main determinants of internal image are the culture of

the organization and the socio-psychological climate.

Organizational culture. Personnel management has a multi-level nature. All levels contain a number of systems. The first level includes the degree of social adaptation, which includes a system of selection and training of personnel that contribute to the rapid development of the company's culture and its form of substantive activity. If, during successful adaptation, new employees become carriers of the company's culture and subsequently pass it on to the new generation. The second level can be called the "level of relationships", because it consists of the following systems: a system of internal communications, which constitutes a system of power, or relations of leadership and subordination, which mediate the relationship between a manager and a subordinate and between employees, and also a system of relationships with the internal environment. And finally, the third level (motivation level), which includes a certification system, that is, a system of social transfers, a system of rewards and identification. The third level is of particular importance due to the fact that the identification of personnel with their organization means that

all their goals, both personal and goals in the role of personnel, coincide with the goals of the company. A person who shares the values and goals of the company when performing work relies primarily on his own motivation, which does not require long-term stimulation. This result can be achieved mainly only through the cultivation of external signs of belonging to the company, and thanks to a number of other company symbols, for example, such as a corporate legend, anthem, company founder, etc.

Culture represents the norms and values accepted in an organization, filling the entire system with clear content, the distinctive features of which shape communicative interests. Systems that are cultural products of an organization also reproduce and support it, and therefore can be called organizational culture.

The socio-psychological state of the team is the result of the general activity of the team, their relationships within the team and among themselves, determined not so much by objective conditions as by the subjective need of people for communication and its satisfaction. Thus, the socio-psychological climate of a company is considered as the satisfaction/dissatisfaction of organization members with interpersonal

relationships, manifested according to V.V. Boyko. in the following group effects: mood and mood, collective opinion, personal well-being and assessment of the living and working conditions of the individual in a team.

The fundamental factors that determine the nature (positivity, indifference, conflict, etc.) of interpersonal contacts of organization employees are presented.

Factors that determine the socio-psychological climate of the team:

The difference and general provisions in socio-demographic characteristics, the system of values and social attitudes (which are of fundamental importance for the subjects of interaction), as well as particularly important psychological traits of interacting individuals.

Environmental variables, or situational factors: ambient temperature, crowding in the room, lighting, etc. Cultural context, or subculture of the group in which communicating individuals are included.

4. The image of the founder and key leaders of the organization includes ideas about the intentions, motives, abilities, attitudes, value orientations

and psychological characteristics of the company founder or manager based on the perception of observable characteristics, such as appearance, socio-demographic background, features of verbal and non-verbal behavior, actions and parameters of non-professional activities.

Appearance is the first characteristic of a person by which he will be identified and certain conclusions drawn. Appearance is one of the components of non-verbal data about a person.

Voice timbre, volume, tone, accent, pronunciation, smile, facial expressions, gaze, gestures - all these are features of non-verbal and verbal behavior.

Socio-demographic affiliation is marital status, level of education, age, gender, level of financial security.

An action is how a person will behave in a given situation.

The parameters and actions of unprofessional activity are the behavior of a person outside of work and without the use of professional qualities. These include: hobbies, family environment, social background, etc.

5. Personnel image. The overall image of the company's employees, which manifests itself in the form of communication with clients, a uniform style of clothing, and uniform.

6. The visual image of an organization is ideas about the organization created on the basis of visual perception and recording information about its corporate style. One of the most important structural elements of an organization's image. This includes a corporate identity, which creates the visual uniformity of the company. Corporate identity is achieved through a design that is created specifically for a specific organization.

7. The social image of an organization is the general public's ideas about the social goals and role of the organization in the economic, social and cultural life of society [9].

Company philosophy, mission, environmental and social responsibility - components of social image.

8. Business image of an organization – ideas about the organization as a subject of a certain activity. The components of an organization's business image are business activity (market share, use of innovative technologies, sales volumes, variety of

goods or services, pricing policy) and business integrity.

CONCLUSIONS

Thus, it is extremely important for an organization to independently form and create all of the above structural elements of a corporate image. If an organization ignores at least one thing, then such gaps will form spontaneously, and perhaps not for the better for the company. And it will be even more difficult to correct mistakes, while trying to change the opinions of people who have already formed, and this takes a lot of time and money.

Approaches to developing a company's image as an important part of a marketing strategy can be very different. But at the same time, there are basic, key parameters that form the structure of the image and should be studied first. It is the emphasis on the elaboration and development of these factors of the enterprise's image that will become the basis for strategic and tactical planning of marketing activities, which will ultimately have a positive impact on the effectiveness of the organization in general.

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