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About the importance of brand as a system

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Marketing system contains various sub-systems and elements. Their combined and thoughtful use makes it possible to achieve effective results in the competitive market. In the modern environments, a product is recognized as the most important element of the marketing theory and practice. Brand plays a huge role in the product's commercial success in the market (Kotler & Armstrong, 2015, p. 250).

A big diversity of goods is represented on the market today. There is a wide choice for the consumers. For example, both, local and foreign products are represented at Tbilisi (the capital of Georgia) consumers market. We have to mention that the establishment on the Georgian market is as important as the establishment on the international market for the Georgian products, moreover, Georgia has a potential to do so (National Statistics Office of Georgia, 2016).

The use of branding helps companies to draw consumers' attention to their products and establish at the market (Kotler & Keller, 2012, p. 242). The use of branding is not unknown to our country. Some of the Georgian brands were popular during the Soviet period and before (Business Press News, 2014).

One of the most actual topics in the marketing's theory and practice is the matter of the brands ruling. There are many opinions related to this. According to the one of the most popular point of view, brand success is not provided only by its trademark, but it has to pass certain levels. The transition from the lower level to a higher one indicates greater recognition and success of the brand. In this process the following steps are allocated: brand visibility (cognizance); brand effectiveness; brand image; brand judgment; customers' emotions (brand resonance) (Kotler & Pfertch, 2007, pp.216-225).

The achieving and then maintaining the positive results in the branding relates to the use of its (Branding's) following principles: consistency, clarity, constancy, awareness (recognition), originality (Kotler & Pfertch, 2007, pp.225). The complex method of approach is necessary in this case. The long-term results are not achieved by using just one of these principles.

Our research involved several levels. Firstly, we studied the diversity of theories, principles and the methods of approach used in branding. On the second level, the aim of our research was to study the consumers opinion about the Georgian brands at Tbilisi consumer market; To determine the importance of ruling the brand as a system. The purpose of the marketing research

is to provide the company's management with the specific information that will help them in making decision. Moreover, it is the marketing research that gives us such information that cannot be obtained by different ways. (Todua & Urotadze, 2013, p.27).

As an object of the research was selected consumer market of Tbilisi. 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, pp.251-252). Through this work we tried to show several results of our research. Based on our research, we were able to reveal the most popular Georgian brands with the highest level of awareness at Tbilisi's consumer market (Seturi, 2016. a, pp. 214-218).

The key point in the Brand's success is held by creating its positive image and ensuring its recognizability and awareness. The image of the brand emerges by the psychological satisfaction of the buyer. The brand image is created by the marketing program that connects a nice, strong and unique associations to the brand. This depends on what people see, but also what people think and feel. The brand-related consumer emotions are formed under the influence of the buyers' emotional reactions towards the brand. During the research we tried to determine, what kind of associations are derived from the Georgian brand by its consumers. (Seturi, 2016. b, pp.130-135).

Trademark image has great influence on decisions concerning the purchase of consumable products. The greater is a popularity of brand, the stronger is acceptance of the brand by consumers. When a consumer is satisfied with consuming and using of concrete brand, little by little she/he becomes a loyal buyer. Brand loyalty provides predictability and security of demand for the firm, and it creates barriers to entry that make it difficult for other firms to enter the market. Loyalty also can translate into customer willingness to pay a higher price -often 20 percent to 25 percent more than competing brands (Kotler & Keller, 2012, p. 244).

Thus, the achievement and maintenance of the positive results in branding are in direct connection to the company's constant and interminable hard work in this direction. The Brand's reputation is not created only by the commercials. The brands are represented as undivided and important parts of the company's marketing system. From our point of view, the systematical methods of approach and the complex use of recognized principles deserve a very high attention in branding, and all of it has to foresee and be in accordance with the changes that take place in the constantly mobile market environment.

Keywords: Brand, Branding, Brand image, Marketing Research.

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