

FEATURES OF CHILD BRENDING AND STEPS OF FORMATTING

Odilova Sitora Sayfitdin qizi¹,
1PhD student, Tashkent state university of economics, Tashkent city, Republic of Uzbekistan
E-mail: odilova.sitora.2019@mail.ru

Abstract— This research focuses on the sensitivity of advertising methods to children. In addition, it is the first step in promoting brand identity among children. Marketing strategies for involving the children segment, and the outcomes from it. One of the main reasons for the fact that all the strategies for children are very effective is that they kill two rabbits with one bullet: it is mainly attraction of the younger generation, as well as contribute to the role of the prince.

Index Terms— Children, brand, advertising, kagoy, attitude, praying, brending.

1 Introduction

Consistent work on harmonious development of the fuel and energy sector and diversification of energy resources is being carried out in our country. This is an important factor in meeting the growing demand for energy resources and sectors of the economy.

Children tend to encourage their parents to purchase the ad for their advertising because they have a lot of advertising in their everyday life. Traditionally, sensitivity-based advertising methods are being developed with adults and subject to consumer behavior (MacKeinzeva et al., 1986; Maclnnis et Jaworski, 1989). [1]

By the end of the 20th Century, children of the 21st century are faced with the birth of advertisements in various techniques and formats. [2] (Bree 1995) They know what these "powered children" want from the previous generation and they know how to get it. [3] (Stherland & Thompson, 2003). That is why they are called the KAGOY children (because they are older to their young age) because they are fast growing (Stherland & Thompson, 2003; Quart, 2003; Lindstrom et Seybold, 2003) access to the media (access to information), new technologies (Internet, DVD, Video games, etc.), their familiarity with different races and cultures, their (with parents or schoolchildren) rapid physical and cognitive development). In order to attract a child segment, marketers focus their attention on attracting children using different methods, depending on their interests and emotions. In the mid-80's, the club-related campaigns played a major role. [5] (McNeal, 1992). To keep children's product up-to-date, you'll need to get the latest themes or icons. (Bridges 162) [4]. As consumer, there are requirements and specifics that marketers, vendors and producers need to consider (Cardosa 2010, p. 39) [6]

2. Literature review.

Consumers must understand the company's offer as an advantage and opportunity (Blattberg et

Neslin, 1990; Brito, 1997) [7]. Guzman (1995, p. 561) believes that consumer producers are interested in directing their products directly by selling various gifts for their sales pavilions, they should shoot. Consumers need to have symbolic and economic features [8]. (Lichtenstein chrysops, 1990, 1995, 1997) [9]. The incentive is derived from the concept of overview and consists of two dimensions. Utilitarian and hedonic value Chandon, 1997) [10] has a positive effect on the value of the offer.

According to Muratore (1999) [11], children love adults as clients and use the option as a benchmark for choosing between different products of the same range. Children are sensitive to action and animation (Bree, 1995, p. 262) [12]. Changes to this sensitivity change over the age group of children and throughout their life (Bridges et al., 2006) [13]. This is a form of their integrated feelings. Marketing should seek out the child's motivation to buy a particular product or service. These causes are neglected for children's savings and advertising (Cardoso et al.) [14]. Child trading promises to cover costs and help companies increase profits (Maclin 1992) [15]. Action for children is viewed as an event.

Acuff (1997, pp. 178-187) [16] Learned that children have access to 4-point advertising, depending on their segments: (1) Children under 2 years of age affect the effect; (2) Children aged 3 to 7 are always ready to make suggestions, more gifts for them are considered more important than product quality. (3) Children between the ages of 13 and 15 age 8 to 12 are in close contact with promotions because they are no longer interested in learning about the outside world. (4) aged 16 to 19, aging ages approximate axes for nearly adult consumers because they are almost adults. According to Peachman et al. (2005, p. 202) [16], adolescents tend to be more self-confident and risky than adults due to neurobiological changes. Thus, adolescents are particularly prone to "dangerous" brands because they believe that such products are of social status, their emotions are satisfied.

Karsakliian (2000) states that axioms are dangerous for children [17]. It has been noted that there is a sharp decline in productivity among children who can not afford the prize as a gift. Therefore, encouraging gifts for everyone is a very effective way of doing things. It is crucial that companies review the award and their patilateral impact on their target group (TaliyTeni Harrari, 2008). [18]

Promotion is an award for the purchase of products and encourages him to buy this brand (Taliy Tani Harrari) [19]. In general, advertising can be divided into four major technologies (Muratore, 1999, 2002, 2003). [1] (1) "buy at low prices" that will allow you to pay less for your product, , coupons, various discounts, (2) more product promotions - "buy 3 items, pay 2 dollars" (3) offer gifts for buying, (4) a lottery or a variety of games that are in the memory of the children, "win over it" by creating yinlari.

The fact that a child receives a gift during the purchase of branded products promotes a positive attitude about the brand and, as a result, increases brand loyalty and leads to exciting, positive emotions around the product. Lauper (Guber and Berry1993; 171) said, "Children want fun." Children love playing games, entertainments, and stimulate interest by offering free games in action [20]. Scientists believe that advertising companies and marketing professionals can provide children with education, through human and environmental reasons.

Today, kids want two of the corporate brands sold to them: interactive brands and fast loans. Nowadays, children are born in the age of modern and fast-growing technologies. The world of Internet traffic is spreading all over the world, creating problems for regulators. Today, children play with their friends or talk, as well as via mobile phones. Children now have the opportunity to communicate with friends, not just with their children, but also with children around the world. Ualr plays online games and shares music with friends in other countries and other continents. Since the childhood in the United States, the brand recognizes a brand name. James and McNeal (The kids market; Myths and reality) [21]: Many school-aged children are aware of the color and shape of at least 200 logos and their main features. Children up to 5 years apply to 50% brand names.

Children's minds play an important role in the family shopping process. Futbaols have targeted the goalkeeper, and marketers should target and attract children as well as their parents. The children's brand should be based primarily on "children's wishes and their mothers fulfilling". Basically, as children grow older, they say what they want, and parents are in demand. Research in industry indicates that 67 percent of family car purchases are sold by children at the request of children, and about 65 percent of children's clothing is based on children's wishes. These statistics have the same level of impact on children worldwide as in Asia, Europe, USA, and the world. Based on this, managers and market tech-

nicians need to balance each of these segments in their own way.

Today, children, like their parents, need to be very smart in producing their own products. For successful sales, sellers assume that the children's market is sophisticated and sensitive. Nevertheless, in spite of the tectonic social changes in recent years, children actually have very important aspects. They are mainly waiting for promises of honesty and brand in marketing strategies. Children deserve the highest standards of ethics that can be delivered because of the formation of corporate marketing strategies. The next generation of brands and brand loyalty develops more and more: they create their passion for the brand. Children's research suggests that children want to communicate and develop relationships with their brands when they reach an interactive level. Children's products and services focus on marketing and branding initiatives for children and their positive impact on their lives. carries loads.

3. Analisis and results

Research shows that children tend to be brand-new in the stomach. The sellers, marketers, who knew this, began to think different ways to attract pregnant women. For example, a few years ago, watching for a lot of time spent on the network of major Asian shopping centers, they began to find ways to make them and their loyal customers more loyal to the brand. Pregnancy is usually one of the most important moments in the life of a woman. Waiting for a new person to come, health changes, and spiritual change are examples. So, with the aim of attracting pregnant women, experimentation with smells and sounds in the shopping malls began. First of all, the baby's powder began to blossom in Johnson & Johnson's clothing department. Then they added the fragrance of cherries in the food and drink section. Later, they let their pregnant women calm down with a laugh and laughter to awaken their childhood memories. The company's leaders have hoped for more purchasing by pregnant women. However, when they expected, they had more results. One year after the experiment, the company began receiving letters from the mothers on the exciting impact of the shopping mall for newborn babies. When the babies are in these stores, they get rid of it. When babies shout or cry outside, they stop crying as they enter the mall. 60% of mothers say that in other places, even in the smell of other smells and sounds. By analyzing this mysterious discovery, store management, baby powder, cherry aroma (smell) and pleasant seductive (including pregnant the heart of the woman, the funny sounds of children, carefully selected musical instruments and artistic melody). As a result, the new generation of Asian consumers made a positive impact on this shopping mall.

Julie Menelle, a psychologist at Monell's Chemical Senses Label in Philadelphia, said: "Mothers provide information about good and safe food to their offspring during pregnancy and breast-feeding"

The first contact with the outside world is the smells associated with our environment. A rhetorical question is how many foods are to be consumed slowly for the first 4 years of our youth? - a lot of things.

Believe it or not, companies still do not know about it, but this information and research are very useful to them. For example, Coppico, a famous and successful brand name brand in Flippin, is available for sale at every family store in Flippin. Kopiko manufacturers have developed a method for producing infant babies loyalty to their products. Kopiko providers give the caramel clear to the obstetricians and other doctors to give free delivery to pregnant women. It turns out that they do not make mothers happy with delicious sweets. During this period, Kopiko is a caramel added with the new coffee taste. Interestingly, Kopiko achieved remarkable success in children after appearing on the coffeehouses of the caramel shop. Yes, in some other cases, children who are close to one kilometer away from coffee smell love the taste of Kopiko coffee.

Parents and children were not only talking about the taste of drink, but also about the nostalgic feelings and their sense of harmony. The New York-based global consumer research and strategic business research company will conduct research projects in more than 70% of Fortune 500 and over 120 of the world's most prestigious organizations. In a survey conducted with 2035 children, SIS researchers, 53 percent of children and 56 percent of adolescents use brand-name characters that are remembered in childhood. This is true for food, beverages, health related products, consumers, and household items. If you do not know about the company and its marketing partners and you do not address direct marketing, you are wrong.

Advertisers use a wide range of vulgar tricks to help young (and influential) consumers brand their brand. It's like that. Why advertisers mean that the children under the age of 3 years are estimated at about \$ 20 billion. Indeed, they watch over 40,000 ads a year, and brand names are more familiar with their brand name than animal names. The first word in the world is not "mother" or "father". McDonald's (or Ronald), a spokesman for the Middlesex Consumers' Knowledgebase Center, says Brian Urbec. Of course, most of the children of a half-year age can not pronounce McDonald's words, but they recognize the golden belts and the network logo of the

Juliet Shore, author of the book *Forbidden Jr.*, was a child at the age of about one and a half who recognized the logo not only with the advantage of information brands, but also believing that these trademarks were in line with their personality (or personal characteristics) they think they are modern, powerful, or smart. In an article published in *Psychology and Marketing* magazine in 2009, the answer to a question about Lego designers was answered by a schoolteacher: "It's so good I have to. If Lego is available to me, all children want to come and play in my house. If you are not a designer, no-

colors (yellow and red).

They show McDonald's at the back of their parents and stop the car and make themselves happy after eating. Obviously, McDonald's admits his childhood is supported by emotional emotions and fragrance. The Journal of the Medical Association in America "Almost all six children in the United States have recognized Mickey Mouse as a camel named Joe Camel." A four-year-old boy today can not recognize Joe Camel, but can bind him to the brand's brand. The main reason for this is that one-year-old babies are becoming increasingly compatible with media mediation, as the main reason for recognizing popular brands. Forty-three percent of newborn babies are watching television regularly and this is up to 90 percent for two-year-olds. All this leaves a stronger impression than you imagine. Six-month-old babies form corporate logos and symbols in a rational way. A recent child psychologist, Dr. Alain Kanner, a renowned child psychologist in the Berkeley, California, wrote: "Recent studies have shown that children under three years of age can recognize up to 100 brand names." Experience has shown that, Children aged 3 to 6 years old have been shown with dozens of cards with non-existent logo and nearly all children easily recognize the red-and-white logo of the Target supermarket chain and have been shouting "Target" with joy. Even worse, though, children who have just learned to say the same thing as "this coca cola, this coca cola, this coca cola," pointing to the beer in her father's hand. Almost all of the first-grade children at school are about two hundred brand names, and every year they receive about 70 new toys and electronic products. Nicoleon's research shows that when he was ten years old, At least about a hundred and four hundred brand names can be found. Forty-one pediatricians have the option of choosing one of the two varieties for a particular product, such as whole wheat, fruit and carrots, which are only distinguished by their tablets. According to the data, children choose not only logo, but also taste of the branded product is a good aspirant at Yale University's Center for Food Policy. In another study, sixty-three preschoolers offered five different options: hamburgers, chicken legs, potatoes, milk and carrots. The first option is in the soda pack and the second is McDonald's. The rooms certainly found the 2 option delicious.

body likes you. Another boy said, "McDonalds has a children's playground, you can play there, and everybody loves you."

Today almost all manufacturers have addressed children's audiences. Believe it or not, even petrol stations and car makers have started choosing children as target audiences. In Porsche's smaller classroom, he sows adults, speeds, and Porsche cars. In his dreams, he asks Porsche to go to the local Porsche office and ask him to show Porsche 911, then sit on it and then look at the car dealer. "I'll see you again in twenty years," he says. Interesting fact about Porsche. When the child grows up to the level of

machine purchase within 10-20 years, he will buy a youngster's dream. Porsche is not the only car maker to consider about future consumers. The tracks of the Audi have been featured in the animated cartoon Rob, as well as products for various infants. Starbucks also recognized the bulk of the younger generation's demographic market. According to The New York Times, "Starbucks offers fresh drink and baked goods that will be better suited to children and teens from eight to twelve." Brandom Borman, a Starbucks spokesman, said: "We need to make sure that our shoppers are in the right place, so we have to offer the product based on the needs of adults alongside the needs of adults." Interestingly, the name given to the Starbucks café is called "Babychino".

The lower the age of starting a trademark or product use, the more likely it will continue to use for many years. A study at one of Texas's universities shows that 75 percent of food products are purchased on the basis of regular child needs. And every second mother is buying that product just because her son tells it. McNeall, 24, who interviewed the New York Times magazine, says: "In the management of family spending on families, children have the authority because they can spell the grandparents' grandparents. The methods of "persuasion" of children are indivisible. They can offer their parents a contract ("If you give me the chocolate I told you, I'll set up the houses). Parents are directly and indirectly responsible for the taste of their children's product. This is increasingly known as a "secondary impact" in the marketing industry. Who has the most influence on a product you like - a parent or a parent? Short response; both of them. This means that most families have strong culture, attitudes, beliefs, values, and habits that they have grown up to accept. This applies to products and brands that the family purchases. For example, many of the families regularly buy Sachnaya Dolina juice. Whenever the shop enters, everybody sees that their parents bought this juice, and believes that this is the best juice in the world. So, what kind of brand can a baby have when it comes to his mother? And, of course, when a child grows up, he automatically chooses a brand-new product from a bucket with his mother when he goes to the store. So the child will feel a lifelong commitment to the brand of Owaya. Often, when we use the products we use during childhood, we will continue to buy nostalgic seedlings. In this case, the product brand and family, happy memories and feelings of communication with our past and loved ones. One of the main reasons for the fact that all the strategies for children are so effective is that they can kill two rabbits with an arrow: this is mainly the attraction of the younger generation, contributes to the functioning of the

Conclusion

In summary, I can say that the loyalty of children to the brand comes about when it is in the belly of the mother. From the very beginning, children start to introduce their brand products, the main

reason for which they are effectively using advertising. Based on the experience we have mentioned, children are more likely to pay more attention to the packaging than the taste of the product. The brand said that the brand is not only good but also delicious. Moreover, having branded products gives them a feeling of confidence and tranquility.

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