CONSUMER PERCEPTION OF GLOBAL BRANDS IN UZBEKISTAN: KEY INFLUENCING FACTORS

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Abstract. The rapid development of Uzbekistan's consumer market has created new opportunities for international brands entering the country. As globalization intensifies, understanding consumer perceptions of global brands becomes increasingly important for effective marketing strategies.

This study examines how Uzbek consumers perceive global brands and identifies the key factors influencing their purchasing decisions. The research is based on a quantitative survey conducted among **100 consumers in Uzbekistan,** representing different demographic groups and income levels. The findings indicate that product quality, brand reputation, price sensitivity, and cultural compatibility play a significant role in shaping consumer preferences toward international brands.

Keywords: global brands, consumer perception, consumer behavior, emerging markets, Uzbekistan, brand reputation.

Introduction. In recent years, Uzbekistan has experienced significant economic reforms and market liberalization, which have contributed to the rapid expansion of its consumer market. These transformations have created favorable conditions for the entry of international brands across various sectors, including retail, food services, electronics, and fashion. As a result, Uzbek consumers are increasingly exposed to global brands and international consumption trends.

Understanding how consumers perceive global brands is essential for companies operating in emerging markets. Consumer perception influences brand preference, purchasing behavior, and long-term brand loyalty. In developing economies, global brands are often associated with higher product quality, innovation, and prestige, which may affect consumer attitudes and purchasing decisions. Despite the growing presence of international brands in Uzbekistan, empirical research on consumer perception of global brands in this market remains limited. Therefore, this study aims to examine how Uzbek consumers perceive global brands and to identify the key factors influencing their brand preferences. The findings of this research contribute to the broader literature on consumer behavior in emerging markets and provide practical implications for international marketing strategies. This study contributes to the literature by providing empirical evidence on consumer perceptions of global brands in Uzbekistan, an emerging market that remains underrepresented in international marketing research.

Literature Review. Consumer perception of global brands has been extensively examined in international marketing literature, particularly in the context of emerging markets. According to Kotler and Keller, consumer perception is shaped by a combination of brand image, perceived quality, and marketing communication, all of which influence purchasing behavior and brand loyalty [1]. Global brands often benefit from strong brand equity and international recognition, which enhance consumer trust and perceived reliability [5].

Brand equity theory suggests that well-established global brands possess a competitive advantage due to their accumulated reputation and consumer associations. Aaker emphasizes that strong brands create emotional connections with consumers, increasing loyalty and long-term market success [4]. Similarly, Kapferer argues that global brands symbolize quality, innovation, and prestige,

making them particularly attractive in developing economies where consumers associate international brands with higher standards [2].

The influence of globalization has further strengthened the role of global brands in shaping consumer preferences worldwide. Steenkamp highlights that increased exposure to international media and global consumption patterns has intensified consumer demand for global brands, especially in emerging markets [3]. As a result, global brands are often perceived as more trustworthy and desirable compared to local alternatives.

In addition to global theoretical perspectives, regional studies provide important insights into consumer behavior in transition economies. Research by Ruziev demonstrates that economic reforms and market liberalization in Uzbekistan have significantly transformed consumer markets, increasing openness to international products and brands [10]. Similarly, Yusupov finds that Uzbek consumers are increasingly influenced by global consumption trends, particularly in sectors such as electronics, fashion, and food services [11].

Macroeconomic reports from international organizations further support these findings. The World Bank emphasizes that economic reforms and private sector development in Uzbekistan have expanded consumer choice and increased market competitiveness [7]. Likewise, the Asian Development Bank notes that rising incomes and urbanization have contributed to changing consumption patterns and growing demand for branded products [8]. Statistical data from the State Statistics Committee of Uzbekistan also indicate a steady increase in consumer spending and market diversification [9].

Overall, the literature suggests that consumer perception of global brands in emerging markets is influenced by a combination of economic, cultural, and psychological factors. Global brands benefit from strong perceived quality and

reputation; however, their success also depends on their ability to adapt to local market conditions and consumer expectations [12].

Research Methodology. This study employs a quantitative research approach to examine consumer perceptions of global brands in Uzbekistan. The research design is based on a survey method, which is widely used in consumer behavior studies to collect primary data from respondents.

Research Design. A structured questionnaire was developed to evaluate consumer attitudes toward international brands. The questionnaire included several sections covering brand awareness, perceived quality, trust in global brands, and the factors influencing purchasing decisions.

Sample and Data Collection. The empirical study was conducted using a sample of 100 consumers from different demographic groups, including students, employees, and entrepreneurs. The respondents were selected using a convenience sampling method. Data were collected through a questionnaire survey conducted in 2025.

Data Analysis. The collected data were analyzed using descriptive statistical methods. The analysis focused on identifying the main factors influencing consumer preferences for global brands, including product quality, price level, brand reputation, and cultural compatibility.

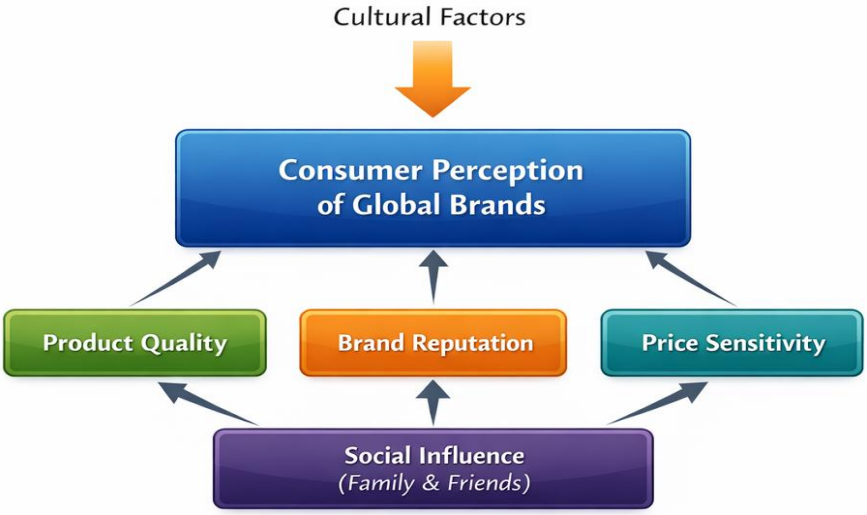


Figure 1. Factors Influencing Consumer Perception of Global Brands in Uzbekistan

Figure 1 illustrates the conceptual framework of the study. The model demonstrates that consumer perception of global brands in Uzbekistan is influenced by several key factors, including product quality, brand reputation, price sensitivity, cultural factors, and social influence. These variables collectively shape consumer attitudes and purchasing decisions toward international brands. Based on the conceptual framework presented in Figure 1, the relationships among the key determinants of consumer perception are further illustrated in Figure 2.

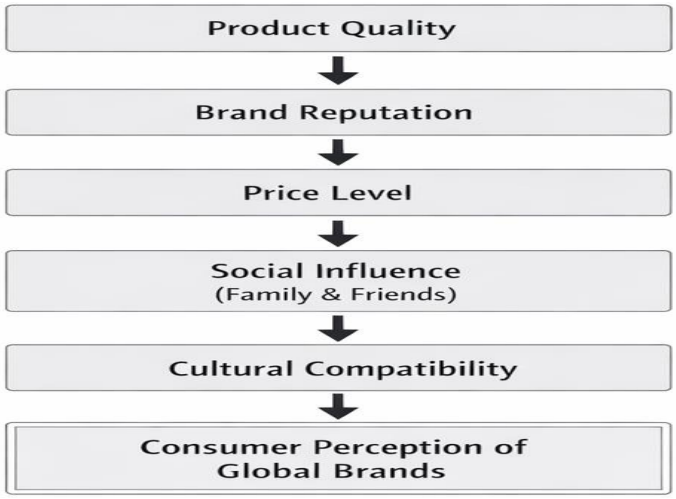


Figure 2. Conceptual Model of Consumer Perception of Global Brands in Uzbekistan

Figure 2 illustrates the conceptual model of the study. The framework demonstrates that consumer perception of global brands in Uzbekistan is shaped by several important factors, including product quality, brand reputation, price level, social influence, and cultural compatibility. These variables collectively influence consumer attitudes and purchasing decisions toward international brands.

Results and Discussion. The empirical survey results provide important insights into how Uzbek consumers perceive global brands. The analysis focuses on several key variables, including brand awareness, trust in international brands, perceived quality, and the factors influencing purchasing decisions.

Table 1.

Key Factors Influencing Consumer Choice of Global Brands

Factors influencing brand choice	**Percentage of respondents (%)**
Product quality	34
Brand reputation	26
Price level	18
Recommendations from friends/family	12
Cultural compatibility	10

Source: Author's survey results (2025)

The results presented in Table 1 indicate that **product quality** is the most significant factor influencing consumer preferences for global brands in Uzbekistan, accounting for 34% of responses. This suggests that Uzbek consumers strongly associate international brands with superior quality and reliability.

The second most influential factor is **brand reputation (26%),** reflecting the importance of brand image and international recognition. Consumers tend to

trust well-known global brands due to their established reputation and perceived credibility.

Price level (18%) also plays a notable role in consumer decision-making, indicating that while consumers value quality and reputation, price sensitivity remains an important consideration in an emerging market context.

Additionally, **social influence (12%)** and **cultural compatibility (10%)** also contribute to consumer preferences. These findings highlight that consumer behavior in Uzbekistan is shaped not only by economic factors but also by social and cultural influences.

Overall, the results demonstrate that global brands benefit from strong perceived quality and reputation advantages in the Uzbek consumer market. Limitations of the Study. This study has several limitations that should be considered when interpreting the results. First, the sample size was limited to 100 respondents, which may not fully represent the diversity of consumers in Uzbekistan. Second, the study relied on self-reported survey data, which may be subject to response bias. Future research could expand the sample size and apply advanced statistical methods to provide deeper insights into consumer perceptions of global brands. Research Implications. The findings of this study provide important implications for international marketing strategies in emerging markets. Understanding the key factors influencing consumer perception of global brands can help companies design more effective market entry and branding strategies. Additionally, the results contribute to the growing body of research on consumer behavior in transition economies.

Scientific Contribution. The study provides several scientific contributions. First, it offers empirical evidence on consumer perception of global brands in Uzbekistan, a market that has received limited attention in international marketing research. Second, the research identifies the key determinants influencing consumer attitudes toward global brands, including product quality, brand reputation, price level, social influence, and cultural compatibility. Third, the study develops a conceptual framework that explains the relationships between these factors and consumer perception in the context of an emerging market economy.

Conclusion. This study examined the perception of global brands among consumers in Uzbekistan and identified the key factors influencing their purchasing decisions. The findings of the empirical survey indicate that Uzbek consumers generally demonstrate a positive attitude toward international brands.

The results show that **product quality, brand reputation, and price level** are the most important determinants shaping consumer preferences. Global brands are often perceived as more reliable and higher in quality compared to local alternatives, which strengthens consumer trust and increases brand attractiveness.

The study also highlights the role of **social influence and cultural compatibility** in shaping consumer attitudes. Recommendations from family and friends, as well as the alignment of brand values with local cultural norms, can significantly affect purchasing decisions.

From a practical perspective, international companies entering the Uzbek market should focus on maintaining high product quality and building strong brand reputation while adapting their marketing strategies to local cultural characteristics. Such an approach may enhance consumer trust and improve market competitiveness.

Overall, the findings contribute to a better understanding of consumer behavior in emerging markets and provide useful insights for both researchers and practitioners in the field of international marketing.

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