

**ANALYSIS OF THE BRAND ATTRACTIVENESS OF THE LOCAL CARPET  
INDUSTRY**

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**Abstract:** This study examines the brand attractiveness of the local carpet industry, focusing on key factors affecting brand loyalty, consumer perceptions, and market competitiveness, as well as, it will contribute to the development of design innovations and marketing strategies that will help to the form of a strong brand image in both local and international markets. Using the combination of qualitative and quantitative methodologies, such as customer surveys, expert interviews, and competitive benchmarking, to identify important strengths and shortcomings in local carpet companies' branding strategies. The results show that while the industry benefits from rich cultural legacy and expert craftsmanship, it faces difficulties related to modern branding practices, digital presence, and global visibility. Recommendations are provided to increase brand value through more effective marketing campaigns, sustainable production, and targeted marketing campaigns. The purpose of this analysis to support local carpet manufacturers in positioning their brands more effectively in a competitive global landscape.

**Key words:** Brand Attractiveness, Local Carpet Industry, Consumer Perception, Competitiveness, Traditional Craftsmanship, Design Innovation, Marketing Strategies, Branding Challenges, Brand Image, Competitive Benchmarking.

The carpet industry is an important part of the cultural and economic heritage in many countries. Improving the quality of carpet products intended for both domestic and foreign markets is extremely important, as product quality serves as a key factor in deepening economic reforms and strengthening state policy. The local carpet industry is based on traditional craftsmanship passed down from generation to generation. In a market economy, locally produced carpets are not only practical goods but also symbols of art, history, and regional pride.

It is known that ensuring product quality, increasing its competitiveness in the global market, and managing it present manufacturers with growing challenges in the rapidly changing global market. Due to increasing consumer demands and the development of global brands, local carpet producers must adhere to marketing strategies. Brand attractiveness has become a key factor for success, influencing consumer choices, brand loyalty, and competitiveness.

This study analyzes consumer perspectives, practices, and strategic opportunities, aiming to explore the brand attractiveness of the local carpet industry. It is important to emphasize that the requirements for improving product quality are also defined through standards, as these standards set demands on product quality based on internal and external markets, human life, property, and the environment.

**Research Aim and Objectives.** In order to realize the broader and deeper levels of the highly significant variables and intrinsic value of branding is to realize its role of contributing to the formation of a strong product identity and leaving a lasting and indelible mark in the competitive market environment.

To perform a comprehensive examination of various digital marketing tools as well as their market adoption and usage by the players in Uzbek local carpet industry.

- Whether customers would like to get branded or unbranded carpet products.

The overall objective of this project is to find out in full and acquire in-depth insight about several issues small and medium-sized businesses and artisan communities face when attempting to adopt effective modern marketing techniques in the competitive market of the modern world.

This involves investigating how consumer perceptions, cultural heritage, and modern marketing practices shape the appeal of local carpet brands. By doing so, the study seeks to provide practical insights that can help local manufacturers enhance their brand loyalty and competitive position both within their domestic markets and abroad.

To achieve this, the research sets out the following objectives:

- To examine how traditional craftsmanship and cultural values impact consumer attitudes toward these brands.
- To evaluate the strengths and weaknesses of these strategies in relation to global market demands.
- To develop recommendations for integrating innovative design and marketing approaches that can improve brand image and competitiveness.

Brand relationship is defined as trustworthiness, commitments and goals of an organization, which has two main components of trust and expertise. This means that, from the point of view of consumers, the brand has the expertise and desire to continuously provide what it has promised in its controlled and uncontrolled communications (Sweeney, J., Swait, J. (2010)) The customer's perception of the credibility of the organization has a direct effect on his satisfaction and emotional commitment towards the organization. The brand relationship shows the level of customer trust in the organization's expertise and ability to fulfill its obligations and provide services that meet the needs of customers (Vidyanata, D., Sunaryo, D. (2018))

Branding is developed from a strategic and long-term assessment for retail companies that may be called upon to help with consumer relationship issues such as consumer retention and profitable consumer behaviors. Within the scope of the research, we require structured, long-term service relationships that are demanded by consumers. Such relationships tend to last years; But it is characterized by a relatively low level of relationship between companies and consumers. The company has an incentive to compensate for distrust by offering their willingness to provide a service commitment that they will consume.

The concept of brand attractiveness originates from branding theory in marketing, which emphasizes how consumers perceive, value, and form emotional connections with specific brands. At its core, brand attractiveness is defined as the degree to which a brand is seen as desirable and worth engaging with by potential customers. It is influenced by multiple factors, including brand identity, perceived quality, emotional appeal, authenticity, innovation, and visibility (Aaker, 1996; Keller, 2003).

Moreover, brand positioning theory suggests that for a brand to be competitive, it must clearly define and communicate how it is different from its competitors in a way that matters to consumers. For the local carpet industry, this might involve highlighting cultural heritage, artisanal value, or sustainable production methods to stand out in a globalized market.

Brand registration in the minds of consumers is one of the methods that successful brands use to create strong relationships and retain customers. The brand relationship is the credibility of information about the position of products in the eyes of consumers, which are placed under the name of the brand. This issue depends on the consumer's perception of whether the brand has the ability and desire to continuously provide the promised products or not [Baek, T. H., King, K. W. (2012)].

The brand relationship measures the value and acceptability of the organization's brand based on the individual's perception of the organization's expertise, the organization's reliability and its desirability. In other words, the brand relationship shows the customer's judgments about the organization hidden behind the brand [Keller, K.L. (2008)].

A brand relationship reduces perceived risk because it increases consumer confidence in a company's product claims. Credibility also reduces information costs, because consumers may use authentic brands as a source of knowledge to save on information collection and processing costs [Erdem, T, & Swait, J. (2010).].

Brand relationship is a name, phrase, design, sign or a combination of these elements that determines the identity of a service organization and differentiates it from other competitors and is judged by customers' intellect, logic, senses and emotions. Also, creating a sense of comfort is planned as the role of a brand, because the brand defines the personality, lifestyle, ideals and behavior of customer.

By following the steps outlined in the methodology section, researchers can conduct a robust quantitative study using a Google survey on research in **local carpet industry enterprises**.

**Survey questions:**

**Section 1.( Respondent Profile (Demographic Information)**

**1.Gender**

A )Male

b) Female

**2.Age group**

a) 21-30 years old

b) 31-40 years old

c) above 40 years old

**3.Occupation**

a)Student

b) Employed (Private sector)

c) Employed (Public sector)

d) Self-employed / Entrepreneur

e)Other

**4.Monthly Income (approximate)**

a) Less than \$200

b) \$200–\$500

c) \$501–\$800

d) \$801–\$1200

e) Above \$1200

**5. Place of Residence**

a) Capital city

b) Regional city

c) Small town

d) Rural area

**Section 2. ( Brand Perception and Attractiveness)**

1. How familiar are you with local carpets brands?

a) Not familiar at all

b) Slightly familiar

c) Moderately familiar

d) Very familiar

e) Extremely familiar

2. How attractive do you find the designs of local carpet brands?

a) Very unattractive

b) Unattractive

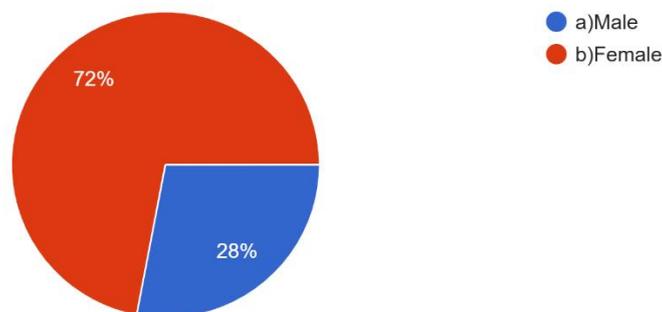
c) Neutral

- d) Attractive
- e) Very attractive
- 3. How important is price when choosing a carpet brand?
  - a) Not important at all
  - b) Slightly important
  - c) Moderately important
  - d) Very important
  - e) Extremely important
- 4. How often do you purchase or consider purchasing locally made carpets?
  - a) Never
  - b) Rarely
  - c) Sometimes
  - d) Often
  - e) Very often
- 5. How effective are local carpet brands in promoting their products (advertising, social media, events, etc.)?
  - a) Very ineffective
  - b) Ineffective
  - c) Neutral
  - d) Effective
  - e) Very effective
- 6) To what extent do you think local carpet brands reflect national or cultural identity in their designs?
  - a) Not at all
  - b) Slightly
  - c) Moderately
  - d) Very much
  - e) Extremely much

**Quantitative analysis.**

1. Gender

25 ОТВЕТОВ

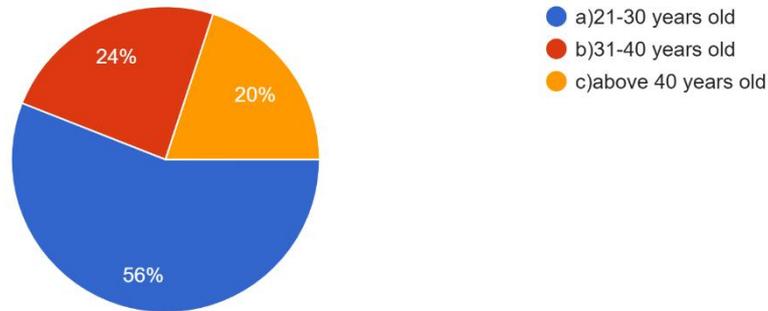


**Analysis of Gender Distribution.** This diagram shows 25 respondents. The results of this survey are presented by gender. According to this data, 72 % of the participants are women and 28 % are men. The majority of the respondents are women. The proportion of male respondents is much lower. In general, women are dominant in this survey, which is reflected in this

survey.

## 2. Age group

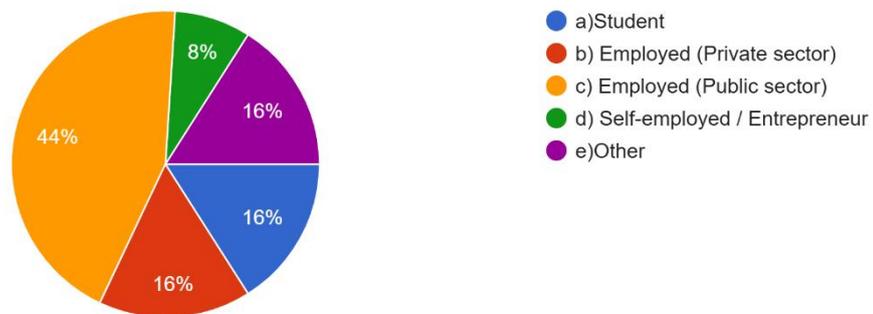
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**Analysis of Age Group Distribution.** According to the diagram, most of the respondents are around 21-30 years old, and their total indicator is 56 %. More than half of the respondents belong to the category of young people. In addition, 24 % of the participants are 31-40 years old and 20 % are over 40 years old. Overall, we can see that the results of our survey are dominated by the 21-30 age group, and there are fewer participants belonging to the older age group.

## 3. Occupation

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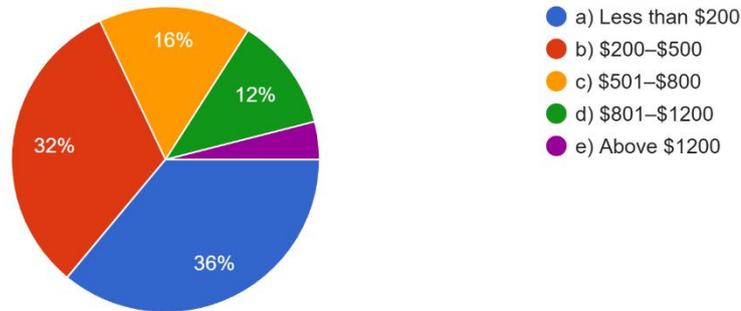


**Analysis of Occupation Distribution.** From this diagram, we can see that 44 % of the participants work in the public sector, 16 % of them are students, 16 % work in the private sector, and 16 % belong to other categories. Compared to the general information, the majority of the participants are public sector

employees.

4. Monthly Income (approximate)

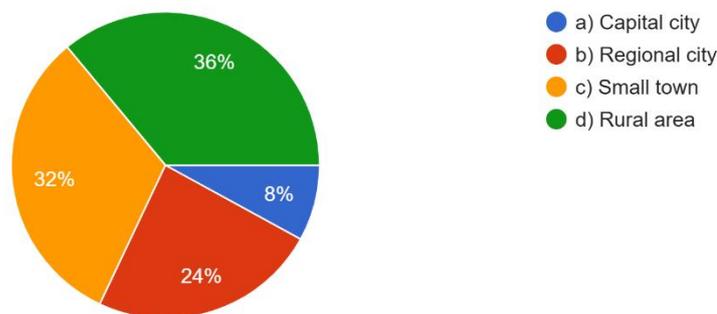
25 ответов



**Analysis of Monthly Income Distribution.** The data reveals that the majority of respondents have a monthly income of less than \$ 200, representing 36 % of the total. The second largest group, 32 %, earn between \$ 200 and \$ 500 per month. Additionally, 16 % of respondents have an income between \$ 501 and \$ 800, while 12 % earn between \$ 801 and \$ 1200. Only 2 % of participants reported earning above \$ 1200 per month.

5. Place of Residence

25 ответов

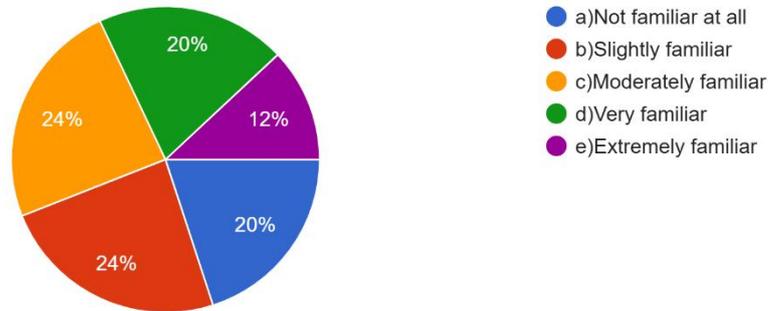


**Analysis of Place of Residence.** According to the data, the majority of participants live in rural areas, that is, 36%, and 32% live in small towns. In addition, we can see that 24% live in regional cities and 8% in the capital city.

capital.

6. How familiar are you with local carpets brands?

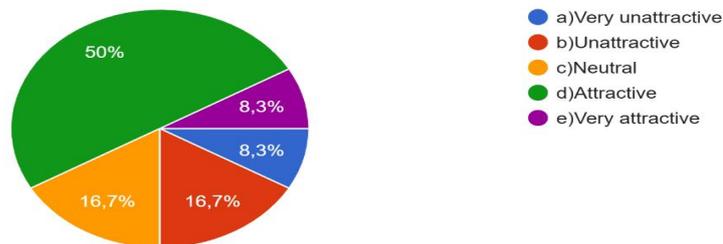
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**Analysis of Familiarity with Local Carpet Brands.** In this data, we can see that the participants' familiarity levels with local carpet brands are determined. 20% of respondents said they were not familiar at all, 24% said they were slightly familiar, and 24% said they were moderately familiar. 20% said they were very familiar, and only 12% of participants said they were familiar with their local carpet brands.

7. How attractive do you find the designs of local carpet brands?

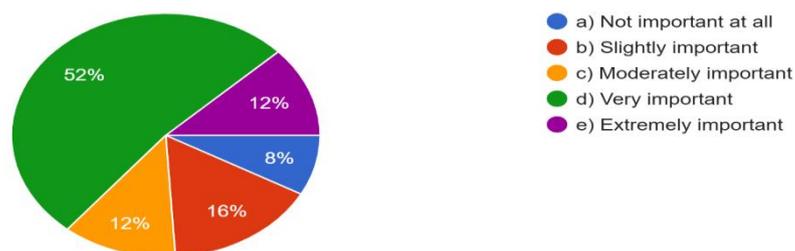
24 ОТВЕТА



**Analysis of Perceived Attractiveness of Local Carpet Designs.** This data shows that most participants had a positive attitude towards local carpet designs. 50% of respondents said they were very attractive, 16.7% said they were attractive, a smaller group of 16.7 expressed a neutral opinion. Only 8.3% said they were not very attractive. and 3% stated that they were not attractive.

8. How important is price when choosing a carpet brand?

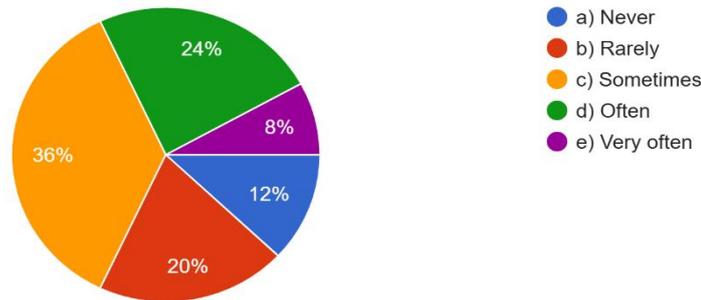
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**Analysis of the Importance of Price When Choosing a Carpet Brand.** This data shows that price has a significant impact on consumer decisions, with more than half of the participants (52%) saying that price is important, while 12% said it is very important. A smaller group (12%) said that price is moderately important. 16% said it is not very important. Only 8% said that price is not important at all when making a purchase.

9. How often do you purchase or consider purchasing locally made carpets?

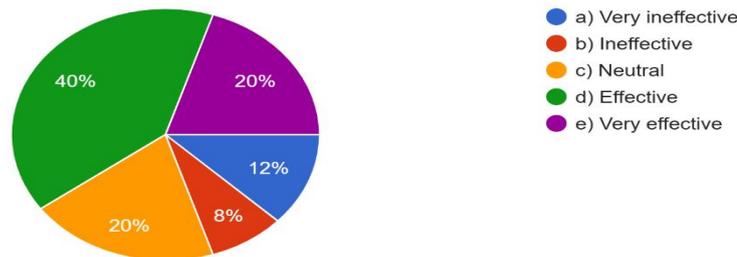
25 ОТВЕТОВ



**Analysis of Frequency of Purchasing or Considering Locally Made Carpets.** The data shows that participants buy local carpets from time to time or when they buy them. 36% of respondents said they do it sometimes, while 24% said they buy them often. A small group said they buy them very often, namely 8%. At the same time, 20% said they do it rarely and 12% said they do not buy local carpets at all.

10. How effective are local carpet brands in promoting their products (advertising, social media, events, etc.)?

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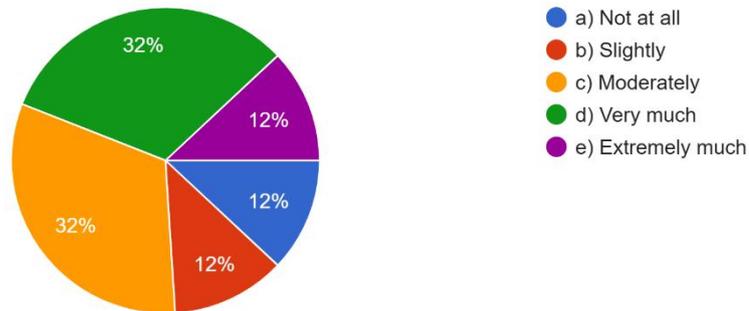


**Analysis of the Effectiveness of Local Carpet Brand Promotion.** According to the data, most participants positively assess the advertising activities of local carpet brands. 40% of participants considered them effective, 20% considered them very effective. 20% took a neutral position. 12% of respondents considered local carpets very ineffective, and 8% considered them

ineffective.

11. To what extent do you think local carpet brands reflect national or cultural identity in their designs?

25 ответов



**Analysis of Cultural Representation in Local Carpet Designs.** According to the data, the participants' opinions on whether carpet brands reflect national or cultural identity were relevant. We can see that 32 percent of the designs reflect it to a moderate extent, and another 32 percent believe that they reflect it to a significant extent. 12 percent of the participants emphasized that the designs do not reflect it at all. And 12 percent assess them as reflecting it to a small extent. Only 12 percent of the participants expressed their opinion that local carpets express national or cultural identity to a large extent.

Branding and marketing have come a long way in the past, from discretionary or optional tasks in the carpet industry to being part of the basic building blocks that are a prerequisite for survival as well as success in this competitive marketplace. As the extensive research offered in this paper indicates, it is more than possible that the traditional ways of craftsmanship can coexist with modern marketing strategies, ultimately leading to an effective synergy that complements and sustains both. With the strategic and purposeful application of digital media, the creation of an interesting and visually stimulating brand presence, and the art of linking emotional storytelling, even the tiniest of crafts at a micro level have the unimaginable capability of gaining a world-wide following, thereby enabling them to create long-term brand equity that is not location-based. The key findings listed in this research affirm the absolute necessity to maintain brand authenticity, ethical production practices, and consumer engagement, which have been found to be great drivers that play a significant role towards success in this ever-growing competitive marketplace. This research is not an academic exercise but an informative guidebook to stakeholders in the business, which enables them to chart the process of transformation from being craftsmanship-based to embracing a broader branding strategy, as well as from a localized presence to successfully entering and flourishing in a global marketplace.

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