



IQTISODIYOT & TARAQQIYOT

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- 08.00.09 Jahon iqtisodiyoti
- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
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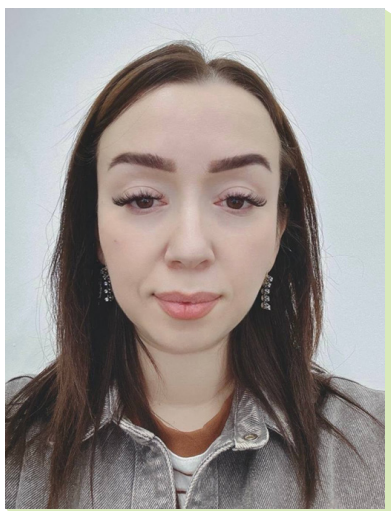
Suv tarkibining wireless waterlight qurilmasi ishlashiga ta'siri va iqtisodiy samaradorligini matematik model asosida tahlil qilish.....	14
Kungiratbay Sharipov, Ma'ruf Nurmanov	
O'zbekistonda aholi ish bilan bandligini oshirishda davlatning roli	20
Juraqulov Baxrimurod Ilxomovich	
BIM texnologiyasi: zamonaviy qurilish sohasida samaradorlik va shaffoflik omili	26
Usmonov F.B., Rajabova A.Sh.	
Nodavlat oliy ta'lim muassasalarida marketing faoliyati samaradorligini oshirish metodologiyasini takomillashtirish	31
Yuldashov Isomiddin Sidiqov	
Korxonada iqtisodiy barqarorligini ta'minlashda diversifikatsiya strategiyasining roli.....	35
Alimatova Shoxsanam Abdumalik qizi	
Модели совместного развития человеческого капитала и искусственного интеллекта в цифровую эпоху	40
Явкачев Шохзод Зайниддин углы	
Navigating sustainable development: management challenges and solutions in the oil and gas sector	49
Kudratkhodjaeva Ziyoda Kamol kizi	
Banklarda moliyaviy barqarorlikning nazariy asoslari.....	56
Djalilov G'ayrat Qaxramanovich	
Mamlakat iqtisodiyotini rivojlantirishda turizm industriyasidan foydalanishda xorijiy mamlakatlar tajribalari	66
Abdulxakimov Zuxrali Tursunaliyevich	
O'zbekistonda barqaror davlat qarzi siyosatini shakllantirishning ustuvor yo'nalishlari	71
Sayfutdinov Xasanboy Dilshodovich	
Международный опыт сельскохозяйственного налогообложения и возможности его применения в узбекистане.....	76
Salimov Sherzod Baxtiyorovich	
Economic analysis and development strategy of the composites market in the regions of Uzbekistan	81
S.S.Sidiqov, A.A.G'ulomov, B.R.Tillayeva	
Oliy ta'lim muassasalarida moliyaviy mustaqillikning kutilayotgan istiqbollari va hozirgi natijalari.....	88
Muxamedov Ravshan Zafarovich	
Elektron tijoratni soliqqa tortish mexanizmini takomillashtirish yo'llari.....	93
Homidov Baxtiyor Rahimberdievich	
Investitsion jozibadorlik konsepsiyasi va uning strategik ahamiyati.....	99
Otaboyev Axmed Maxsudbek o'g'li	
Beomeditsina signallarini xaar veyvletlari va bo'lak veyvletlari yordamida raqamli ishlash	105
Uraqov Shokir Ulashovich	
Oliy ta'lim muassasalarini moliyalashtirishning ahamiyati, tartibi va takomillashtirish yo'llari.....	112
Istamova Sojida Kaxarovna	
The role of all kinds of transports (road, rail, air, and water) in the modern enhancement of tourism logistics in Uzbekistan	117
Egamberdiyeva Yulduz, Turdiyeva Maftuna	
Sanoat korxonalarida kapitalarini samaradorligini oshirishning baholashning zamonaviy usullarining xususiyatlarida nazariy va amaliy farovonlik sari	126
Muradov Botir Xayat	
Инструменты планирования урбанизации: методика анализа планового распределения средств в программе «обод махалля» на основе балльной оценки	136
Салимова Юлдуз Исаковна	
Socio-economic aspects and contemporary theories of higher education finance	141
Karlibaeva Gulshat	



Transformatsiya jarayonida innovatsion bank xizmatlarini rivojlantirish yo'llari.....	147
Absamatov Anvar Ergashovich	
Перспективы цифрового развития сектора материального производства.....	153
С. И. Протасеня, Г. Ж. Аллаева	
«Sustainable logistics practices. Minimizing carbon emissions in global supply chains»	161
Suleymonova Ezoza, Alimova Bonu	
Analyzing the need for Tourism logistics development in Uzbekistan	169
Nigmatova Malika	
Management strategies for sustainable tourism development in emerging destinations (a case study of Samarkand, Issyk-kul, and Khiva).....	177
Sabina Uroкова	
Qashqadaryo viloyatida turizm sohasini strategik rivojlantirishning tashkiliy-iqtisodiy asoslari va ularning qo'llanilishi.....	184
Daminova Barno Esanovna	
Опыт турции в управлении миграционными кризисами	189
Бегматов Хусанбек	
Bulutli texnologiyalar orqali korxonalar buxgalteriya tizimini raqamlashtirish va samaradorlikka erishish.....	193
Soibov Nozimbek Faxriddin o'g'li	
Barqaror rivojlanish doirasida jismoniy shaxslarni kreditlash tizimini isloh qilishning institutsonal asoslari.....	197
Xalekeyeva Zoya Pirniyazovna, Akmal Abdurahmonov Nurmamatovich	
Moliyaviy outsorsing xizmatlari bozori rivojlanishini takomillashtirishning swot tahliliga asoslangan innovatsion mexanizmlari	202
San'atbek Komilovich Salayev, Umidbek Komiljanovich Babajanov	
Transformatsiya jarayonlari sharoitida iqtisodiyot tizimi faoliyati va prognozlashning nazariy asoslari	214
Alimov Fazliddin Xalimovich	
Пути совершенствования подхода к финансированию проектов, реализуемых на принципах промышленной кооперации.....	220
Котов В.А., Шадиева Д.Х.	
Yuksalish salohiyatini yuksaltirishda boshqaruv xodimlari qobiliyatidan foydalanish masalalar	225
Ayubxon Qutbiddinov Bosit o'g'li	
Bank xizmatlari ommabopligini oshirish yo'llari.....	228
Kasimova Muxlisa Anvar qizi	
Chemical industry in Uzbekistan: challenges and development	235
Kudaynazarova Dilnaz Koshkarbaevna	
Samarqand viloyatida tabiiy turistik resurslardan samarali foydalanish usullarini takomillashtirish orqali bandligini oshirish imkoniyatlari.....	240
Rabbimov Muhriddin Musoqul o'g'li	
Globalashuv sharoitida ekologik xavflarni kamaytirishda yashil iqtisodiyotning ahamiyati.....	246
Xolbekova Feruzaxon Rasulovna	
Qibray tumanining 2021–2023-yillarda ijtimoiy-iqtisodiy rivojlanish holati.....	249
Siddikov Alisher Ismoilovich	
Davlat xaridlari tizimida sun'iy intellekt texnologiyalaridan foydalanish: xalqaro tajribalar tahlili	253
Majidov Nizom Baxramovich	
Oilaviy tadbirkorlikni rivojlantirishning xorij tajribasi.....	259
Ermatov Nosir Tohirovich	
Aholi farovonligi darajasiga ta'sir etuvchi ko'rsatkichlarni ekonometrik baholash	265
Toshaliyeva Saodat Toxirovna, Allamurodova Zuxra Alibekovna	
Сектор услуг как стратегический фактор структурной трансформации экономики Узбекистана.....	272
Кадыров Абдурашид Маджидович, Ахмедиева Алия Тохтаровна	
O'zbekistonda valyuta kursini shakllanish holati prognozlari.....	280
Samandarov Zuxriddin Raup o'g'li	



Проблемы бухгалтерского учета в условиях цифровизации экономики.....	288
Абдуллаев Абдурауф	
Raqamli texnologiyalar sharoitida xizmat ko'rsatish korxonalarida iqtisodiy resurslardan samarali foydalanish strategiyalari.....	299
Kuldoshev Lazizjon Sharifovich	
Davlat boshqaruvi organlarining strategik rejalarini ishlab chiqish bo'yicha xorijiy mamlakatlar tajribasi.....	303
Dilshod Pulatov, Xamidaxon Akbarova, Dildora Mirzaeva	
Tijorat banklarining moliyaviy xavfsizligi ta'minlash	310
Mamatov Sardor Axmatjonovich, Mavlanov Nuriddin Boyqobilovich, Sattarov Nodirjon Absalomovich	
Ziyorat turizmini rivojlantirishda halol standartlarini qo'llashning nazariy, uslubiy va konseptual asoslari	315
Azizova Saodat Xabibulloyevna	
Oliy ta'lim muassasalarini moliyalashtirish bo'yicha yevropa tajribasi.....	320
Karlibaeva Gulshat	
Iqtisodiy konsentratsiyalarning sog'lom raqobat muhitiga ta'siri	325
Luqmanov Sharifxon A'zam o'g'li	
Logistika axborot tizimlarini texnologik jarayonlarga joriy etish.....	330
Uzaqov Ortik Shaymardanovich	
Принципы перехода к «Зелёной экономике» в Республике Узбекистан.....	336
Хамракулова Сусанна Тотуховна	
Kichik biznesni rivojlantirish iqtisodiy ko'rsatkichlarini prognozlash modellarini qo'llash	340
Ibragimova Gulchexra Toxirovna	
O'zbekistonda hududlarning soliq salohiyatini aniqlash metodologiyasini takomillashtirish	346
Poyonov Otabek Abdiquaxxor o'g'li	
Raqamli ta'lim sharoitida liderlikning yangi qirralari	357
Oqnullaev Ravshan Raximjon o'g'li, Xodjieva Durdona Abdurasulovna	
Методология развития экологического менеджмента в промышленном хозяйстве выбросы в атмосферный воздух на горнодобывающих и металлургических предприятиях.....	361
Muradov Botir Xayat	
Strategik budjetlashtirish tizimining natijaga yo'naltirilgan budjetlashtirish tizimi bilan bog'liqligi, xalqaro tajriba va O'zbekiston uchun tavsiyalar	370
Xushmurotov Zoyir Bektemirovich	
Cultural branding and the entry of traditional products into the international market.....	374
Zebiniso Ganiyeva	



CULTURAL BRANDING AND THE ENTRY OF TRADITIONAL PRODUCTS INTO THE INTERNATIONAL MARKET

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Abstract: This study explores the cultural branding function in facilitating traditional products to enter international markets through strategic cultural narratives, authenticity, and global branding adjustment. With the increased globalization and market competition, traditional products such as handicrafts and textiles are being promoted based on cultural identity, heritage, and fair production more and more. The research draws on the theoretical models of Sabur (2025), Gao et al. (2020), Hull (2016), and Holt (2004) to examine how cultural branding helps local producers differentiate products in competitive global markets while maintaining them as culturally authentic. Through the use of qualitative research, e.g., in-depth interviews with stakeholders and document analysis, this study identifies prevailing branding practices and challenges for artisans, brand managers, and policymakers to position native products in foreign markets. The study confirms that cultural branding, even though could have a significant contribution towards enhancing indigenous products' global competitiveness, is vital to provide authenticity and cultural fitness so as not to encourage over-commercialization. The study closes with realistic recommendations to producers centering on stakeholders' cooperation role, cultural consciousness in branding, moral production, and judicious utilization of cyber space for gaining global consumers' attention. With this additional understanding, insight of how cultural branding will bring indigenous products' internationalization without jeopardizing cultural uniqueness is enhanced.

Key words: Cultural Branding, Traditional Products, International Markets, Handicrafts and Textiles, Heritage Marketing, Internationalization of Native Products, Globalization, Branding Adjustment, Stakeholder Cooperation, Cultural Consciousness in Branding, Fair Production.

Annotatsiya: Ushbu tadqiqot an'anaviy mahsulotlarni strategik madaniy hikoyalar, haqiqiylik va global brendingni sozlash orqali xalqaro bozorlarga chiqishga yordam berishda madaniy brending funksiyasini o'rganadi. Globallashuv va bozor raqobatining kuchayishi bilan hunarmandchilik va to'qimachilik kabi an'anaviy mahsulotlar madaniy o'ziga xoslik, meros va adolatli ishlab chiqarish asosida tobora ko'proq targ'ib qilinmoqda. Tadqiqot Sabur (2025), Gao va boshqalarning nazariy modellariga asoslanadi. (2020), Hull (2016) va Holt (2004) madaniy brending mahalliy ishlab chiqaruvchilarga raqobatbardosh global bozorlarda mahsulotlarni madaniy jihatdan o'ziga xosligini saqlab qolishda farqlashda qanday yordam berishini o'rganish uchun. Sifatli tadqiqotlardan foydalanish, masalan, manfaatdor tomonlar bilan chuqur suhbatlar va hujjatlarni tahlil qilish orqali ushbu tadqiqot hunarmandlar, brend menejerlari va siyosatchilar uchun mahalliy mahsulotlarni tashqi bozorlarda joylashtirish uchun mavjud bo'lgan brendlash amaliyoti va qiyinchiliklarini aniqlaydi. Tadqiqot shuni tasdiqlaydiki, madaniy brending, garchi mahalliy mahsulotlarning global raqobatbardoshligini oshirishga katta hissa qo'shishi mumkin bo'lsa-da, haddan tashqari tijoratlashuvni rag'batlantirmaslik uchun haqiqiylik va madaniy moslikni ta'minlash uchun juda muhimdir. Tadqiqot ishlab chiqaruvchilarga manfaatdor tomonlarning hamkorlikdagi roli, brendingdagi madaniy ong, axloqiy ishlab chiqarish va global iste'molchilar e'tiborini jalb qilish uchun kiber-makondan oqilona foydalanishga qaratilgan real tavsiyalar bilan yakunlanadi. Ushbu qo'shimcha tushuncha bilan madaniy brending mahalliy mahsulotlarning madaniy o'ziga xosligini xavf ostiga qo'ymasdan qanday qilib baynalmilallashuviga olib kelishi haqida tushuncha kuchayadi.



Kalit so'zlar: Madaniy brending, an'anaviy mahsulotlar, xalqaro bozorlar, hunarmandchilik va to'qimachilik, meros marketingi, mahalliy mahsulotlarni xalqarolashtirish, globallashuv, brendingni sozlash, manfaatdor tomonlar hamkorligi, brendingda madaniy ong, adolatli ishlab chiqarish.

Аннотация: В данном исследовании рассматривается роль культурного брендинга в содействии выходу традиционных товаров на международные рынки посредством стратегических культурных нарративов, аутентичности и адаптации к глобальному брендингу. В условиях растущей глобализации и рыночной конкуренции традиционные товары, такие как изделия ручной работы и текстиль, всё больше продвигаются на основе культурной идентичности, наследия и принципов честного производства. Исследование опирается на теоретические модели Сабура (2025), Гао и др. (2020), Халла (2016) и Холта (2004) для изучения того, как культурный брендинг помогает местным производителям дифференцировать свою продукцию на конкурентных мировых рынках, сохраняя при этом её культурную аутентичность. Используя качественные исследования, например, глубинные интервью с заинтересованными сторонами и анализ документов, данное исследование выявляет преобладающие практики брендинга и проблемы, с которыми сталкиваются ремесленники, бренд-менеджеры и политики при позиционировании местных товаров на зарубежных рынках. Исследование подтверждает, что культурный брендинг, хотя и может внести значительный вклад в повышение глобальной конкурентоспособности местных товаров, жизненно важен для обеспечения аутентичности и культурной совместимости, чтобы не способствовать чрезмерной коммерциализации. Исследование завершается реалистичными рекомендациями для производителей, основанными на роли сотрудничества заинтересованных сторон, культурном самосознании в брендинге, нравственном подходе к производству и разумном использовании киберпространства для привлечения внимания потребителей со всего мира. Благодаря этому дополнительному пониманию расширяется понимание того, как культурный брендинг способствует интернационализации продукции коренных народов, не ставя под угрозу культурную самобытность.

Ключевые слова: культурный брендинг, традиционные продукты, международные рынки, ремесла и текстиль, маркетинг наследия, интернационализация продукции коренных народов, глобализация, корректировка брендинга, сотрудничество заинтересованных сторон, культурное самосознание в брендинге, добросовестное производство.

INTRODUCTION

With international competition in the market and globalization fueled, former traditional commodities—locally standard goods, handicrafts, and textiles—are in greater demand overseas. Aside from their material worth, the artifacts themselves also possess the cultural identity, histories, and symbols of origin. Cultural branding, tapping into these true cultural sources for marketing commodities and creating an affective connection with consumers, is a successful strategy that induces internationalization in traditional commodities. Specifically, intertwining moral production conditions, artisan identity, and cultural heritage with practice to branding enables small producers to achieve differentiation in global competition. Scales, miscommunications of cultures, and gaps of marketing ability persist as challenges, especially among developing countries.

The article informs us about how cultural branding exposes conventional businesses to the international markets. That means by representing international consumer patterns, new avenues, and real case studies from 2020 to 2025. Being informed about the ways through which businesses and craftsmen are capable of responding to local heritage in a positive way with foreign opportunity is what it seeks to accomplish.

LITERATURE REVIEW

Cultural marketing or branding is a key strategy that allows traditional products to effectively enter the global market. Cultural branding uses the rich cultural heritage embodied in local products to create a unique identity that will attract consumers from all over the world. Different research papers explain how cultural branding not only makes traditional products more attractive but also provides that their cultural importees not change in the context of globalization. The following review combines data from three valuable studies examining the impact of cultural branding on the globalization of traditional goods, with a particular focus on heritage preservation, originality, and market participation.

Sabur (2025) informs about cultural branding strategies involved by Indonesian craftsmen to enhance the international advisability of local products. His research is related to the inclusion of fact sheet of heritage and tradition in branding efforts. In his poi, these narratives not only increase the emotional desirability of traditional products but also allow them to stand out in competitive international markets. He also pressures the need for collaboration among key stakeholders, including craftsmen, marketers, and government agencies, so that branding is not just culturally authentic and aligned with local values but also one that guarantees that it is



cooperation that is crucial to both market success and cultural preservation. Sabur's study show that cultural branding is not merely a promotional tool, but a means to convey and safeguard cultural identity in global commerce, thus enhancing the long-term prosperity of traditional products in overseas markets (Sabur, 2025).

Gao et al. (2020) ensure further insight into cultural marketing, focusing on the adaptation of Hollywood films in the Chinese market as a case study. Even though their research pertains to a diverse industry, their findings have substantial involvement for traditional product branding. Gao et al. dispute that successful international market entry requires attentive adaptation of the brand belong to meet the cultural expectations of the objective audience. In the case of traditional products, this involves strategies such as name localization, cultural sensitivity, and the use of symbols that resonate with foreign consumers. Gao et al. emphasize the importance of understanding local consumer preferences and adjusting branding strategies to equal with these preferences. Their findings suggest that cultural branding, when done strategically, can effectively facilitate market acceptance and create strong connections with international audiences (Gao et al., 2020).

Hull (2016) offers a speculative prospect of cultural branding, focusing on the role of geographic source indicators (GSI) and the transformation of culture. Hull's work explores how GSI, such as protected designation of origin, can increase the authenticity of traditional goods. Nevertheless, he also cautions that branding strategies must maintain the delicate balance between maintaining cultural integrity and meeting market demands. While GSI can enhance the taken value of an item by signaling its cultural authenticity, Hull disputes that the process of commodifying culture foreshifts focus from traditional values to consumer appeal. The dynamic creates issues for suppliers of usual products, who must provide that branding experiences do not dilute the cultural importance of their goods in the pursuit of business achievement. Hull's study high difficulty of cultural branding, especially for traditional products that are profoundly rooted in local heritage (Hull, 2016).

These researches pinpoint the pivotal position cultural branding provides to the globalization of property products. Sabur (2025) is emphasizing stakeholder cooperation and cultural narrative as the most essential, while Gao et al. (2020) identify the power of market localization and cultural acclimatization as the first steps to follow in order to successfully get into the markets. Hull (2016) promotes to this discussion with the problem of how to reach a balance between authenticity and consumeristic trends. These findings reinforce the claim that in order for heritage products to be successful internationally, their cultural origins must be highlighted by their brand and perceived by international purchasers. Strict cultural branding eventually requires a thoughtful plan that respects homegrown legacy yet embraces the terms of the inteconomy.

RESEARCH METHODOLOGY

The current study employed qualitative research methodology to investigate the ways in which cultural branding assists traditional products in gaining entry into international markets. Adapting the methods applied by previous researchers who conducted research on cultural marketing and branding, such as content analysis and in-depth interviews (Sabur, 2023; Gao et al., 2023; Hull, 2023), the study aims to determine how traditional products can be framed and accepted by the global world through cultural branding.

Primary data were collected through in-depth, semi-structured interviews with primary stakeholders who deal in branding, production, and exportation of traditional products. The interviewees included marketing consultants, brand managers, cultural promotion agencies, and artisans. The interviews were aimed at offering an insight into values inculcated in traditional products, the approach adopted in emphasizing cultural identity, and also the opportunities and challenges faced in foreign markets on launching the products.

In addition to interview data, document analysis was conducted on promotion materials, export plans, policy papers, and global branding campaigns of traditional products. Secondary data contextualized branding practices and gave a point of reference to be able to understand different marketing strategies.

Following the approach of Gao et al. (2023), there was a focus on brand name strategy, cultural symbolism, and foreign market consumer attitude. An inclusion of elements of Hull's (2023) study on geographic source indicators and the commodification of culture was also incorporated to examine the impact of place identity and narratives on brand authenticity and marketability.

Interview and document evidence were analyzed utilizing thematic analysis in order to discern prevalent patterns, branding techniques, and most central narratives supporting cultural differentiation throughout worldwide markets. This allowed rich contextual understanding into international market entry capability of cultural branding.

ANALYSIS AND RESULTS

The findings from prior studies highlight the critical role of cultural branding in facilitating the successful entry of traditional products into international markets. Through qualitative methods such as in-depth interviews



and document analysis, these studies reveal that cultural branding is not only a promotional tool but also a means of preserving and conveying cultural identity in global commerce.

Sabur (2025), in his research on Indonesian local products, shows that cultural marketing significantly increases international attractiveness by embedding narratives of heritage and habit into branding strategies. His research emphasizes the importance of collaboration between key stakeholders' craftsmen, marketers, and government bodies to provide authenticity and alignment in market positioning. The insertion of culturally relevant stories and symbols help to distinguish traditional products in competitive international markets, fostering both emotional connection and perceived value among purchase.

Gao et al. (2020) provide extra ideas from the entertainment industry, particularly Hollywood movie branding in China. While the context is unequal, the same principle holds: successful market entry involves humb branding adaptation to align with the cultural needs of the target market. Their criticism of name strategies and localization practices highlights the importance of cultural care and strategic branding in a bid to be embraced by global markets—a tactic that may also be employed for traditional commodities.

Hull (2016) contributes a theoretical insight, analyzing the interplay between cultural commodification and geographic indicators and their impact on branding approaches. His discussion reveals that while geographic source indicators (e.g., protected designation of origin) are able to assert authenticity, brand practices increasingly deflect from traditional value towards consumer feeling and perception. This presents severe concerns for the producers of traditional products, as they must contend with commercial viability against the erosion of cultural homogeneity.

Collectively, the research points to the common finding: successful cultural branding requires balance between authenticity, adaptability, and market awareness. Branding, for traditional products, must not only promote cultural origins but also conform to global consumer tastes. Stakeholder participation, government encouragement, and ongoing vigilance to maintain cultural integrity are essential to prevent over-commercialization and meaning protection in traditional products.

These comments reinforce the importance of cultural branding as a strategic tool—beyond marketing and of key importance in safeguarding culture, worldwide recognition, and economic growth with sustainable impact on traditional industries.

CONCLUSION AND SUGGESTIONS

Cultural branding has become a vital method of enabling traditional products to penetrate global markets effectively. As the research by Sabur (2025), Gao et al. (2020), and Hull (2016) has established, cultural branding provides a platform for creating unique brand identities that resonate with global consumers, yet preserve the cultural value of traditional products. Sabur calls attention to the importance of injecting tales of tradition and heritage into branding, by which products are differentiated in saturated global markets. Gao et al. discuss how cultural adaptation, including cultural sensitivity and name localization, is essential in bridging brand identity and the expectations of foreign consumers. Hull's study also alludes to the tension between market responsiveness and cultural authenticity, and suggests that product branding in its traditional form must carefully balance these two.

In addition, Holt's (2004) work offers a useful theoretical dimension to cultural branding. In Holt's view, effective branding goes beyond product advertising and becomes a means of creating meaning and social relevance that resonates with consumers' emotions and values. This is particularly applicable to traditional products, where cultural narratives not only affect consumer attitudes but also contribute to the product's authenticity and appeal in the global marketplace. Holt's work underscores the complexity of cultural branding, particularly in juggling local identity with the needs of the global marketplace, a tension that is central to the global success of traditional products.

Collectively, the results of these studies show that while cultural branding offers tremendous potential for global market entry of traditional products, it also raises questions about how to ensure authenticity and avoid dilution of cultural meaning. For traditional products to succeed worldwide, their branding not only should indicate their cultural origins but must also be compatible with global consumers' values and tastes. Additionally, cooperation among the key stakeholders—policymakers, marketers, and artisans—is essential to ensuring that cultural values are represented and preserved in the branding process.

Recommendations

Based on the insights gained from these studies, several recommendations emerge for traditional product producers aiming to enter global markets through cultural branding:

Encourage Collaboration among Stakeholders: As Sabur (2025) indicates, very successful cultural branding requires successful collaboration between marketers, government agencies, brand managers, and craftsmen. The policymakers must help the small-scale producers by putting in place schemes that offer protection for



the cultural authenticity but, at the same time, facilitate ease of get into global markets. There must also be cooperation between marketers and artisans to maintain the cultural authenticity of the product during branding because it is pretty significant for the future business.

Adopt Culturally Sensitive Branding Strategies: As Gao et al. (2020) supported, brands must adopt a culturally sensitive approach in their expansion to global markets. This includes tailoring brand identity to align with the cultural tastes, creativity and expectations of international consumers. The localization of brand names and the adoption of culturally relevant symbols can be utilized to strengthen bonds with international purchasers and increase the likelihood of success in new markets. Thus, important to know how to create any business plan beforehand.

Maintaining the authenticity and ethics of production: Both Hull (2016) and Holt (2004) emphasize the need to ensure the cultural authenticity of a traditional product. Manufacturers could implement ethical production methods, such as fair trade or sustainable sources of supply, to increase confidence in the product, as well as to guide consumers towards ethical standards. Geographical indications of origin (GSI), such as the protected designation of origin, can also be used to highlight the authenticity and perceived value of a product in the global market.

Use digital media for global reach: In today's digital economy, access to virtual platforms can significantly help traditional established brands. There is an electronic presence or e-commerce, social media websites, as well as word of mouth about how they provide direct access to the global public. With this platform, companies now have lots of chances to bypass the usual obstacles to doing business and gain the trust of end consumers all around the world, even small producers in developing countries.

Conduct continuous research and adjust the market: As consumer models and market trends are still subject to rapid change, continuous research and adjustment are needed to ensure that cultural branding methods remain effective to meet the changing needs of international consumers. Constant monitoring or researching of consumer sentiment, cultural trends and competitive trends will allow brands to adjust their strategies, rules and bring classic products in line with the changing needs of international consumers to cultural branding markets all around the world.

In short, cultural branding is a promising way for traditional commodities to flourish in international markets. But its success will hinge on maintaining a subtle balance between cultural authenticity and market demands. By embracing stakeholder collaboration, embracing cultural adaptation, promoting ethical production practices, tapping digital platforms, and staying attuned to consumer trends, producers of traditional commodities can navigate effectively the subtleties of global branding in such a way that their commodities are made relevant and valued in the international marketplace.

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