Original Article

A practice about Brand ManagementProcess for Food and Beverage Establishments

Serhat Arman Pedük, Akın Marşap

*Institute of Social Sciences, Department of Business Administration, Istanbul Aydin University
Turkey-Istanbul*

Abstract - While the brand management processes were being studied, the feedbacks of these processes in terms of the catering sector and catering companies were researched. In this study, we focused on observing and evaluating catering establishments' and customers' points of view.

In addition, in the food and beverage sector, the brand management and brand management approaches were evaluated by the parties involved in the brand management process.

In particular, the goal of this study is to review customers' evaluations of catering establishments. In this process, customers' approaches, catering establishments' service types with the brand management process, the issues they care about, and customers' reactions have been evaluated.

At the same time, it has been tried to be understood how the brand management process of food enterprises and how the reactions of consumers are observed by obtaining information about the observations and experiences of the managers in food enterprises.

The in-depth interview method has been indigenized as a research method. Phenomenology from Qualitative Methods was preferred as a primary source. For this purpose, interviews have been made with customers and managers. All information was collected from books published as a secondary source; in addition, scientific researches and articles were used.

Keywords - Brand, Brand Management, Brand Management Process, Catering Company

I. INTRODUCTION

How to manage brand management processes in Food and Beverage organizations. How a good food and beverage brand should be managed? What methods and practices should be followed? We will try to explain what are the expectations of the managers and customers of the brand.

At the same time, it is aimed to understand the brand management process of food enterprises and how the reactions of consumers are observed by gaining information about their observations and experiences of food business managers.

The in-depth interview method was adopted as the method of the research, and in this way, in-depth interviews were conducted with 10 people, 5 of whom were food business managers and 5 customers who purchased services in various food establishments.

The way to collect data will be through in-depth interviews with a focus group. The focus group participants for this study are BTA Food & Services Group managers and customers. This focus group discussed the process of brand management and the opinions of the customers during this period and interviewed the restaurant managers in charge during the peak hours at Atatürk airport.

The purpose of this method is to understand the factual experiences of people. The most commonly used data collection methods are in-depth interviews with up to ten people. The qualitative research method is the understanding of non-numerical information such as interview results with digital material, videos, and other visual data and data.

II. BRAND MANAGEMENT AND BRANDING IN BUSINESS

Brand Born
The born of the word "brand" is based on the villagers' stamping animals to separate them.

This causes the differentiation of animals.

Therefore, the brand means shortly differentiation.

Brand Definition

A brand distinguishes product, service from similar;

With distinctive symbols such as words, numbers, sounds, letters, shapes, colors, packaging, signs, design.
Expressed; can be structural, functional, emotional, or passion dimension; value presentation sections that should have a certain personality (Değirmenci, 2008).

Brand Definition Reviews
In the Turkish dictionary definition of Ali Püsküllüoğlu; "to promote trade goods, to distinguish them from the similar, the symbol of that good, consisting of pictures or letters" "is expressed as a"

special sign ". (Ilıcak, Ozgul, 2005: 95-105)Brand, quality, as well as honest work, and business volume a symbols of the owner of the right signs. (T.C. S.T.B.S.M.D.B Briefing Note, 1995; 6)

Brand Concepts

Brand Awareness

Recognition of the brand is seen by the consumer in the market, or advertising and the consumer are aware that he/she sees the brand. (Torlak, Dogan and Ozkara, 2014: 149)

Brand image

It is often called by asking consumers the first words/images that come to mind when a particular brand is mentioned (sometimes called "supernatural"). (Özüpek and Diker, 2013,10)

Brand Loyalty

It shows the degree of customers' passion and loyalty to the brand. This process leads to positive word-of-mouth communication and increases the number of customers showing more resistance to competitive strategies (Devrani, 2009: 408).

Brand connotations

Brand connotations are areas of brand-related information that include the meaning of the brand for consumers and are linked to the brand information area in the consumer's memory. (Hunters, 2008: 14)

Brand Types

Trade Mark

It distinguishes the production and trade of an enterprise from the goods of other enterprises.

Service Mark

A sign that distinguishes the services of one business from the services of other businesses.

Warranty Brand

It is the mark of many businesses under the control of the trademark owner to guarantee the common characteristics, production, geographical origin, and quality of those enterprises.

Common Brand

A sign used by a group of manufacturing or trade, or service businesses. (KHK. M. 55)

Brand Management

Starting from the day a brand was created, brand management is defined as brand management in order to reach the best position in the market and to survive in the most beneficial way.

Decisions, strategies, and efforts to ensure the highest value of the brand, spread to large areas, remember for long years and provide high efficiency from the products connected to the brand constitute the subject of brand management. (Bursa Journal of Economics, 2004, 25)
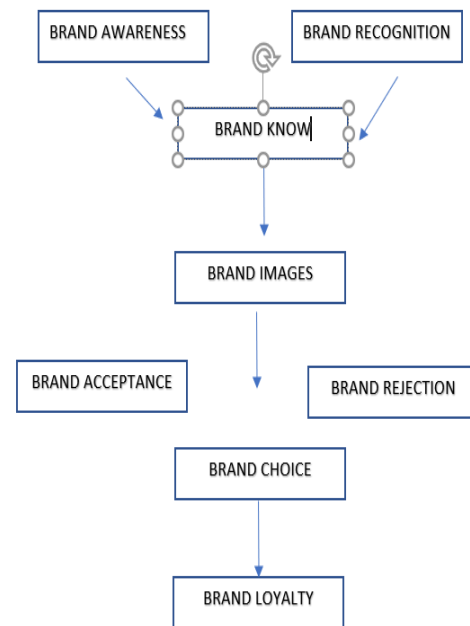
Brand Management History

The brand management system was first used rationally in 1931 at Procter Gamble under the presidency of Richard Deupree. During his tenure as a creative and entrepreneurial executive, Mc Elroy emphasized the need for a manager and assistant for each P&G brand; their role is to carry out advertising and other marketing activities. (Uztug, 2003, 53)

Brand Management Development

The popularity of the brand management system as a form of organization coincides with the post-1950 period. At that time, 'Nestle, P & G, Colgate, Palmolive' are companies that implement modern marketing at the world level, and one of the important internal (organizational) influences in these companies has been the transfer of power from functional organizations to marketing departments. (Aktuglu, 2004, 48)

Brand Management Issues

The process of creating and sustaining a brand takes time, and companies need to pay attention to the management of customers while creating a stable and solid brand for the purchasing decision. Because the success or failure of the brand management process means creating a more stable and more robust structure for brands. (Ekici and the Supreme, 2013: 11)

Brand Management Process Factors

✓ Think bigger
✓ Reach more customers
✓ Making a difference
✓ Easily being remembered
✓ Increasing popularity
✓ Investing in brands
✓ Protect the brand

(Bilgili, 2016: 42; Brand Finance, 2018: 26-27)

Strategic Brand Management Process

The strategic brand management process begins with perceiving what the brand will represent and how it will be positioned relative to its competitors. Brand planning uses the following three focus models (Keller, 2013: 30)

The brand positioning model explains how to drive integrated marketing to maximize competitive advantages.

The brand resonance model describes how to build intense, eventual loyalty relationships with customers.

The brand value chain is a tool to monitor the value creation process of brands in order to understand the financial impact of brand marketing expenditures and investments. (Keller, 2013: 32)

1. Market Analysis
Determining the Market
Market Segmentation
Positions of Competitors
Trends

⇩

2. BRAND STATUS ANALYSIS
Brand Personality
Individual Features

⇩

3. Targeting future position
Future initiatives
Brand Strategy

⇩

4. Testing new options
Mixture of Individual Elements
Testing Markets

⇩

5. Performans Planlama ve Değerlendirme
Harcamaların Seviyesi
Önerilen Aktivite
Karşı Hedefleri Ölçme

Figure 2.2: Strategic Brand Management Process
Source: Özgür, G. Brand Management, The effect of brand loyalty on the consumer and an application for the hospitality sector. Antalya Akdeniz University Institute of Social Sciences Master Thesis, 2002

Product and service management in the brand management process

Of course, the brand management process does not guarantee that customers will ultimately choose one brand and not the other. However, in order to be strong in this process and survive on the customer's purchase list, companies' brand management systems need to tackle more and more competitors and elements in recognition and valuation for customers.

Fig. 2.1 Differences between Brand and Product	
Product	**Service**
Manufactured in Factory	Brand is created
An object or service	Perceived by the consumer
They have a format or features	it is permanent
It can be changed or improved by the time	Satisfying consumer needs
Provides physical benefits to the consumer	Provides a physical benefit to the consumer
Have smooth and physical components	Have smooth and physical components
For the left side (Rational) of the brain	For the right side (Emotional) of the brain

Branding

Branding should be considered as a strategic issue rather than a short-term tactical initiative for a business. Businesses have a different image thanks to small details that can make big differences. As one of the factors that make these differences, the brand appears as a name, symbol, design, or sign that increases the value of the product beyond its functional purpose. For this reason, all goods and services are branded. In this way, customers will distinguish the products of different manufacturers thanks to the brand. (Carpathian, 2000)

Branding Strategies

The branding strategy represents a much more effective process than a name or brand logo recognized around the world. Consumers consider brands as essential resources for identity and self-identity. Products are silent entities, but the brand gives them meaning and value. On the other hand, with the branding strategy, companies direct customers' perceptions of different products differently (Saraç & Gümüş, 2014: 21).

III. BRAND MANAGEMENT AND BRANDING IN THE FOOD SECTOR

The food industry in the world

In the past years, the world food sector, which has developed only under the rule of certain countries and regions, has an expanding framework in the current process very rapidly and is an area in which different countries of the world are involved with their own strengths.

The sector, which reached a size of $ 361 billion as of 2013, is now in a structure where different actors can influence the markets. (IAOSB, 2013: 2)

Food industry development in the world

As the 2012 data show, the 27-member EU region has leadership in the food sector with a foreign trade volume of $ 98.7 billion.

On the other hand, the 27-member EU region holds the 16.1% share of world food exports.

The US is the EU with a volume of $ 73.7 billion and 12% share; China is followed with a volume of $ 46.4 billion and a tranche of 7.6% (Özcan, 2015: 15)

The food sector in Turkey

Turkey's food industry in the period when considering the diversity and high level of competition in the domestic market, the same effect is expected to occur in the global competitiveness of the Turkish food sector.

But especially Turkey's economic relations with the EU show that Turkey's international competitiveness appears to be at low levels.

(Kuşat and Kösekahyaoğlu, 2011: 171)

Food sector development in Turkey

Considering the 2015 data, the distribution in terms of exports is as follows.

In 2015, the agricultural sector recorded an average growth of 9%. Exports of agriculture and food products reached $ 16.8 billion during the year.

A total of 170 companies were opened, focusing exclusively on food consumption in EU countries.

The number of products imported for use in the agricultural sector together with food is over 3000. (Ministry of Food, Agriculture, and Livestock, 2016: 49)

Brand Management in Food Industry

The brand is actually the guarantee of their continuity in the market for the enterprises producing and serving in the food sector. Because with the taste, the identity, recognition, and quality of the brand are more decisive in many points. In other words, consumers attach more importance to the brand performance of the enterprises and make their purchasing decisions over the attractiveness of the brand.

Difficulties of the Brand Management in the Food Industry

In each sector, there may be unique brand management challenges for businesses, and this process can be more challenging for the food sector. As human health comes to the forefront, businesses need serious concentration to manage their brands and, therefore, their products and services properly.

IV. PURPOSE OF THE RESEARCH

To examine brand management processes in terms of the food sector and food management. In this way, the study focuses on observing and evaluating the point of view of food enterprises in the process and customers' points of view about food enterprises.

However, the research examines the approaches of brand management and the parties to the current state of the brand as a result of the encounter between the parties in the sector, producers or sellers, and consumers. In particular, the aim is to learn how consumers evaluate food businesses within their service understanding. At this point, within the customer's approach, it is tried to understand how food businesses provide services to customers through the brand management process, which issues are important to them, and how consumers' reactions develop to them.

At the same time, it is aimed to understand the brand management process of food enterprises and how the reactions of consumers are observed by acquiring information about their observations and experiences of food business managers.

The in-depth interview method was adopted as the method of the research, and in this way, in-depth interviews were conducted with 10 people, 5 of whom were food business managers and 5 customers who purchased services in various food establishments.

In this in-depth interview, it is tried to determine how the services are provided to the parties from the entrance to the restaurant until they leave the restaurant, the effects of these services on the brand management of food establishments, the expectations of the guests in general, the issues they consider most important and the points.

V. RESEARCH METHOD

Research Purpose

To examine brand management processes in terms of the food sector and food management. In this way, the study focuses on observing and evaluating the point of view of food enterprises in the process and customers' points of view about food enterprises. In particular, the aim is to learn how consumers evaluate food businesses within their service understanding.

Research Topic

At this point, importance is given to the ways in which food businesses provide customers through the brand management process within the scope of customer approaches. At the same time, it is aimed to understand the brand management process of food enterprises and how the reactions of consumers are observed by acquiring information about their observations and experiences of food business managers.

Research Methods

The in-depth interview method was adopted as the method of the research, and in this way, in-depth interviews were conducted with 10 people, 5 of whom are food business managers and 5 of whom are purchasing customers in various food establishments.

In this in-depth interview, it is tried to determine how the services are provided to the parties from the entrance to the restaurant until they leave the restaurant, the effects of these services on the brand management of food establishments, the expectations of the guests in general, the issues they consider most important and the points.

- Primary resources

The qualitative research method was used.

- Secondary Resources

All information collected from published books,

- Scientific research

Articles and all related documents will be discussed. All this information was used for the literature review.

- Literature searches

A validity and reliability description is also available in this section.

Research Model

The qualitative research method is the understanding of non-numerical information such as interview results with digital material, videos, and other visual data and data. (Boyle, 2018: 2) There are 3 most commonly used qualitative methods. These are phenomenology, the basis of theory, and thematic.

Phenomenology

To understand people's experiences based on facts. The most commonly used data collection methods are in-depth interviews with up to ten people. Philosophy is the origin of this theory. Themes and notes for data analysis Case science is a research method that uses the experience of individuals to obtain information about the case. (Chaput, 2017: 3)

Qualitative Research

In this research model, which company is selected to collect data, the method of data collection, and the structure of in-depth interviews will be explained. The way to collect data will be through in-depth interviews with a focus group. The focus group participants for this study are BTA Food & Services Group managers and customers. A subsidiary of TAV Airports and trips in 1999 and began BTA, Turkey, Georgia, Macedonia, Tunisia, Saudi Arabia, Oman, and a total of 17 airports in Latvia, Istanbul Sea buses in and at new locations in the city offers catering services at international standards.

Research Group

This focus group handles the process of brand management and the opinions of customers within this process.

The first meeting will be with the operations manager who is responsible for BTA Brands, as well as an interview will be done with the operations manager and finally with the experts. The reason for this ranking is to collect data at the strategic and operational levels first.

There will be a difference in the experience of each participant. As shown in the conceptual framework, the independent variables are the sub-questions of this study.

The results of the qualitative research will help by answering the research questions.

Research questions were prepared in separate groups for customers and managers.

Data analysis

Data analysis will be collective thematic. The focus group shares similar experiences with brand management. To organize thematic responses, sections were prepared for the in-depth interview list of the questionnaire.
The chapters move away from the independent variables that also represent the research questions of the research.
These sections are shown below;
Quality in brand management
Decision making of customers in brand management - quality comparison process
Prestige of enterprises
Digital brand management

Data Analysis Process

Each of the participant's responses will be summarized in these sections.
When the abstracts are prepared, each abstract will be checked with similarities.
These abstracts will be sent to the interviewers and will be sent after obtaining permission from the information collected to answer the research questions.
He will take notes to avoid missing important information.

All sections will be checked during the interview. If there is no clear answer or data from the interview is asked again. (Berg, 2001: 123-124)
Quality in brand management
Customers' decision-making and quality benchmarking process
Prestige of enterprises
Digital brand management

Interview Model

The interview structure was prepared to gather the most valid information during the interviews. The following describes how it will happen at the beginning, during, and at the end of the interviews.
By starting and ending each interview at the same time, it is possible to analyze the results in the same structure.

Purpose of the interview

The aim of the interview will begin with the duration of the interview and finally what the expectations from the participants are. In addition, the interviewer will have the opportunity to look at all interview questions if they are not sent by e-mail.
Finally, permission will be required for the use of recording equipment during the interview; if not deemed appropriate, progress will be made by taking notes.

During the Meeting

The interview will proceed in the form of an interview, and the questions will be answered open-ended.

At the end of the meeting

As a result, apart from the answers given during the interview, the right of interpretation will be given at the end of the meeting. The participant will also be asked if he/she wants to read the interview summary later. If yes, the document is sent by the interviewer after an interview is prepared.

VI. RESEARCH

QUESTIONS

As shown in the conceptual framework, the independent variables are the sub-questions of this study.
The results of the qualitative research will help by answering the following research questions.
Research questions were prepared in separate groups for customers and managers.

Research Questions Prepared for Managers;

A.S.1: What are the steps you follow in the management process of your brand?

A.S.2: What are the effects of employees on the decision-making process in the brand management process?

AS.3: What are the impacts of customers on the decision-making process in the brand management process?

A.S.4: Do you use benchmarking methods in the brand management process? If so, what method do you prefer?

A.S.5: Do you use digital (social media, electronic promotion tools, etc.) in the brand management process? If so, what method do you adopt?

A.S.6: What are your approaches for a positive/negative image or prestige problem that may arise in public about the brand management process?

A.Q.7: What is the role of your supply chain elements in terms of brand management?

A.P.8: How do you use the quality of your food and beverage products in promotion processes in terms of brand management?

A.S.9: What is the ratio of your promotional activities in your budget in terms of brand management?

A.S.10: Do you work with a professional team in brand management? If so, how does the system work?

Research Questions for Customers

A.S.1: What are the factors that give importance to quality in brand management activities of a food business establishment?

A.S.2: What is the importance of the materials used by food establishments in terms of their brand value?

A.S.3; How does a food business benefit from digital elements (social media, electronic

promotional tools, etc.) in the brand management process?

A.S.4: How do the attitudes and behaviors of the employees of the food enterprises affect your preferences in the brand management process?

A.S.5: What kind of benchmarking method do you prefer in the brand management process of food establishments in terms of quality?

A.S.6: What do you think about the importance of the materials used by food establishments in terms of their brand value?

A.S.7: How do the image or prestige elements that appear in public in the brand management process of a food business affect your preferences?

A.S.8: How does the value of the brands of food establishments affect brand identification?

A.S.9: How do the promotional activities adopted by food businesses in terms of brand management affect your preferences?

A.S.10: How does it affect your preferences to know that food businesses work with a professional team in terms of brand management?

VII. RESULTS

Interview responses to managers

What are the steps you follow in the management process of your brand?

A.1: When we manage our brand, we generally apply basic steps such as product-service, price, distribution-supply, promotion, and consumer focus (Gökhan, 2018; 05.08).

A.2: The creation of the brand is perhaps the most important element. Because the failure of your brand creation process will risk your progress and the future of your business to a great extent (Şebnem, 2018; 15.08).

A.3: First of all, it is very important for us to determine and accept the brand name. Then, the location, location, and product content, or rather the products to address all of the customers in the name of the brand, is useful for the formation of a qualified way (Bahar, 2018; 10.08).

A.4: While managing our brand, we follow many stages such as marketing strategies, pricing, standards, customer expectations, creating a brand perception in the market (Mine, 2018; 12.08).
A.5: While managing our brand, we are in an effort to apply 6 p of marketing which is generally accepted

as the marketing mix. Basic steps such as product-service, price, distribution-supply, promotion, consumer focus, and positioning are the stages of our management process (Avşar, 2018; 28.07).

What are the effects of employees on the decision-making process in the brand management process?

A.1: There are many functions in managing brands. We carry out the decision-making processes of these functions with our teams. We carry out processes such as product selection, positioning, brand integrity, guest satisfaction, and pricing with our employees who form the team. (Jennifer, 2018; 05:08)

A.2: They are observers for us. When we are unable to establish a close relationship with customers or when they want to meet with our employees, not with us, they communicate all their positive and negative opinions to them. At this point, we examine and evaluate all the information during the day and weekly from them. (Şebnem, 2018; 15:08)

A.3: Certainly, their opinions, their approach to the business are important, and since they are mostly customers, their observations, the notes they receive, and especially the complaints they make determine the future of the brand. (Spring, 2018; 10:08)

A.4: We are always very open to the comments of our employees as management. As the executives of the operation, the feedback we receive from them about the operation, customer expectations, or comments on the decisions taken are always evaluated, and ideas considered appropriate for the enterprise are implemented. (Mine, 2018; 12:08)

A.5: Two main factors play a role in the management of brands. One is the product to be selected, and the other is the pricing of the product. We have a team for both functions.

In other words, there is a decision-making process that these teams come together and give jointly.

There are also NPS guest satisfaction surveys that support this mechanism and reports on receiving and evaluating guest complaints. (Avsar, 2018; 28.7)

What are the impacts of customers on the decision-making process in the brand management process?

A.1: Guest requests and comments (Gökhan, 2018; 05.08)

A.2: Our customers are the reason for our existence, recognition, survival and perhaps leaving the market.

It is very difficult for us to exist in the market unless their approach is positive. Therefore, their approach to our brand indirectly enables us to shape our brand management process. (Şebnem, 2018; 15:08)

A.3: Certainly, they are the most important element. In particular, all the positive and negative opinions they have told us about the taste of food products both to us and their environment determine the fate of our brand. Their approach within the restaurant is more critical. (Spring, 2018; 10:08)

Y.4: Müşterilerimizin bize her türlü istek ve beklentilerini iletebilecekleri bir müşteri hizmetleri hattımız mevcut. Gerek bu platform, gerekse sosyal medya-mail aracılığıyla bize her zaman yorumlarını iletebiliyorlar. Örneğin daha önce dönemsel olarak aktarıp sonrasında menüden kaldırdığımız ürünleri misafirlerimizin yorumu ve satış performansı iyi düzeyde ise yeniden satışına başlayabiliyoruz, ya da ürünü menümüze kalıcı olarak koyabiliyoruz. (Mine,2018;12.08)

Y.5: Elbette, bazı durumlarda karar alma fonksiyonumuzu doğrudan ve direkt olarak etkiledikleri durumlar var. Konu ve karşılaşılan durumun kritik, önem ve hayati derecesi marka sahipleri tarafından değerlendirilip aksiyona dönüşüp dönüşmeyeceğine karar verilir. (Avşar,2018;28.07)

Interview responses for customers

What are the factors that give importance to quality in brand management activities of a food business?

M.1: Hygiene and service quality (Müge, 2018; 03.07)

M.2: Hygiene, the appearance and architecture of the restaurant, the attitude towards the customer, and the quality of natural products (Elif, 2018; 03.07)

M.3: Food safety, hygiene, flavor. Chain store should be the same standard in all branches. They should have the red line and make the best products, not to sell everything. (Hasan, 2018; 03.07)

M.4: The company should empathize with the customer and not sell improper products.

Food Safety: I would like to comply with the rules and take precautions during production, processing, storage, and distribution.

Hygiene: employee's clothing is the front door of a business; it does not keep the door clean and does not

keep the house clean. Enterprises usually prefer cuisine visible to the customer. (Day, 2018; 03:07)

M.5: Hygiene, service quality, and standardization (flavor, presentation, and serving) (Melda, 2018; 03.07)

How do the attitudes and behaviors of food business employees affect your preferences in the brand management process?

M.1: Directly affecting. I'm not going to a business again where I don't get a good and friendly presentation. (Tammy, 2018; 03:07)

M.2: A very effective element (Elif, 2018; 03.07)

M.3: The representatives of the brand are the working team. Anything they say, postures, and movements cause me to think positively or negatively. (Hasan, 2018; 03.07)

M.4: Most importantly, "Smiling": If you have a 7-star business and hire 3-star employees, it is a pity for the costs you make (Gündüz, 2018; 03.07)

M.5: The fact that the service personnel is informative and directive affects my preferences (Melda, 2018; 03.07)

How do you assess the impact of a food business on customers' decision-making in the brand management process?

M.1: I believe that many decisions of brands are shaped by customer comments with the effect of social media. (Tammy, 2018; 03:07)

M.2: Firstly, the brand's first impression, then the attitude and behavior of the employees, and of course the product quality are very effective (Elif, 2018; 03.07).

M.3: It will be beneficial as there will be demands according to customer needs. (Hassan, 2018; 03:07)

M.4: Sometimes, a single glance from the other side tells us a lot about what you mean.

The food business is more successful if it addresses the reptile brain part of the human being, which is the primitive brain of the human being by visual presentation (Gündüz, 2018; 03.07).

M.5: Promotional and promotional visuals used in the place arouse curiosity about the product (Melda, 2018; 03.07)

Customer Focus Group

Müge Sağlam
Elif Duru
Hasan Çoban
Gündüz Bulmaz
Melda Tuna

VIII. DISCUSSION

Social media shares are impressive and convincing in purchasing.

In this research, we see that it is very important for customers to recognize, start to use, and follow the brand in the brand management process. At this stage, it is important that the brand has the same standard product or service quality in all other enterprises or products.

Afterward, customers begin to offer the brand to their surroundings. At this stage, when brand managers use social media effectively, they will achieve their goals.

If the company performs its brand management process well, it will manage innovation and change processes so well that this will have a positive impact on the company's long-term existence and turnover.

Businesses may need to follow the changes and innovations in countries other than the country where they manage their brands.

It will be useful to follow and evaluate the brands in the same category in your activities in the market or to follow the newly formed brands.

IX. RESULTS

In this thesis research; I tried to explain the brand management process in food and beverage businesses;

'Brand, Brand Management, Branding, Brand Management Process, the brand concept in the food sector in Turkey and in the world ' administrative processes contribute to the turnover of enterprises play an important role in that existence and longevity in the market.

In this research, it is seen that the secret hero of the businesses is brand managers and expert teams. In the brand management process of food and beverage establishments, especially for the quality, customers mainly make a choice by paying attention to hygiene, the architecture of the enterprise, service, and product quality. The attitudes and behaviors of the personnel in the enterprises towards the customers play an important role in the proper management of the brand.

The quality material used in the company directly reflects the quality of the brand and also shows the importance of the value it gives to the customer. It will take time for the business to identify with the brand and its products.

However, if a proper management process is adopted for brand promotion, the related objectives will be achieved.

In the brand management process, the demands and comments of the customers will play an important role in the decision-making mechanism and in determining the strategies.

Businesses will need to keep their brand promotion and sustainability up-to-date on social media and digital media.

The use of social media will play an important role in the stability of the brand's an advertising and marketing strategies in order to reach large audiences.

However, in this process, in order to minimize the risks such as negative image and misunderstandings in the public opinion, it will be beneficial for the enterprise to appoint professional persons as social media responsible.

Results Towards the Future

What should be a good brand management process according to the topic that I determined at the beginning of my thesis, strategic management approach, how to work with a team in order to ensure branding in the market, what are the expectations of managers and customers, what is the impact of social media to achieve the objectives of explaining and researching?

Additional information and applications may be included by updating the periodic work in specific periods and performing business-specific studies. It has been a study that I think will guide the brand management processes of enterprises.

In the future, it will be in the best interest of the enterprises to develop their strategies by managing their brand management processes in the light of the data I have mentioned in my thesis research.

In addition, it will play an important role in the development of the company's expert personnel, transfer, and development to other generations.

In addition, it is expected to follow the innovations that will be a trend in the future and the development of the social media network and contribute to the production and service of the enterprise.

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