



Brand Valuation with Hirose Method: An Application in Kazakhstan

Aziza Syzdykova*, Gulmira Azretbergenova, Zhanture Zhetibayev

Department of Economics, Finance and Accounting, Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkistan, Kazakhstan. *Email aziza.syzdykova@ayu.edu.kz

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ABSTRACT

Although brand value measurement is essential, a common consensus has yet to be reached. In the literature, financial-based, consumer-based and mixed brand valuation methods are used together. While financial-based brand value is calculated according to the financial data of the companies, consumer-based brand value reveals the brand value according to the perceptions and preferences of the consumers. In the literature, it has been observed that the survey method is generally used in studies where brand value is determined based on consumer behaviour, and the most commonly used method in studies where brand value is determined based on financial foundations is the Hirose method. However, this study will be the first study conducted on companies in Kazakhstan using the Hirose method. In this study, the brand value of LOTTE Rakhat JSC (Rakhat) was calculated using the financial data of two companies traded on the KASE stock exchange of Kazakhstan and operating in the field of food, which can be associated with the brand. This study is the first to use the Hirose method to measure brand equity in Kazakhstan and will pave the way for future studies.

Keywords: Brand, Brand Value, Brand Valuation Methods, Hirose Method

JEL Classifications: M20, M31, G32

1. INTRODUCTION

Nowadays, the importance of the brand concept for businesses is gradually increasing (Durmaz and Vildan, 2016; Novak et al., 2023; Aripin et al., 2023). The brand is considered a marketing issue and a concept that attracts attention in finance. The importance given to the branding process for businesses and the undeniable power of the brand in terms of providing financial opportunities has contributed to the development of very different brand valuation models in the financial world (Aaker, 1991; Keller, 1993; Dyson et al., 1996; Bahadir et al., 2008; Salinas and Ambler, 2009; Shamma and Hassan, 2014; Oliveira et al., 2023; Wei et al., 2023; Leite, 2024). The fact that brand value is an element that guides the partnership, merger or acquisition processes of companies and provides a competitive position in financial terms causes the brand to be evaluated and managed well. The fact that the brand has become the most crucial weapon in the competition

between businesses in many sectors keeps the value and power of the brands they own on the agenda of companies (Wang and Yu, 2015). A business that sees protecting and increasing the value of its brand or brands as a part of its competitive strategy will want to measure the value of its brand (Arslan, 2020). Brand value shows that the companies have a positive value in addition to their tangible assets in their financial statements, which means a difference and an increase in financial value for the company. The importance of the subject has increased the research on brand value, and various brand valuation methods have been developed.

Brand valuation was first introduced to the literature in 1988, with the purchase attempt of the company Rank H. McDougall, a British food conglomerate, by Goodman F. Wattie (Seddon, 2010). The importance of the brand concept has been better understood over the years, and it has become almost mandatory to calculate the brand's value in commercial matters such as

mergers, separations, and acquisitions, which brands occasionally deal with in a commercial sense. When the finance literature is examined, it is seen that there are many studies on brand valuation. However, the Hirose method has been used sparingly as a brand valuation method in the domestic literature. The Hirose model, determined by the Ministry of Economy, Trade and Industry of Japan as the most efficient method for brand valuation, can be described as a type of income-based approach. An objective brand valuation model was developed using financial data obtained from companies' annual reports in the Hirose model. In addition, although the methodology provided by the model is quite general, it is also used in the valuation of intangible assets and property, facilities and equipment (Beccacece et al., 2006).

This study focuses on calculating the brand value of a company traded on the Kazakhstan Stock Exchange (KASE). The Hirose method was preferred for this calculation. Although the Hirose method has been frequently used in studies in the literature, this study is the first study conducted on companies in Kazakhstan. In the section following the study's introduction, the concepts of brand and brand value are discussed theoretically. Then, after providing information about brand valuation methods, empirical studies in the literature on determining brand value are included. Then, using the Hirose method, the brand value of Rakhat company was calculated using the financial data of two companies traded in KASE and operating in the food sector that can be associated with the brand. For this purpose, the necessary data was compiled from the data disclosed by the companies in KASE. The results obtained from the study aim to make the company's brand value more understandable and calculable for the third parties who need it and the company.

2. LITERATURE REVIEW

2.1. Brand Valuation Methods

Brand value is generally an indicator of brand performance. In order to know how to manage a brand, brand value must be known. What makes a brand valuable? First, the product category in which the brand is located affects brand value. In production-based products, brand value increases the effectiveness of the marketing mix elements of promotion and distribution channels while reducing price sensitivity. Brand value is related to stock value and price and a strong relationship with the consumer (Keller and Lehmann, 2006).

In a conceptual framework, brand value emerges at three levels: consumer-based, firm-based and financial-based levels. The values attributed to the product by consumers over time after its emergence reveal the consumer-based aspect of brand value; whether the company will invest in its brand or whether the brand remains immune from competition reveals the firm-based aspect of brand value. The company's assets reveal the financial-based aspect of brand value. The fundamental difference in the variables accompanying the brand in this process has led to the development of brand valuation methods with different assumptions.

The fact that the brand value of businesses with a specific brand needs to be clearly shown in financial statements and is only

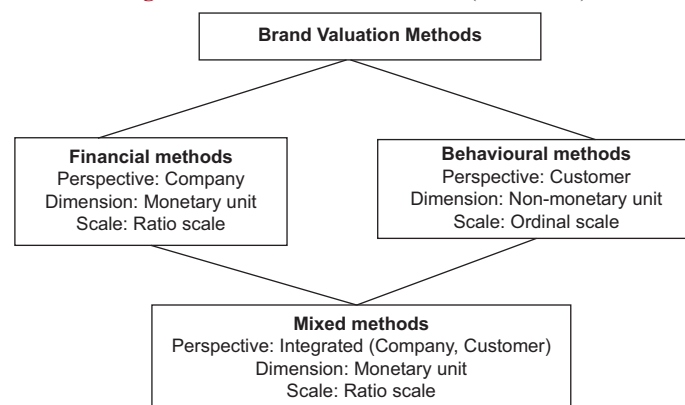
sometimes reflected in stock prices has drawn attention to the re-evaluation of brands. However, the difficulty of calculating brand value and financially quantifying this value continues for marketing managers (Kim and Kim, 2005; Keller and Lehmann, 2006; Oliveira et al., 2015). The inability to clearly calculate and express the value that brands provide to companies creates excellent difficulties for business managers, especially in corporate mergers and transfers. The fact that the value created by the brand must be known causes severe problems in strategic decisions. In this context, to calculate the brand value correctly, existing methods should be examined in detail, and the most appropriate method for the business should be selected. More than one method has been developed to measure brand value. The main methods are financial, consumer-based (behavioural) and mixed methods (Figure 1).

Consumer-based measurement methods consider consumer tastes and preferences and calculate a brand value based on consumer behaviour. These methods use primary data based on firm-level surveys and interviews. Aaker model, Keller model, and Young and Rubicam's BAV model are some of the consumer-based methods. Although the details of different models for determining brand value are different, they all focus on the brand knowledge structure in the minds of consumers as the focal point of brand value. In addition, most of these methods offer theoretical models without empirical testing (Yeung and Ramasamy, 2008; Sahin, 2021).

Financial methods calculate the brand value using financial data and do not consider consumer behaviour. These methods generally calculate the brand value using data such as investment in the brand, additional income from brand investment and the market value of the business (Simon and Sullivan, 1993; Mizik and Jacobson, 2008; Isberg and Pitta, 2013). Financial methods are grouped into three categories: Cost-based, market-based and income-based (Moisesescu, 2007; Keller and Brexendorf, 2019; Tho, 2021).

The cost-based approach means calculating the value of a brand based on the cost of creating it or, theoretically, the cost of re-creating it (Roberts, 2011). However, it is not a frequently used method because the brand value is thought to rarely equal the costs incurred to create the brand (Seetharaman et al., 2001; Brand Finance, 2010; Roberts, 2011). The replacement cost model is based on the essence of re-establishing the assets

Figure 1: Brand valuation methods (Soto, 2008)



representing the brand value today or re-possessing equivalent factors under today's conditions (Salinas, 2009). The biggest criticisms of this model are about the inclusion of all necessary or unnecessary items in the calculation or the possibility of subjectivity.

The market-based approach is based on comparable market transactions and corporate takeovers (Roberts, 2011). In this approach, after obtaining appropriate, accessible information, an evaluation is made based on the complete disposal of a brand, branded activity, or company. When determining the value of a brand, the future benefits associated with owning the brand are added to the market value and reduced to the present value (Brand Finance, 2010; Seetharaman et al., 2001). It is stated that certain conditions must be met in order for this model to be applicable. These conditions are listed as follows: active market (there must be a brand trading market with sufficient transactions), open market (information on brand trading must be open and accessible), possibility of comparison (a comparable brand must not have been bought or sold in the market before), and possibility of time adjustment (the regulations regarding the sale of the brand must be adjusted according to changing conditions). On the other hand, since brands are not bought to be sold, there is no real market for most brands, and it is difficult to determine their market value. Therefore, the market approach is not a widely used method (Kapferer, 2008).

The income-based approach is based on the view that the brand as an asset will generate profits for the business and focuses on the future revenues that the brand will generate. This approach involves estimating the future after-tax cash flows that the brand will generate and discounting them to present value using an appropriate discount rate. (Morgan, 2000; Roberts, 2011; Tho, 2021). The valuation rate is usually a weighted average of the cost of capital, and the risks reflected in future cash flows are considered in the discount rate. Expected cash flows are calculated over a 5–10-year perspective. Since brand value derives from the ability of the brand to generate higher returns for both current and potential owners, the income approach is the most widely used method (Brand Finance, 2010; Seetharaman et al., 2001; Kapferer, 2008). There are also some difficulties in calculating the revenue-based brand value. The most important of these difficulties is the estimation of additional additions to the company's cash flow. Apart from this, there are different titles for calculating the revenue-based brand value, such as the premium price method, the convergence analysis method, the hedonic method, the franchise method, the Crimmins method, the Kern method and the Hirose method (Moiescu, 2007).

The most important difference between financial and behavioural models is that financial models measure the ability of the brand to generate future profits by transforming an intangible asset, such as a brand, into financial indicators (Johansson et al., 2012). In addition to these models, various companies have developed mixed models that use customer behaviour, perceptions, and financial statement data. Mixed methods eliminate the shortcomings that may arise when only one of the behavioural or financial-based methods is adopted and combine the strengths of both methods

(Kim and Kim, 2005). Consulting companies mainly develop these methods, and today, they contribute significantly to the interest in following the most valuable brand lists. In mixed methods, Interbrand, Brandfinance, Financial World, AC Nielsen and BBDO methods are frequently used in the literature and are widely preferred in brand value applications.

2.2. Empirical Literature on Brand Valuation

Empirical studies in brand value calculation were examined and given chronologically. Simon and Sullivan (1993) discussed the financial determination and measurement of brand value. They expressed brand value as the increased value of branded products compared to unbranded products.

Kim et al. (2003) have revealed the dimensions of brand equity and how it affects the financial performance of hotel operations. Data were collected and used from 12 luxury hotels in the study. The data obtained revealed that the components of consumer-based brand equity are brand loyalty, perceived quality and brand image. At the same time, the study also stated that brand loyalty, brand awareness and brand image are the most important criteria affecting the financial performance of hotels.

Christodoulides and de Chernatony (2004) used Aaker's model to determine brand value and used ten initial starting points. They concluded that classical brand value methods must be improved for web-based brand value determination.

Pappu and Quester (2006) used the customer-based brand equity measurement approach to measure value for retailers. Within the scope of the research, they presented a four-criteria structure for value measurement: retailer awareness, retailer associations, retailer quality as perceived by the customer, and retailer loyalty. At the end of the study, it was stated that these four criteria were necessary for the retailer's value.

Chang and Brodowsky (2007) conducted a study on attitude and brand equity on skin care products in Taiwan and interpreted the study based on Aaker's brand equity model. The study revealed that brand equity relates to attitude and repeat purchase behaviour.

Rego et al. (2009) examine the impact of consumer-based brand equity (CBBE) on firm risk using data covering 252 firms from 2000 to 2006. They find that a firm's consumer-based brand equity is associated with firm risk and explains variance in risk measures beyond that explained by existing financial models. They also find that consumer-based brand equity is more vital in predicting firm-specific unsystematic risk than systematic risk. However, it also has a decisive role in protecting shareholders from downside systematic risk. The results are economically significant and suggest that managers should make brand management a part of the firm's risk management strategy.

Chowdhury (2012) examined four phone brands in the mobile phone industry regarding the determination of consumer-based brand equity. The study emphasized that consumer-based brand equity is essential in the service industry and stated that managers can develop brand equity through products. Tsuda (2012) found

helpful evidence that the corporate brand strength assessment model performs well in predicting corporate brand strength.

Wang and Yu (2015) modelled the brand value of banks in Taiwan using the fuzzy logic approach and Hirose methods together and determined that both methods gave similar results. Majerova and Klietnik (2015) decided that the Hirose method was the best method for brand valuation in Slovakia.

Royers and Colmant (2015) calculated the brand values of 20 American companies in the technology sector using the Hirose method. They compared the results with the brand values announced by Interbrand, Forbes, BrandZ and Brand Finance organizations for the same companies. As a result of the comparison, it was determined that the brand values announced by the organizations mentioned above for 15 companies were higher than the brand values calculated with the Hirose model. It was criticized that this situation was due to the lack of clear standards in brand valuation and that subjective valuations were made.

Çifci et al. (2016) compared the validity of two consumer-based brand equity models (Yoo and Donthu, 2001; Nam et al., 2011), which are prominent in the retail industry. The authors collected data from Turkish (n = 285) and Spanish (n = 236) participants who had experience with global fashion brands and Private Labels (PL). The study's findings show that Nam et al.'s (2011) CBBE model has better validity than Yoon and Donthu's (2011) model. When brand awareness is included in Nam et al.'s (2011) model, the psychometric properties of the model improve and outperform the two models.

Şengüler and Inel (2021) aimed to create an artificial intelligence-based model to determine brand value based on financial data. Using the data of 75 companies that are among the 100 Most Valuable Turkish Brands determined by the "Brand Finance" company and published in 2018 and are also affiliated with BIST, the R-squared, MAPE and RMSE values of the models established with artificial neural networks were determined, and the models were compared.

3. RESEARCH METHOD: HIROSE MODEL

Nowadays, The Hirose method is one of the methods encountered recently in brand valuation as a type of income-based model. The Hirose method can also be expressed as the economic value model. The method is based on comparing the past and current price premiums of branded products with the price premiums of unbranded products (Hirose, 2002; Tsuda, 2012). The price premium is considered the most critical effect on the brand. In the Hirose model calculated according to the price premium method, the present value of the past cash flow must be found; according to this approach, which considers the brand valuation function performance, the behaviour and tendencies of consumers towards the brand are expressed as the financial performance of the brand $BV = f(PD, LD, ED, r)$.

BV : Brand Value,
 PD : Prestige Driver,
 LD : Loyalty Driver,
 ED : Expansion Driver
 r : Central Bank overnight borrowing interest rate.

The prestige driver is related to the brand's ability to sell the product and is calculated with the following equation:

$$PD = \frac{1}{n} \sum_{i=1}^n \left\{ \left(\frac{S_i}{C_i} - \frac{S_i^*}{C_i^*} \right) x \frac{A_i}{OE_i} \right\} x C_o$$

S_i : Sales of the company for i period

S_i^* : Sales of a benchmark company for i period

C_i : Cost of company sales for i period

C_i^* : Cost of sales of a benchmark company for i period

A_i : Advertising and promotion cost of the company for i period

OE_i : Operating costs of the company for i period

C_o : Current period sales cost.

The loyalty driver can be expressed as the evaluation of the company's relations with its customers. It is an indicator that sales continue steadily in the long term. While evaluating the loyalty measure of those who demand the product, the continuity of the income obtained by that company in the sector it operates is questioned.

$$LD = \frac{\mu_c - \sigma_c}{\mu_c}$$

μ_c : 5-year average of sales,

σ_c : standard deviation of sales.

In the expansion driver, when the number of product brands and the different sectors in which the brand operates are considered, the variables cannot be expressed in monetary terms. Strong brands have more opportunities for expansion in the market. In parallel with the brand's expansion, future cash flows and investment range may expand. Considering the number of brands owned by the company and the industry in the field of activity of the brand, which is the basis of the calculation in the method, since these parameters cannot be included in the evaluation in monetary terms, the sales increases realized outside the country, and the income obtained from outside the main field of activity is taken into account as an indicator. The expansion driver is calculated with the following formula:

$$ED = \frac{1}{2} \left\{ \frac{1}{2} \sum_{i=1}^n \left(\frac{SO_i - SO_{i-1}}{SO_{i-1}} + 1 \right) + \frac{1}{2} \sum_{i=1}^n \left(\frac{SX_i - SX_{i-1}}{SX_{i-1}} + 1 \right) \right\}$$

SO : Overseas sales

SX : Non-operating income.

The company's brand value emerges when the three variables mentioned above are multiplied.

4. RESULTS

The method aims to calculate the brand value by analyzing a more widely known brand's financial data and a lesser-known brand's financial data. In this study, Rakhat, which operates in the food sector and is traded in KASE, was evaluated as the company with more public awareness compared to the other companies, and the

brand value of Rakhat company was calculated based on Bayan Sulu JSC. The data was obtained from the financial statements for 2019-2023 from www.kase.kz.

4.1. Calculating the Loyalty Driver “LD”

Firstly, in the brand value calculation of Rakhat company, the 5-year average of sales costs was found. The average cost for the years 2019-2023 is shown below (Table 1):

After this calculation, the standard deviation was calculated from

$$\text{the standard deviation formula: } \sqrt{\frac{\sum (x - \bar{x})^2}{(n-1)}}$$

Total number of values (n) = 5

Sum of numbers = 277659349

Average value (\bar{x}) = 55531869.8

Standard deviation (s) = 1177217.37

$LD = (55531869.8 - 1177217.37) / 55531869.8 = 0.787919668$ was calculated.

As a result of the Loyalty Driver (LD) calculation as 0.787919668, the company being evaluated has a loyal customer potential. If we interpret this value in terms of the model, it is possible to accept the volatility in the company's sales as the volatility in the customer potential. It is also possible to look at this calculated value as the strength of the company's brand.

4.2. Calculating the Expansion Driver “ED”

While calculating this value, Rakhat's overseas sales (SO_i) and non-operating incomes (SXi) were taken into account (Table 2).

The values calculated using the necessary data in the equation are given in Table 3 below:

$$ED = \frac{1}{2} \left\{ \frac{1}{2} \sum_{i=1}^n \left(\frac{SO_i - SO_{i-1}}{SO_{i-1}} + 1 \right) + \frac{1}{2} \sum_{i=1}^n \left(\frac{SX_i - SX_{i-1}}{SX_{i-1}} + 1 \right) \right\}$$

After the Expansion driver, the Prestige Driver (PD) was calculated (Table 4).

Table 1: Cost of sales of Rakhat company

Years	Cost of sales (thousand KZT)
2019	47843915
2020	45170172
2021	49147237
2022	62796171
2023	72701854
Average	55531869.8

Table 2: Overseas sales and non-operating incomes (KZT thousand)

Years	Overseas sales	Non-operating income
2019	14395001	1060799
2020	13973337	1386360
2021	14808225	1080046
2022	17382333	802562
2023	17378750	1379091

Following these data, the advertising and sales expenses for Rakhat were calculated as the proportional value of the total costs of the relevant period (A_i/OE_i) (Tables 5 and 6).

The average of this expression is multiplied by the proportional value of the total expenses for the last year to the total sales to obtain the proportional expression of the Prestige driver (PD). Since the / data for the last year of activity of the company is 0.770926039, $PD = 0.770926039 \times 0.05624726 = 0.043362477$ is calculated.

The total proportional brand value is found by multiplying all these values: $BV = 0.787919668 \times 2.913592873 \times 0.043362477 = 0.099546247$.

This figure represents the brand value of the company proportionally. The real value of the PD variable and the real value of the brand are calculated using the formula below and the results are presented in Table 7:

Table 3: Overseas sales and non-operating revenues (KZT thousand)

Years	Overseas sales	Non-operating income
2019	1.067340467	1.835556
2020	0.970707609	1.306902
2021	1.059748648	0.779052
2022	1.173829612	0.743081
2023	0.999793871	1.718361
Total	5.271420207	6.382951
Total×0.5	2.635710103	3.191476
Grand total		5.827185746
ED=Grand total×0.5		2.913592873

Table 4: Sales/Cost of sales of Rakhat and Bayan sulu companies

Years	Sales/Cost of sales (Rakhat)	Sales/Cost of sales (Bayan sulu)	Difference (1)
2019	1.32484	1.196	0.12884
2020	1.380658	1.181295	0.199363
2021	1.331377	1.159804	0.171573
2022	1.329739	1.257572	0.072167
2023	1.297141	1.233544	0.063597

Table 5: A_i/OE_i values

Years	Advertising expenses (A_i)	Operating costs (OE_i)	A_i/OE_i (2)
2019	1379975	3797329	0.363407
2020	2040487	4435676	0.460017
2021	2414640	5053671	0.477799
2022	2151991	6139754	0.350501
2023	3135189	5627275	0.557142

Table 6: Difference (1) × A_i/OE_i (2) values

Years	Difference (1)	A_i/OE_i (2)	(1×2)
2019	0.12884	0.363407	0.046821
2020	0.199363	0.460017	0.09171
2021	0.171573	0.477799	0.081977
2022	0.072167	0.350501	0.025295
2023	0.063597	0.557142	0.035433

Average=0.05624726

Table 7: Value of the PD

Years	$\left(\frac{S_i}{C_i} - \frac{S_i^*}{C_i^*}\right) \times \frac{A_i}{OE_i}$ (1)	C_i (2) thousand KZT	r_i (3)	$1 \times 2 \times 3$ (thousand KZT)
2019	0.046821	47843915	1.84	4121783.9
2020	0.09171	45170172	1.89	7829431.74
2021	0.081977	49147237	1.83	7372965.78
2022	0.025295	62796171	1.97	3129205.42
2023	0.035433	72701854	1.68	4327755.25
Total				26781142.1
PD				5356228.42

$$\left(\frac{S_i}{C_i} - \frac{S_i^*}{C_i^*}\right) \times \frac{A_i}{OE_i} \times C_i \times r_i$$

In calculating the r value, the 1-year savings deposit rates specified in the Monetary Policy Committee decisions announced by the National Bank of Kazakhstan in December of each year were considered. The r value was calculated as $(1+r)^n$ for each year. The real value of the PD was found with the calculations. The brand value is revealed by multiplying each variable value among themselves.

Brand value is calculated as $BV = 0.787919668 \times 2.913592873 \times 5356228.42 = 12296171.07$ thousand KZT.

As a result of the analysis, the brand value of Rakhat company was calculated as 12296171.07 thousand KZT. It cannot be said that this value reveals the brand price of the company in terms of its actual value, but it can be accepted as data. In particular, the reputation variable is essential for the brand value. While the other two variables are calculated as a coefficient, PD plays an active role in obtaining a monetary expression, thus determining the relevant company's brand value. The price revealed by this calculation is the ability of the company to create brand value.

Rakhat company, whose brand valuation was made, has 3,600,000 shares traded on the stock exchange as of April 1, 2024. The share unit price (average) is 17 150 KZT. From the equation $\text{Market value} = \text{Number of Shares} \times \text{Share Unit Price}$, the market value of Rakhat company is calculated as $3,600,000 \times 17,150 = 61,740,000,000$ KZT.

Market value is one of the parameters that show the value of a business. Market value is the value that buyers and sellers express in monetary terms in markets where they meet, without being under pressure regarding the asset, provided that the parties have complete information. The high market value affects investors' decision-making and expresses the power of the company in the market, apart from the figures in the financial statements.

By looking at the relationship between the assets and equity items in the financial statements of Rakhat company as of 2023, the market value and the brand value calculated with the Hirose method, the ratio of the brand value to the assets and equity values of the balance sheet and the market value can be calculated. The proportional relationship between the company's assets, equity,

Table 8: Brand, asset, equity and market values (thousand KZT)

Asset value	Equity	Market value	Brand value
73,053,186	64,589,061	61,740,000	12,296,171

Table 9: Ratio of brand value to asset, equity and market value (%)

Brand value/ Asset value	Brand value/ Equity	Brand value/ Market value
16.83	19.03	19.91

brand and market values and the brand value is given in the tables below (Tables 8 and 9).

Considering these ratios, the company has a brand value of 16.83% of its assets, the ratio of brand value to the company's equity is 19.03%, and the ratio to market value is 19.91%.

5. CONCLUSION

Brand value is the promising aspect of the brand. Evidently, the branding process is a long-term, costly, high-performance process and will be carried out with strategic thinking. In this process, well-chosen strategies increase the brand value and the company's reliability and prestige in the market for both consumers and investors. This provides a competitive advantage and protects the company against market risks. Brand value is strategically vital for businesses and is also essential for investors, manufacturers, and consumers. Brand value calculation is vital in senior management decisions and is essential in company mergers. The literature uses financial and marketing methods to calculate brand value. The Hirose method stands out as a rational and applicable method from a financial perspective. However, there may be differences between brand values calculated using different methods. For this reason, it seems more logical to follow the level of change compared to the previous year rather than the absolute figure of the brand value.

Various valuations of a company's assets provide information about the company's place in the financial world and create a position for all individual and institutional investors. The study was conducted on companies listed on KASE that operate in the food sector. Rakhat company was evaluated as a company with more public awareness than the other company, and the brand value of Rakhat company was calculated based on Bayan Sulu

company. As a result of the analysis, the brand value of the Rakhat brand was calculated as 12,296,171 thousand KZT, and the market value, which is calculated by taking into account the number of shares traded on the stock exchange and the share unit price, was calculated as 61,740,000 thousand KZT. Suppose the calculated brand value is higher than the market value. In that case, it can be interpreted as a positive signal from a financial perspective, while if it is lower, it can be interpreted as the need to invest more in the brand value. When evaluated from the perspective that brand valuation guides the investment decisions of financial decision-makers. However, it is not possible to state that the value found using the Hirose method reflects Rakhat's brand value, it is thought that it will open a horizon for the business in terms of brand value and will have a positive impact on Rakhat's credibility and attractive investment for financial institutions.

As a result, the following evaluations can be made in light of the data obtained from the study in terms of companies, investors and researchers:

- Companies should conduct more studies on brand value. While conducting brand value studies, the elements of the brand are investigated. Among these elements are customer loyalty and company prestige. The company management should reflect these studies in the company's financial statements, and investors should be informed about this issue.
- While analyzing, investors should also evaluate the company's financial statements regarding brand value. In terms of brand value, the footnotes of the financial statements will provide more explicit guidance and assistance to investors.

The values that emerged in the study are limited to the data used. Researchers can obtain different results using various methods and data on brand valuation. By also benefiting from this study, new developments in brand value can be presented to investors and companies.

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