

Formation of the organic product brand in Ukraine

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Abstract

Theoretically objective nature need branding of organic products in the context of the key success factors of agricultural enterprises in the target markets is based. Described the necessity of organic branding, from creating the product and its continued existence in the market, an important part of marketing activities leading producers.

Keywords: agrarian marketing, agrarian enterprise, organic production, branding, competitiveness.

1 Introduction

Analyzing literary sources shows that worldwide there is increasing consumer interest in how food is produced, how it affects health, and how it is produced in the environment. Organic agriculture has proven not only to be a source of high quality products obtained without the use of chemicals, but also to promote the conservation and restoration of natural resources. It should be emphasized separately that the feature of modern business is that organic products are certified by authorized companies, and this is considered as a guarantee that each product with the appropriate marking was produced in accordance with the requirements of organic production.

Currently, organic food can be found in every major supermarket in Western Europe and the US, as consumers in these countries are well aware of the benefits of such products. Instead, most consumers in Ukraine do not know or do not know what "organic product" means. Therefore, joint efforts by manufacturers and trade representatives should, among other things, be aimed at communicating to the consumer clear messages. The practical implementation of this is seen in the implementation of properly focused branding. However, these issues remain poorly understood in Ukraine.

2 Overview

It is known that the innovative way of development is an effective way of survival of the company in the market of fierce competition and its strategy of competitive struggle. Therefore, the development and promotion of any innovation (and even more environmental) in the current economic environment is viewed very positively from the standpoint of an individual producer (strengthening its competitive status in the market) and from the position of the consumer (benefits from a new environmental product, service). Marketing of any innovation (including environmental) is an important link in the production chain of an enterprise and an element of branding policy. It is successful, efficient and effective to "deliver" eco-innovation to the market, to create its image and to earn decent profits from its realization to the consumer - the priority tasks of eco-branding and marketing of innovation. Finding out about the role and place of marketing innovations in eco-branding and how they relate is also a pressing issue.

The general theory of branding provides the following basic functions of focused branding:

- maintain the planned sales volume in a specific

market and implement a long-term program to create and consolidate in the minds of consumers the image of a product or product group;

- to ensure an increase in profitability as a result of the expansion of the range of goods and knowledge of their common unique qualities, implemented through a collective image;
- to convey in the promotional materials and campaigns the culture of the country, region, city where the product is manufactured, take into account the requests of consumers for whom it is intended, as well as features of the territory where it is sold;
- use three factors that are important to reach an advertising audience: historical roots, national mentality, current realities, and outlook.

The identity of a brand that has to do with the properties of "organic" should be presented / perceived as: 1) healthy, 2) safe, 3) creative, 4) delicious, 5) interesting, 6) trendy.

It is highly probable that understanding of the unique features of organic produce in Ukraine is a matter of the next few years, and this time may sharply decline as the European integration process deepens. However, to increase the effectiveness of promotional and sales activities, you should focus on the following two target groups:

1. Middle-aged people (25-45 years old) living in cities, educated, with or without children, are middle or upper class.
2. Seniors (55+), educated, open to new trends that are middle class or above. All other audiences need significantly higher branding costs. The overall promotion of organic products should be particularly attractive to the two target groups. It is necessary to carry out special measures for the promotion of certain goods aimed at particular subgroups (for example, cereals, dairy products, etc.) [2].

In turn, branding of this type should be based in Ukraine on the appropriate concept of organic marketing. This concept aims to focus communication on the target consumers. The purpose of this is to form a clear understanding of the value added that can be obtained through the consumption of organic products compared to alternative products. At the level of promotion and marketing of organic produce, there are 5 components (so called 5 P) that should be used in concert. From this point of view, the overall impression that consumers will have regarding 5P should be fully consistent with their

impression of an organic product: product / product, place / place, packaging, promotion, price / price [3].

3 Decision

The production and promotion of organic agri-food products involves the formation of fundamentally new value orientations for all groups of influence, namely: consumers, producers and rural society. Against this background, it is advisable to develop a structural model of the organic produce brand on the basis of the mental field that exists in four dimensions - functional, social, mental and spiritual. Yes, a functional dimension describes the unique characteristics of a product or service, as well as the perceptions of its utility that are associated with a brand; the social dimension refers to the ability to identify with a particular social group and reflects the relationship between buyers and the social group to which they wish to belong; mental dimension reflects consumers' self-perception and self-identity, as well as their readiness for change; Spiritual dimension refers to a larger system of which the brand, the consumer and his social environment are part.

There are several marketing approaches to attracting customers who are used in environmental branding. First, it should be noted at the outset that traditional marketing "trick" - "if you have nothing to say about yourself or your product, pay attention to the packaging" - as practice shows, is not

effective in this type of activity. The eco-friendliness itself places serious restrictions on appearance because it does not usually provide very bright colors and fonts or design flairs. And if the "pioneers" of this market were able to stand out from the general background just by their restrained design and natural color scheme, today it is much more difficult.

Other approaches (eco-tools), such as:

- 1) "environmental legend
- 2) the image of the environment.
- 3) production know-how.
- 4) manufacturer personalization.
- 5) phyllo-copywriting, or simply, the correct naming of the product.
- 6) merchandising.

4 Conclusion

It is difficult to overestimate the role of branding in launching and promoting a product on the market. It is the brand that identifies the product with its manufacturer, shapes the image and is the key to quality. Branding policy, starting with the creation of a product and continuing its existence on the market, is an important component of the marketing activities of leading manufacturers. For the manufacturer to achieve consumer loyalty and commitment to his product - the main task of his branding policy.

References

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