

Features of the formation of communication policy in the food industry

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Abstract

The article considers the features of a marketing communication policy development at modern enterprises of the food industry and ways to improve it.

Keywords: marketing, communications, politics, food industry, enterprises, strategy

1 Introduction

Marketing communications today play an important role as a powerful tool for transferring information from the manufacturer to target markets, and are also an important means of competition. Marketing communications have a particularly big impact on the market activity of food industry enterprises, oriented towards satisfying the ever-changing consumer demand for food. It is important to note that in the food market there is a fairly high level of competition compared to other industries. Therefore, the effective use of marketing communications is the basis for the formation of a sustainable positive image of enterprises in the industry. The task of improving communication policy is very important, since recently the creation of new brands and trademarks has become characteristic in the activity of food enterprises. Consequently, domestic enterprises need to improve their activities in the field of marketing communications in order to maintain their competitive position in the market.

2 Main part

The food industry of Ukraine is thousands of large, medium and small enterprises of various ownership forms, the production volumes of which make up almost 20% of the total industrial output [1]. In 2018, this industry ranked first in terms of sales among all industries [2].

As of 2019, the Ukrainian food industry brings together 22 different sectors specializing in the production of flour, cereals, sugar, alcohol products, tobacco, confectionery, bakery goods, pasta, canned fish and vegetables, and other types of food products [3]. The industry is also closely linked to agriculture, which is the main supplier of raw materials. Recently, the food market has become increasingly competitive and dynamic in development. Aggressive advertising of competitors has a huge impact on the buyer. There was a need to search and use new approaches towards

the consumer and modern methods of promoting food products on the market. Therefore, the communication policy plays an important role in ensuring effective market activity for food industry enterprises, and should help strengthen the market position of enterprises through high-quality and effective communications with consumers.

It should be noted that the communication policy in the food industry has its own characteristics, which are largely determined by the specificity of consumer demand and factors influencing its formation (price, population income level, existing consumer preferences, social habits, family traditions, consumption culture, and depth of products assortment, limited storage life and consumption of products, etc.).

For enterprises of this industry, an important tool for success is a product quality indicator, not only as a factor of their competitiveness, but also a factor affecting the safety and health of consumers.

But in marketing communications, in addition to the quality, the important aspects are successful sales and promotion of products on the market, therefore, enterprises need the whole marketing mix to work, and not just its individual components.

The complex of marketing communications should include: advertising, public relations, sales promotion, personal sales, direct marketing [2]. The effectiveness of these tools directly depends on the type of market. It is no secret that many firms monitor suppliers before making a large purchase of durable goods. Therefore, it is important to pay attention to branding, PR and personal sales, and only then to advertising and sales promotion.

The main problem of the Ukrainian food market growth is the lack of quality advertising and serious product promotion.

Often, food companies choose advertising as their primary means of marketing communications. This is due to the fact that such enterprises have a sufficient number of potential buyers and especially consumers of their products, to whom it is easiest of all to convey information through advertising. Advertising, as a way of disseminating

information, allows the use of a wide range of means of communication: from national television to local newspapers.

The main distribution channels for advertising in the food industry in Ukraine are: leaflets; negotiations with customers; manufacturers inspection; contracts with suppliers; information in non-specialized newspapers; contacts with sales representatives of other manufacturing companies; advertising in transport.

It should be noted that Ukrainian food industry enterprises are rather slowly developing marketing communications, since they do not have a clear system for planning and monitoring communication policy. Therefore, one of the main tasks of each enterprise is to balance all means of communication policy in order to achieve the best result at the lowest cost.

It is necessary to take into account that the important elements forming the marketing communications system of an enterprise should be:

- the general strategy of the enterprise in the market;
- marketing communications strategy;
- communication policy of the enterprise;
- measures to implement the marketing communications system.

Regarding the last element, it should be noted that it happens with the help of the formation of a complex of marketing communications at the enterprise.

References

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In order to increase the efficiency of the food industry development in Ukraine, it is necessary:

- to take measures to expand sales markets for domestic products;
- to provide food industry enterprises with highly qualified specialists, in particular, in the field of marketing and marketing communications;
- to comply with international quality standards;
- to improve technical equipment for raw materials at enterprises, which leads to the cost decrease of raw materials and, accordingly, to the decrease of products price;
- to analyze foreign food markets and taking measures to improve the competitiveness of domestic goods.

3 Conclusions

Food industry enterprises can use various combinations of marketing communications depending on the enterprise activity and its financial capabilities. The main criterion for the selection of elements, tools and methods of marketing communications is the analysis of consumer behavior, that is, the ratio of the potential or real consumer to the products of the selected enterprise. That is why, it is reasonable for Ukrainian food industry enterprises to increase their sales by improving a complex of marketing communications.

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