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## **MARKETING STRATEGIES OF ENHANCING COMPETITIVENESS OF THE ENTERPRISES OF BUDGET GENERATING BRANCHES OF THE FOOD SECTOR**

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The technological level of business process in enterprises of budget generating branches and activities of the food sector cannot be permanently audited to radical changes due to traditional production and sustainability technologies. Similarly, the objective possibility of creating unique or newest food products does not always

exist, and the whole assortment of finished products is practically mastered by the leading business entities. Therefore, it seems appropriate to consider providing reputation and establish close and well-established relationships with customers as mainstream competitive advantages for enterprises of budget generating branches of the food sector.

In determining this task, it is advisable to agree with the opinion of Markina I.A., Andryeyeva N.M., Golovchenko O.M. that it is important to establish the requirements of consumers to producers on properties, quality, cost and other competitive characteristics of their products [1, p. 153]. A set of expectations and needs of consumers can be presented as follows: consumers want peace and security; consumers are very grateful to those who can take care of their everyday problems that they themselves difficult to handle; many entities grow and prosper because they are more comfortable for their consumers; consumers want personal attention and communication; consumers want quality. Sometimes consumers want to be partners of the company; consumers want to be able to turn things or products that are not fully satisfied; consumers want to bring joy and pleasure; consumers want to live in an atmosphere of the relative predictability of businesses entities or consumer markets, services and products.

According to Aranchiy V.I. and Ihnatenko M.M., consumer's expectations and demands form the reasons for the purchase, which include security reasons, affection, comfort, pride and novelty [2, p. 55]. The motive of security is determined by the businesses entities reputation, a sign of good's quality, money back guarantee on the purchase. The attachment motive is formed by the quality of service, an effective system of discounts. The motive of comfort is determined, first of all, by the ease of operation, goods quality, and high-quality products. The motive of pride is determined by belonging to a certain social class and status, possession of rare things. The motive of novelty is formed the consumer's desire to buy new goods.

The decision of numerous of the above aspects appears to ensure proximity to customers, establishing trust, personal relationships with customers, individualized marketing, satisfy and retain loyal customers. In practice, these trends, according to Marmul L.O. and Rusnak A.V., can be implemented through the development of branding tools, the improvement of the trade organization, brand and assortment policy, measures for the enterprise public mission formation and the industry as a whole [3, p. 269].

The essence of branding is to create long-term consumer advantage to the brand. The use of branding in a competitive environment caused by the need to distance themselves from competing products facilities management. The objective necessity of applying to brand on the market for food and other goods is explained by the fact that in each country' region there are manufacturers who simultaneously try to enter the markets of neighboring regions and, at the same time, they are experiencing pressure on their domestic market by competing manufacturers from these regions. Forming a unified system of creation and distribution of advertising media is a part of branding. Its task is to determine the place of the trademark in the consumers' minds.

Thus, branding forms the psychological commitment of consumers to a particular brand of goods. The psychological commitment to trademarks is based on the fact that consumers have a limited ability to perceive and analyze marketing information. As «taking a decision on what to buy», apparently brain full of logical calculations considering all «for» and «against» compared with one another [4, p. 238].

Instead, people are exploring information about products and goods exclusively, and only then make decisions based on very large and general representations and their feelings about which product is best for them. These general ideas and sensations determine the degree of adherence to this or that brand. The pride of a stable brand is the loyalty of consumers; low vulnerability to competitive marketing activities and crises; higher profits; inelasticity with increasing prices; increase profitability and efficiency of marketing communications; additional opportunities to promote the brand.

The essential difference between a trademark and a brand (trademark) is that the trademark allows identification of the products of one or another manufacturer. While the perception of a trademark is accompanied by various associations, images, and expectations of consumers, which ultimately determine the consumer choice. According to Ihnatenko M.M., the development and perfection of branded trade in the market is the most reliable tool for the branding development and the formation of psychological commitment to the brand [5, p. 267]. Branded trade carries out two important organizational functions in modern conditions: firstly, it allows to fully control the channel of sales of products; and secondly, it provides a continuous flow of funds, improving the turnover and financial position of business entities and the industry as a whole.

In our opinion, branded trade can solve the problems of forming a psychological commitment to the trademark and satisfy consumer motives by using a high culture of service, offering the most diverse product ranges, the freshness of sold products, and tasting. The task of branded trade is to establish effective feedback from the consumer with the manufacturer on quality issues, prices, product ranges as well.

Along with the considered directions, the tools of general communication influence should be used to form the consumer's commitment. This requires the constant presence of developed combinations of information broadcasting of institutional advertising in the product sales field. The objectives of the advertising information are to inform consumers of the new product arrival on the market, lower prices and the introduction of discounts system, lotteries, and raffles, etc.

The objectives of the speech advertising are the formation of the brand advantages, change the product perception properties, the conviction to make a purchase. Repeated advertising is intended to support product awareness and place of its purchase, maintain a commitment to the brand, recall the need to purchase goods in the near future. Institutional (prestigious) advertising should form and maintain a favorable image of the businesses entities, which affects the competitiveness of budget generating branches of the food sector.



According to Romaniuk I.A. and Levayeva L.Yu., except of planned advertising campaign is necessary to implement a set of the following measures: firstly, the constant development of various forms of communication with consumers, for example, conducting consumer conferences, participating in exhibitions, fairs, seminars, holding tastings in the largest retail outlets, contact phones availability for direct communication of consumers on quality issues, the goods range of businesses entities and express claims [6, p. 48]. Secondly, it is important to promote the use of mass media to disseminate commercially sensitive information on products and businesses entities of budget generating branches of the food sector based on establishing a long-term mutually beneficial relationship with the heads and specialists of leading experts and media.

The proposed measures are able to create sustainable, long-term, trusting relationship between businesses entities and consumers in their systematic, consistent and regular use. They can provide the consumers psychological commitment to the manufacturer' brand, improve the businesses entities reputation. They can also create significant competitive advantages and increase the products competitiveness, potential for enterprises of budget generating branches of the food sector.

However, considering the formation of businesses entities reputation, it seems necessary to highlight some aspects in more detail [7, p. 85]. The image components are organizational and managerial culture of businesses entities, internal social and psychological climate, image of businesses entities from consumers (quality, design, trademark popularity, service, discount system, price, corporate style), business image of industries (business reputation, honesty, reliability, loyalty to partners, information openness, business activity), social image (sponsorship, patronage, participation in solving environmental problems, employment, health care, assistance to specific individuals), and the image of industries for state structures (products importance for the region, participation in regional social programs, adherence to laws, jobs creation).

Positive image improves the competitiveness in the market by attracting customers and partners, as well as facilitating access to resources. In our opinion, the social image of budget generating branches of the food sector is also an important tool for consumer opinion forming, as information about facilitating industries to social programs will always have a response to domestic consumers. Thus, the development of these areas will strengthen the reputation of the businesses entities of budget generating branches of the food sector among consumers and the degree of their commitment. It should be noted that the consideration of the businesses entities image as a derivative of several components corresponds to the modern understanding of the marketing role in the market activities management of businesses entities and the allocation integrative function as the main function [8, p. 49].

Integration marketing pays special attention to the market actors, which affects the activities of businesses entities of budget generating branches of the food sector. The basic principle of classical marketing is market orientation, which in the framework

of integration marketing is interpreted not as customer orientation, but as a focus on all groups of influence: on staff, suppliers, sales partners, competitors. However, the ultimate effectiveness of marketing depends on the degree of integration of individual measures and the effectiveness of coordination between them.

In our opinion, this understanding of marketing confirms the validity of the chosen method of studying the competitiveness of businesses entities of budget generating branches of the food sector as a system of interdependent factors of competitiveness, as a system actually used in the management practice businesses entities competitiveness. In analyzing the competitiveness of a separate business entity and developing reasonable management decisions, it is necessary to use a wide set of indicators that characterize the effective activity of the business entities and it is an indicator of effective work and interaction of all units. This circumstance allowed us to develop a system of indicative management of the decisions system adoption to increase the competitiveness of budget generating branches of the food sector.

The proposed system combines a set of solutions that are both internal and external orientation action allows you to create an integrated approach to decision-making to ensure competitiveness as summarizing the characteristics of the businesses entities of budget generating branches of the food sector in the market and can be used as part of operational management and control. Sustainable competitiveness of the budget generating branches of the food sector will be ensured through the use of all the paths of certain organizational and economic principles and the formation of significant competitive advantages on the basis of the proposed set of methods.

However, it should be noted that the development budget generating branches of the food sector as a whole is largely dependent on unregulated domestic facilities management tools impact factor - aggregate demand in the market [9, p. 141]. The elasticity of demand for population income and high potential demand suggest that increasing the consumers living standard will lead to an increase in aggregate demand and supply, will ensure the efficient operation of all production system elements, allowing them to develop within the cluster of competitive budget generating branches of food sector (the most sustainable form of economic interaction).

In modern conditions, there is a need to change the orientation and evaluation criteria for food products produced by agricultural enterprises belonging to the budget generating branches of the food sector. The competitiveness of any product can only be determined by comparison, and therefore it is a relative indicator. It is a characteristic of the goods, reflecting its difference from rival products on the degree of satisfaction of social needs competition. Competitiveness is determined by the combination of properties of these products, which are part of its quality and importance to consumers that determine consumer spending in the purchase, consumption (use) and waste products.

The competitiveness assessment of goods (services) of enterprises belonging to the budget generating branches of food sector begins with the research goal definition: if it is necessary to determine the product position in a number of similar, then it is

enough to conduct their direct comparison of the most important parameters; if the aim is to estimate the prospects of good sales in a particular market, the analysis of the information should be used, which includes information about products that will come to market in the future, and information about changing the current standards and legislation in the country, the dynamics of consumer demand as well [10, p. 189].

Regardless of the research purpose, the market research conditions are the basis of the competitiveness assessment, which should be conducted continuously, both before the new products development and during its implementation. The task is to distinguish the group of factors that influence the demand formation in a certain sector of the market: changes in the requirements of constant customers of products are considered; directions of similar developments are analyzed; areas of products possible use are considered; circle of regular customers is analyzed.

Long-term forecasting of market development takes a special place in its study. The products, which will be conducted by analysis or emerging requirements for future good, are selected on the market research basis and customer requirements. Next, the nomenclature of parameters is determined. The analysis should use the same criteria that the user operates when choosing a product. A comparison is made for each group of parameters shows how these parameters are similar to the corresponding option needs.

The competitiveness analysis begins with a normative parameters assessment. If at least one of them does not correspond to the level that is punished by norms and standards, then a further products competitiveness assessment is inappropriate, regardless of the comparison result on other parameters. At the same time, the excess of norms and standards and legislation cannot be considered as an advantage of products, because from the consumer's point of view it is often useless and does not increase the consumer value. Exceptions may be cases where the buyer is interested in some exceeding the existing norms and standards, based on their rigidity in the future.

The results of competitiveness evaluation use to develop a conclusion about it; to choose the ways to optimally increase the product competitiveness to solve market problems as well [11, p. 85]. However, the fact of the product high competitiveness is only a necessary condition for the product implementation in the market at a given volume. It should also consider the forms and methods of maintenance, advertising, trade and political relations between countries and etc.

The following management decisions regarding the set of ways to increase it can be taken as a result of the products competitiveness assessment: the change in the composition, structure of materials (raw materials, semi-finished products), component parts or product design; change the order of product design; change in production technology, test methods, production quality control systems, storage, packaging, transportation, installation. An important direction is the changes in prices for products, services, maintenance and repair, spare parts; changes in the order of products on the market; changes in structure and size of investment in the development, production, and marketing.

It is also important to change the incentive system of producers, change the products export and import structure by volume, types, channels of implementation. Overall, the strategy of improving food quality is an important part of the strategy to increase the enterprise's competitiveness belonging to budget generating branches of the food sector. The objects of its forecasting for the future are indicators of quality and value of food products, inferior to similar indicators of competitors' goods.

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