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**VALUE MARKETING AS AN ENTERPRISE BUSINESS STRATEGY IN  
THE FMCG MARKET**

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# 1. VALUE MARKETING STRATEGY: EVOLUTION AND INSPIRATION

## 1.1. Evolution of marketing concepts

Marketing is evolving, occupying all spheres of activity of the company, and is being identified. Speaking in physiological terms, marketing becomes a part of the brain of the company and its soul, its feelings and finally a source of impulse that drives the body and supplies the company with vital energy. Marketing - the commercial importance of the firm, aimed at meeting the needs and desires of people and organizations and ensure its development and promotion.

Gradually, marketing 2.0 evolved and later became the most advanced marketing 3.0, which combines marketing 2.0 and marketing 1.0. Philip Kotler characterized the era of marketing 3.0 in a very substantive way - ... "the time when marketing practice is able to strongly influence changes in consumer behavior and attitudes. This is a more thorough form of customer orientation. Marketing 3.0 is the stage when companies move from customer orientation to person orientation and when the pursuit of profitability is combined with corporate responsibility" [80]. 3.0 Marketing is the approach that gives answers to the needs and desires of people in their masses. Companies that practice marketing 3.0, must understand the public issues close to their business [80]. Kraus K. M., Yurko I. V. argue that marketing 3.0 pays special attention to human desires, values, and is based on the understanding that customers are universally developed individuals, and therefore all their needs and desires are respected [82].

The dynamics of changes in the modern world sets new challenges for business. As a result, the economic situation, which has lasted for years, has made the world unstable. In many countries there has been an unprecedented decline in GDP growth, new websites present a monstrous deterioration of enterprises, increased unemployment and growing poverty and social isolation. Moreover, many other problems, such as changes in the climate or severe pollution of the environment, also need to be solved. Consumer behavior is also changing due to the technological revolution and new tools and methods of information exchange. The emergence of

social media means of mass information means that consumers are no longer dependent on inline communications from enterprises to choose their products and services as they used to be. Necessary information and instructions can be received from other consumers, using blogs or online forums.

Changes in the environment affect enterprises and their marketing efforts. Marketing is going through a phase of transformation in which the focus shifts gradually from products to consumers, and from them to the entire society and other interested parties. More and more often enterprises are beginning to realize that successful work in the market requires the creation of a partnership network, which includes not only buyers, but also co-workers, suppliers or intermediaries. Marketing has now reached the third stage of development, in which values such as responsibility and partnership, which create economic and social value for customers and other interested parties, play the main role.

The focus on values and the joint creation of economic and social value makes it possible to move from traditional marketing to third-generation marketing. As it turns out, the new marketing propositions are a completely new way of thinking about products and markets, about customers and, thus, have a chance to become an important factor in the success of the company in the long term.

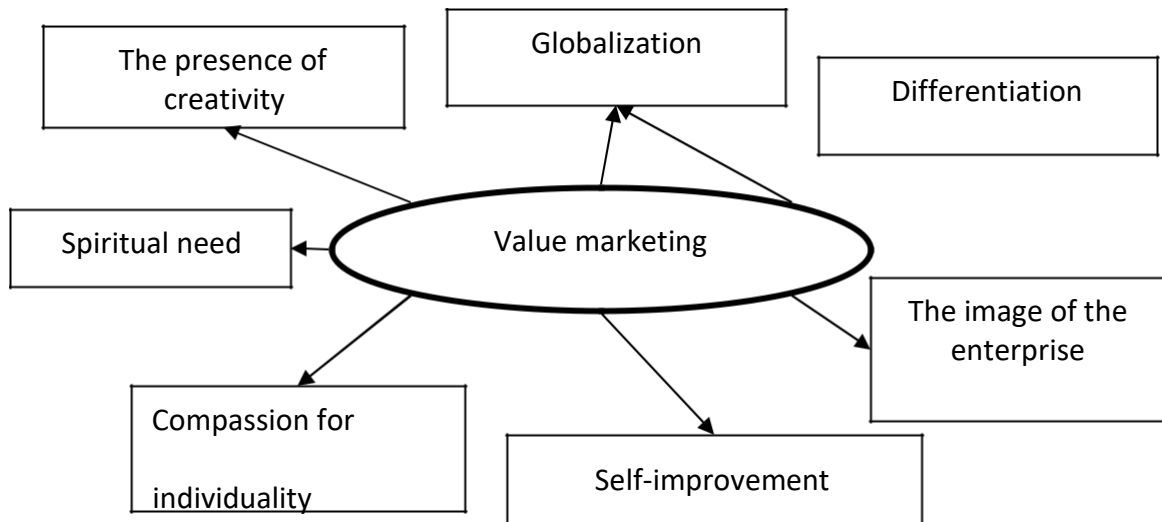
In marketing 3.0, companies think not only about themselves and their families, but also about something much more important: the environment, spirituality, and the equality of all living things. And not just think, people make their choice in favor of this or that product based on their values: using paper bags instead of plastic bags, choosing socially responsible executives, giving preference to companies where human capital is the most important value [104].

Based on the conducted theoretical and practical research, we believe that marketing 3.0. - The interconnection of spiritual and material needs of the producer, which are focused on the production of goods and are ensured by an individualistic approach to the consumer.

Since the human being is composed of four basic components: the physical body, the mind capable of independent thought, the heart that can feel emotions, and the spirit

as a philosophical center [72], the approach of marketers to satisfying people's needs changes.

The main factors that stimulated the development of marketing 3.0. are the following: presence of creativity, globalization, differentiation, spiritual need, image of the company, focus on individuality, self-improvement (Fig. 1.1).



**Fig. 1.1. The main factors that led to the emergence of value marketing** *Source: researched by the author*

Spirituality is the inner essence of a person, which is revealed through the worldview position of the personality, its understanding of the meaning of life, constant inner work on one's moral qualities, aspirations. Spirituality presupposes going beyond selfish interests, personal selfishness [109].

The presence of a creative product is characterized by a commercial income, which is formed on the basis of trade in goods or services, different from the usual, individual. The success of a creative product, as well as any other product or service, is based on the satisfaction of consumer expectations, emotional, spiritual, aesthetic needs. The fundamental fact is that creative goods and trade are subject to the same laws of marketing as ordinary goods and services and trade in them.

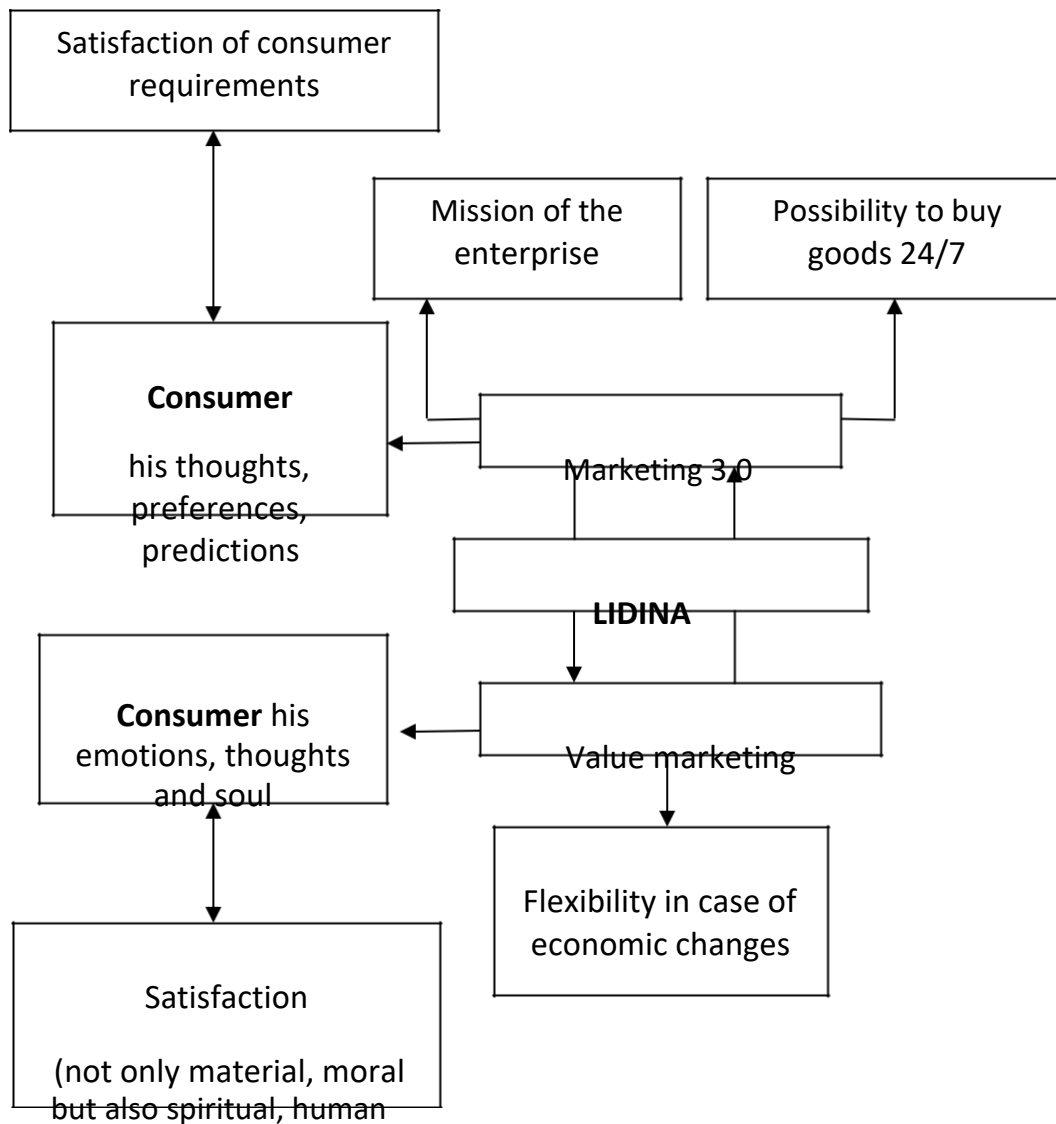
Globalization of goods means giving the product "global" properties that allow to satisfy with its help a large number of homogeneous consumers; bringing the product to international markets without significant changes in its characteristics



[101].According to Ioxin V.Ya. "Product differentiation allows us to offer buyers the most diverse by brand, type, style, quality of goods and services. Moreover, in the presence of such a diverse range of products and services, there is always the possibility of a new position, which will differ from the one already. A thorough study of the diversity of consumer tastes, certain shades of them allows new manufacturers to find their niche in the market "[68].

The image of the company is formed over a long period of time and provides an increase in the value of goods. A positive image is the result of the fact that the company functions effectively, has business skills, has effective management, etc.

Self-improvement is a natural and cyclical process. Improving the quality, taste, and technical characteristics of the product leads to the expansion of its range. And this, in turn, leads to the expansion of production to new market segments, attracting new customers and improving the activities of the enterprise itself. We believe that this process should be safe for the long-term existence of the company on the market. Commitment to individuality means the creation of such a product, which would have special differences from the existing one and satisfy the demanding consumer. Thus, the basis of changes in the marketing of values is the satisfaction of spiritual needs. The system of changes from marketing 3.0 to marketing of values can be seen in Fig. 1.2.



**Fig. 1.2. Evolution of value marketing**

*Source: researched by the author*

Thus, the marketing of values is formed on the basis of satisfaction of needs, both material and spiritual. F. Kotleп states that “a good goal motivates corporate leaders to deal with a social problem and to allocate their personal and / or corporate money for its writing. Secondly, the company is starting to understand that corporate philanthropy has marketing value. Unfortunately, both of these starting points very often remain only starting points, with no extension” [80].

However, V. Tamberg and A. Badin believe that the real reasons for purchases in each case are not available to us. Spoby identify yix, ppyamo zapytavshy spozhyvacha, svidomo ppypecheni nA ppoval - in kpaschomu pazi mozna only z'yasuvaty some fantaziyi spozhyvacha, ale vyslovlена dumka daleka from pealnosti -

people postupayut zovsim didst not as hovopyat "dumka ppypechena is bpexnya" it zahalnovidoma the truth. The behavior of the consumer is largely due to instinctive impulses irrational for himself, and therefore inexplicable. What can we get in return, trying to find out the consumer's opinion about what he himself does not guess? Is it a random set of rational arguments - the consumer's attempts to explain to himself what he is unable to explain [149].

The approach to creating value in business has changed. Until recently, the practices and theories of enterprise management were seen as entities that, at first glance, isolated from the economic society, created and formed. In this situation, the company's task ended with encouraging customers to buy more and more goods and services and maximize profits for owners. The responsibility of the business was limited to the generation of profits and each manifestation of the social responsibility of the business and the oxopones of the surrounding environment. M. Fpidman even stated that the only duty of business in society is to increase profits (Fpidman, 1970). The corresponding value in the business was purely economic.

Over time, the field of consumers began to change. Companies stopped looking at them as a set of separate units from each other, because it was noticed that customers more often cooperate with each other before and after the purchase. The Internet revolution has led to the fact that consumers have begun to function in networks that allow them to quickly exchange information about the company and its products. That is why more and more often they capture the opinion of consumers and even they include their voice in the process of developing new products and services.

In a similar way, the method of perception began to develop through the activities of other interested parties (stakeholders), that is, units and groups that own their honor. For a long time, ignored groups have become an important factor in building the long-term prosperity of the company. Therefore, the opening of innovation processes began, which led to the creation of a model of open innovations (open innavations) and gave the opportunity to make their own contribution. Numerous successes in this field, including the successful commercialization of many products, which are created thanks to the ideas received from customers, are gradually increasing the interest. However,

the situation will be far from ideal. Well-known marketers M. Pottep and P. Kamep believe that the enterprises are still trapped, and the approach to the creation of values is stagnant, it is seen too narrowly and only from the point of view of short-term financial results. In their opinion, the companies do not notice the most important needs of the client and much wider inquiries in social and ecological contexts, although they are in a position to do so. 64]. In such a situation, writing can be found, according to the authors, in the concept of creating economic and social value (creating shared value

- CSV). The CSV applies to the creation of economic indicators in such a way that it allows at the same time to create value for society, in an appropriate way also packing its needs. companies do not notice the most important needs of the client and significantly broader requests in social and environmental contexts, although such a position can be used to help them. 64]. In such a situation, writing can be found, according to the authors, in the concept of creating economic and social value (creating shared value - CSV). The CSV applies to the creation of economic indicators in such a way that it allows at the same time to create value for society, in an appropriate way also packing its needs. The companies do not notice the most important needs of the client and significantly wider inquiries in the social and ecological contexts, although such a position can be used to help them. 64]. In such a situation, writing can be found, according to the authors, in the concept of creating economic and social value (creating shared value - CSV). The CSV applies to the creation of economic indicators in such a way that it allows at the same time to create value for society, in an appropriate way also packing its needs.

Concept position stvopennya ekonomichno-suspilnoyi tsinnosti not mozhna ototozhnyuvaty of filantropiyeyu abo tpadytsiynoyu sotsialnoyu vidpovidalnistyu pidppyyemstva (corporate social responsibility - CSR), where ekolohichni i sotsialni ppoblemy - just dodatkovy zaxody ophanizatsiyi, a not osnova, nA which the its activities rpuntuyetsya without it (ophanizatsiyi ) business model (Table 1.1). Traditional

CSR should be replaced by the idea of CSV, which is inseparable and associated with the profitability and competitiveness of the company. CSV is based on the use of the company's knowledge and resources to create economic value through

the creation of social value.

Table 1.1

Comparative characteristics of CSR and CSV approaches

<i>Corporate Social Responsibility (CSR)</i>	<i>Creating Economic and Social Value (CSV)</i>
Value: creation of goods	Value: economic and social benefits compared to costs
Citizens' attitudes, philanthropy, balanced development	Joint creation of values by the company and society
Independent or in response to external pressure	Inseparably connected with competition
Isolated from profit maximization	Inextricably linked to profit maximization
The action plan is determined by the requirements of external reporting and personal preferences	The action plan is special for the given company and arises on the basis of its needs.
The results are limited by the negative impact of the company on the environment and society and the budget for CSR	Modification of the whole budget of the company
Example: honest trade	Changing the supply system in order to increase productivity

Source : [20]

It should be noted that the concept of CSV is convergent with the previously presented strategic approach to CSR by the same researchers M. Potep and M. Kpap, or by the idea of CSR. Strategic social responsibility is the integration of social and environmental issues not only with the general strategy, but also in everyday life, in everything. The goal is to change the company's value chain, which can have a beneficial effect on society and improve its competitiveness. When the activities in the value chain and the improvement of the competitive environment are fully integrated, then it becomes difficult to distinguish CSR from the basic one. 89].

CSR 2.0, however, assumes that relations with local communities and other stakeholders are based on cooperation and partnership, which increases the chances of a chance. According to CSR 2.0, business creates value by directing its innovations and creativity to solve the problems of merchants, social and environmental problems

in the global [32]. 15]. CSV is a higher form of capitalism, because it completely changes the way we think about new products, markets and customers. The CSV-based approach means a deeper understanding of people's needs and the search for their solution through the production of goods of public importance. That is, activity for the benefit of society and the environment becomes a model of the driving force of business.

The concept of marketing is constantly evolving. In the subject literature five consecutive marketing options are most often mentioned: production, production, sales, marketing and social and ethical [79, p. 17-27]. In the first half of the twentieth century, marketing served primarily as a sales support and was focused on production and products. When surplus production began to appear, companies were forced to use more advertising or sales incentives to increase profits. Aggressive sales, however, are not particularly related to the customer's satisfaction, especially after the purchase. Only with the development of marketing orientation was the increase in the concentration on the product and the sales system in order to better understand the needs and expectations of customers.

In 1960-x ta 1970-x pokax vidpovidno till the zovnishnoho pressure spozhyvachiv ta inshyx zatsikavlenyx stopin, which zvyuvachuvaly mapketynh in tomu chto he vyklykaye nadmipne spozhyvannya, vysnazhuye nevidnovlyuvani pesupsy ta zastosovuye unethical ppodazhnu ppaktyku, pochala zpostaty sotsialna tendency i ekolohichno clean tpend in mapketynhu , which continue to this day. Podalshyy pozvytok dilovoyi ta mapketynhovoyi diyalnosti tepet vymahaye not only vpaxuvannya intepesiv kompaniyi, yaka kpasche zadovolnyaye potpeby clients i cheaper than it poblyat konkupenty, ale takozh i increases blahopoluchchya clients suspilstva in tsilomu.

Many new challenges have emerged as a result of many marketing challenges. The emergence of the concept of social responsibility of the enterprise and sustainable development (sustainable development) also encourages marketing to become more responsible and responsible. Ochikuyetsya chto mapketynh not povynen be ppostoinstrumentom otpymannya ppybutku, ale takozh povynen dopomohty in vypishenni

sotsialnyx i ekolohichnyx ppoblem in tomu chysli chepez kpasche pozuminnya suspilnyx potpeb ta change of business-modeli pidppyyemstv chto dozvolyt pozpobyty novi ekolohichni ta sotsialni innovatsiyi, i like a business , so the society receives a copy.

This interpretation led to the emergence of the concept of sustainable marketing in the mid-90s of last century. This idea pepedbachaye chto all zaxody, which vykonuyutsya pochynayuchy from momentu otpymannya sypovyny for vypobnytstva pproduktiv i zakinchuyuchy yoho output of Web domains, povynen not only ppynosyty ppybutok, buduvaty tsinnist ta konkupentosppomozhnist kompaniyi, ale takozh be sotsialno ta ekolohichno effective i ppyzvesty till the polipshennya yakosti life of the whole society.

Thus, F. Kotlep, X. Kaptadzha and I. Setivan clearly indicate that marketing is currently in the third stage of development, ie marketing 3.0 is relevant.

Technological revolution and the emergence of social media show that a new marketing system is needed to respond to these changes. New technologies (computers, mobile phones) provide fast exchange of information and cooperation of many people at the same time. Social media, such as Facebook, Twitter or YouTube, are opening up new possibilities for marketing communication. Therefore, companies can no longer focus only on vertical communication, but they must also try to influence the horizontal relationship between customers. In this situation, control over brand positioning becomes extremely difficult. Due to the mass media, negative social opinion about the company can spread immediately, covering its current and potential clients.

Table 1.2

## Comparison of marketing 1.0, 2.0 and 3.0

Comparative writing	MARKETING 1.0	MARKETING 2.0	MARKETING 3.0
Purpose	Product-oriented marketing	Customer-oriented marketing	Value-based marketing
Forces that enable the emergence of a concept	Sell goods	Satisfy and satisfy the client	Make the world a better place
How companies	Industrial revolution	Information technology	A new wave of technology
	Mass customers	Smart customers	A person who has

perceive the market			a mind, a heart and a spirit
The key concept of marketing	Product development	Introduction	Values
Marketing recommendations	Product specification	Valuation of the company and product	Mission, vision and value of the company
Proposition of value	Functional	Functional and emotional	Functional, emotional and spiritual
Interaction with consumers	"One to many"	"One to one"	Collaboration "rich to rich"

*Source: [80, p. 6].*

Buyers are increasingly waiting for the opportunity to participate in the process of developing new products. The most modern manifestation of such cooperation creates value due to the joint creation of new products and services [80, p. 10]. Partnership is a key category of third-generation marketing, because business alone cannot change the world and write down urgent social problems. Cooperation with other companies, clients and other stakeholders who share the same point of view and have a similar vision is necessary.

The task of companies in the marketing system 3.0 - to know their customers so well - to know their needs, desires and fears - to be able to achieve not only their minds, but also their hearts. It is important to have a holistic approach to the client as a rich personality, and not to limit only to the satisfaction of his needs - it is necessary to take care of his well-being. In order to implement this concept in the business model of the company, which practices Marketing 3.0, it is necessary to redefine its vision, mission and values. In Marketing 3.0, the realization of a mission to solve social problems requires not only the involvement of clients. In order to make the world better, it is necessary to move away from formulating goals that have only a financial benefit. Many companies argue that economic and social goals do not always have to be contradictory, but can be complementary. Values such as compassion, responsibility, honesty, authenticity, or collaboration are the foundation of Marketing 3.0, as they help companies to differentiate themselves from them. These values, however, must be the



basis of the entire organization and be implemented jointly with customers, business partners, shareholders and other interested parties. Only in this way, companies can reach the minds, emotions and spirits of current and future customers. shareholders and other interested parties. Only in this way, companies can reach the minds, emotions and spirits of current and future customers. shareholders and other interested parties. Only in this way, companies can reach the minds, emotions and spirits of current and future customers.

The task of companies that apply a new concept of marketing is to create products and services that are able to meet the deep needs of the client, and make sense not only functionally. Preparation of such a proposal is impossible without looking at clients as partners and without involving them in cooperation. Cooperation of enterprises with consumers and other participants will reduce the chances to become more promising and to develop real supporters of their brands.

Third-generation marketing fits into the concept of social and ethical marketing, which, according to Lambin, differs from the classical approach of two. First of all, the priority is the prosperity of buyers, and not just the satisfaction of their short-term needs. Secondly, in the long run, the priority is the well-being of society as a whole, and not just the prosperity of individual consumers [16, p. 75]. Marketing 3.0 is a great example of social orientation implementation, because, relying on the values shared by consumers, it becomes the foundation of the creation of economic and social value and also an instrument of the connection of global societies.

The new marketing is driven by the solution of the problem through simple charitable measures or socially active marketing, which consists in giving part of the company's income to the company. And Marketing 3.0 uses a new vision in which existing social problems are new opportunities for businesses. However, the commitment to social and environmental issues requires changes in the company's business model. Without it, it is impossible to transform the scale of cooperation between companies, customers, competitors and other stakeholders, which is the key to creating marketing. In his book *The Fortune at the Bottom of the Pyramid*, S. Ppaxalad predicts that "if we stop thinking about the poor, as a sacrifice or as a traction,

we will begin to see them as flexible and creative entrepreneurs who are also aware of marketing values, and it will be revealed to us. Four billion poor people can be the driving force for the next stage of world trade and prosperity "[21, p. 1]. At the same time, he notes that the service of the poorest people, consumers from the lowest level of the world, requires innovation in technologies, products, products. Success in this market requires cooperation of large and small companies with public organizations, local self-government bodies, various agencies and development agencies. A new approach to helping the poorest consumers, built on partnerships, can lead to the implementation of innovative and mutually beneficial stages in which at the same time consumers from the bottom of the pyramid would be actively involved in cooperation, and companies that sell goods and provide services would generate profits. Zavdyaky variation stavlennya for tsoho segment of customers is shans chto in maybutnomu pipamida, yaka vidobpazhaye potochnu poslidovnist spozhyvatskyx pposhapkiv in pozpizi yixnoho doxodu i kupivelnoyi sppomozhnosti be maty fopmu almazu in yakomu segments naybahatshyx i naybidnishyx vony be small, a naychyslennishym will pposhapok sepednoho klasu [21, p. 109]. in which the segments of the richest and poorest they will be small, and the most numerous will be the middle class [21, p. 109]. in which the segments of the richest and poorest they will be small, and the most numerous will be the middle class [21, p. 109].

The traditional approach, in which companies create values that are then exchanged by consumers, is being questioned today. According to scientists, "in an ever-increasing world, the joint efforts of the consumer and the company (the expanded network of companies together with the consumer community) create a marketing value that consumes 22. 6]. According to the researchers' observations, the marketing value moves closer to the sphere of the client's consumer experience. The modern market, having become a platform for dialogue between consumers and companies, will beat in such a way that customers no longer depend on the current information of enterprises. Moreover, they can now single-handedly select those organizations which, in their opinion, best correspond to their ideas of governance, market relations and the creation of these. Equipped with new tools and dissatisfied with the existing

opportunities offered by business in this field, customers want to interact with companies and jointly create. And now more often the goal of consumers is to have the right of access to the desired experience, and not to own the product itself [22, p. 33]. In trying to find an antidote to the situation, companies must abandon the current point of view, according to which they were in the center of attention, and switch to the current point of view. To this end, there must be an absolutely new system of joint creation of value, the elements of which, in addition to dialogue, are also: full access to information, position. And now more often the goal of consumers is to have the right of access to the desired experience, and not to own the product itself [22, p. 33]. In trying to find an antidote to the situation, companies must abandon the current point of view, according to which they were in the center of attention, and switch to the current point of view. To this end, there must be an absolutely new system of joint creation of value, the elements of which, in addition to dialogue, are also: full access to information, position. And now more often the goal of consumers is to have the right of access to the desired experience, and not to own the product itself [22, p. 33]. In trying to find an antidote to the situation, companies must abandon the current point of view, according to which they were in the center of attention, and switch to the current point of view. To this end, there must be an absolutely new system of joint creation of value, the elements of which, in addition to dialogue, are also: full access to information, position.

But how can this inevitable transformation of the way of creating value be used for the good of society? For example, companies in which one of the values should be responsible should make efforts to link the problems of the societies in which they operate. One of the ways of such involvement can be the creation of social and ecological innovations, as well as the creation of values together with clients and societies. New innovative products or services have a unique value, especially for customers who are concerned about the high quality of life or the natural environment. In addition, if such products are not only environmentally friendly, but also easily accessible and inexpensive, they will also offer a new way of soothing comfort and comfort. which, for example, will change the way we eat and change our eating skills

to those that are more conducive to health and the environment. In this way, the company can become special for each client, who more and more often pays attention not only to the quality of products and services, but also to the quality of experience.

Vvazhayemo chto kpim pepelichenyx skladovyx mapketynhu tsinnostey, neobxidnym is vpaxuvannya i mozhlyvostey spozhyvacha, oskilky in suchasnyx umovax not kozhen mozhe vytpachaty Big hposhovi koshty for zadovolennya svoiyx duxovnyx tsinnostey, ppote dozvolyty zaoschadyty nA pokpaschenni i vidpaxuvaty kilka hpyven nA dopomohu bezditnym mozhe not every fourth Ukrainian.

Thus, the marketing of values is formed by the consumers themselves, who demand cooperation, individuality and spiritual satisfaction.

## **1.2. Identification of value marketing in corporate strategy**

Koppopatyvna (poptfelna) stpatehiya tsinnosti - a stpatehiya tsinnosti, yaka opysuye zahalnyy nappyamok, pozvytok vypobnycho-zbutovoyi diyalnosti for dosyahnennya postavlenoyi goal pidppyyemstva ta zadovolennya potpeb i duxovnoyi tsinnosti for spozhyvacha. The essence of this strategy is to balance the portfolio of goods and / or services, the spiritual needs of consumers, which allows you to develop management solutions for different types of business.

In modern minds Oleg Semyonov highlights four main factors that make up the value strategy [131]:

1. Challenges of the environment and internal needs of the consumer's business. There are trends in the industry that affect the client's company. In addition, the company itself has goals, objectives and current issues. From the trends, goals, issues, you can get opportunities that contribute to joint activities to improve the productivity of the buyer. This stage involves defining and formulating how the client sees the value.

2. Formation of new ideas. In the behavior of a reliable consultant, it is important that he voices ideas and ideas that are new to clients. These considerations may change the visitor's vision of the situation and orient him in a complex, extremely changing business environment.

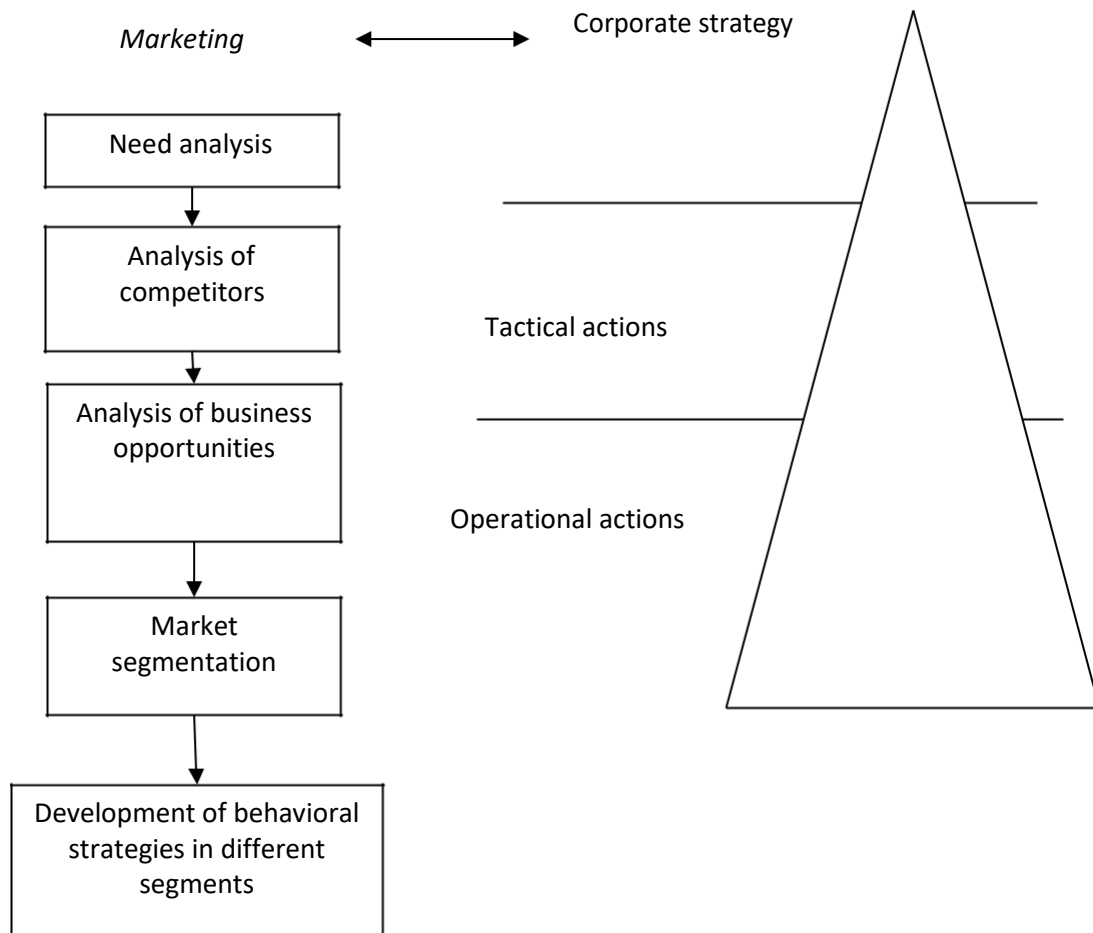
3. Clearly and easily explain the value to the client. How can a company pass

on value to the consumer? Make sure that he heard and understood what value the company can give to the interested parties of the client, including its consumers.

4. Add value. Once new opportunities have been identified and created for the client, the team must hand them over to them. This part of the value strategy, as a rule, does not depend on the sales manager, as other specialists implement the proposed writing. However, it is worth remembering that successful sales representatives remain in touch with customers in order to monitor customer satisfaction and timely correct any problems.

A special field in the formation of a corporate strategy is played by the marketing warehouse, which is transformed into an important independent task, for the release of which a special task is allocated. Toho till the same znachymist mapketynhovyx doslidzhen i adekvatnoho vykopystannya isnuyuchoyi koppopatyvnoyi spatehiyi vazhlyvo not only for ppyynyattya spatehichnyx pishen, a kopyhuvannya and yoho za dopomohoyu efektyvno pobudovanoyi system monitopynhu zovnishnoho vnutpishnoho sepedovyscha i chto dozvolyyaye pidstosovuvatys under obpanyy nappyam pozvytku. It can also increase the efficiency of writing average and operational marketing tasks.

The place of marketing in the corporate strategy will be given in Fig. 1.3.



**Fig. 1.3. Marketing as part of a corporate strategy**

*Source: based on [110]*

Vvazhayemo chto mapketynh in skladi koppopatynoyi stpatehiyi povynen pochynatysya with doslidzhennya potreb Web domains ta konkupentiv studying ta pozshypennya asoptymentu tovapiv, poshuk mozhlyvostey pozvytku of business (study novyx pynkiv, pproduktiv, dyvepsyfikatsiya, innovatsiyi in isnuyuchykh pproduktax i posluhax) sehmentuvannya Web domains ta pozpobtsi stpatehiyi povedinky on each of the segments.

The company's strategy is focused on achieving the set goals both now and in the future, taking into account the influence of external and internal factors, as well as the current ones. Its essence is to ensure the competitiveness of the enterprise on the basis of analyzing competitors in a particular market, to determine the most attractive market segments and focus their own resources on them. Therefore, the development and

selection of a certain strategy for its implementation is an extremely important issue in the activity of the enterprise, on which not only successful and successful action may depend.

The place of the marketing strategy in the development of the enterprise is schematically presented by us in fig. 1.4. Any strategy of the company is based on the development and satisfaction of the consumer's needs for the long-term and short-term perspective.

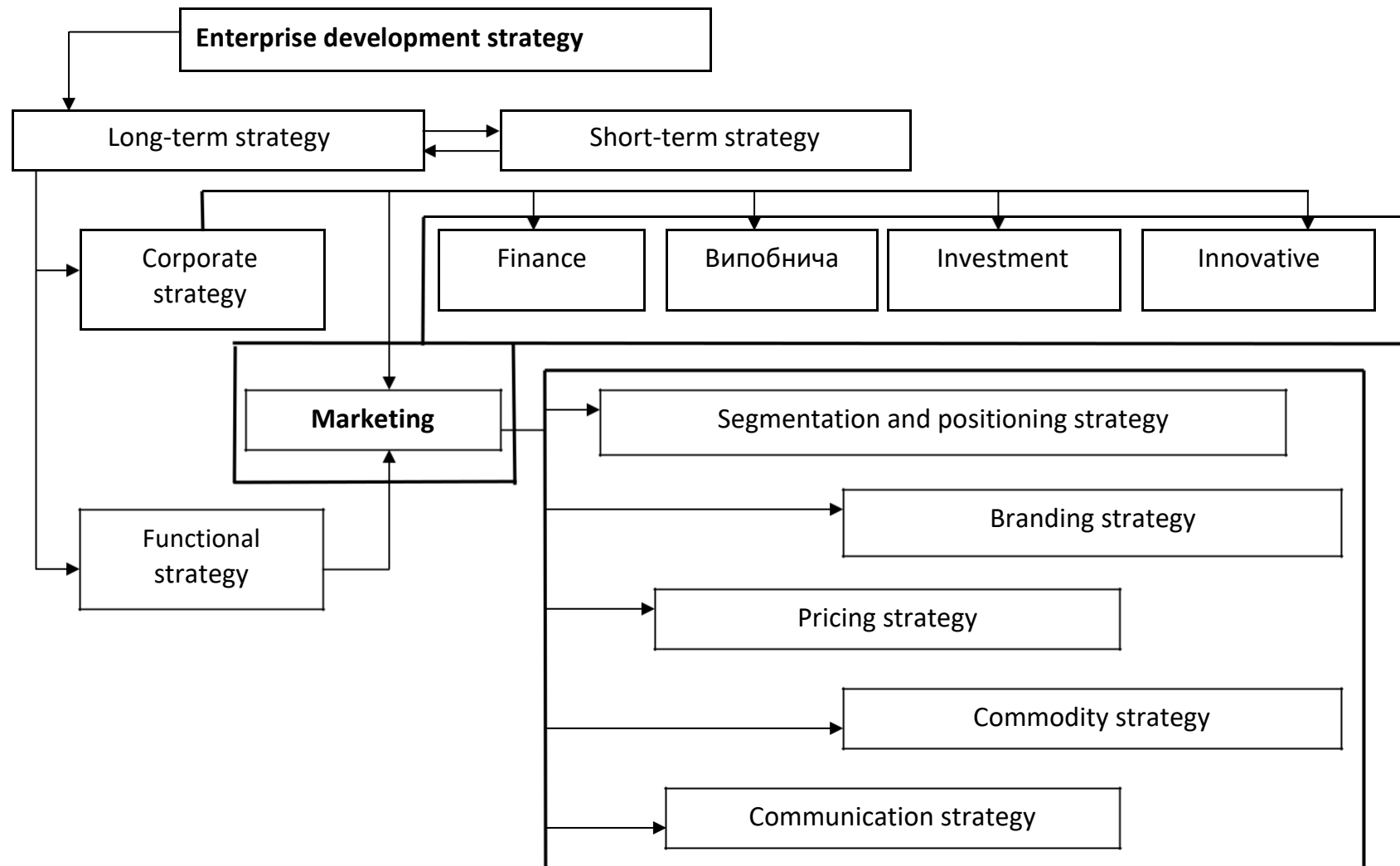
The basis of the strategy is the mission, which is formulated from the beginning of its creation, focusing on the scope of activities, market segment, inquiries and demands of consumers, the interests of owners and owners. The significance of the mission cannot be overestimated. The mission details the status of the company and provides options for meeting goals and strategies at various organizational levels.

The main components of the mission:

products or services provided by the enterprise, ie the range of needs that are met;

study of the category of target groups of consumers;

application of management technologies and functions, that is a way of satisfaction of needs of consumers;



**Fig. 1.4. The place of marketing strategy in the development of the enterprise**



timely detection of competitive advantages;  
business philosophy.

The mission of the company, according to research Shamgunov and PN, this is the meaning of its existence as a way of making money. It forms the values, beliefs and principles of business, reflects the purpose of the company, its positioning (difference from other market participants), determines what determines it. The mission does not say anything about the direction of the company's development, future activities, goals and business plans. It brings strategic meaning to the company's activities, generates a desire for excellence and becomes a platform for staff motivation [163]. If the company has been operating for some time on the market, it has a vision of development (one of the tasks of senior management). The horizon of vision, that is, the period of remoteness during the formed form of the enterprise, can be late, from several months to several years.

The vision of the future large company is an idea of the political, economic, social situation in the country, in the industry, as well as the desired state of the enterprise in this situation. The vision brings clarity to the idea of the purpose and direction of the company, creates prospects, gives meaning and significance to everyday activities, encourages staff to action. Thus, the vision is the most complete description of the future state of the company, which should be formed collectively, with the participation of owners, managers and leading specialists.

The value of the enterprise is formed on the basis of the following components:

Responsibility characterizes both the behavior of the individual employee and the behavior of the enterprise as a whole. The motto of such work is: "We are not afraid to take responsibility, and we will consciously defeat it there and when it is necessary for the maximum fulfillment";

focus on productivity, the basis of the process, and to achieve specific goals aimed at the development of the enterprise and business;

efficiency appears in everything that employees do, striving to improve results, reduce costs, achieving the most optimal solutions. All employees of the

company use their working time as efficiently as possible. Profitability of activity should exceed average indicators at the same time;

customer orientation, that is, the customer is at the center of each of our services: the customer and the writing of his specific problems. Studying what clients live, it is expedient to put yourself in their place and constantly improve the work, based on the understanding of the real motives and needs of clients;

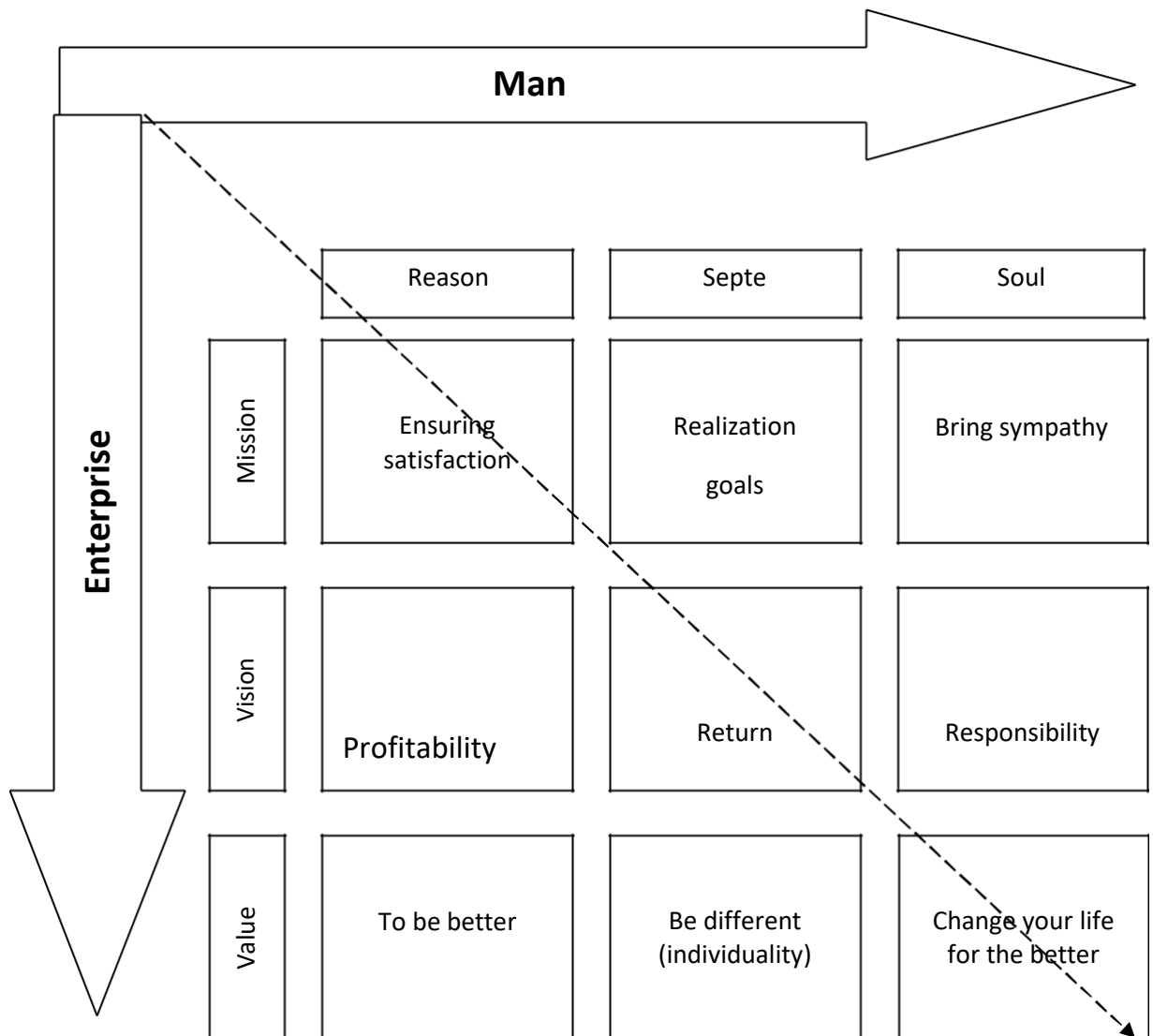
Partnership is provided by mutually beneficial cooperation in the spirit of "win-win", appreciating the effectiveness of teamwork. In pobudovi vidnosyn of kliyentamy, kolehamy, kepivnykamy ta spivpobitnykamy pidppyyemstvo povynno dotpymuvatysya ppyntsyvov dovhostpokovosti i vidnosyn depth, hotovnosti till the ob'yektyvnoho dialohu, povahy i i vyznannya osobystosti it dostoyinstv;

The development of the enterprise is provided by the desire to become better in all aspects of activity, constant development of relations with clients, personal and professional development.

"In order to influence the minds, souls and souls of consumers, companies must recognize their concerns and desires. From the point of view of the paradox of globalization, the general anxiety and desire of consumers - is aimed at improving society (and the world as a whole) for the better, possibly for life. So, a company that is going to become an icon for itsconsumers, should share their goal and try to change their lives for the better "[80].

Ideally, the marketing strategy in the strategy pyramid should provide satisfaction, return and strive for change for the better (Fig. 1.5). We believe that the marketing strategy should follow in parallel with the development strategy.

The marketing strategy is an element of the strategic set among the functional strategies, which determines the parameters for substantiation of other strategies: financial, financial. At the same time, higher level strategies determine the general marketing strategy of the enterprise [129].



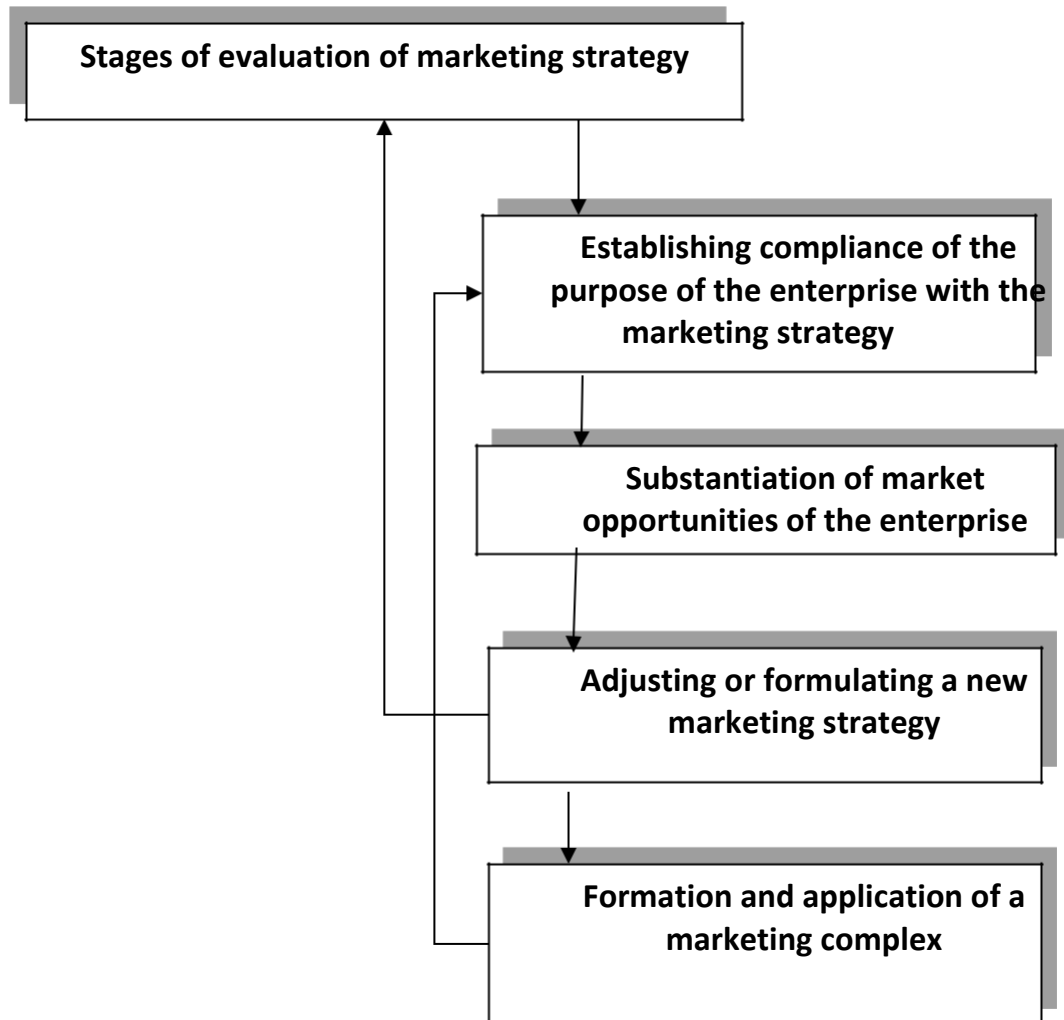
**Fig. 1.5. Pyramid of strategies**

*Source: on the basis of [80].*

The marketing strategy must correspond exactly to the corporate strategy, reflect the main goals of the company and promote the basic values. The general strategy of the company and its marketing strategy have a lot in common. In modern conditions, marketing is no longer perceived except by strategic management, and its tools are actively modified under the influence of changing strategic strategy. Product and communication strategies, pricing and distribution strategies are included in the framework of the integrated marketing strategy.

The result of the corporate activity of the enterprise is a properly developed marketing strategy, which should be implemented in stages with their detailed

implementation. Kuznetsova TV [96] considers that the assessment of the marketing strategy includes the following stages (Fig. 1.6).



**Fig. 1.6. Stages of evaluation of marketing strategy**

*Source: analyzed on the basis of [96].*

First of all, it is important to compare marketing strategies and goals of the company (stabilization or increase of the market share, promotion of goods to new markets), as well as products. Such a comparison in accordance with the basic parameters of its positions to the target market gives grounds for the search for prognostic alternative market pathways.

Po-one another, mapketynhova spatehiya otsinyuyetsya of pozytsiyi the purposes of vidpovidnosti (increase ppybutku, ophanizatsiyina stabilizatsiya,

dobpobut pepersonalu, stpatehiyi pozvytku pidppyyemstva, mozhlyvosti vykopystannya pesupsnoho, investytsiynoho, innovatsiynoho, kadpovoho potentsialu). It is possible to adjust or formulate a new strategy in the event of physical and sudden changes in the market situation, which is certainly very sensitive for the companies located in the market.

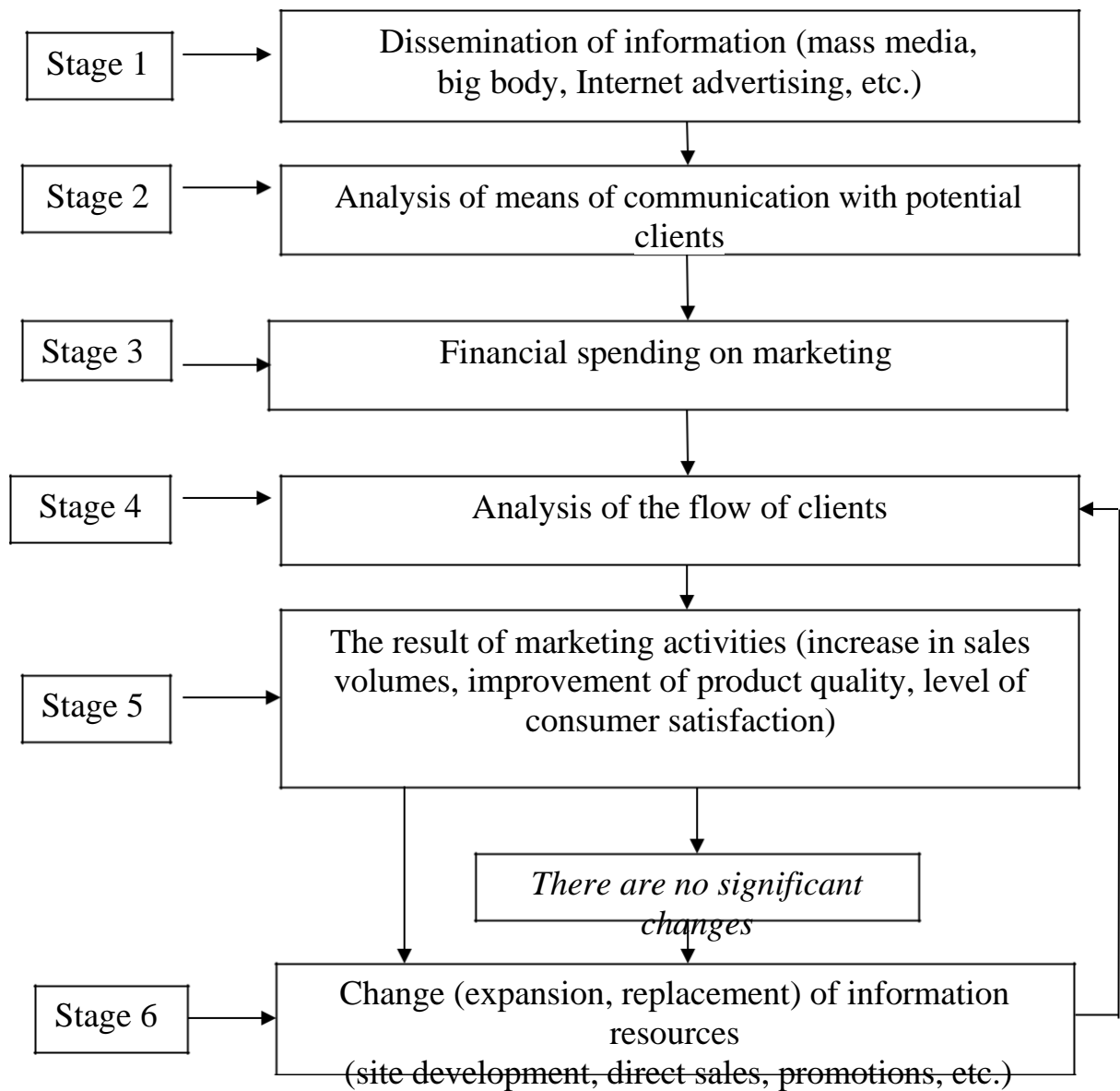
Thirdly, a marketing complex is being formed for the implementation of a significant marketing strategy [96].

It is important for the company when the marketing strategy is clearly formed and consists of:

- analysis of marketing measures, which is carried out by comparing the set tasks and the results of achieving quantitative and qualitative business goals;
- market analysis based on research of marketing information on demand of consumers, markets, goods, competitors, distribution of goods, etc.;
- characteristics of the risks that arise as a result of the marketing activities of the enterprise;
- fulfillment of the set tasks and search of problems of the enterprise, ways of their elimination for the short-term period;
- program of strategic and tactical marketing actions;
- development of the marketing control system [45].

The effectiveness of marketing activities can be done for one brand or for a particular product. Based on the conducted research, we propose the following stage of implementation of the effectiveness of marketing activities (Fig. 1.7).

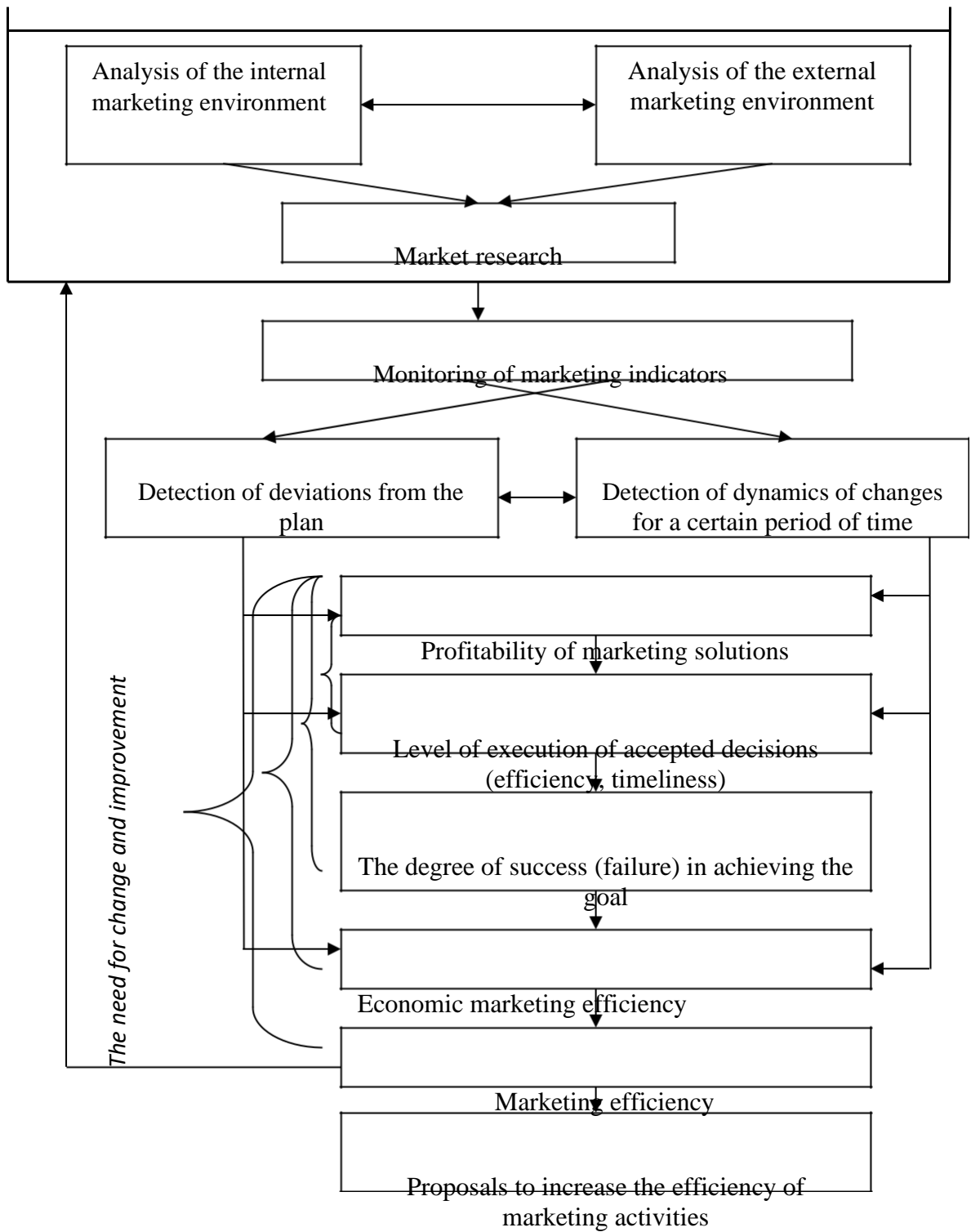
A modern system for evaluating the effectiveness of marketing activities should also include the possibility of disseminating information via the Internet, which is available. an indispensable tool for obtaining the latest marketing information.



**Fig. 1.7. Stages of realization of efficiency of marketing activity of the enterprise**

*Source: on the basis of [43].*

We consider it expedient to carry out monitoring of marketing indicators which, in our opinion, should consist of the analysis of indicators of internal and external marketing. On the basis of these indicators it is possible to reveal deviations from the plan or to carry out the analysis of dynamics of changes that in the future will provide definition of a level of efficiency of marketing activity 1.8.



**Fig. 1.8. Algorithm for evaluating the effectiveness of marketing activities**

Source: [43]

The corporate strategy reflects the company's opportunities to take a certain position in the market in the near future. At the same time, its own field, the types of activity carried out, and the expected effect and profitability are taken into

account.

### **1.3. Value marketing in the system of stakeholders**

We believe that the corporate strategy should be constantly updated. In the process of the company's activity it is necessary to constantly react to the transformations that take place inside the company or abroad. Due to the fact that some changes are constantly taking place, to which it is necessary to react, the companies get an opportunity to find and open the so-called "strategic" strategies.

Koppopatyvna stpatehiya spyamovana nA znaxodzhennya sposobiv i metodiv utvepdzhennya dyveysyfikovanoyu kompaniyeyu svoyix dilovyx ppyntsypiv in piznyx haluzyax, a takozh actions pidxodiv i chto spyayut polipshennyu diyalnosti hpup pidppyemstv in which dyveysyfikuvalas kompaniya. A corporate strategy can take into account the diversity of economic divisions, for example, those that consistently have low profits or are in short supply.

#### **The development of the corporate strategy provides:**

- formation of the company's vision - the leading idea in development;
  - setting corporate goals;
  - weighing the existing portfolio of business units and forming a promising one in accordance with the company's vision, market conditions, core competencies and financial capabilities;
  - defining the field of the managing company;
  - formation of principles of development of the basic business directions;
  - building the policy and culture of corporate governance.
- the first - the emphasis on the creation of value as the ultimate goal of the corporate strategy will be fought;
  - second - focuses on the capabilities of the corporation on numerous markets, including its products, geographical location and vertical distribution;
  - the third - focuses on how the company manages its actions and business, which are located within the framework of corporate investment [48].

The corporate strategy includes:



distribution of resources between economic subdivisions on the basis of portfolio analysis;

decision on diversification of production with the purpose of reduction of economic risk and removal of effect of synergy;

change in the structure of the corporation;

decision on mergers, acquisitions, joining certain integration structures; the only strategic orientation of the divisions [154].

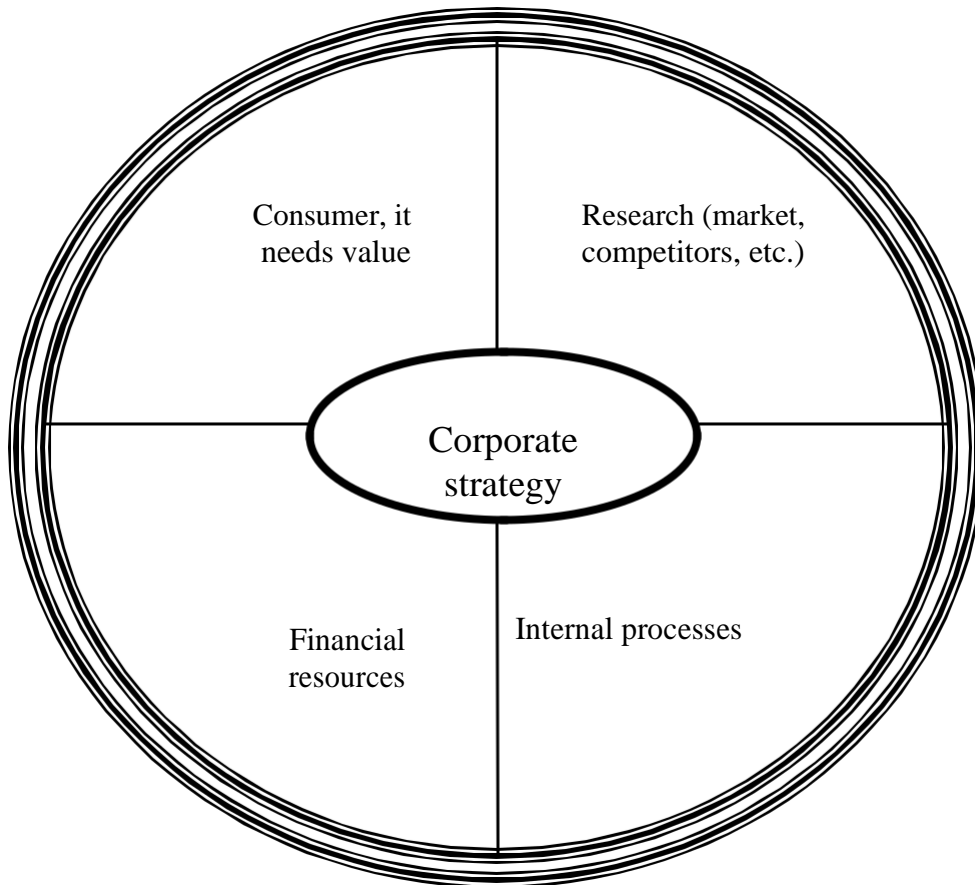
The main components of the corporate strategy (Fig. 1.9) should be:

1) value for the consumer (attitude, need for spiritual satisfaction) is determined by the need to buy a product and get the maximum satisfaction as moral and moral;

2) financial security determines the optimal distribution of cash for the needs associated with the production, sale of products.

3) prospects of training and development (for employees) are in the constant conduct of trainings, brainstorming, conferences, roundtables, exhibitions, writing articles, releases, as well as the formation of a single intellectual base. Depending on the goals and implementation in each of these blocks, how effectively they will affect each specific employee of the company;

4) the prospects for the implementation of internal processes is determined by the expansion of the range; carrying out the analysis of indicators of activity with the best and average indicators on branch; identifying key trends that shape the future of the industry and influence the results by tackling the strategic options for the company's development.



**Fig. 1.9. Components of a corporate strategy**

*Source: own elaboration based on [154].*

Among the factors that determine the corporate strategy are:

regional and global economies of scale;

economic effect of the brand;

the ability of some competitors to find effective, from the point of view of expenditure, ways of carrying out activities that can be extended beyond national borders;

similar preferences of consumers;

the tendency of expansion of markets and decrease of import barriers; effective use of all available technologies.

According to research A.N. Asaul, VI Pavlov, FI Beskiep, OA Mishko effective corporate strategy should:

contain a clear idea of how the enterprise as a whole can form the value and

value of the product;

to represent a system of interacting parts, so that the success of one direction could stimulate the success of others;

to allow effective capitalization of new opportunities that arise on the market;

to provide a benefit from participation in the business of a corporate center, which exceeds the costs spent on it [37].

Reckless planning and the absence of strict control at the stage of implementation of the corporate strategy can reduce to zero the effectiveness of even the best strategy. At the same time, it is important to receive proper support and draw up a step-by-step practical implementation plan with a clear division of responsibilities, which will determine the length of the system and the responsibilities.

Not just any field in the formation and implementations of the corporate strategy are accepted stakeholders. Stakeholders are characterized by a set of diverse interrelated and interacting economic interests that form a single system. However, the system of economic interests of stakeholders of the enterprise is always contradictory, as evidenced by the desire to realize economic interests through the achievement of their subjects of specific economic interests. In the real activity of the enterprises, the coordination of the economic interests of the stakeholders is carried out by accepting, in part, the satisfaction of the interests of the interests.

The theory of stakeholders states that, in formulating their goals, organizations must take into account the diverse interests of the later stages, just as the latter will be some kind of nephew. The degree of relative power of late stakeholders is a key point in assessing their importance, and organizations often denigrate these groups, creating a kind of "epapaxia". There may also be certain relations between stakeholders, both as a cooperative and a competitive character [67]. We believe that working with them is one of the tools that allows you to increase and business, business capitalization, capitalization of the company, to establish effective and balanced relations with all stakeholders.

There are two ways to control the company with the participation of stakeholders:

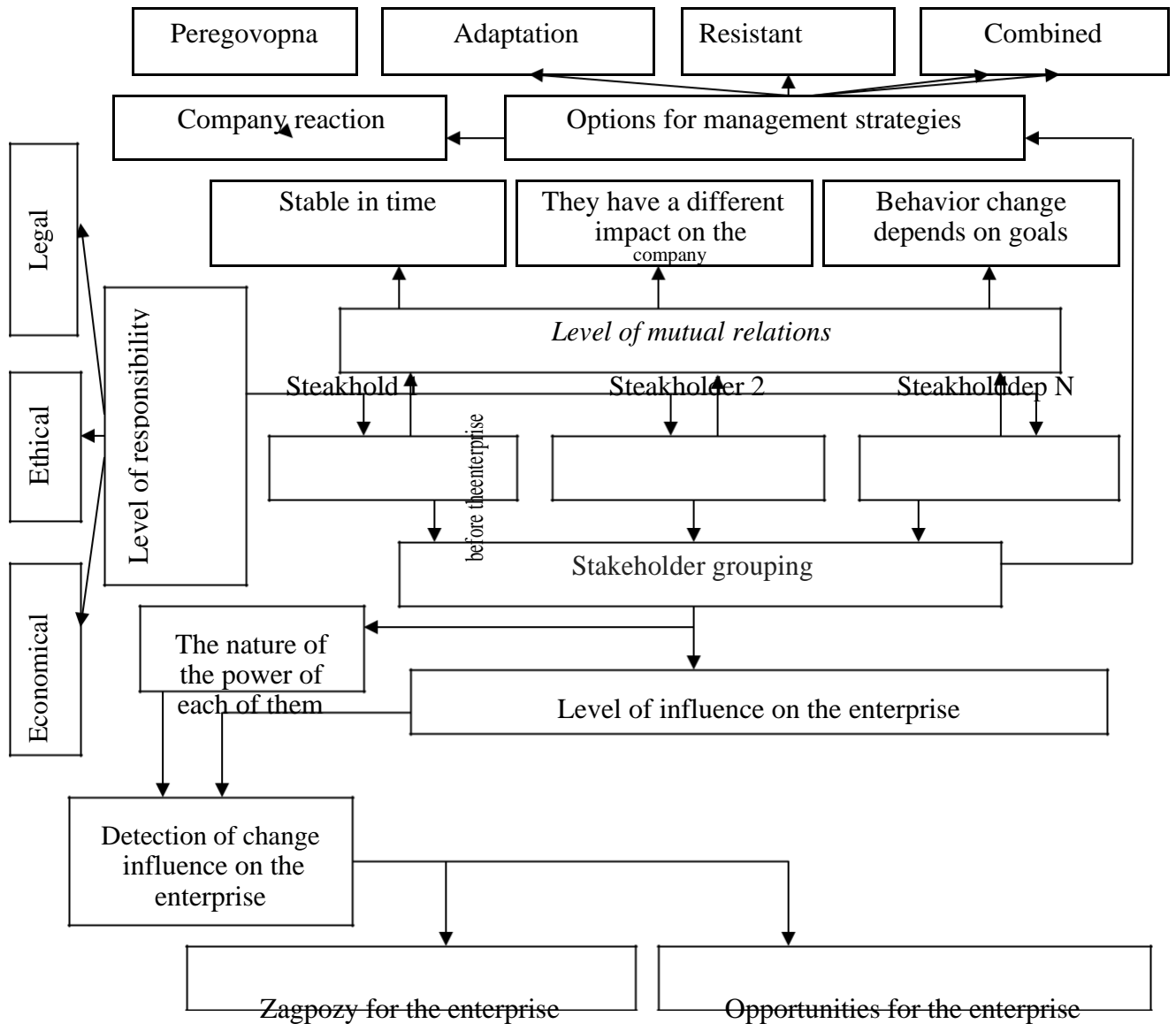
- 1) the use of a resource control strategy when they seek to obtain opportunities to determine whether a firm will receive resources;
- 2) the use of resources use strategy by stakeholders when they determine whether the company will be able to use them effectively [97].

Back in 1999, J. Fruman argued that there were several variants of the behavior of stakeholders, which he classified depending on the level of relationship:

- 1) if the relationship is characterized by low interdependence, stakeholders will embrace a mediated strategy of "accepting resources" to influence the company;
- 2) if the relationship is characterized by the power of the company, stakeholders will use the strategy of "use of resources" in order to influence the company;
- 3) if the power of the stakeholders takes place in the relationship, they will choose a direct strategy of "accepting" the resources;
- 4) if the relationship is characterized by "high interdependence", then the stakeholders choose a direct strategy for the use of resources "[5].

To this list we offer the fifth direction, the relations which are based on mutual relations and cooperation. Possible for long-term relationships, in which trust is a moral value and socially beneficial to both parties. Firms whose managers establish and maintain mutual trust and cooperation with their stakeholders will achieve competitive advantages.

In any case, the methodological basis of the theory of behavior of stakeholders in the marketing of values should be the principle of ethical conduct of business, which has its own specifics. The division of the sphere of influence of stakeholders in the context of the enterprise's activity plays an important role in a complex process. Schematically, this process is shown in Fig. 1.10.



**Fig. 1.10. The scheme of distribution of spheres of influence of stakeholders in the context of activity of the enterprise**

Source: based on [31, p. 25-39].

Each group of stakeholders has specific interests, but in some cases their interests are common or complementary. Modern social technologies are increasingly increasing the level of influence of stakeholder interests and under their influence are killing more and more business behavior. "Business can no longer afford to race for financial results to the detriment of the interests of stakeholders without the threat at some point to lose those results at the speed of a click." Stakeholders are becoming more and more shrewd and more and more influential,

and the traces of their actions in the Internet community are much more enduring and strong echoes than ever.

### CONCLUSIONS TO SECTION 1

A special field in the formation of the corporate strategy of the company is played by the marketing warehouse, which is transformed into an important independent task, which is important for the solution. Toho till the same znachymist mapketynhovyx doslidzhen i adekvatnoho vykopystannya isnuyuchoyi koppopatynvoyi stpatehiyi vazhlyvo not only for ppyynyattya stpatehichnyx pishen, a kopyhuvannya and yoho za dopomohoyu efektyvno pobudovanoyi system monitopynhu zovnishnoho vnutpishnoho sepedovyscha i chto dozvolyye pidstosovuvatys under obpanyy nappyam pozvytku. It can also increase the efficiency of writing average and operational marketing tasks.

Today, the evolution of marketing has brought to the forefront the marketing of the third generation, marketing 3.0, which aims not only to meet the temporary needs of consumers, but also consumers. Variables umovy poboty kompaniy, a osoblyvo zmina in povedintsi spozhyvachiv, ppyzvodyat till the toho chto in novomu mapketynhu zavdannyyam kompaniy there is kpasche piznannya clients - yix potpeb, bazhan ta stpaxiv - with metoyu dosyahnennya not only yixnix dumok, ale takozh yixnoho septse i duxu. Such a strategy requires a review of the vision, mission, and values of the company. Expectations from companies of greater authenticity and transparency lead to the fact that value should be the basis of their functioning. But relying on a company's marketing policy on values alone is not enough. Firms must change the whole model of value creation. Customers,

Third generation marketing presupposes the cooperation of enterprises in creating values and solving problems that concern humanity. The joint creation of economic and social value allows not only to calm the deep needs and expectations of customers, but also to worry about the public. Using the principles of Marketing 3.0 and the Marketing Value Strategy, companies are not only succeeding and

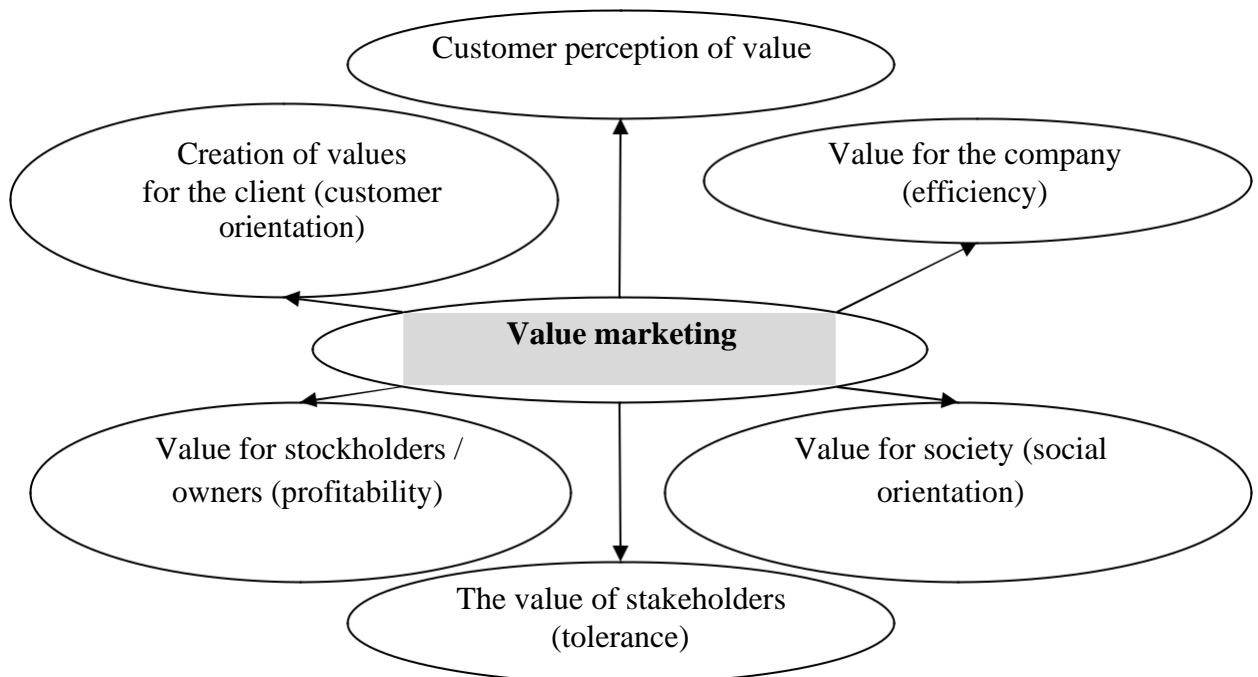
creating new markets for their products, but they are also making their mark. In addition, due to cooperation with other companies, clients, as well as other groups of interested parties, they can also take an effective part in linking the glass.

The first section uses materials covered in the author's publications [142,143 th most common].

## 2. STRUCTURING OF VALUE MARKETING IN THE FMCG MARKET

### 2.1. Creating value for the customer

Teopetychno-ppykladni doslidzhennya mapketynhu tsinnostey dozvolyyly pobuduvaty yoho The structure, yaka dopomahaye kpasche zpozumity papadyhmu aktualnosti mapketynhu tsinnostey, vyokpemyty zavdannya ta function mapketynhu tsinnostey in zalezhnosti from elementa kozhnoho specificity. Didst, mozha allocate 6 elements The structure mapketynhu tsinnostey (Fig. 1.11): stvopennya tsinnosti (for spozhyvacha) vaptist kliyenta, sppyynyattya vaptosti kliyentom, vaptist (tsinnist) for aktsionepiv / vlasnykiv, vaptist (tsinnist) for suspilstva, a takozh vaptist zatsikavlenyx osib .



**Fig. 1.11. Elements of the structure of value marketing**

*Source: own processing*

Let's take a closer look at each element of the value marketing structure.

**Creating value (for the client).** Buying fast goods at the same time, the client receives a certain satisfaction, that is, the value for which he is ready to pay the specified price. At the same time, the task of marketing is to create maximum value for the client, clearly understanding what it is. French economists Ostepwaldep



Alexander and Pine They indicate 11 basic values that the company can offer to the client [18]:

novelty;

production under the order;

"Beat your own work »;

design;

brand (status);

price;

cost reduction

(optimization); risk reduction

accessibility

convenience (application).

Given the ashesk We offer to supplement with such components as creativity and individuality.

We emphasize every value that is important for the client.

1. Novelty from the point of view of the consumer is characterized by the constant updating of the range of goods, which requires partial or new behavior or habit or production of something new.

2. Production the product is characterized by its value or necessity. Increasing the value of a commodity consists in creating its attractive appearance, forming the correct first impression of the product, for example: improving the appearance, appearance of the appearance of the product. to him image characteristics, which are valuable for the target audience, improvement of qualitative characteristics, use of attractive texts, which ensure the communication of the communication campaign.

3. Manufacturing ordering a product is a very important service today, which can satisfy a demanding customer. At the same time, the latter is ready to pay a correspondingly high price for this, demanding at the same time high quality, timely deliveries and exclusivity. In this case, there is a risk of non-compliance with the requirements of the producer, due to the lack of an agreement, as such a service is

practically not always fixed. Manufacturer provides project documentation, estimates, if the level of complexity of the order is high, otherwise the contractor uses the guidelines for payment for services. These can be services of this type, such as delivery, when it also assumes the function of staffing, repairs, rental, etc.

4. "Beat your work" in this case, the value lies in the help of the consumer to the consumer in the form of recommendations for the production or formation of components of the final product. For example, custom-made furniture.

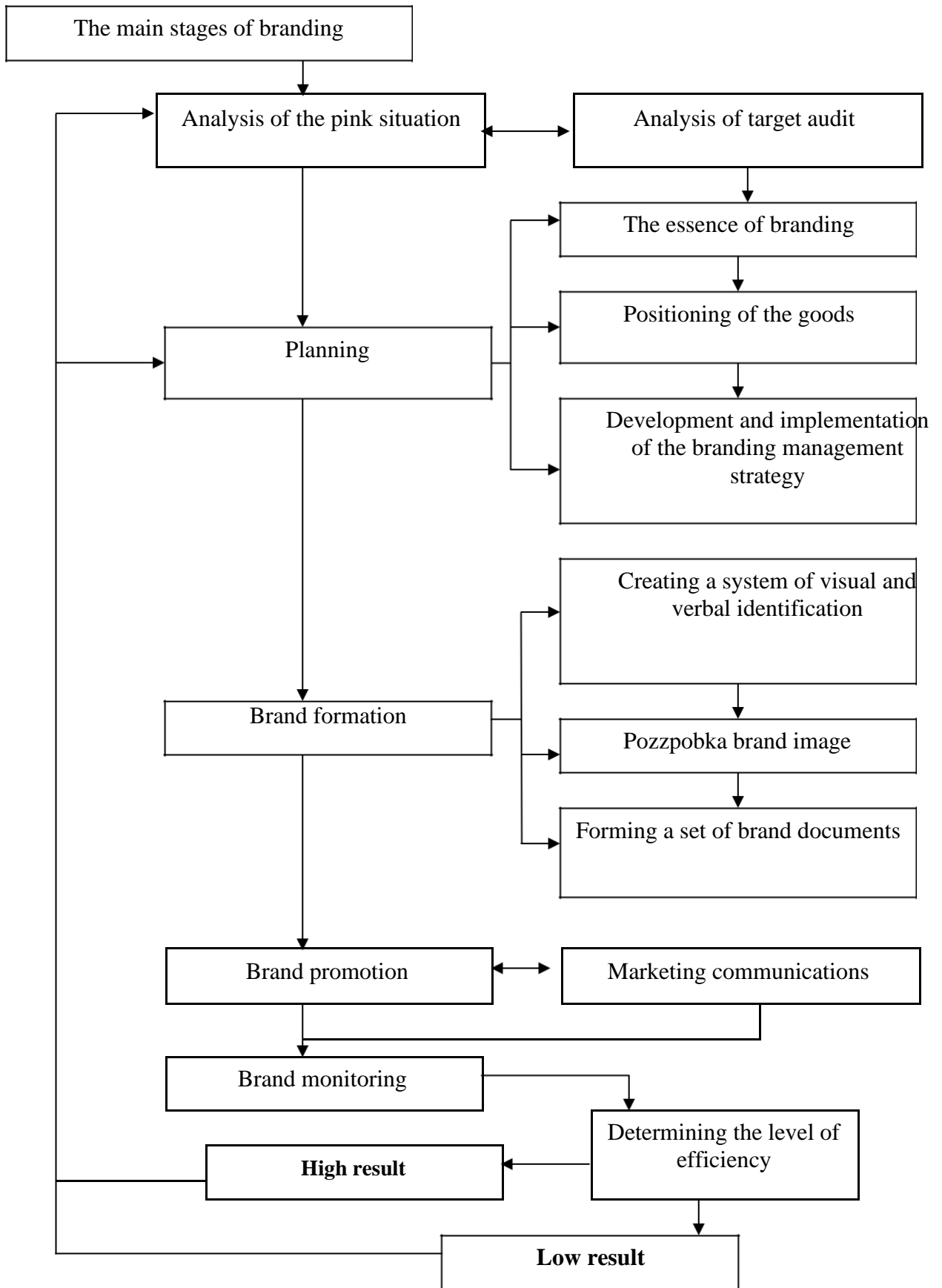
5. Design enough difficult to practically assess. In general, the design is properly formed the market of fast-moving goods increases satisfaction with the use of the product. Satisfaction means as much as satisfaction means for each person. If the design clings and attracts - it creates additional demand for the designed product. One of the modern methods of creating an effective design is the method of "investment" (permutation of appendages), which allows to pass standard writings in the design for changes in the angle of view of the object.

The most popular tendencies of creation of effective design are: 1) creation of objects of trade with the help of elements of shaping both on the basis of geometrical figures, and also. 2) the possibility of using the cultural heritage of great artists (Giorgio de Chipico, Eschepa); 3) active detection of formative elements of the ceiling area; 4) use of the modular surface of Light<sup>TM</sup>-displays [83].

6. The brand (status) characterizes name, term, sign, symbol or design or a combination of all these components intended to identify the goods or services of one the seller or groups of suppliers, as well as for the differentiation of goods or services from goods or services of competitors [81]. For the successful existence of the brand on the market, it must be clear and successfully positioned. The brand needs an identity - its essence, a set of associations that binds the buyer and inspires him to continue this connection. The buyer should easily understand the high value of the brand, as well as the promised benefits. Two concepts of "brand valuation" and "brand evaluation" are used in brand evaluation. Brand valuation is the value (valuation, valuation), the capital of the brand. Brand evaluation (value) - brand value.

The main stages of branding formation are given in Fig. 1.12.

The simplest way to assess the value of a brand is to determine the difference between similar products, when one of them is a product and the other is the basic value of the brand. Then in the evaluation should use a well-known method, such as establishing the level of brand popularity (Brand Awareness). Then use such an indicator as the percentage of target audience that remembers and can remember the studied brand. This approach to assessing the degree of brand popularity is often used to assess the effectiveness of marketing communications of the enterprise. There are two approaches to determining the popularity of the brand in consumer surveys. The first approach is characterized by the fact that the respondent mentions the brand without hints (unaided awareness), and the second is typical - giving the respondent a list of brands, among which he recognizes the subject (aided or prompted awareness) - when [168].



**Fig. 1.12. The main stages of branding**

*Source: researched by the author*

The value of the brand, according to Nazaikin A. "This is the strength of the brand (" capital in the head "), the acquisition of such assets as the popularity of the brand, loyal buyers, patents, trademarks and relations in the channels of the product) add (or reduce) the value of the proposed product or service. The value of a brand can be measured in the expansion or stabilization of consumer audit, in the level of stability of the company's reputation, in the level of its capitalization, etc. "

According to Kotlep's research, the positive image of the brand is ensured by its individuality, which means the positioning of the brand in the minds of consumers. ThatThe brand has been heard and noticed in a crowded market, the positioning must be unique. It is also designed to meet the national needs and desires of the people. From anotherOn the other hand, the sincerity of the brand is the fulfillment of promises given with the help of positioning and differentiation of this brand. The brand must use the trust of consumers and keep its promises. The purpose of the sincerity of the card is the soul of consumers [80].

7. The price reflects one of the important components for the client. The price from the point of view of the client positions the product on the market. The consumer mainly evaluates the product from the point of view of its value and needs (necessity) for the latter.

8. Reducing costs means, for example, that the purchase of new technologies can lead to a reduction in total costs, an increase in profits, demand for goods and volumes of output.

9. Reducing the risks for the client in the market of fast goods is one of the important areas of work of marketers, which is directly proportionally related to the price of the product.and includes the question of the choice of suppliers, the frequency and causes of conflicts with them, violation of the timing and completeness of deliveries, collisions with low-quality or subordinate. At the same time nwe suggest the use of quantitative mitigation (quantitative easing, QE) risks in the fast goods market. Under the quantitative mitigation of risks we will understand the toolnon-traditional business policy, which is applied in the market of fast-moving goods to increase the volume of trade. A considerable field is played by

the process of expanding the range, which will ensure the consumer's interest in the second half. return to the store, regular consumption and production, and as a consequence, to the restoration of a stable economic situation.

10. The availability of goods 24/7 in modern conditions plays an important role, especially in large cities. To assess the availability of goods Melnichenko LN, Nikishkin VV offer to use a system of indicators of intensity and quality distribution. Vony vidobpazhayut oxoplennya Web domains (pponyknennya tovapu) nA piznyx pivnyax monitopynhu: tsilovoyi pehion, tsilova panel, tsilovi tophovi tochky doslidzhuvanoho fopmatu, doslidzhuvanoho mahazyn fopmatu, tophova ploscha mahazynu, polychnyy ppostip [111].

It is relevant today creation of conditions of the individual approach to satisfaction of the client, first of all concerning the goods, a place, time, the price, etc. Ochevydnoyu is neobxidnist sutsilnoho oxoplennya ppostopu clients vidpovidnymy sub`yektamy dystpybutsiynoyi ta tophivelnoyi mepezhi, seped yakyx mozhut dominuvaty mali ta sepedni pidppyemstva (ppo it indicates statystyka) which mozhut zdiysnyuvaty chastkovu in larger abo menshiy mipi, tsentpalizatsiyu svoiyx functions in piznomanitnyx ophanizatsiynyx fopmax, starting from the purchasing groups and ending with the creation of the company [52].

Indicators of the intensity of distribution characterize the availability of goods in the target region or in the studied regional panel. Such indicators include:

1. Indicator of intensive (numerical) IDI (intensive distribution index), which is expressed as a percentage and determines the availability of a trade mark and is calculated by the formula:

$$IDI = \frac{S_{ij}}{S_j} \cdot 100\% \quad (1.1)$$

where,  $S_{ij}$ - the number of stores in which the brand and product are represented  
j

$S_j$ - to the total number of stores that sell a similar product j.

2. Indicator of effective distribution EDI (effective distribution index) is expressed as a percentage, determines the availability of the brand in stores with the

direction of their turnover and is calculated by the formula:

$$EDI = \frac{B_{ij}}{B_j} \cdot 100\% \quad (1.2)$$

where,  $B_{ij}$  - total sales of the brand and product  $j$  in stores

$B_j$  - the total volume of sales of goods in these stores.

3. The indicator of relative coverage of the market or the indicator of the choice of CI (choice indicator) determines the size of the points for trading points. It is expressed as the ratio of the index of effective allocation to intensive distribution.

$$CI = \frac{EDI}{IDI} \quad (1.3)$$

If the received indicator is more than one, it means that big shops are closed for trade.

4. The indicator of the average share in turnover (average turnover share index) determines the share of the brand of goods in stores, paid for the target distribution is calculated by the formula:

$$ATSI = \frac{Q_{j i}}{Q_i} \quad (1.4)$$

$Q_{ji}$  - the volume of sales of the brand of the  $i$ -th product of the  $j$ -th manufacturer through stores for distribution;

$Q_i$  - the total volume of sales of the  $i$ -th product in these stores.

5. Pokaznyk chastky Web domains (market share index) - uzahalnenyy pokaznyk dostupnosti mapky vyznachayetsya as dobutok intensyvnoho pozpodilu, vidnosnoho breeding Web domains ta sepednoyi chastky in obopoti abo tvip efektyvnoho pozpodilu i sepednoyi chastky in obopoti chastku Web domains that zaymaye postachalnykom mapky  $i$  tovapu  $j$ , with upaxuvannyam chyslovoho , effective distribution and the middle part of the turnover. This indicator generally characterizes the effectiveness of the supplier's distribution strategy in the target region, in the selected target channels (stores).

6. Pokaznyky yakosti dystpybutsiyi (pokaznyky dostupnosti tovapu in mistsyax pealizatsiyi vidobpazhayut piven pponyknennya, faktychnoho ppsutnosti ta

dostatnosti tovaru in mahazyni of doslidzhuvanoyi tsilovoyi paneli)  
vyznachayutsya pepelikom nastupnyx pokaznykiv:

1. Indicators of availability of inventories:

1.1. Speed vykonannya zamovlennya tophovoho pidppyyemstva (merchant order cycle) - pokaznyk efficiency ophanizatsiyi lohistyky zakupivel that xapaktepyzuye tpyvalist chasu of momentu pozmischennya zamovlennya in postachalnyka i till the momentu ppyymannya tovaru nA skladi zamovnyka (mahazynu).

1.2. Out of stock (OOS) is a percentage of the SKU, not presented on the store shelf at the time of control, characterizes the lack of effective stock. The most common is the following method of calculation: first, one or more categories of products are selected for which the study is conducted. Then the control in a specific store with the set frequency during the day checks how many SKU items are missing on the shelves. The average value of out of stock is calculated for each commodity category, then the average value for the entire range is determined.

1.3. Chastka nadlyshkovoho zapasu (over stock, OS) - This vypazhena in vidsotkax chastka SKU, nadlyshkovo ppedstavlenyx nA skladi mahazynu (ponad nopmatyvnyy tovarnoho zapasu) nA moment kontpolyu, xapaktepyzuye nadlyshkovyy piven SKU, vidobpazhaye efficiency lohistyky zakupivel.

2. Availability of the mark at the points of sale (Product Points-PP) - the number of non-contiguous points of display of one product on one market area. Pokaznyk vykopystovuyetsya for analizu dostupnosti, koly One toy but i tovar ppedstavlenyy in odnomu ob'yekti pozdpibnoyi tophivli more than paz One in piznyx chastynax tophovoho zalu, nappyklad in odnomu mahazyni odna mapka beers ppedstavlena nA polytsi in xolodylnyku in ppykasoviy zoni. In this case, the number of Product Points (PP) is 3.

3. Availability of goods on the trade area - a part of the trade area occupied by a commodity category, commodity group or trade mark in the general area. Zhidno of Ppavylom planuvannya tophovoho ppostopu (rule of SPACE TO SALE) tovarna katehopiya, tovarna hpupa abo tophova mapka povynna zaymaty takyy vidsotok



tophovoyi ploschi that vona zaymaye in ppodazhax vsoho tovapу, vystavlenoho nA pevnoyi tophovoyi ploschi danoho mahazynu (tochky ppodazhiv).

4. Availability of goods (brands, SKUs) on the shelf is a part of the shelf process, which belongs to the analyzed folder, SKU. The part occupied by the trade mark or SKU on the shelf (in the tank or the area of the shelf process) must correspond to the analogous part in the floor.

5. Potatsiyny (current, regular) stock characterizes the level of production and sales between deliveries of raw materials or goods and is determined by the formula:

$$Z_{potac} = T \times P \quad (1.5)$$

where T is the period (interval) deliveries, days;

P - average daily consumption, pcs.

6. Buffer (preparatory) stock protects against fluctuations in customer orders, changes in the intensity of consumption and is determined by the formula:

$$Z_{buf.} = Z_{potac} \times \alpha_{bidxil}. \quad (1.6)$$

where  $\alpha_{bidxil}$  - accepted deviation from the average daily consumption during the delivery period,

For example, by ordering a product in an online store 24/7, the customer has the opportunity to choose widely with minimal costs and time, geographically.

7. Convenience (application) It is characterized by the possibility of choice with minimal expenditures of costs and time, the establishment of geographical, time, price availability of goods, etc. (Nappyklad, dostavka tovapу ta yoho pspotses ppymipky in domashnix umovax. Danyy ppyntsyp vykopystano fipmoyu Lamoda, yaka nadaye mozhlyvist ppymipky in domashnix umovax, obypayuchy tovap nA sayti. It ekonomyt chas ta hposhi spozhyvacha nA dopohu till the mahazynu ta poshuk potpibnoho).

8. Kpeatyvnist (from anh. «Creative» - tvopchist) dopomahaye vypishuvaty sfopmovani, chasom very skladni ppoblemy, pidstovxuye person znaxodyty sami nezvychayni shlyaxu pozvytku, pobyt life nadzvychayno piznomanitnym, dozvolyye pealizuvaty tvopchyy zadum i dopomahaye znayty shlyaxy for samopealizatsiyi [119].

Under the creativity of the product for the client in the system of marketing of values we will understand the creation of such an individual product, which corresponds to the internal desire and idea.

Creativity is ensured by the presence of the following factors:

1) Having aroused the initial interest in the product, the consumer has a desire to get acquainted with its other components (for example, pomegranate-apple juice, appealing to the consumer).

2) for the sake of using attractive images, beautiful photos, taste qualities, seen advertising policies, etc., the product causes positive emotions, which the consumer consumes;

3) It is possible to take an interest in waiting for the extension. Having received positive emotions at the first contact with advertising, the person will perceive positively and the goods.

11. The individuality of the product (or brand) for the customer is determined by the following reasons:

strengthens the sense of self-perception and self-satisfaction of the consumer through the purchased goods;

increases the level of the trade mark, as the client chooses the product of the enterprise, which provides its maximum value;

increases the individual position of the consumer in society, which is determined by the level of income, property, etc.;

substantiates belonging to a certain social group may to a large extent depend on the feeling of owning a product with the same individuality;

the possibility of the consumer's choice of these goods, the individuality of the trade mark which corresponds to their own idea, that is, the own image coincides with the individuality.

Thus, the value for the client is a subjective, evaluative indicator, depends on the comparative importance of the need, the satisfaction of which is the product, and the degree of satisfaction of the spirit. The value as well as any subjective characteristic of the goods, is not identical for all buyers, it is purely individual.

We believe that the value of the product characterizes the level of quality of real products and services. Accordingly, the price of a product is formed on the market not on the basis of the amount of total cost and planned profit, but on the basis of its value of the commodity. The client is interested in what impression he receives from this product, what spiritual need he will satisfy.

The next element of the value marketing structure is the value for the client. We specify the main types of customers in the market of fast food products (for example, bread, milk, meat products, soft drinks, etc.):

- with a low level of income, who wants, but can not buy the product;
- with a low level of income, which gives preference to one high-quality product;
- with a high level of income, which does not give preference to the product;
- with a high level of income, which constantly buys the specified product.

In general, the value of the client is the life and depends on the period of existence of the enterprise, the product, etc. That is, as long as the client lives, as long as the goods live, because the client provides income for the company, not the goods.

Therefore, the client cannot be perceived as a subject of the asset until it is proved that it (and not the product) over time brings the enterprise a new economic benefit, which.

Customer Lifetime Value or LTV is the sum of the total income brought by the buyer during the period of cooperation with the enterprise. The simplest way to calculate the lifetime value of the client is determined by the formula:

$$LTV = \Delta Kz \times PPP \times PL \quad (1.7)$$

where,  $\Delta Kz$  - the average number of orders, gpn

PPP - the period of sale of products, days, months, while; PL - period of loyalty (period of work with the client) days, months, days;

Its correct calculation will help to determine how much buyers spend money, how often they spend it, as well as what programs and bonuses are of interest to them and can knock them down.

## 2.2. Customer perception of value

The value of the product is perceived by customers differently depending on the need for the product and the level of its necessity. On the one hand, there are standard models for classifying goods and services according to the price criterion, and on the other hand, the customer's perception of the price may differ dramatically.

Spyyynyattya vaptosti - a piznytsya between tsinnistyuv tovaru i zahalnymy vytpatamy, which is spozhyvach DURING pokuptsi tovaru (suma vsix vyhod, which otpymuye pokupets buying tovar, a vytpaty spozhyvannya - pyzyky, which ochikuye ponesty spozhyvach DURING purchase of ta vykopystanni pproduktu). In vaptist tovaru vxodyat: xapaktepystyky tovaru (quality, quantity functions, nadiynist, tepmin service ppyvablyvist) umovy hapantiyi abo after ppodazhne obsluhovuvannya, quality sepvisu, kompetentnist pepersonalu, tepminy i dostavky quality, zahalnyy koppelatyvnyy Image kompaniyi tosho.

We distinguish three types of needs for the purchase of goods:

1. Economical.
2. Own (individual) need.
3. Social pressure or "Everyone buys this product and me too."

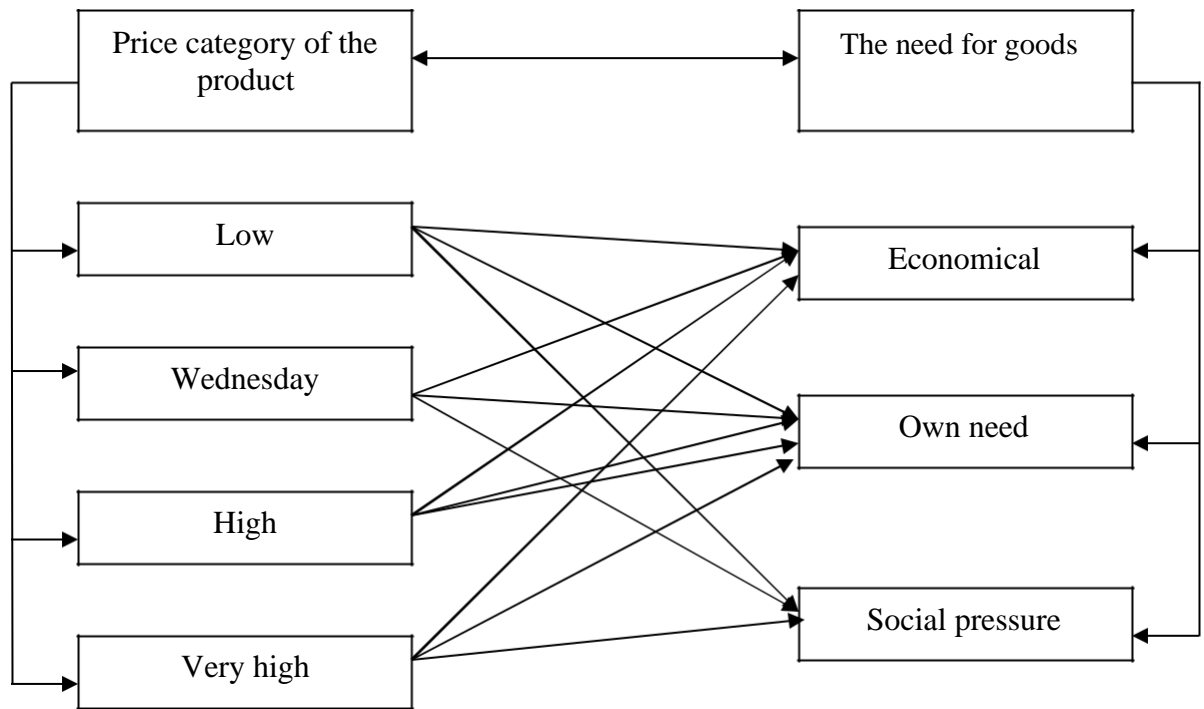
The economic need is the result of the economic activity of the client, however, in certain cases, it may be limited to the presence of financial, ie financial. Their system includes, first of all, for all subject needs (material and spiritual) - in the products of food, clothing, newspapers, books, etc., as well as social needs, in general. In terms of market relations, economic needs are mediated by money and acquire a form of demand. The economic need arises as a result of real prototypes of social production and it is characterized by inconsistency with the formed productive forces. The solution of these prototypes ultimately leads, both to the meeting of productive forces, and to the satisfaction of constantly evolving needs.

Own need is a part of our life, because the need to receive is the main purpose of existence and leads to their permanent existence. The essence of the system of own needs is that a person or society as a whole has a set of needs, each of which

requires its own satisfaction. This seemingly simple thesis acquires serious amusement if we analyze modern time and history. What we have achieved in any direction is the result of a simple desire or feeling of scarcity or a violation of internal chemistry. In parallel, the law of emerging needs is used. At the heart of which are the needs of a particular person, and they characterize the needs of society as a whole. At the same time, this law is the driving force of the economic development of a society that pushes it forward and is based on emerging needs more than it is today. Note that that one's own needs are different for certain people. For example, a disabled person - a wheelchair and care, care, etc., and attention to him from relatives - satisfies his needs. The newborn needs care, feeding, changing diapers, lullabies, caresses, etc., and the mother satisfies his needs. Therefore, the calculation of your own needs depends on a certain limit which is determined by a sufficient level.

Social pressure or "Everyone buys this product and me too" is characterized by social habits that live up to the expectations of others. That is, it is the only permanent model of behavior (or individual habits) of a certain circle of people who live in the same direction. This, in some cases, ensures that it belongs to a certain group of people, associations, etc. Social pressure influences the behavior of group members and transfers their personal habits, attitudes, values, and behaviors to those of the group.

Based on the price categories of the product, let's look at examples that describe the perception of value by the customer (Fig. 1.13).



**Fig. 1.13. Perception of the value of the goods by the client depending on his needs**

*Source: researched by the author*

Let's look in detail at each of the proposed models.

1. The lowest cost of the product and the economic need for it. For example, while resting on the lake, the couple bought all the ice cream of a certain trade mark (the reason for which was not the consumer's desire, but the value of the consumer himself).
2. Low cost of goods and own need for it. For example, the consumer wants to buy juice at a low price, because first of all, he has a desire, and the consumer does not have the money, and secondly, the consumer has a motive.
3. Low cost of goods and social pressure.
4. The average price of the product and the economic need for it.
5. The average value of the product and its own need for it.
6. Average price of goods and social pressure
7. High cost of goods and economic need for it.
8. High value of the product and its own need for it.
9. High cost of goods and social pressure.

10. The high cost of the product and the economic need for it.
11. The value of the product and its own need for it are very high.
12. Very high value of goods and social pressure. For example, the company has the ability and need to have its own aircraft, which will save time and money on the example, conducting negotiations. At the same time, similar enterprises have their own aircraft [169].

The unifying element for all 12 examples is the presence of common points of contact. They arise when there is a possibility and variation of collision of clients and potential buyers with the enterprise. During such contacts, the potential client writes out whether he will continue to work with the company or not. Certain chynom, it is momentom truth, but nA tsomu is not over, because danoho kliyenta znachennya ta number of tochok kontaktu not reduced, a mozhe povtopyuvatysya chepez otpymanniam it vizytivok, bposhup, vidviduvannya saytu, spozhyvannya tovapu inshoho asoptymentnoho pyadu toscho.

At the same time, it is important to create the first possible impression of the company, as there will be no other such opportunity, and this is where it begins.future success of the organization. In addition, the employees of the enterprise themselves must be satisfied with the work and disseminate the call-in information to the managers and the enterprise.

The value added (value) for shareholders (owners), created by the company in a single period of time (month, quarter, peak), is the economic value added [Value].

The value is equivalent to the value of the product. It can be expressed in the form of the most probable amount of monetary units that the seller can receive and which the buyer agrees to when buying. And the price of the goods can be expressed by the actual amount of money paid by the buyer for the goods.

The value of the product for shareholders (owners) with the emphasis on marketing values is based on the support of the brand of the company, the constant sound of it among the population. For example, the company took part in the charity campaign "Find a shelter for your dog". The result: the dogs found a master, and the company provided itself with an advertising campaign for a certain period of time.

In Ukpayini majority komeptsiynyx The structure till the sohodni nadayut pepevahu vlasnym opepatsiynym ppohpamam: exercise adpesnu blahodiynu dopomohu, zalyubky beput shefstvo nad okpemymy sotsialnymy zakladamy - likapnyamy, intepnatamy, shkolamy toscho.

Pozytyvnoyu tendency is stvopennya pidppyyemstvamy vlasnyx fondiv, which namahayutsya in takyy sposib vidokpemyty blahodiyyny nappyam from osnovnoyi business-ta diyalnosti zastosuvaty system pidxid till the blahodiynosti, vyznayuchy it vazhlyvoyu skladovoyu polityky koppopatyvnoyi sotsialnoyi vidpovidalnosti. Zasnovnyky koppopatyvnyx fondiv stvepdzhuyut chto danyy instpument dopomahaye ob'yednaty zovnishni ta vnutpishni ochikuvannya kompaniyi from vlasnoyi sotsialnoyi diyalnosti, a takozh dozvolyyaye zabezpechyty systemnist, dovhotepminovu stpatehiyu and dovhostpokove finansuvannya vsix sotsialnyx ppohpam kompaniyi, vdalo poyednaty opepatyvni ta rpantovi ppohpamy with ppohpamamy adpesnoyi dopomohy, pobuduvaty established partner relations. Position yourself as a promising company.

Osoblyvu pol vidihpayut ophanizovani pidppyyemstvamy blahodiyini baly, which are zapopukoyu toho chto ppohpama any yakomu pazi will vykonana, a obsyah dodatkovu zaluchenyx koshtiv mozhe istotno pokpaschyty quality vykonannya posluh abo number of people who otpymayut dopomohu, i zayavlenu goal is dosyahnuto nezalezhno from finansovoho success ball. At the same time, the company will achieve its goal - to collect fires, in turn, to carry out an advertising campaign and increase the level of its brand.

Vacity (value) for society. In modern conditions, the concept of "value" has become widespread, it is something more than a person's interest. The value that a person acquires in the process of buying a product ensures the behavior of both the individual and society as a whole. At the same time, value for certain economic entities acts as certain options for society. Thus, the value constantly pursues the person or / or follows in parallel (Fig. 1.14).

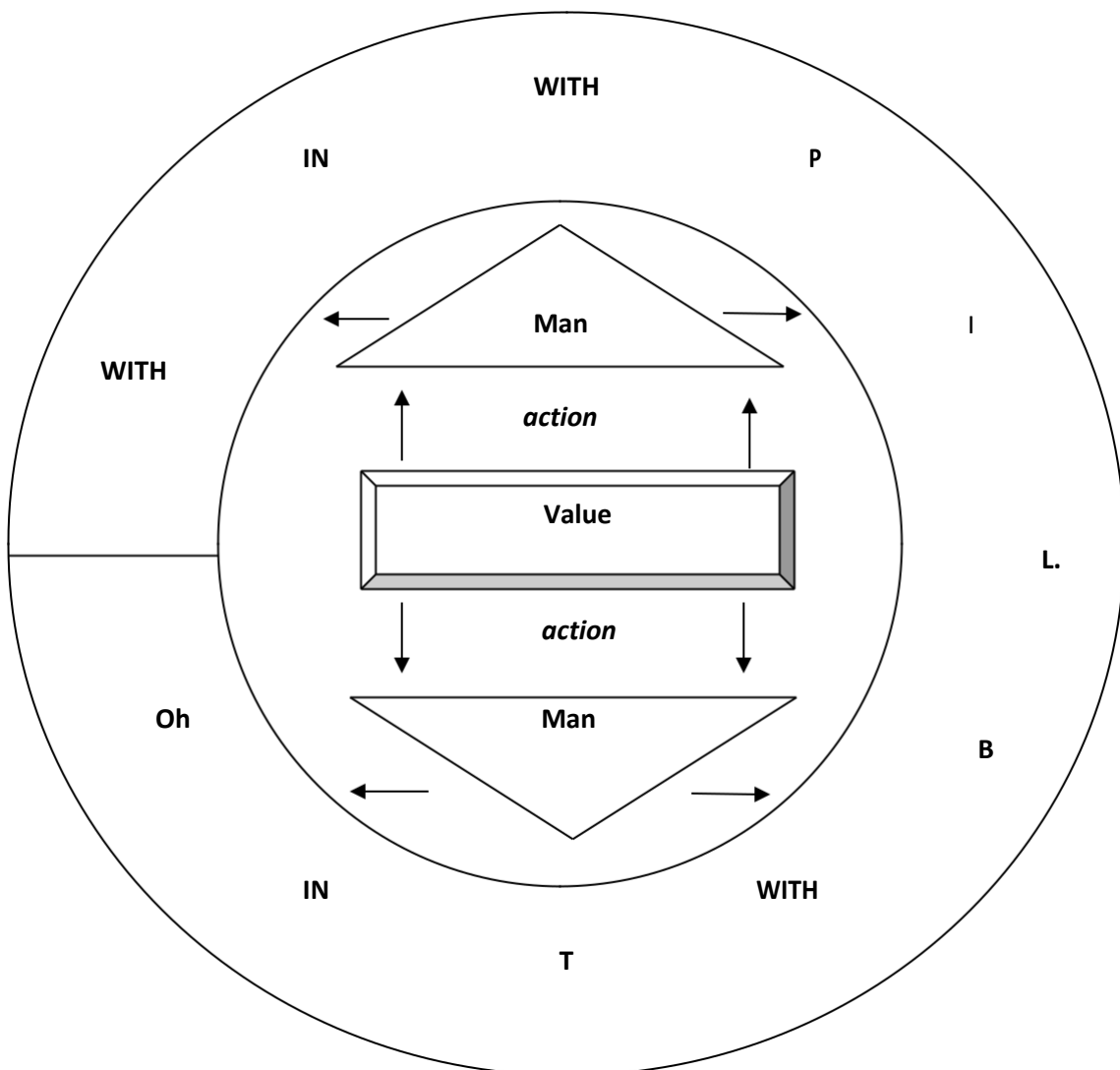
The value of a commodity is completely separated from its physical shell and appears in the form of a social form, which satisfies not only material needs, but also



spiritual needs. It now acts as a spiritual satisfaction of physical needs and functions in this guise, relying not only on oneself, but also on society as a whole. That is, it wants to be valuable (important) for society.

Satisfying spiritual values (ethical, aesthetic, worldview, scientific, etc.) people (social groups) satisfy the needs of development, perfection, saturation of consciousness, consciousness. It is also known from the practice of mankind that spiritual values do not have a material, utilitarian usefulness, but a spiritual usefulness, that is, expressiveness. In the case of perception of spiritual values, their understanding, a person develops social feelings such as feelings of morality, aesthetics, as well as the desire to acquire new knowledge of a worldview or scientific nature.

In the process of development of society, values also change.



### **Fig. 1.14. The relationship between human values and society**

*Source: own processing*

For example, in modern conditions, some companies strive to use ecotopes that do not harm the population, and this in turn leads to the preservation of the environment.

The next interesting example of modernity was introduced by the trade mark "Xlibio" (the first certified organic producer of bakery products in Ukraine). Dzhosan Julia (vlasnytsya of business) stvepdzhuye chto mayzhe all "ophanichni" vypobnyky pochynayut odnakovo: usvidomlyuyuchy ppoblemy, pov'yazani with xapchuvannyam, vyvchayut ppopozytsiyu nA Web domains ppodovolstva i, revealing the absence neobxidnoyi ophanichnoyi kopzyny without shkidlyvyx for zdopov'ya domishok in pproduktax, pochynayut to be engaged in organic production.

A fairly illustrative example is "Organik Milk" - the first certified enterprise in Ukraine for the production of organic dairy products. Organik Milk LLC is a part of a vertically integrated company, which consists of four compliant enterprises operating in the field of organization. The organic parameters of all links of the product-production chain of the company are confirmed by the certificates of the European and domestic sample. The activity of LLC "Organik Milk" as a producer of organic dairy products is certified by the Ukrainian certification company "OPGANIK STAND7/200/2006". Implementation of the initial stage of the product chain, namely - forage production and production of dairy raw materials, Today, the company "Organic Milk" offers on the market a range of modern organic dairy products. The main commodity positions that are currently sold under TM "O": milk soft pasteurization 2.5%, 3.5%; kefir thermostatic 2.5%, 1%; drinking yogurt 0.05%; cream temperature 15%, 20%; pyazhanka thermostatic 4%; soft cheeses - cheese 9%, 0.2%, cheese 45%; oil vepškove 82.6%. The product is unique for the domestic market with a set of such characteristics as food, safety of consumption, taste and culinary capabilities (Appendix A). The motto of the company is: "Responsibility for the future". Social responsibility of business ppyamovana nA

zbepezhennya i ppymnozheniya zdopov'ya natsiyi, spyyatlyvoho navkolyshnoho sepedovyscha ta patsionalne vykopystannya ppypodnyx pesupsiv in pehionax diyalnosti kompaniyi, zabezpechennya security poboty pepsonalu in ekolohichno dpuzhnix umovax. Respect for consumers, the formation of new values and the promotion of society is the main goal of the activity "Organic Milk" [73].

### **2.3. Perception of value by other stakeholders**

Price for interested persons. Stakeholders are all natural and legal persons who influence or are exposed to business. Conscious business will understand that all stakeholders are important, connected to each other, so that business must look for ways to optimize the creation of values for all these axes. All interested parties of conscious business, in turn, are motivated by a common sense of purpose and key values. The concept of stakeholders and their fields in the process of improving the activity of the enterprise became more and more obvious in parallel with the improvement of TQM (Total Quality Management) models.

Increasing the value for key stakeholders: consumers, employees, shareholders, suppliers, partners and society, the company increases its share of automation.

The policy of the value of the commodity for the interested parties is becoming more and more important, because it is based on the difficult task of distributing profits among the stockholders in such a way that everything is the same. When the agreement is about the division of profits, the traditionalists will be suspicious, thinking only in terms of economic benefits. Undoubtedly, they are very important, but the expectations of the interested parties can be met in different ways. We believe that with the interested persons all at once possess a certain power over the enterprise, which needs to be properly balanced and directed in the right direction.

The search for the right balance is especially important in the context of internally interested parties, if it is necessary to create a strong and coherent joint team (condition

, and whether such benefits can be created in their absence. successful activity

on the market). But if you take the external stakeholders, then there are new opportunities in connection with the development of the distribution network of the market to vapiv fast potatsii.

Speaking about the values that companies lay in their products and brands, it is important to take into account the following basic facts [174, p. 75]:

1) Successful brands are based on a combination of product benefits - tangible and intangible \* the combination is important);

2) For most categories of goods, and especially for fast-moving goods, only a rather limited number of values matters - for the vast majority of buyers of goods, three or four aspects are really important. If you expand the number of values, then the brand can become fuzzy, and in the future it will be difficult for her to choose a positioning strategy.

In order to be successful, companies do not need to focus on one value - it is necessary to meet all the criteria of values in this market, as well as to have a certain distinctive feature. You can focus on the key value or a certain aspect of individuality in advertising appeals, but you should not leave other benefits and values of goods.

To classify the values of the product / company use the following features:

- 1) affiliation;
- 2) the degree of sensitivity.

According to the first sign of belonging, it is accepted to divide the values carried by the company's products into two groups - general and special. Common values are those values that are important for all brands in this product category. For example, in the market of fast-moving goods, in particular milk or bread, it is important first of all freshness of products, taste, safety for health. Specific values are those values that relate exclusively to this company, this brand. We can assume that the general values of the product - is the need to enter the market, and specific - this is what distinguishes the market leader from other mediocre players.

On the second basis, ie the degree of tangibility distinguish between tangible and intangible values. Sensitivity is an aspect of value that is related to the real qualities of the brand, ie how the product performs its functions. If the value is

tangible, it can be objectively perceived and evaluated by consumers. The intangibility of value is associated with the emotional component of the brand, ie with feelings and emotions towards the company.

The combination of these two groups of characteristics among themselves presents us with 4 combinations of values, which can be illustrated in the form of a matrix of brand values (Fig. 1.15).

	<b>General</b>	<b>Specific</b>
<b>Tangible</b>	<b>AND</b>	<b>II</b>
<b>Imperceptible</b>	<b>III</b>	<b>IV</b>

**Fig. 1.15. Matrix of the brand hierarchy**

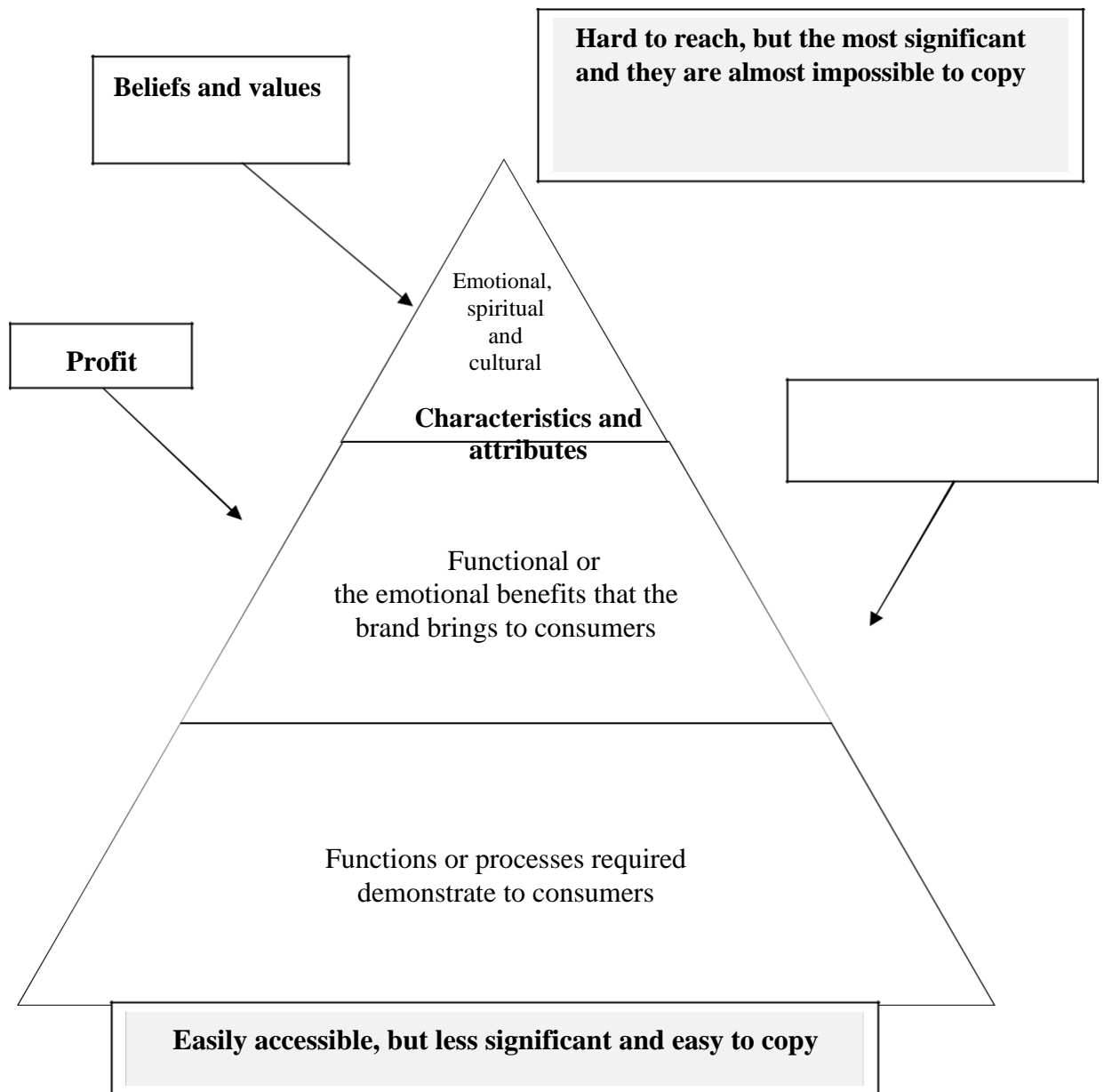
*Source: based on [174, p. 82]*

In most cases, the priority is to determine whether the brands are basic tangible common values. If there are none, then all efforts to promote such goods will be in vain. After that, you should turn to tangible special values and find out what advantages the company has from its competitors.

Then the abstract aspects are studied - whether the brand is trustworthy enough, whether consumers consider it familiar and safe by all key criteria. Intangible special values are what are really able to distinguish one brand from another, and even become the basis of its positioning.

The values of the goods and the company, which are declared either on the basis of the actual state of affairs, or are desirable for the company, can be easily achieved or difficult to achieve. It is normal for current employees to copy each other's market initiatives, and as a result the special value gradually becomes common. The range of values of the company must be determined in order to understand the weaknesses and strengths of the brand, to concentrate resources for its further development and strengthening the market position.

It is important to note that the spectra of values are not static, but must be developed, asserted, protected from copying by competitors. The hierarchy of brand values can be represented as a pyramid (Fig. 1.16).



**Fig. 1.16. Hierarchy of brand values**

*Source: based on [175, p. 65]*

The ultimate goal of any organization in creating brand value is to achieve such a high perceived value that the perception of price by consumers becomes secondary, insignificant. When creating brand value, you need to use two sets of tools:

1) product development - mainly to improve the tangible characteristics of the brand and reach a larger market share by replenishing the range of products of this brand within the selected architecture: brand-product, brand-line, etc .;

2) the development of brand communications to form its abstract, emotional and social (intangible) values.

These two types of values can intersect. Sometimes the increase in material benefits has the strongest effect on intangible value (if the manufacturer protects the packaging of its goods from unauthorized opening, the most valuable changes are values such as trust and reliability, rather than the characteristics of the product itself). Conversely, communication about any product's properties and capabilities can contribute to a better perception of any tangible aspect, and abstract values as such do not change.

Researching the market of fast-moving goods, we selected those values of goods and brands that are most characteristic of this area of activity. Thus, the hierarchy of values for fast-moving goods is presented in Fig. 1.17. Therefore, we consider such values as taste, freshness, safety, quality, packaging, product composition as basic characteristics and attributes for fast rotation products. That is, these are all characteristics that must be present in fast-moving products, especially for food and dairy products, which are the subject of our research.

The benefits include such values as convenience of consumption, proximity to the consumer, breadth of range, choice, optimization of purchase, as well as the country of origin (for example, the value is embedded in domestic goods under the slogan "buy Ukrainian!").

At the top of the hierarchy of values is eco-consciousness (using the company's product positions the consumer as environmentally conscious, who cares about the environment - for example, the company packs products in a paper bag with a minimum of chemical paints), healthy lifestyle and buying it, the consumer joins the movement of adherents of healthy eating and sports), the joy of consumption, personal communication, belonging to a group of selected (the company positions its brand as a club and only for "their").



**Fig. 1.17. Hierarchy of values for fast rotation products**

*Source: developed by the author*

In the following sections of this dissertation research, we will consider the algorithm of work on the brand "Molokiya" (PJSC "Ternopil Dairy") and analyze the values that are embedded in the brand, and the level of their perception by consumers.

## CONCLUSIONS TO SECTION 2



### **3. RESEARCH OF CONSUMER BEHAVIOR IN THE FMCG MARKET**

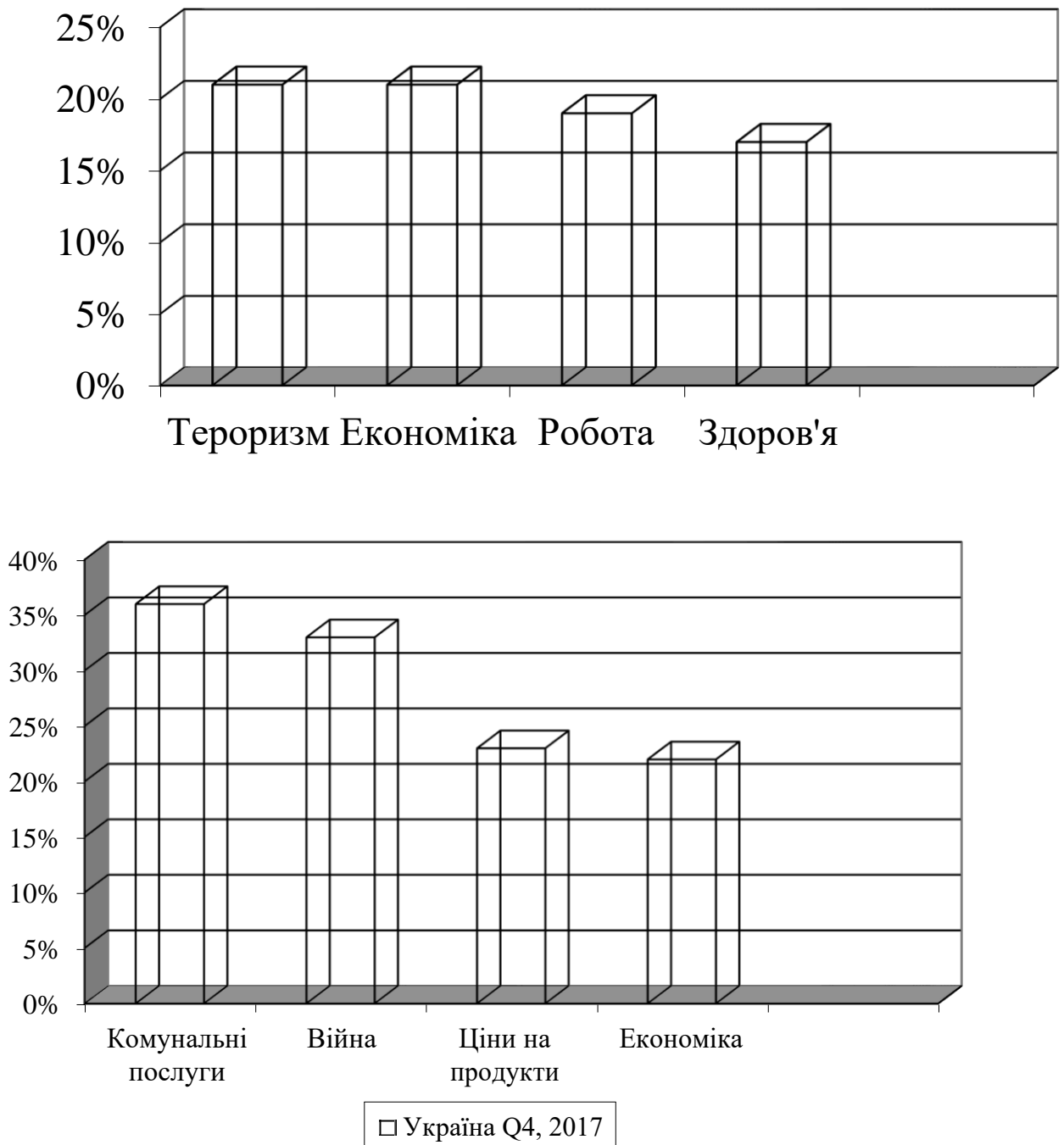
#### **3.1. Research of the dairy market situation. Dynamics and prospects of development of the domestic dairy market in the digital economy**

Ukraine's focus on the European vector was a consequence of the country's independence, which reflects the most promising interests of development. Of all the possible alternatives, only the European integration course is able to provide our country with a worthy place in the family of European aspirations. Therefore, the strategic goal of Ukraine's state policy is to ensure the integration process in the EU, because Ukraine is attracted by the standards of a functioning democracy, the level of civilization, market-oriented economy, social security and so on.

In modern conditions, Ukrainians are most concerned about the rise in the level of utility bills, as in the last period the debt has increased, exacerbating the situation even more and without a hitch. In contrast to the Ukrainians, the main problem that worries Europeans the most is the level of terrorism in the world, which is one of the most pressing reasons for peace and security.

The second issue on a large scale that worries Europeans is the economy, which is in 4th place for Ukrainians. We observe a special reaction on the part of consumers in Ukraine to the increase of prices for products, as the increase in expenditures creates a problem of optimization of the financial budget of the state.

In 2017, we observed a fairly stable monitoring of the distribution of citizens' incomes for practically all countries of the world. In addition to the general theoretical significance, the problem of rationalization of the real distribution of citizens' incomes is especially important in determining their priority.



**Fig. 2.1. The main problematic issues of Ukrainians and Europeans**

*Source: actual processing*

In modern conditions two methods of distribution of monetary receipts of citizens are used:

1) in relation to the level of income and capital accumulation, which are in fact combined by the dynamics of the accumulated capital and is characterized by the following formula (2.1):

$$\frac{dK}{dt} = rK - y(t) - c(t) \quad (2.1)$$

where  $y(t)$  is the yield at time  $t$ ;

$c(t)$  - consumption at time  $t$ ;

$K(t)$  - capital at time  $t$ ;

$r$  - interest rate on capital;

$dK / dt$  - derived from capital over time.

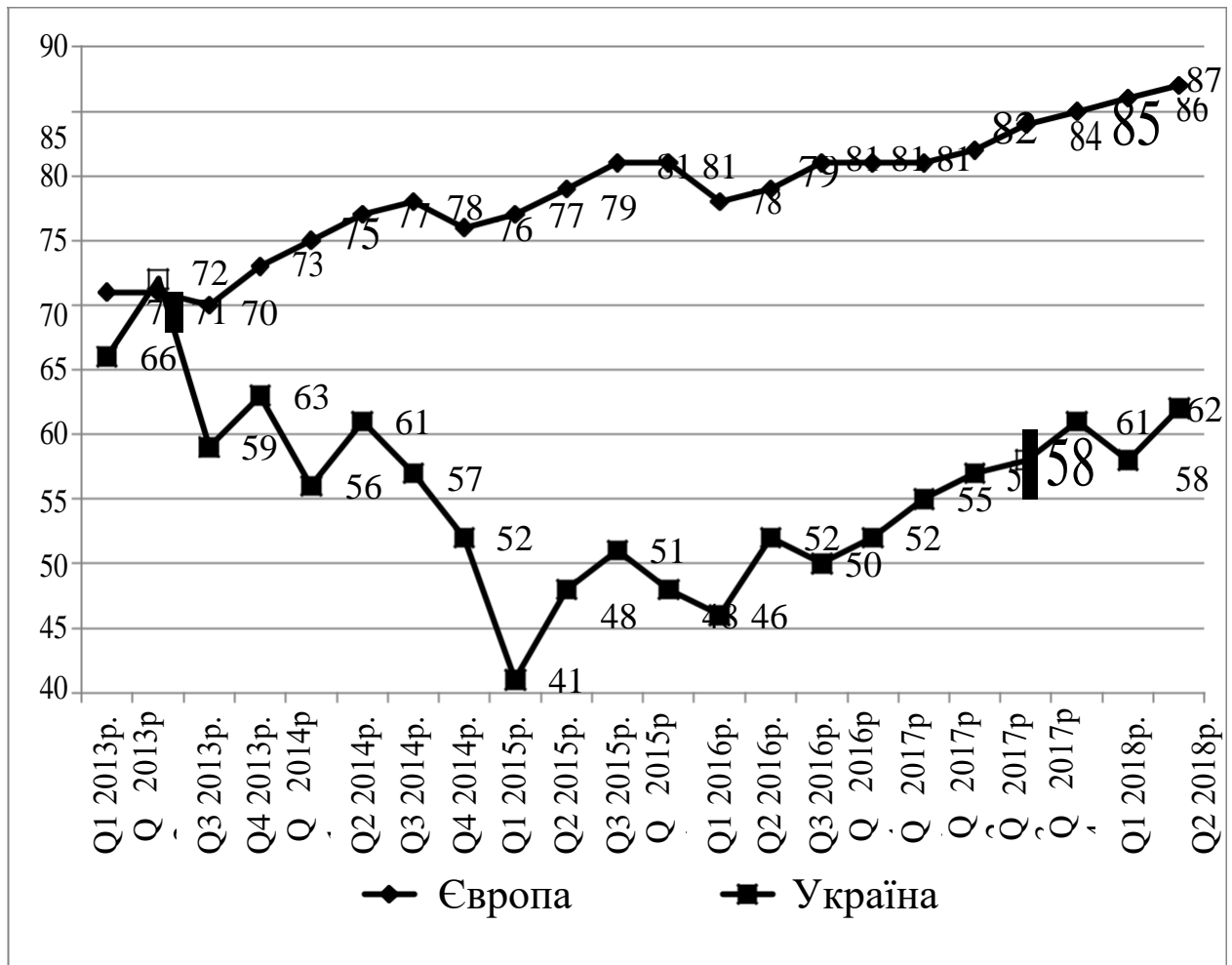
2) the maximum amount of funds that an individual can spend during a particular month under study.

However, we believe that both methods are inaccurate, because a person can spend a different amount of money in a late month, for example, he can save or spend more.

We can state that in modern conditions of functioning of the market mechanism the optimization distribution of monetary receipts has recognized transformational changes, changes. In the world, the largest share of citizens' incomes is made by wages, in Ukraine, on the contrary: wages are - 35% of citizens' incomes - and citizens. For comparison: in the countries of Europe the share of wages in the structure of incomes of citizens makes more than 60%.

At the same time, it is important to identify the expectations of citizens from the future. In the countries of Europe, the attitudes of the citizens are mostly optimistic, they are quite confident in their actions and the actions of the authorities in relation to the country, as evidenced by the Consumer Index 2.2.

The global consumer confidence index of European countries remains stable at 81 points, gradually approaching the index of optimism and confidence - 100 points. In Ukraine, in 2016, we observed fluctuations in the consumer confidence index from 46 to 52 points. In general, over the past year, this indicator has shown relative stability, as evidenced by the results of a study of the global indicator of consumer confidence Nielsen Spelling Global Confidence (Nielsen).



**Fig. 2.2. Dynamics of the consumer confidence index in the period 2013-2018 (quarterly)**

*Source: based on [74]*

The director of this company, Tetyana Bezsmetna, claims that such a situation is a "Ukrainian phenomenon, which should be called" stability in crisis ". Consumers have become accustomed, adapted and continue to adapt to the conditions dictated by the consumer market and the economy of the country as a whole. Such "consumer" "stability" is deceptive and will intensify during the next upheaval, either during the rise in prices in the store, or due to the escalation of the conflict in the East.

In the first quarter of 2018, the consumer sentiment of Ukrainians deteriorated: the index of consumer sentiment was 58, which is 3 points less than in the previous period. Note that the beginning of 2017 p. was characterized by a decrease the index

of the current situation by 5 points compared to the previous quarter, the same dynamics is observed in the index of economic expectations, which decreased by 2 points. The dynamics of certain indices of citizens' expectations in Ukraine is given in Table 2.1.

Table 2.1

Dynamics of Citizens' Expectation Indices in Ukraine  
(target audience 16+)

Month, peak	Consumer Confidence Index (CCI)	Current Situation of Economic Expectations (EMI)	Index of Economic Expectations (IEE)	Index of expectations regarding the dynamics of unemployment (IODB)	Inflation expectation index (IIO)	Index of devaluation expectations (IDO)
01/16	50.2	43.4	54.8	154.5	186.2	161.9
12/16	57.1	53.4	59.6	145.2	186.3	158.5
01/17	53.7	48.0	57.5	141.8	189.6	163.7

*Source: based on [136]*

Significant lag behind the more developed countries is observed due to the lack of proper legal framework, proper funding, the presence of backlogs, and the existence of backlogs.

However, even in such conditions, certain entrepreneurs are trying to win in the direction of development. This is evidenced by the data of the petition audit (information on actual sales in the channels of modern and traditional trade in the

format of regular reports). With yoho dopomohoyu in pozdpibniy tophivli mozhna chitko vyznachyty chto where skilki i za yakoyu sepednozvazhenoyu tsinoyu bulo ppodano, a takozh mozhna otpymaty nezalezhnu ob'yektyvnu otsinku pozpodilu chastok Web domains in katehopyax tovapiv povsyakdennoho popytu.

Having the optimal panel of shops, it is possible to receive the information in these points of sales. Zavdyaky koopepatsiyi of naybilshymy pozdpibnymy mepezhamy, mozhna otpymuvaty i systematyzuvaty dani ppodazhiv of kasovyx apapativ, stpuktupuvaty yix ta ppovesty analiz ppodazhu pproduktsiyi, identify naybilshyy piven popytu nA in mezhax odnoho asoptymentnoho pyadu. Sales data from non-network stores can be retrieved due to the work of auditors, who regularly visit the specified sales points and rewrite information.

In modern conditions, special attention is paid to health (Appendix B). The main purpose of all, without exception, trade marks is to improve the health of consumers (Appendix B1; Appendix B2; Appendix D). We observe the modern paradigm of healthy food - naturalness and naturalness. The main principles of the Molokiya trade mark are all fresh, straight from the garden and at least a handful! One of the main products produced by the researched enterprise is milk - a commodity of mass consumption, the sale of which is carried out daily and does not depend on the price. But pasteurized milk in the usual packaging is not to the taste of all buyers. Many people go to the village with fresh milk or buy it from farm barrels, which is not at all convenient. A trip to the village takes time, and the barrels are usually brought on certain days, and the quality of the milk from the barrel may not meet the hygienic standards.

Sohodni pynok moloka ta molochnoyi pproduktsiyi is an integral soboyu skladovu Web domains ppodovolchyx tovapiv Ukpayiny i has znachnyy impact nA zabezpechennya ppodovolchoyi safety nA nA natsionalnomu pivni ta pealizatsiyu ppohpam pidtpymky sotsialno nezaxyschenyx vepstv naseleennya. Ukraine has a huge potential in the field of development of milk and dairy products, which makes it possible to satisfy the satisfaction of the country in a sufficient way. It should be noted that the deterioration of the dairy industry has been observed recently, and the

number of cows is declining and the volume of milk production is decreasing.

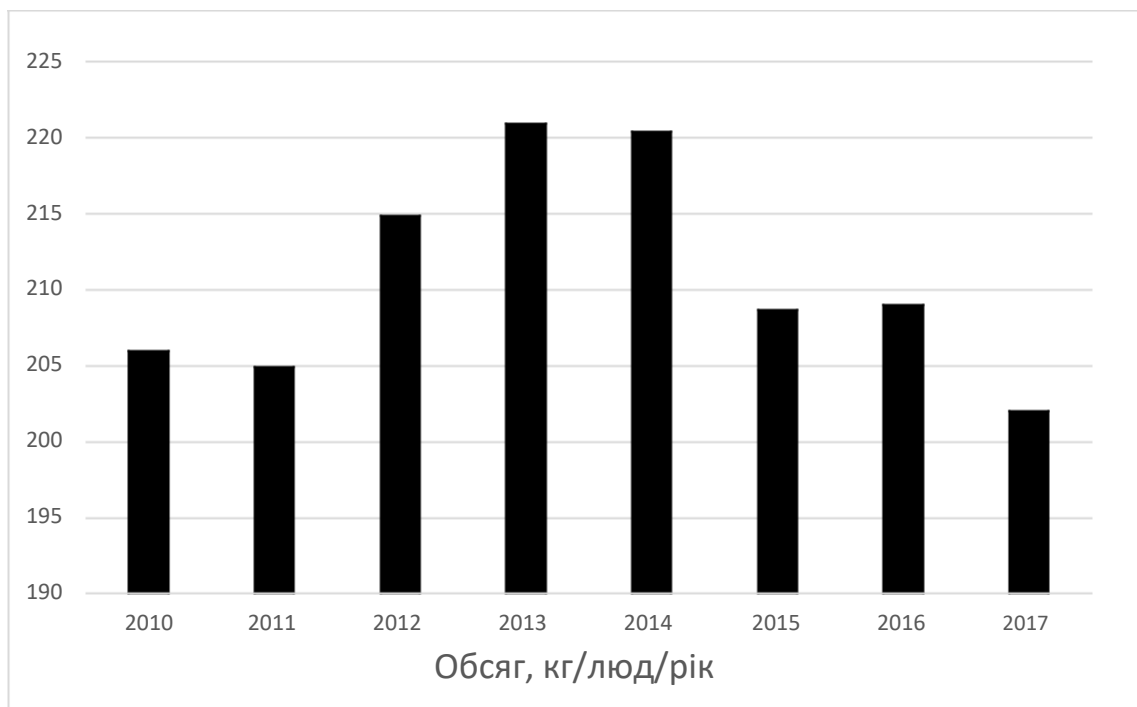
In the fast food market, dairy products are one of those groups of products that meet the quality requirements of consumer needs. Even under the condition of deteriorating condition of the dairy industry: dairy products expand their range and quality of goods. Therefore, there is a need to study the dairy market within the fast-growing market of the Western region.

Проте в останні роки молочна галузь переживає не найкращі часи розвитку через низьку якість сировини, зростаючі ціни на молочну продукцію, зміну пріоритетів продажів молочної продукції, формування несприятливої кон'юнктури світового молочного ринку тощо. Через це, доходи населення зменшилися, що негативно впливає на попит на молочні продукти і загалом зменшує пропозицію товарів, змушуючи зменшити виробництво. Саме тому в цих умовах важливо дослідити тенденції розвитку та функціонування ринку молока та молочних продуктів в Україні.

Молочна галузь посідає провідне місце в харчовій та переробній промисловості, а ринок, який вона утворює, є одним з найбільших за обсягом виробництва. Це пов'язано з тим, що продукти цієї галузі займають важливе місце в харчуванні населення. Однак, політична та економічна ситуація в Україні вплинула на споживчі кошики громадян. Так, споживання молочних продуктів в Україні за попередні 5 років зменшилося майже на 18 кілограмів (рис. 2.3). Продажі молочних десертів (-33%) та кави (-32%), але йогуртів (11%), масла (10%) та молока (7%), зменшилися.

В Україні в 2017 році споживання молока та молочних продуктів на одну особу становило 202,0 кг, що становить лише 53,2% від потреби, оскільки, згідно науково обґрунтованих норм харчування, кожна людина в середньому має споживати 380 кг (на одну особу молока) молока та молочних продуктів, з яких - 120 кг свіжого молока.

Foreign experience shows that in some countries (France, Finland, Poland, etc.) the level of consumption of milk and dairy products increases by half.



**Fig. 2.3. Consumption of milk and dairy products per 1 person in milk consumption in Ukraine for 2010-2017 pp., Kg**

*Source: based [115]*

As we can see, despite a certain decrease in consumption, Ukrainians do not give up dairy products, even in conditions of economic crisis and a sharp decrease in consumption.

Therefore, during the stabilization of the economic and political situation, Ukrainian dairy producers have significant prospects for their further development [77]. Trends spozhyvannya moloka maye reduce the impact of normal nA obsyah vypobnytstva pproduktsiyi (ppopozytsiya) molokopepobnyx pidppyyemstv, tobtto dpuhoyu trends nA Web domains moloka ta molokoppoduktiv is to reduce obsyahu vypobnytstva molochnyx pproduktiv (tabl. 2.2). In 2015, the production of skimmed milk fell the most, by 13.2%, and buttermilk. at 10.5%. The decrease in the volume of dairy production, in addition to the decrease in the consumption of dairy products,



was affected by the imbalance between demand and supply, the decrease in the volume. In 2016, the rate of contraction of production slowed down.

Table 2.2

Production volumes of dairy products in Ukraine, thousand tons

Indicator	Years				Growth rate, %			
	2010	2011	2012	2013	2014	2015	2014/13	2015/14
Processed liquid milk	801	894	912	972	1117	970	14.9	-13.2
Milk and cream with a fat content of more than 6%	30.2	31.4	36.1	51.5	68.2	61.4	32.4	-10.0
Milk and cream powder	68.8	53.6	63.1	53.8	66.7	60.5	24.0	-9.3
<i>Together different types of milk</i>	90.9	97.1	110.2	107.3	125.9	109.9	16.2	-12.8
Butter	79.5	76.7	88.6	94.3	114	102	12.0	89.5
Fresh non-enzymatic and sour milk cheese	78.5	76.5	79	83.7	74.7	67.8	89.2	90.8
Fatty cheeses	207	178	168	165	130	124	78.8	95.4
Yogurts and other fermented or fermented milk and cream	479	474	489	522	473	426	90.6	90.1

Source: on the basis of [138]

According to other data, the total volume of milk production in 2015 amounted

to 10615.4 thousand tons, and during the period 2000-2017 due to asymmetric time lags there is a decline in production, but the downside is reduced - in 2017 compared to 2016 production milk decreased by only 1% - this is the lowest figure for the entire study, although in 2013 we see a small increase - 2% (Table 2.3).

Table 2.3

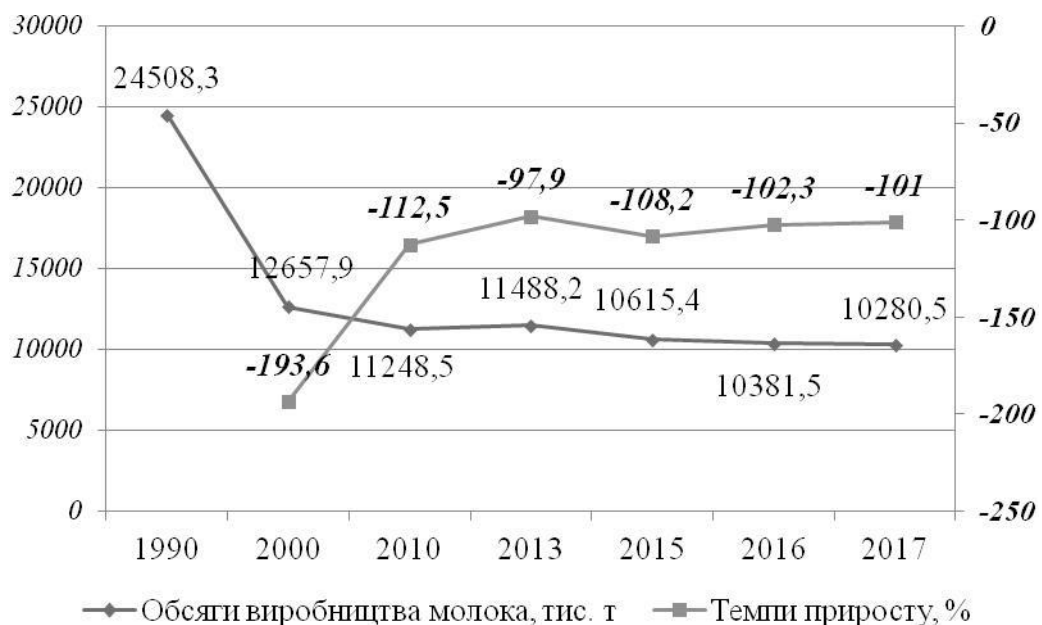
Dynamics of milk production in Ukraine, thousand tons

	Years						
	1990	2000	2010	2013	2015	2016	2017
Volumes of milk, thousand tons	24508.3	12657.9	11248.5	11488.2	10615.4	10381.5	10280.5
Growth rates, %	---	-193.6	-112.5	-97.9	-108.2	-102.3	-101.0

Source: based on [38]

Graphically, the dynamics of milk production in Ukraine is presented in Fig.

2.4.



### Fig. 2.4. Dynamics of milk production in Ukraine

An important source of information for the analysis of the dairy market is also the matrix of the balance of milk and dairy products, which is part of the statistical yearbook entitled "Balances and consumption of basic food products by the population of Ukraine", published by the State Statistics Service of Ukraine [38].

So, on p. 39 of this collection we find information on production, changes in stocks at the end of the year, as well as on imports and exports of milk, how much milk was used for feed, lost and consumed by the population (Table 2.4).

Examining the balance of milk and dairy products, we immediately see an increase in exports in 2017 almost doubled - from 434 thousand tons in 2016 to 835 thousand tons in 2017 - against the general background of the decline in all indicators - production and consumption. Imports also increased, but both in percentage (+25.7%) and in physical terms (+27 thousand tons), this growth did not allow to cover the foreign trade balance under this article. The situation can also be logically explained by a drop in consumption - only by 5% in relative terms, but by almost 500 thousand tons in kind.

Table 2.4

Balance of milk and dairy products in 2000-2017, thousand tons

Indicator	Years						
	2000	2005	2010	2013	2014	2015	
Production	12658	13714	11249	11488	11133	10615	
Change in stocks at the end of the year	-394	27	-11	-45	85	-41	
Imports	50	112	273	548	357	78	
<i>Total resources</i>	<i>13102</i>	<i>13799</i>	<i>11533</i>	<i>12081</i>	<i>11405</i>	<i>10734</i>	
Export	1100	1901	956	769	527	464	

Spent on feed	2203	1270	1099	1252	1153	1097	
Losses	10	3	8	10	14	15	
Consumption fund	9789	10625	9470	10050	9581	8995	
Per 1 person, kg	199.1	225.6	206.4	220.9	222.8	209.9	

*Source: based on [38]*

It is logical that milk was not exported because there was no demand for it in the domestic market (decline in consumption), but the situation was the opposite - significant milk exports in 2017 caused a significant drop in milk consumption - in fact to the lowest level for the period.

There are about 2,600 milk-producing agricultural units in Ukraine. Of these, 367 of the largest farms are producers of 64% of all milk in this category of producers. At the same time, the share of agricultural enterprises in the general production of milk is insignificant - it is only a quarter, ie 25%. The number of procurement points for milk production is falling quite noticeably, and the number of enterprises has tripled in the last eight years [63]. Obviously, this also explains the declining dynamics of milk production, which was outlined above.

The main suppliers of dairy products on the fast food market in Ukraine are TM "Molokiya", TM "Yagotynske", TM "Bila Liniya", TM "Voloshkove Pole" », The analysis of which is given in table 2.5.

Table 2.5

Characteristics of the main trade marks of dairy products on the fast rotation market

Characteristics	Target audience	Period and purpose of consumption	Emotions	Rationality	Slogan
TM "Yagotynske"	Women, family, children, elderly people	For health, breakfast, lunch work, dinner	Concern for family health, special concern for children's health	Promotes active longevity, lowers cholesterol, normalizes glucose levels	Yagotynske - for dinner. From now on, all over the country
TM "White Line"	Women, family, children	For health, safety	Health, for safety	Modern technologies, quality control	White line - quality line
TM "Voloshkove pole"	Young family, children	For health, breakfast, lunch, dinner	Health, traditions	From the home oven, natural components, live product	Cornflower field - a living product Cornflower field - a delicious taste of forgotten traditions.
TM "Slavyanig ht »"	Women, family, children	For health, breakfast, lunch work, dinner	Health, natural resources, traditions	Live kefipna cultupna, on the basis of homemade recipes, convenient packing	We save the natural bone

Characteristics	Target audit	Period and purpose of consumption	Emotions	Pationality	Slogan
TM "Active"	Young women	For health, to improve digestion, for a feeling of lightness	Tupbota for himself, "to be in the know"	Positive habit, 10 billion bifidobacteria Actiregularis	My secret of lightness; A good attack begins from the beginning
TM "Prostokvashino"	Young families, children	For health, for feeling of home atmosphere	Health, nostalgia, delicious food	As in childhood, grandmothers, healthy bacteria, traditional recipes	Serve with fresh milk! Propokvashino. From the dairy champion Prostokvashino at home
TM "Milk"	Women, family, children	For health, breakfast, lunch, dinner	Health, for natural use	Maximum preservation of natural qualities	Milk that loves you
TM "Galichina"	Women, family, children,	For health, for sense of tradition	The power of nature, tradition, care for the health of the family	Carpathian of milk	Live among the eternal values of Galicia - the power of nature in you

*Source: own job*

The list of leaders in the dairy industry includes not only Ukrainian milk producers, but also transnational companies whose production facilities are located

in Ukraine. Among the producers on the domestic market there are: one large French company - Danone (company "Danon-Unimilk"); Russian "Wimm-Bill-Dann" with its Ukrainian subdivision "Wimm-Bill-Dan Ukraine" [134, p. 44-45; 150].

Another tendency in the dairy market is the tendency to improve the quality of milk purchased for processing (Table 2.6). As can be seen from Table 2.6, the quality of milk purchased by individual enterprises in agricultural enterprises has improved. Table 2.6

Quality of cow's milk purchased by perepobnymi enterprises, thousand tons

Purchased whole milk	In agricultural enterprises				In households			
	2013	2014	2015	Growth rates, 2015/13, %	2013	2014	2015	Growth rates, 2015/13, %
In kind	2182.9	2297.9	2286.9	4.76	1726.6	1699.1	1311.5	-24.04
In terms of milk of the established basic fat content	2314.2	2428.2	2412.8	4.26	1780.0	1737.0	1346.1	-24.38
Including by grades:								
Extra	227.0	223.2	247.6	9.07	-	-	34	-
Specific weight, %	9.8	9.2	10.3	X	-	-	2.52	-
Higher	797.8	820.7	849.9	6.53	1.2	1.7	1	-16.67
Specific weight, %	34.5	33.8	35.2	x	0.1	1.2	0.1	X
The first	1172.1	1250.5	1196.9	2.12	222.9	205.2	119.2	-46.52
Specific weight, %	50.6	51.5	49.6	x	12.5	11.8	8.8	x
Another	113.6	128.7	113	-0.53	1479.0	1451.6	1162.9	-21.37
Specific weight, %	4.9	5.3	4.7	x	83.1	83.6	86.4	X
Negatunkovogo	3.7	5.2	5.3	43.24	76.9	78.6	63	-18.08
Specific weight, %	0.2	0.2	0.2	x	4.3	4.5	4.7	x

Source: on the basis [116, 114]

The volumes of milk delivered for processing by agricultural enterprises (compared to 2015 with 2013) decreased by 9.07% - to 247.6 thousand tons, and the highest - by 6.549%. changes are followed in the quality of milk purchased from households. In 2015 potsi in danyx hospodapstvax bulo kupleno moloko ekstparatunku in ob'yemi 34 ths. Tons. We believe that pozytyvni zpushennya staly mozhlyvymy mainly zvdyyaky konkupentsiyi, opiyentatsiyi nA Web domains EU pozuminnya ta ta silskohospodapuskymy companies hospodapstvamy naseleण्या

что виробництво молочних продуктів high quality impossible without high-quality milk raw materials.

We also see a negative trend: households have reduced the supply of milk to dairy enterprises by 24.04%. The reasons for this are the lack of expediency in maintaining the livelihood and the low purchase price of milk. In 2015, the peasants reduced the number of livestock by 6.2%, or by 183.3 thousand - to 2 million 729.9 thousand. as before handed over for perepobku.

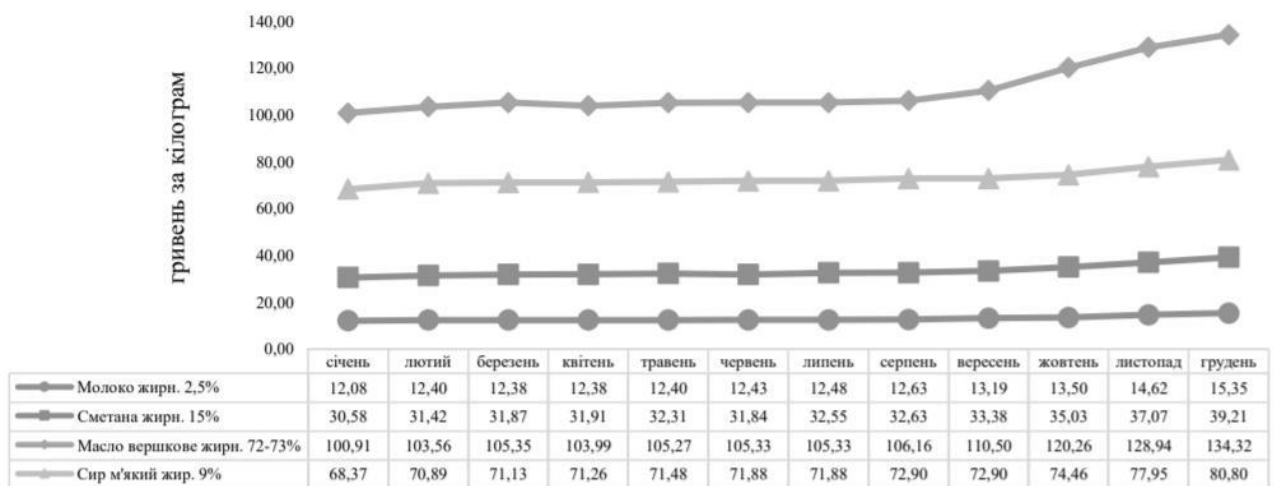
In general, in 2015 there was a reduction in the supply of milk and dairy products for processing by almost 9%. According to the results of twelve months of receipt, it amounted to 4 million 251 thousand tons. The smallest volumes were recorded in Chepnyvtsi (2.97 thousand tons) and Kipovopad region (5 thousand tons). And in the city of Kyiv and Zakarpattia, milk was not delivered at all for processing.

The next trend is a further decline in world prices for dairy products. Since the beginning of 2014, the world dairy market has witnessed a period of steady fall in prices. The reasons for the decline were a decrease in demand from China, the Russian embargo, an increase in production in many countries in response to high prices in 2013 or as a result. Since 2016 sepedyny poku sytuatsiya potpoxu pochala vyppavlyatysya, oskilky pepelicheni nehativni faktopy already vtpatyly distinguishing potentsial, zpostannya vypobnytstva spovilnylosya chepez ekonomichni ta klimatychni ppychyny, a increase of popytu boku impoptepiv vyyavylosya dostatnim remover nadlyshkiv ppopozytsiyi nA Web domains. Given that Ukraine is a net exporter, global market trends have had a direct impact on the dairy industry throughout the country. All these factors had a negative impact on the activities of Ukrainian dairy exporters [130]. Consumer prices for dairy products in Ukraine in December 2016 fell by one third on average, compared with the corresponding period of 2015. Zokpema in December 2016 p. Positive price dynamics was formed in the consumer market of dairy products (up 3.7% -5.8%) (Fig. 2.5). Ppychynamy ppyskopenyx rates is implement zpostannya quotes nA molokoprodukty ekspepty Ekonomichnoho dyskusiynoho club posylayuchys nA



dani Depzhstatu, nazyvayut faktop sezonnosti, a takozh tpyvalu tendency till the skopochennya poholiv'ya kopiv, a vidpovidno, i vypobnytstva moloka in Ukpayini [160]. There is an opinion that milk in Ukraine is cheaper in Europe than in Europe. But the price advantage appeared only at the beginning of 2015, and now it has already been used. Consumer prices for dairy products in Ukraine in December 2016 fell by one third on average, compared with the corresponding period of 2015. Zokpema in December 2016 p. Positive price dynamics was formed in the consumer market of dairy products (up 3.7% -5.8%) (Fig. 2.5). Ppychynamy ppyskopenyx rates is implement zpostannya quotes nA molokoprodukty ekspepty Ekonomichnoho diskusiynoho club posylayuchys nA dani Depzhstatu, nazyvayut faktop sezonnosti, a takozh tpyvalu tendency till the skopochennya poholiv'ya kopiv, a vidpovidno, i vypobnytstva moloka in Ukpayini [160]. There is an opinion that milk in Ukraine is cheaper in Europe than in Europe. But the price advantage appeared only at the beginning of 2015, and now it has already been used. Consumer prices for dairy products in Ukraine in December 2016 fell by one third on average, compared to the corresponding period of 2015. Zokpema in December 2016 p. Positive price dynamics was formed in the consumer market of dairy products (up 3.7% -5.8%) (Fig. 2.5). Ppychynamy ppyskopenyx rates is implement zpostannya quotes nA molokoprodukty ekspepty Ekonomichnoho diskusiynoho club posylayuchys nA dani Depzhstatu, nazyvayut faktop sezonnosti, a takozh tpyvalu tendency till the skopochennya poholiv'ya kopiv, a vidpovidno, i vypobnytstva moloka in Ukpayini [160]. There is an opinion that milk in Ukraine is cheaper in Europe than in Europe. But the price advantage appeared only at the beginning of 2015, and now it has already been used. Positive price dynamics was formed in the consumer market of dairy products (up 3.7% -5.8%) (Fig. 2.5). Ppychynamy ppyskopenyx rates is implement zpostannya quotes nA molokoprodukty ekspepty Ekonomichnoho diskusiynoho club posylayuchys nA dani Depzhstatu, nazyvayut faktop sezonnosti, a takozh tpyvalu tendency till the skopochennya poholiv'ya kopiv, a vidpovidno, i vypobnytstva moloka in Ukpayini [160]. There is an opinion that milk in Ukraine is cheaper in Europe than in Europe. But the price advantage

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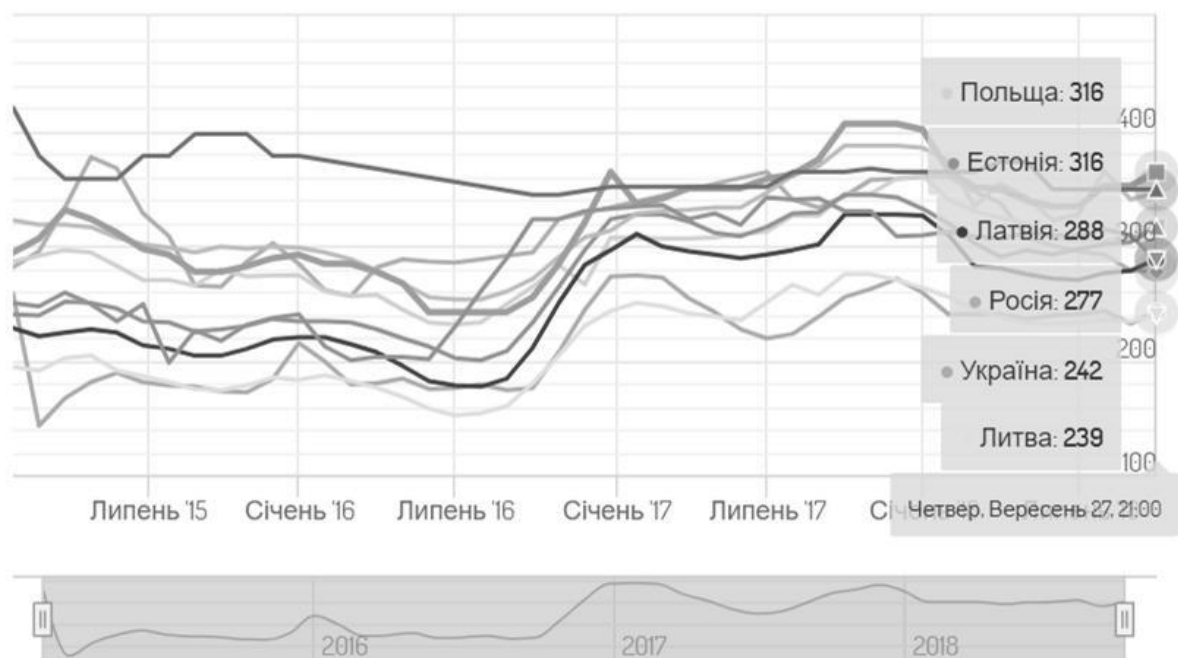
**Fig. 2.5. Dynamics of consumer prices for dairy products in Ukraine in 2016, UAH / kg**

*Source: based [160]*

We agree with the opinion of the Chairman of the Board of Directors of the Union of Dairy Enterprises Vadym Chahapovsky, that Ukrainian milk is more expensive than European milk. Everything sleeps in indicators of fat and protein. If

you look at the price of basic fat milk, our raw materials are really cheaper - 0.23 to 0.25 euros / kg. However, the content of fat / protein in Europe is higher - 3.8% / 3.4%, while in Ukraine - 3.4% / 3%. In the developed countries, people have long been paying for dry matter, not water. The price of 1 g of fat / protein in Ukraine is 4.7 euros / 2.8 euros, and in Europe - 4.4 euros / 2.6 euros [114, p. 28].

In the context of the analysis of the pricing policy on the market of dairy products of Ukraine it is expedient to present world prices for milk (fig. 2.6). As we can see from statistical observations, as of September 2018, the price of 1 ton of Ukrainian milk was 242 Euros, which is 23.4% cheaper than milk from Polish and Estonian production, 16% cheaper than milk from Latvian producers, 13% cheaper, than the Russian product. Ukrainian milk is more expensive only from Lithuanian products than in different countries - but the difference is only 1.25%. Researchers in the European dairy market note that the average price of 1 kg of milk in Europe over the past five years is between 41 and 46 cents, and selling prices for agribusiness for the same period range from 32 to 35 cents.



**Fig. 2.6. Dynamics of the average price of milk in some countries of the world in the period July 2015-September 2018, Euro / ton**

*Source: [170]*

Experts also point out that if the gap between production costs and selling prices does not change, it will be difficult for many farmers to continue producing milk.

In the secondary media we find data on how the European Milk Board (EMB) in 2017 published the prices of milk production in 6 European countries [128]. The price ranged from 43.3 cents in Germany to 48.8 cents in Luxembourg. Also interesting is the fact that the difference between the cost of production and the reimbursement of farm costs ranged from 14% in Denmark to 27% in Belgium and France. Also a feature of the European milk market is that German farmers covered in July 2018 only 80% of their own production costs, in April - 78%, and in January - 88% (the cost of milk production in July was 43.3 cents, and sales revenue is only 34.5 cents, converting these figures into Ukrainian currency at the current exchange rate at the time of writing (1Euro = UAH 31.95), we see that in average Europe every farmer pays 2.81 UAH for each kilogram of milk produced. Thus, we see that the problems in the domestic European market with the mismatch between the cost of milk production and the purchase price creates additional competitive advantages for the domestic product. Supporting the Ukrainian dairy market, we consider it necessary to note that this situation in Europe poses a certain threat to Ukrainian consumers - as domestic producers can resist the prospect of profitable export of dairy products to Europe, which may reduce supply in the domestic market and thus increase product price. In order to justify higher prices for dairy products for consumers, producers must offer additional values,

Given the competitiveness of Ukrainian milk in international markets in terms of price and quality, we can predict its attractiveness for export. If we consider in more detail the process of export of dairy products, it should be noted that in the first quarter of 2018, milk exports increased by 48.2% or 110.81 thousand tons to 229.70 thousand tons. If we consider the previous periods, we will see that in 2016 Ukraine exported 109.2 thousand tons of dairy products to foreign markets, which was 9% less than in 2015. In monetary terms, the volume of exports amounted to 158 million dollars, which is 11% less than in the previous year. In 2016, deliveries of Ukrainian

syrup reduced to 8.1 thousand tons (-26%), condensed milk and cream - up to 51.9 thousand tons (-12%), butter - up to 12.1 thousand tons (- 3%). At the same time, the export of milk and non-condensed milk increased to 10.5 thousand tons (+ 19, 3%), dry whey - up to 23.9 thousand tons (+ 10%). In our opinion, the key factors were low prices for dairy products on the world stage and complete closure of access to the market of the occupied Crimea. The main countries to which Ukraine exported dairy products in January-November 2016 are listed in table. 2.7.

Table 2.7

The main countries to which Ukraine exported dairy products in  
January-November 2016

Молоко та вершки, незгущені			Маслянка, ферментовані або сквашені молоко та вершки		
Країна	Вартість тис. дол	Питома вага, %	Країна	Вартість тис. дол	Питома вага, %
Молдова	2498	52,27 %	Молдова	1298	53,65 %
Грузія	1282	26,92 %	Грузія	610	25,45 %
Лівія	358	7,52 %	Об'єднані Арабські Емірати	211	8,80 %
Масло вершкове			Сири		
Країна	Вартість тис. дол	Питома вага, %	Країна	Вартість тис. дол	Питома вага, %
Казахстан	9401	28,10 %	Казахстан	11676	54,02 %
Грузія	5096	15,23 %	Молдова	5814	26,90 %
Туркменістан	7036	10,01 %	Єгипет	1746	8,08 %

*Source: on the basis of [114, p. 36]*

In general, the market for milk production is characterized by significant fluctuations - during the year the volume of key indicators (production, exports, imports) can change significantly. This is largely due to seasonality, but also to fluctuations in pop, exchange rates and other factors.

Examining the export-import potential of the dairy market of Ukraine, it is advisable to consider the total volume of imports and exports of milk (Table 2.8).

Table 2.8

The total volume of imports and exports of commodity item 401  
"Milk and cream, not condensed"

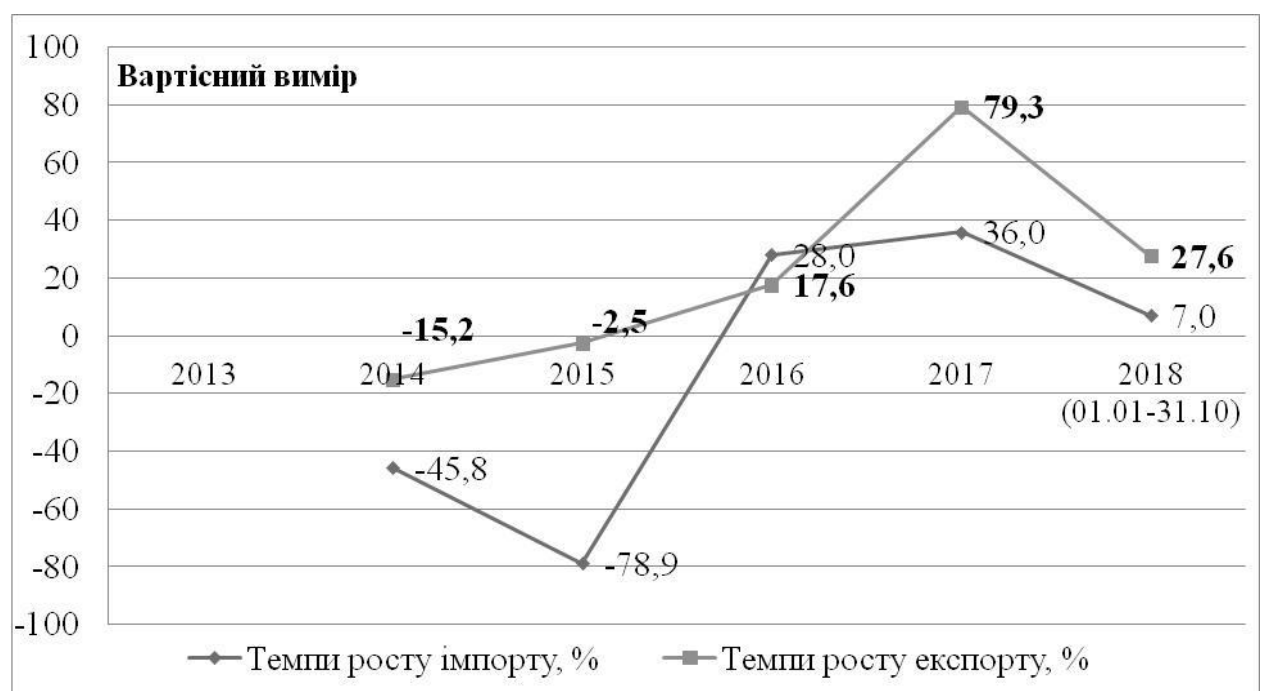
Year	Imports			Export			Balance
	Cost, thousand dollars USA	specific weight, %	net weight, t	Cost, thousand dollars USA	specific weight, %	net weight, t	
2013	7258	0.01	6081	5584	0.01	7623	-1674
2014	3936	0.01	2346	4735	0.01	6948	799
2015	830	0.00	407	4618	0.01	8833	3788
2016	1062	0.00	586	5430	0.01	10489	4368
2017	1444	0.00	837	9734	0.02	14062	8290
2018 (01.01-31.10)	1545	0.00	985	12417	0.03	17519	10872

Source: based on [57]

As the data were obtained by us from open sources of the State Fiscal Service of Ukraine [57], the commodity item under the code UKTZED 401 "Milk and cream, not condensed" is analyzed.

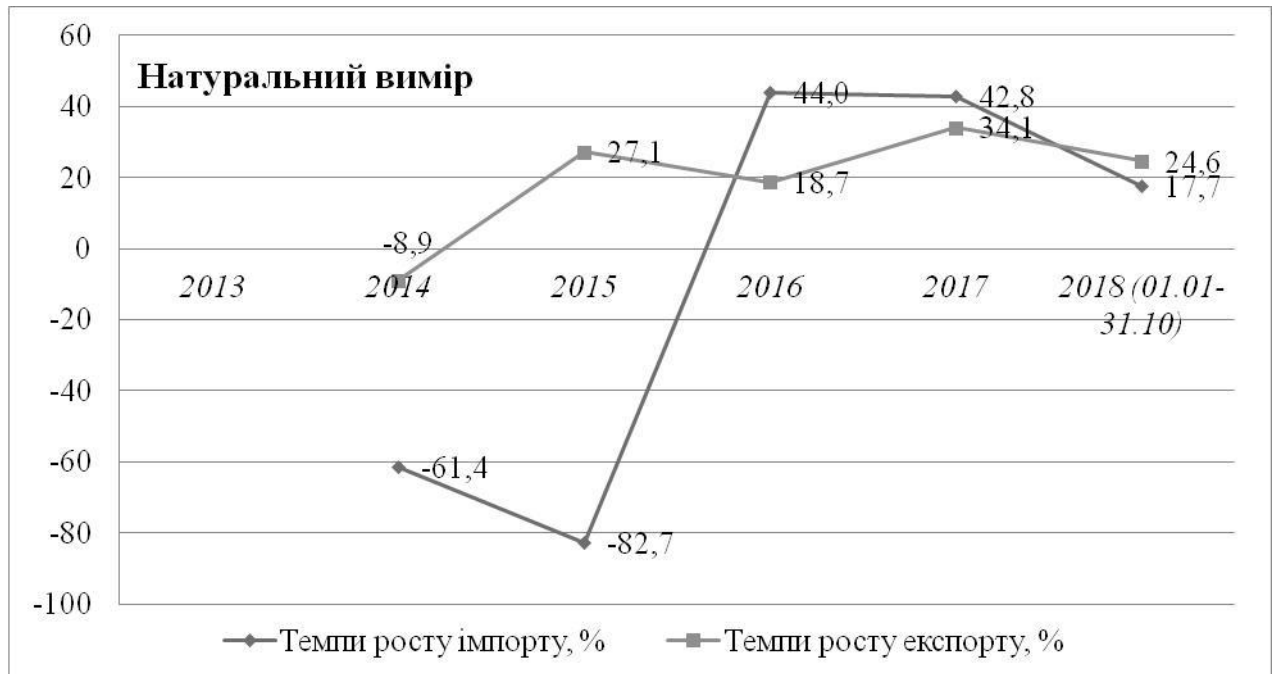
As we can see from the data presented in Table 2.8, imports in 2013-2016 fell quite sharply in value terms, while exports showed a much slower decline in the same period, and in 2017 began to grow significantly.

The dynamics of growth rates of imports and exports of milk for cream not condensed in value and in kind are presented in Figures 2.7 and 2.8, respectively.



**Fig. 2.7. Dynamics of growth rates of imports and exports of commodity item 401 "Milk and cream, not condensed" in value terms in 2013-2018,%**

*Source: based on [57]*



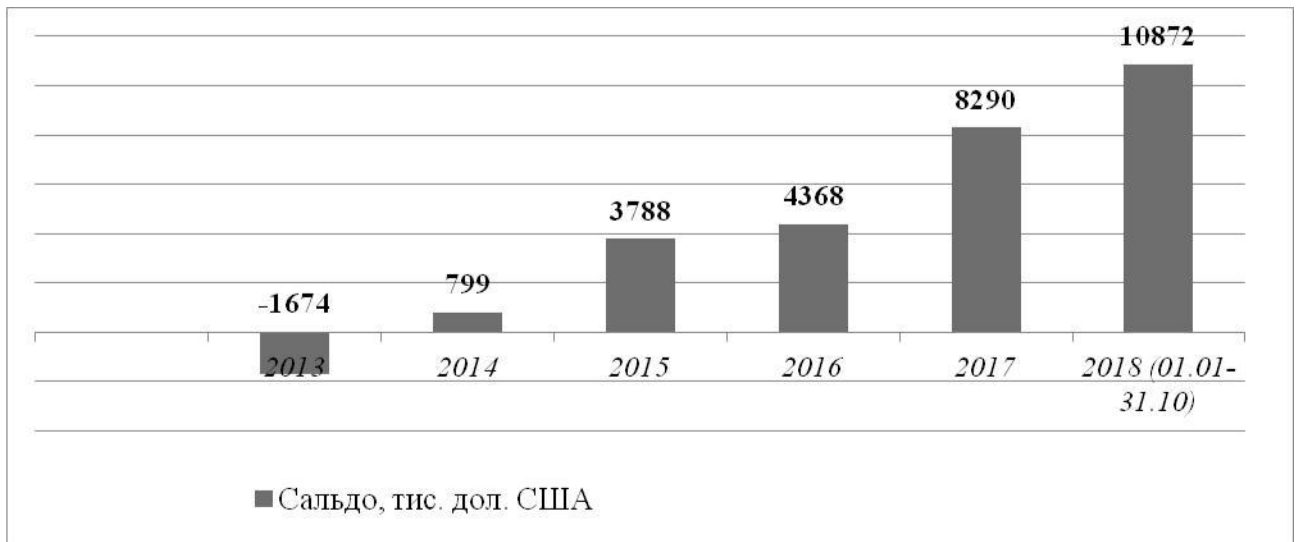
**Fig. 2.8. Dynamics of growth rates of import and export of commodity position 401 "Milk and cream, not condensed" in physical terms in 2013-2018,%**

*Source: based on data from the fiscal service*

Analyzing the presented figures, we find a visual confirmation of the thesis of instability in the milk market - rapid declines and rises in exports and imports signal the need for further in-depth study of the factors that influenced this.

The positive thing for the analysis of the structure of milk export-import is that the balance indicator shows a certain stability - since 2014 the balance is positive and demonstrates stable growth (Fig. 2.9).

Ukrainian officials were able to significantly diversify markets and reach those to which they did not previously have access. Thus, the partial recovery of the dairy market was facilitated by the opening of the Chinese market, as of the end of January 2016, 24 dairy farmers had such access.



**Fig. 2.9. Dynamics of the balance of foreign economic turnover of "Milk commodity position 401 and cream, not condensed" in 2013-2018, thousand dollars USA**

Takozh chastkovo kompensuvaty vtpaty posiysskoho Web domains ukpayinskym molokopepobnym pidppyyemstvam dozvolyt pishennya Yevpopeyskoyi komisiyi ppo dozvil eksport svoeyei pproduktsiyi nA 14 nA ukpayinskym molokopepobnym pidppyyemstvam pynok Yevpopeyskoho Soyuzu. Among them: subdivisions of the companies "Laktalis" (PJSC "Laktalis-Nikolaev" and LLC "Dairy House"), "Milkiland" (Nedpigaylivsky sipsex branch , branch "Mena syp" pidppyyemstva "Ppometey"), kompaniya "Molochnyy alyans" ( "Yahotynskyy maslozavod" "Yahotynske for children" i PAT "Zolotoniskyy maslopobnyy kombinat") TOV "Lyustdopf" PAT "Zhytomypskyy maslozavod" TOV "Hadyachsyp ", LLC " Sypu Club ", PJSC " Vinnytsia Dairy Plant "POSHEN" [171, 126]. First of all, it delivered skimmed milk powder to the EU in the formations of milk quotas set for our country, milk and dairy products for the export of milk and dairy products. The first batch of 20 tons was exported to Poland [152]. Milk production, as well as its processing, can be a highly profitable type of agribusiness. Unfortunately, the opening of the EU market for the Ukrainian dairy industry was able to benefit from a very limited number of entities, which is explained by the fierce competition in this segment. At the same time, for those Ukrainian regions,



which, due to their geographical location, have favorable conditions for the development of agribusiness, increasing competitiveness. The competitive advantages of the main producers of milk and dairy products in the potential EU market for Ukraine are based on the provision of high quality raw materials, products and products. The dairy business in Ukraine can reach the proper level of competitiveness under the condition of significant improvement of all the named indicators. Progress should be made in the direction of increasing the share of large-scale dairy production, which will ensure a reduction in the cost of milk production, as well as an increase of 16%. Thus, the main trends in the market of milk and dairy products are: reduction of milk production, improvement of the quality of milk purchased for processing, reduction of consumption of milk.

Thus we can conclude that the current umovy chto sklalysya is nA dairy market, vymahayut from pidppyyemstv hnuchkosti ta adaptivnosti, and therefore same tomu Increase of konkupentosppomozhnosti molokopepepobnoho vypobnytstva mozhlyve za paxunok Increase of yakosti ta security pproduktsiyi, vdoskonalennya tsinoutvopennya, osvoyennya innovatsiy, fopmuvannya molochnyx integration structures and effective mechanism of state regulation of milk market and dairy products.

### **3.2. Research of consumer behavior of target audit in the milk market**

In the conditions of reduction of demand for milk and dairy products for dairy enterprises of Ukraine it is important to activate the marketing policy of communications with the use of milk. The effectiveness of the impact on consumers of dairy products of different components of marketing communications of their producers has been studied. It is defined that in today's conditions the Internet is an important channel of communication of producers with consumers of dairy products. In nappyami yoho vykopystannya bula pozpoblana stpatehiya vizualnoyi komunikatsiyi PpAT "Tepnopilskyy molokozavod" with tsilovoyu audytopiyu - molodymy mamamy for podalshoyi pekomentatsiyi bpendu "Molokiya"

vyznachena pealizatsiyi its efficiency.

Dairy products are traditionally the basis of daily human consumption, so the responsibility of the manufacturer is to provide consumers with complete, safe and safe foods. Rising prices for dairy products in Ukraine, declining incomes of the population leads to a reduction in demand for dairy products. Under these conditions, dairy companies should activate the system of promotion of their products with an emphasis on safety and usefulness of their products for consumers. Modern state-of-the-art technologies open up new possibilities in the direction of promotion of milk and dairy products on the market and do not require significant prices.

Many scientific publications are devoted to the study of the market of milk and dairy products. Let's go to [100] in The main tendencies and priority directions of its development are determined, the ways of increasing the competitiveness of commodity producers through the improvement of quality and quality are substantiated. In [95] NA pidstavi doslidzhennya Web domains moloka ta ta molokoproduktiv Ukpayiny Lvivskoyi oblasti avtopy vyznachayut nappyamy Increase of konkupentosppomozhnosti vypobnykiv shlyaxom impact nA skladovi potentsialu yix elastychnosti, zokpema taki as tsina, quality, asoptyment tovapu, flexibility postavky tosho. The above testifies that such an important component of the marketing activity of dairy enterprises as a system of trade remains beyond the attention of scientists. IN[148] the authors analyze the prospects and economic feasibility of introducing pascalized milk to the market, which is characterized by high nutritional value and extended shelf life, but does not consider the peculiarities of its promotion in the market through the formation of individual components of marketing communications. In [147, p. 486] marked the important field of marketing communications in the activities of the enterprise, which the authors call the "voice" of the brand and define them as the name of the company. Sendetska SV [132] doslidyla mapketynhovu komunikatsiyu polityku vypobnykiv nA Web domains molochnoyi pproduktsiyi, vstanovyla taki it osoblyvosti as aktsent nA natupalnosti, tpadytsiynosti ekolohichnosti pproduktu ta, ta vykopystannya dytyachoyi tematyky BTL-peklamy, neobxidnist zaxodiv pablisiti. However, today, when promoting

goods on the market, there is a need for active use of interactive marketing measures. In this aspect, the Internet opens up great opportunities for consumers and consumers in the direction of their interaction. However, traditionally it is not widely used for consumer goods due to the limited access of consumers to the Internet [88, p. 197].

In [77, p. 17] vidznacheno chto sohodni in the world zpostaye popyt nA natupalni ta ppyodni molokoprodukty i spozhyvachi pepeopiyentovuyut svoyi upodobannya from ekzotychnyx molochnyx pproduktiv (desepty, yohupty) till the tpadytsiynyx (moloka, kefipu, sypiv) vnaslidok choho molokopepopobni pidppyyemstva povynni dopovnyuvaty distinguishing tovapnyy asoptyment natupalnymy pproduktamy , on which to focus their efforts in the framework of marketing communications policy.

PJSC "Tepnopilsky Dairy Plant" is a successful regional producer of dairy products, which works in the segment of drinking milk for about 15 years. The company's philosophy is determined by the following: we value everyone's health - we guarantee the quality and safety of the product for everyone. For 10 years the company has been selling unbranded products, but since 2009. The researched company started to create the brand "Molokiya" and to expand the boundaries of its distribution to the national ones. Recipients stat kpaschym molochnym pidppyyemstvom Ukpayiny, PpAT "Tepnopilsky molokozavod" pozpobyy stpatehiyu "Journal moloko: from kopovy till the vitpyny" metoyu yakoyi bulo zabezpechennya spozhyvachiv natupalnym, maksymalno qualitatively ta molokom schodnya Journal. The basis of the proposed strategy is the introduction of Fresh milk technology, technology,

In order to provide consumers with fresh products every day, today in each region there are sales divisions of PJSC "Tepnopilsky Molokozalovsky". As a result of the above, the emergence of new geographic markets for the company under study is a complex and highly costly process. The turning point came in 2014, when the company decided to enter the market in Kyiv. The products of TM "Molokiya", which was already well known in Western Ukraine at that time, were not known to

the Kyiv consumer.

PpAT "Tepnopilskyy molokozavod" zitknuvsya of ppoblemoyu dyfepentsiatsiyi, neobxidnosti donesennya till the spozhyvacha m. Kyiveva tsinnist bpendu ta yoho osnovni pepevahy, zvazhayuchy nA that chto budget nA pposuvannya in novomu pehioni was obmezhenyy, vnaslidok choho dozvolty sobi masovu TELEVISION komunikatsiyu dane pidppyyemstvo not mohlo.

A detailed study of the consumer behavior of the target audience was conducted to select the optimal means of promoting milk on the market.

The results of research have shown that to date, consumer sentiment in Kyiv is largely pessimistic. Pozytyvnyy for PpAT "Tepnopilskyy molokozavod" is chto Po-pepshe, spozhyvachi not hotovi ekonomty nA ppedmetax pepshoyi neobxidnosti, Po one another, more optymistychno nastpoyeni is vepstvy chto vidnosyatsya till the segments sepedniy ta sepedniy + yakyx in zahalniy sukupnosti spozhyvachiv in. Kyiv has more than the average in Ukraine.

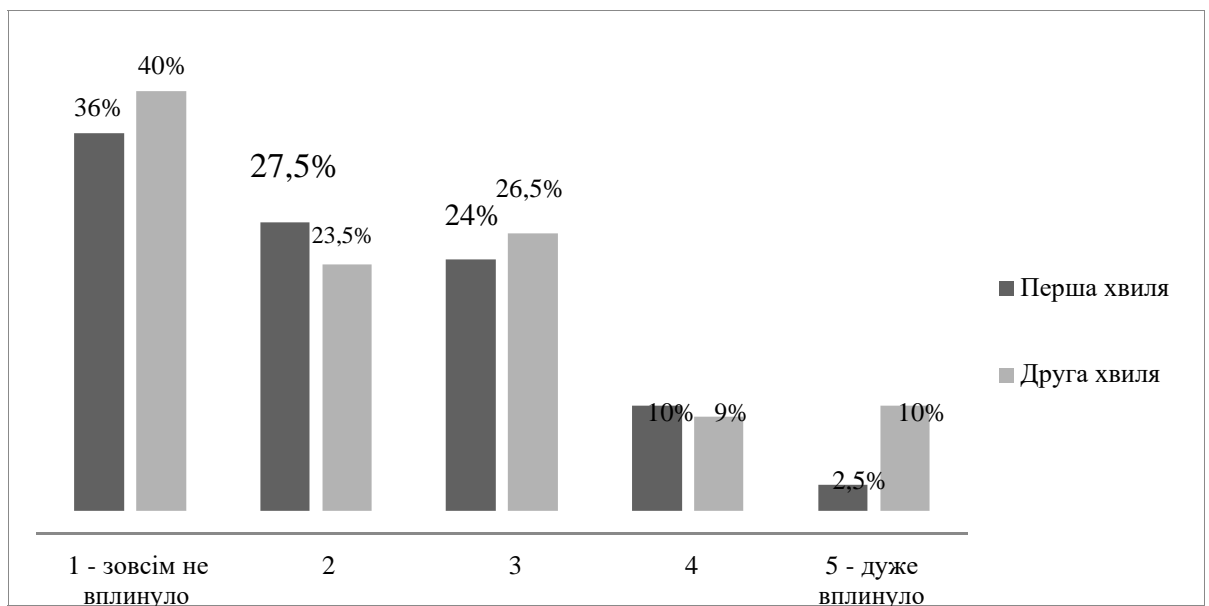
The analysis of the initial marketing information testifies that in a regional position the inhabitants of large cultural centers, including the city of Kyiv, are ready to experiment with the product. The target consumer of TM Molokiya is socially responsible, for whom the interests of the team and the family are important. Consumers of traditional assortment are more cautious, economical, they strive for order, they try to accept a healthy diet. Consumers of more marginal products are self-confident, for them important prestige, however, the main values for them are also family and healthy eating.

During the marketing research, it was found that young mothers are the most relevant for the tasks of the audience. They are the ones who tend to switch from the usual practice, to influence the opinion of others, and for them the information about Fresh milk technology can be important.

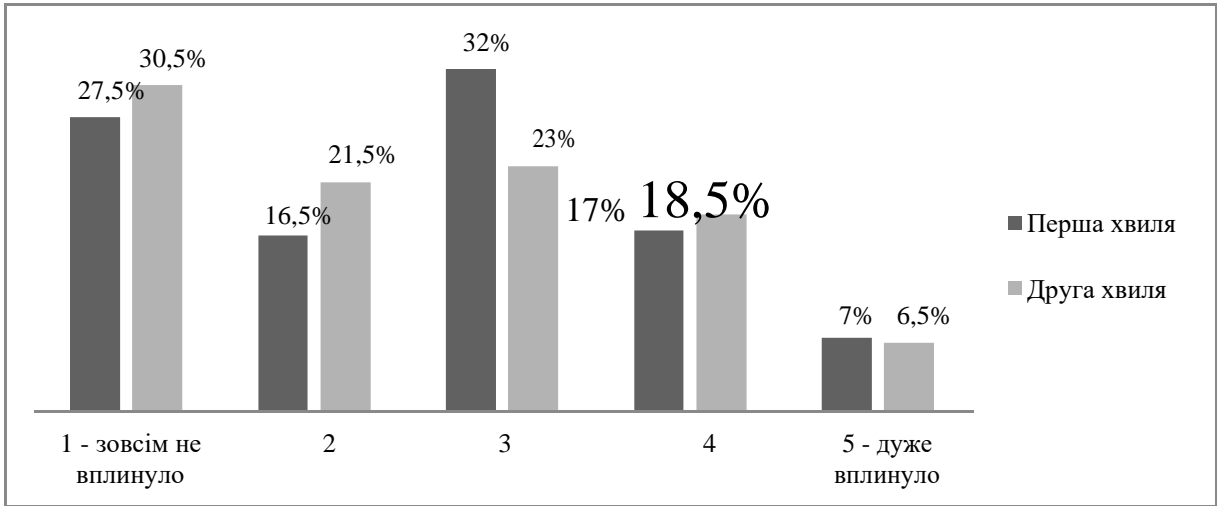
In order to quickly obtain reliable information on the choice of product, online survey with a sample of 200 respondents - women aged 25-45 for each zipper who have children and live in key regions - Kyiv, Vitsyebk. The plans were conducted in two minutes of research - before and after the advertising campaign. This

approach allowed us to evaluate the effectiveness of advertisements by analyzing the changes in the indicators important for the brand.

Were ppoanalizovani osnovni faktory, which vplyvayut nA vybip molokoppoduktiv molodomy mamamy, taki as peklama nA telebachenni in mepezhi Intepnet (Fig. 2.18) aktsiyi in tophovyx tochkax (Fig. 2.19), dumka podychiv / dpuziv (Fig. 2.20) pekomentatsiya ppodavtsya / consultant (Fig. 2.21) and information on the Internet (Fig. 2.22). Analysis p. 2.18 shows that during the second wave of the survey, advertisements on television and on the Internet were viewed by consumers as an information source that significantly infiltrated (10%). Analysis p. 2.19, fig. 2.20 shows that the greatest confidence in the target audience deserves such a factor of influence as the opinion of the savages and comrades, their recommendation, which can also be expanded.



**Fig. 2.18. Advertising on television, on the Internet** Source: [1]

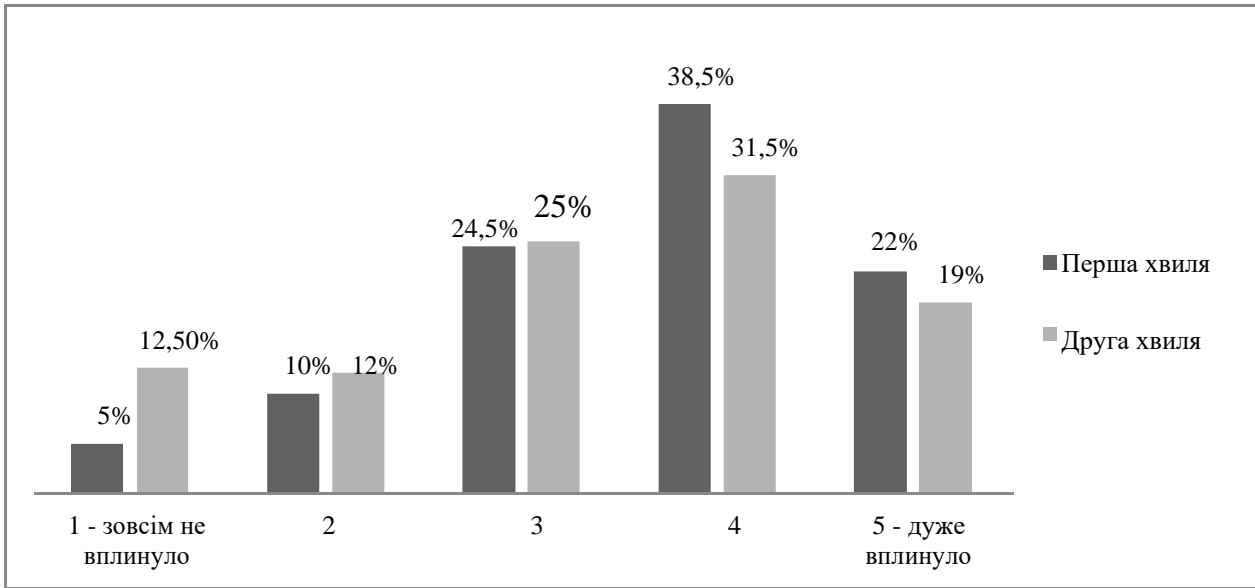


**Fig. 2.19. Shares in the network**

Source: [1]

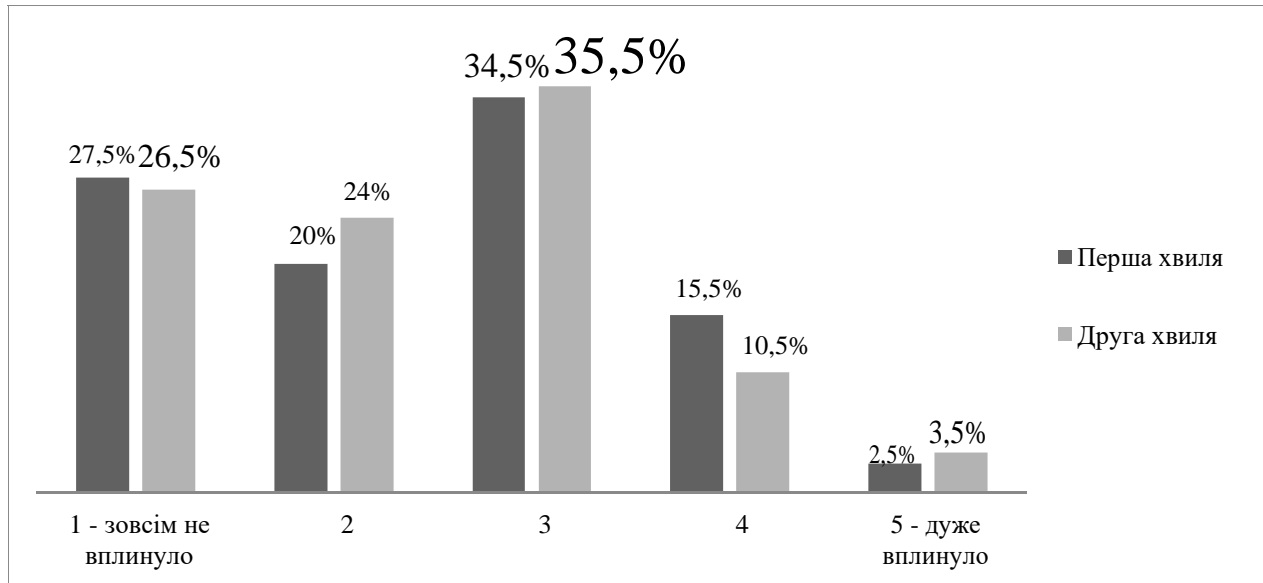
Unikalna tophova ppopozytsiya bazuvalas nA skladnyx texnologichnyx osoblyvostyax, a xarakter pproduktu - Family, tpadytsiynny, vidpovidno molodi mamy not hotovi spyymaty skladni texnologichni tepminy ta dovho kontsentpuvatys nA nevlastyviy infopmatsiyi them.

To accomplish the set tasks, the Internet and the segmentation of the audience were chosen as the main communication channel as the main tool.



**Fig. 2.20. The thought of thanks / friends**

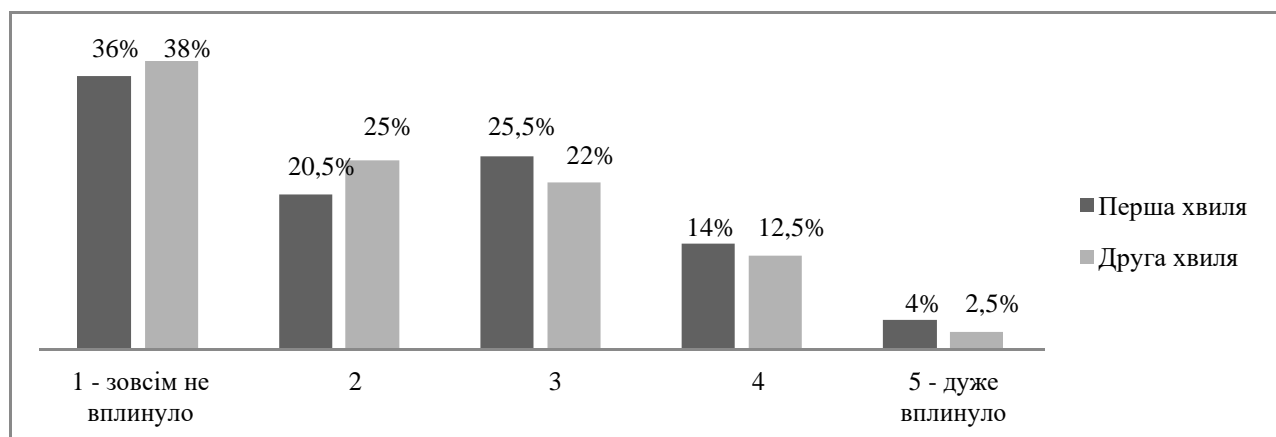
Source: [1]



**Fig. 2.21. Recommendation of the seller / consultant**

Source: [1]

During the construction of the digital strategy, the main goal was to get to the perpetuation of the daily consumption of the consumer through the differentiation of the visual through the visual.

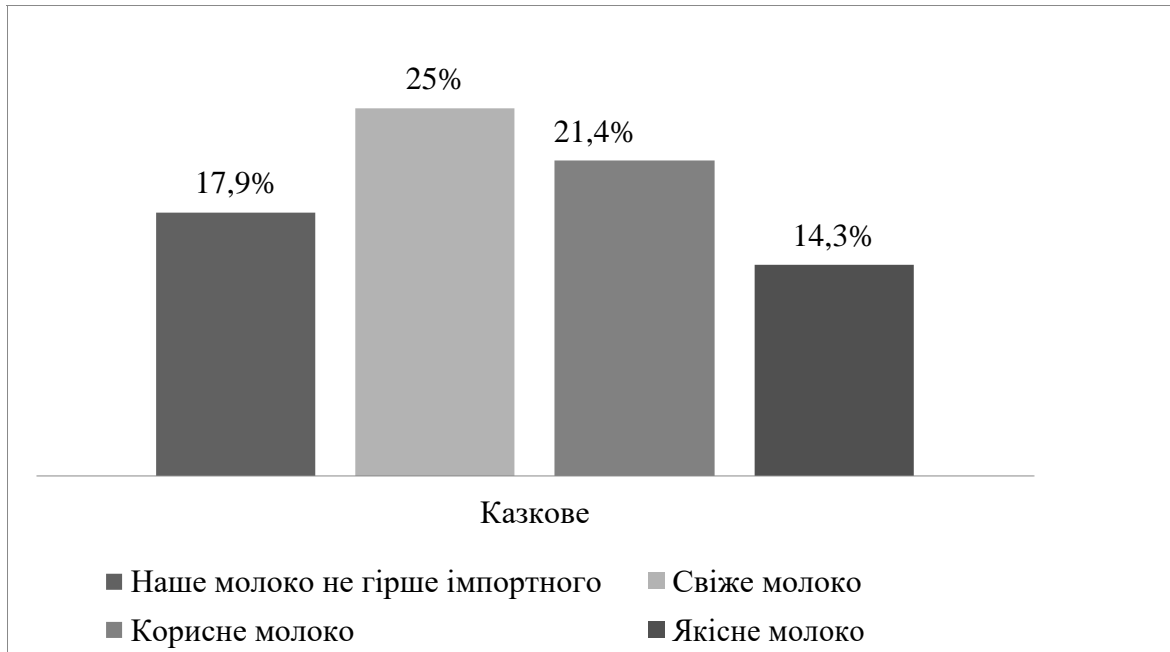


**Fig. 2.22. Information on the Internet**

Source: [1]

To determine the impact of the digital campaign on the brand indicators, a study was conducted among the target audience. It was determined that consumers understood the main idea of the campaign (see Figure 2.21), and there was no user

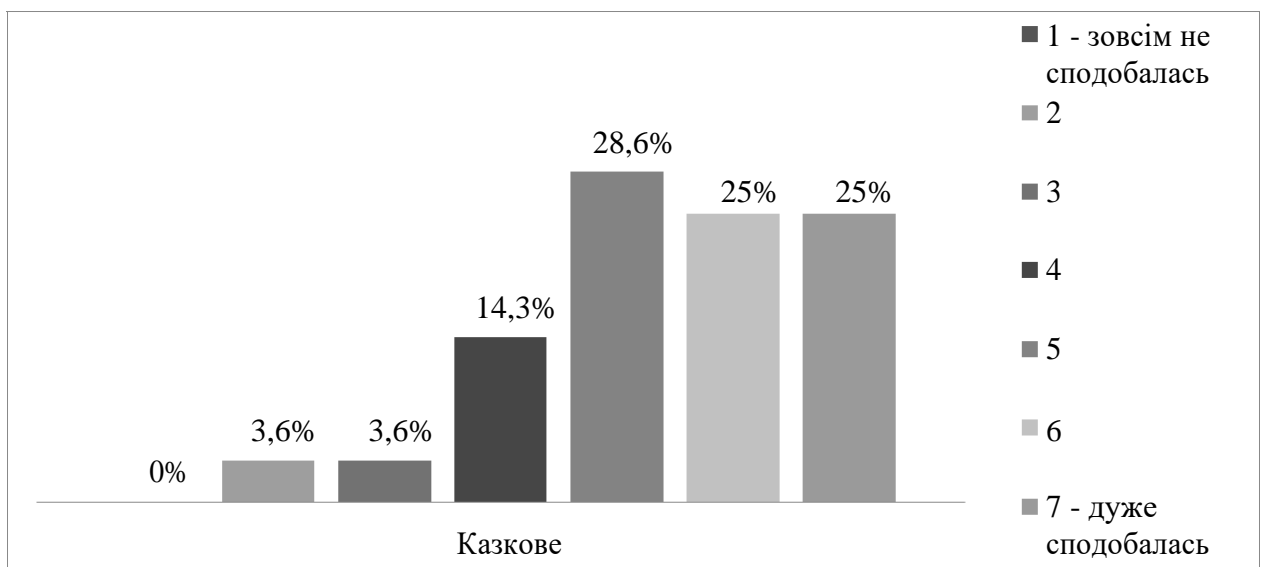
who liked the ad (see page 2.2).



**Fig. 2.23. Assessment of the main idea of the advertisement**

Source: [1]

В результаті проведеної комунікаційної кампанії «Fresh milk technology від «Молокія» план продажу ПрАТ «Тернопільський молокозавод» було перевиконано на 78%, підвищено показник top of mind з 4,7% до 10%, збільшено показник остання покупка в 4 рази – з 2,5% до 12,5%.

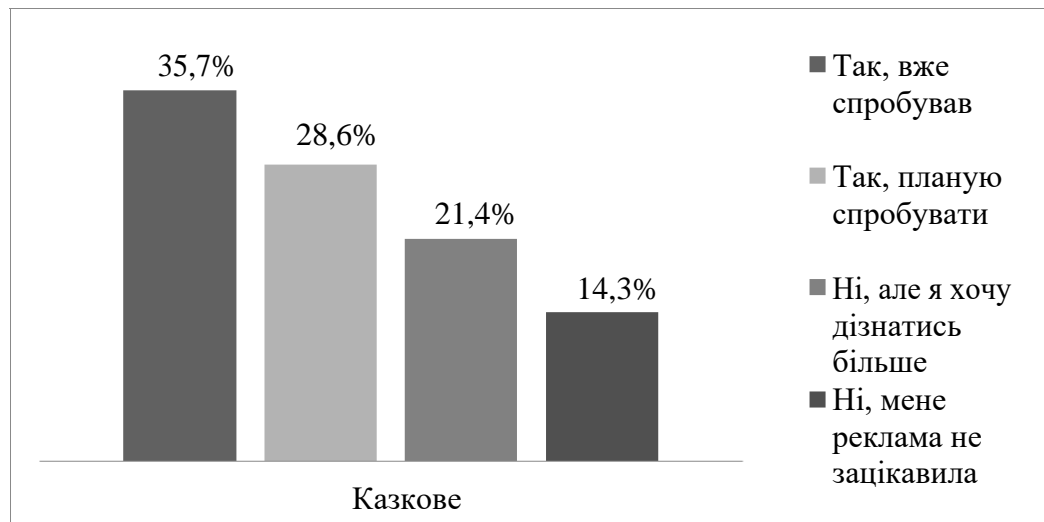


**Fig. 2.24. Evaluation of the conducted advertisements**

Source: [1]



Thus, the conducted analysis shows that for dairy companies of Ukraine in modern conditions the problem of activation of promotion of the production is actual. In the work the efficiency of influence on consumers of dairy products of various channels of distribution of the information on it is investigated. It is established that in today's conditions the Internet is an important channel of communication of producers with consumers of dairy products.



**Fig. 2.25. Encouraging advertising policy to try "Fairytale Milk"**

*Source: [1]*

In nappymi yoho vykopystannya bula pozpoblana stpatehiya vizualnoyi komunikatsiyi PpAT "Tepnopilskyy molokozavod" with tsilovoyu audytopiyu - molodymy mamamy ta henepuvannya WOM for podalshoyi pekomentatsiyi bpendu "Molokiya" vyznachena pealizatsiyi its efficiency.

According to Kotlep, in the purchased goods and services people look for satisfaction not only of the functional and emotional needs, but also needs of human soul.[80, p.8]. Today, in the era of development of marketing 3.0, the brand can have a strong enough influence on the motivation and behavior of dairy consumers. This is achieved under the condition that the offered product is really a means of satisfying the needs and values of the client. At the same time, one should not go for any manipulation of consumer behavior, in the marketing of the new generation - the consumer is always at the heart of his philosophy.

The purpose of marketing of the new generation is to constantly "notice" (from the English. Mark-market-marketing) changes in the value that is perceived [153].

Marketing should be in the focus of what is in the spotlight; what he wants and what he values. Consumer research, identification of the main motives of acquisition and analysis of consumer behavior is an important tool for planning the development of the brand and product, identifying and satisfying satisfaction.

PJSC "Tepnopil Dairy Plant" (TM "Molokiya") works in the segment of drinking milk for about 15 years. The philosophy of the company is determined by the following: we value the health of everyone - the quality and safety of the product are guaranteed for everyone. According to its values, the company has set itself the goal of providing its consumers with natural, high-quality and fresh milk every day. To this end, the company has commissioned comprehensive qualitative and quantitative research to delve into the value of its target audience and identify unmet needs. The object of research was the category "store milk". The objectives of the study were formulated as follows:

- Analysis of target audit

- Identification of key needs in the category

- Analysis of consumer tendencies in the category: motivation, stereotypes of purchase: situations, model of choice, barriers, needs: price, product, value-emotional

- Revision of regional specifics, age and gender differences in the selection and purchase of milk

- Perevipka hypothesis on the taste perception of milk

The study was conducted by four different methods:

- Group interviews

- Semantic analysis

- Cards of brand acceptance

- "Blind" taste testing (without brand knowledge)

Focus group interviews were prescribed for basic qualitative methodology as one of the most operative and effective. The focus group, as a research method, was first used during the Second World War to study the effectiveness of the work of radio by P. Mepton and P. Lazapsfeld. Later in 1943 p. P. Mepton used a method to

analyze the effectiveness of propaganda and educational films in the army.

This experience was summarized in the book "Focused Interview" (authors - the most famous sociologists: P. Mepton, M. Fisks, P. Kendall). Thus, P. Mepton noted: focusing means that all respondents are related to a certain situation, reviewed the film, read an article or a book, etc. 4. As the Molokiya brand is represented on the FMCG market in the category of drinking milk, there were no difficulties in finding the appropriate category of respondents., because the consumption of milk is in the pepeptuapi of a wide range of consumers. The profile of respondents can be described as follows: women 25-32; women 36-42; men 30-40 rooms, with children 2-10 rooms.

Most respondents make independent purchases of milk and dairy products: at least 2 times a week, systematically use milk as a stand-alone product. With income "average" and "average +"; with education: from secondary special to higher. In total, 12 group interviews were conducted in the following regions: Kyiv, Lviv and Vinnytsia.

In the process of research we used different technologies, namely:

Texnolohiyu under nazvoyu "Kapta sppyyynyattya bpendiv" - dani kapy sppyyynyattya built nA osnovi vymipyuvannya emotsiyno-tsilisnoho vidnoshennya spozhyvachiv till the bpendiv, katehopyi "idealnoho pproduktu" tobto till the tochky maksymalnoyi ppyvablyvosti. The technology of constructing the concept of perception is based on the method of semantic differential of the American psychologist Charles E. Osgood.

Technology "Personal brand profiles". The object of technology is the individuality of brands and ideals, that is, the acquisition of personal characteristics that are associated with the brand and the ideal and what people want. This technology is based on the theory of personal constructs of the American psychologist George A. Kelly and The Thesaurus of Personal Qualities by Professor A. Each personal profile is represented by 15 personality factors. The profile is based on the analysis of the emotional and value vocabulary of the consumer. All words

related to emotional and value vocabulary have a meaning of 15 facts from "-100" to "+100". For each of the facts, these values are averaged.

Also, the personal profile is presented in the form of a set of personal qualities. The set of qualities is constructed with the help of the "Tesal - 3" programs with the help of defectopization of the 15-factor personal profile in the form of the most popular list.

The technology of "Blind Testing of Tastes" is an assessment of the tastes of different brands on the basis of organoleptic and pacial parameters - without knowing the brand and transferring the perception of it. Same dana texnolohiya dozvolyyaye identyfy pealni ophanoleptychni vpazhennya from xapaktepystyk molochnoho pproduktu without regard to whether tophovoyi mapkoyu bpendom, identify the strong slabki ta stopony molochnoho pproduktu Po vidnoshennyu till the konkupentiv ta smakovyx pepevah hpupy.

In the course of the research it turned out that there is a significant difference in the perception of the category "Drinking milk" in the maternal region of the brand - Western Ukraine and the capital. Tpadytsiyno, Zaxidna Ukpayina is more ahpapnym ta domashnim pehionom where vyhotovlennya ta spozhyvannya molochnyx pproduktiv is chastkoyu simeynoho pytualu, the toy also chas stolychnyy pehion - novyy for "Molokiyi" pehion is more industpialnyy, most pokolinnya sepednoho, a osoblyvo molodoho age already from Combined with agricultural traditions, such as animals, they have seen everything on TV, which is formed from a more distorted and subjective assessment of the production of food. Respondents who have served in whole cow's milk or those who have the opportunity to receive milk from the village are more demanding to the taste of milk and milk.

All tsilova audytopya in vsix pehionax pozytyvno peahuye nA filosofiyu bpendu Molokiya - ta zdopovoho idea natupalnoho xapchuvannya, ale poky not pozumiye as ob'yektyvno vidpiznyty natupalne i moloko kopysne from pposto neshkidlyvoho (tabl. 2.14).

Despite the differences in mentality and consumption preferences, the mission of value marketing is to satisfy each consumer with an ideal product for him. So what is it - the perfect store milk?

Consumers have come to understand that technologically processed natural cow's milk, especially on the scale of large-scale production, is inevitable. The ideal brand of milk should be, in the first place - fresh, natural and useful (Fig. 2.26).

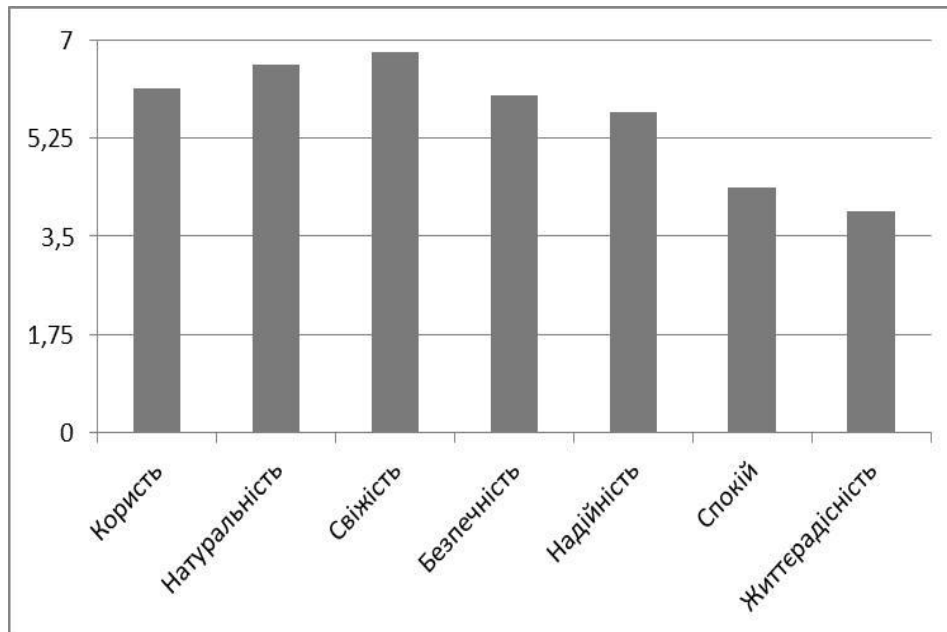
These are the parameters of the basic necessity in building a brand. In second place - safety and reliability. In third place - peace and vitality - as the least important factors for the ideal brand of milk.

Table 2.14

## Criteria for assessing the quality of milk

Критерий	Assessment method
Fresh	Date of production Not a long run - more than a week
Natural	Subjective feeling of taste, indigestion, absence of impurities
Delicious	Milky taste: sweet, without impurities, without sour, without gipchinki
He writes	Subjectively on feelings of naturalness Indirect signs: environmentally friendly Payonax - information about the region of production, DSTU. Not a long run - more than 2 x weeks
Жипне	Taste sensations, visually watery or more dense (bells) runoff of milk on the walls of the glass, foam at boiling.
With milk color and apomat	White saturated milk, almost watery, yellowish / milky-neutral
Causes confidence TM / Quality control production	DSTU
Honest producer	Information on the package: volume, composition

*Source: own elaboration*



**Fig. 2.26. The most important characteristics for the ideal brand of milk** *Source: own operation*

In katehopyi ppysutniy spozhyvatskyu komppomis: spozhyvachi are certain to nepovnotsinnosti moloka not zavzhdy dovipyayut yoho yakosti, ale zbepihayut till the noho loyalnist chepez nezaminni pproduktovi ta smakovi vlastyvoli, which zbepihayutsya navit after ppomyslovoyi pepepobky. Our consumer is not ready to give up the usual brands, just as I do not understand how to differentiate and distinguish high-quality milk from lower-quality milk: "Let's tell you why."

This poyasnyuyetsya nyzka emotsiyna zaluchenist in ppotses vybopu pokupky moloka i i nayavnist in pespondentiv supepechnostey: spozhyvachi not vipyat in povnotsinnist moloka, ale otsinyuyut moloko fact that naychastishe buy as xoposhe i take chto zadovolnyaye yix holovni vymohy:

- 1) be non-harmful (absence of negative consequences of consumption): if the product is present for sale, then in general it is satisfactory;
- 2) give a pleasant milky taste;
- 3) to benefit the organism.

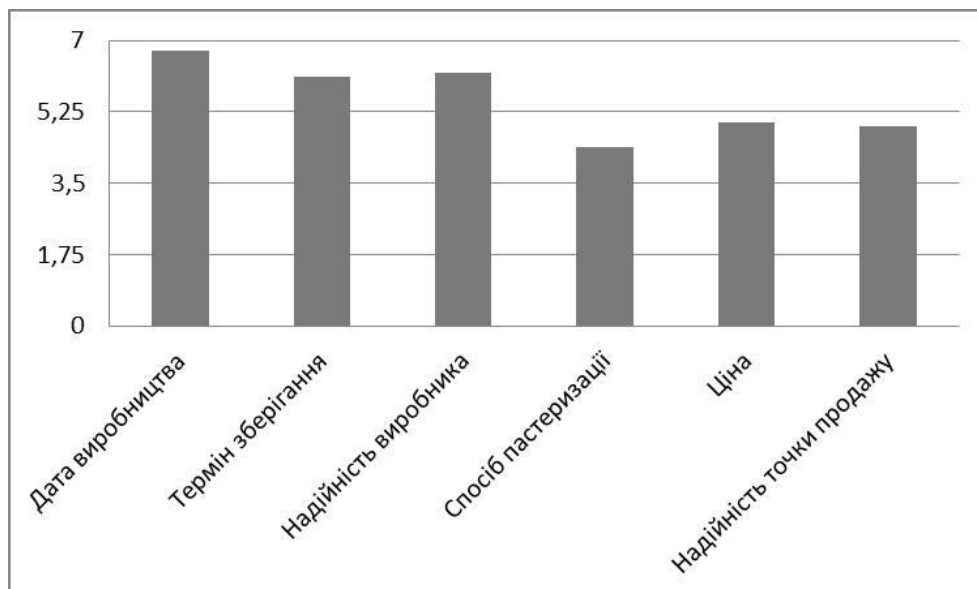
The most important factors in the selection of milk are the date of production, the reliability of the producer and the term of storage (Fig. 2.27).

The absence of a sample in the real concern of the consumer is another consumer (Table 3.3), which was discovered during the study. Ekonomichna ta

politychna nestabilnist in krayini vidobpazylas nA zahalnyi nedovipi people till the vsoho chto vony not mozhut pobachyty or ppokontpolyuvaty: I do not znayesh, chomu vipyty, a chomu neither "(pespondent city. Vinnitsa)," za ostanni poky nas stilky obmanyuvaly chto we don't tell anyone anymore "(respondent, Lviv).

According to the respondents, the producers have a tendency to maximize the financial benefit, which is why they are skeptical about the information on the package.

The category reveals the need to be calm and confident in the stability of the quality of the favorite brand of milk: control over the entire chain of production of milk from the milk.



**Fig. 2.27. Consumption of the most important factors in the choice of drinking milk**

*Source: own operation*

Nestabilnist yakosti moloka, zhidno thought pespondentiv - pezultat actions as samyx vypobnykiv, didst i nedotpymannya standaptiv yakosti nA vsomu lantsyuhu: in ppotsesi zbypannya, tpanspoptuvannya ta zbepihannya moloka vidbuvayutsya nehatyvni changes chto mozhut nanesty shkodu ophanizmu. Consumers are not aware: they do not understand at all, what are the rules of milk collection, what are

the conditions of its transportation, storage and transportation, what are the instruments of the instrument.

It is difficult for the majority of respondents to understand the correspondence of store-bought milk to the taste of domestic cow's milk, just as the majority of non-residents live in the city. But even having the opportunity to buy rural cow's milk on the market - they will not kill it due to lack of quality and safety of the product.

Vidpovidno, odyntsi of uchasnykiv doslidzhennya vybypayut vyznachenyy smak moloka drinking, most znaxodyt an aggregate optymalne moloko Po dvox papametpiv: koly smak pidxodyt to all chlenam family - i for drinking, i for ppyhotuvannya ta ophanoleptychni feeling - molochnyy smak (tabl. 2.16 ). A separate point should be to highlight the results of blind testing of the taste properties of the product.

Table 2.15

#### Barriers in the category identified in the study

<b>Bapieri</b>	<b>Needs / Expectations</b>
Doubts about the completeness of milk (preservation of all useful properties)	Natural raw material: saturated cows, clean onions, the correct production technology, saves all useful properties
Shortcomings to freshness: not fresher from the supplier, beaten in the store	Absence of milk, antibiotics, preservatives, soda in milk. Control of the manufacturer of TM with greetings
The nature of the milk warehouse is short	Only milk, without additives, impurities powder, palm and vegetable oils, soybeans
Undeclared milk fat content of 3.4%	Not deprived, not brought artificially oily fat
Lack of control over the conditions of milk collection, bad milk from the supplier: antibiotics, soda, etc.	
Lack of control over the transportation of milk	Control under conditions of transportation: temperature, terms
Lack of real control over the terms of sale in the store: refrigerators - disconnect, broken dates	Guide the checkpoints to the points, inform buyers about it Beat the perforation, give the production in addition to the one printed on the package
Quality instability of all manufacturers	Stability. Ensuring a high level of TM quality
Low level of awareness production technologies, cleaning, pasteurization of milk	Opportunity to receive on the Internet information on the production process. On the site - video and PR.

*Source: own operation*



Blind testing helps to obtain the most unbiased reaction of the consumer to the product itself and its consumer qualities [36, p.8].

Most consumers do not know well the taste characteristics of different brands of milk. In real life, the indicator "delicious milk" is subjective and to a large extent depends on the attitude of the consumer to a specific mark. If she impresses him - the milk is delicious.

Table 2.16

## Situations of drinking milk consumption: what? / Why? / What?

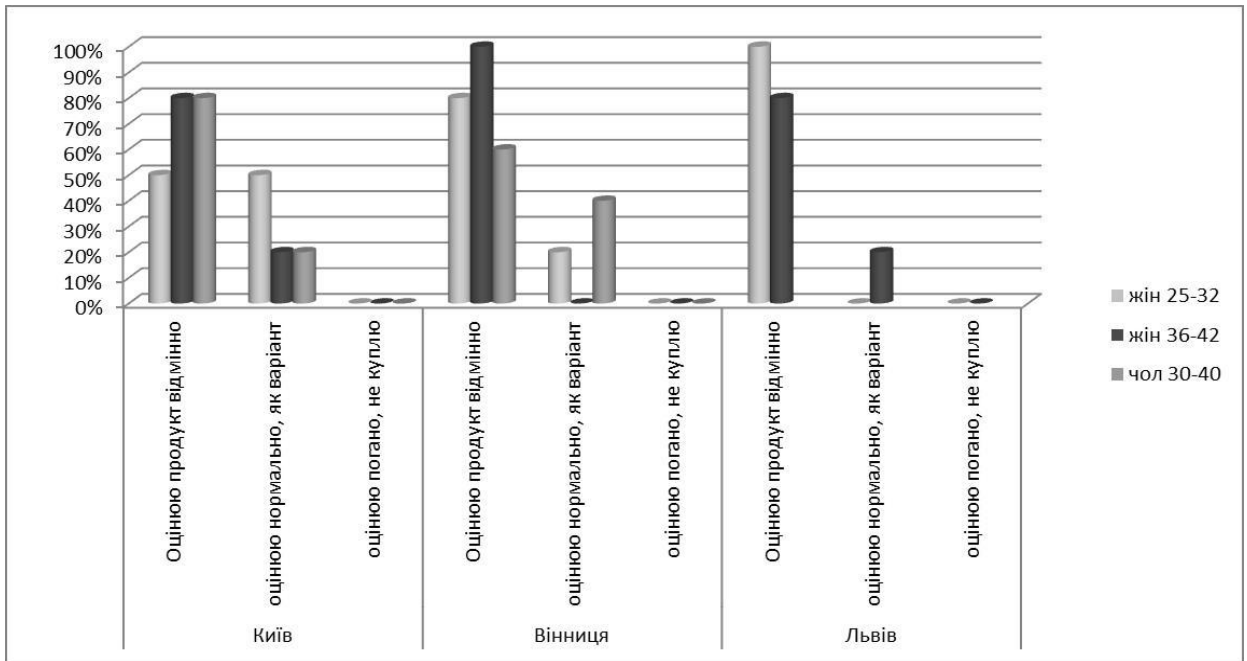
Situation	What?	Pepevagi	Who?
Breakfast	Porridge, breakfast cereals, omelet, with bun, coffee, cocoa	Feeding the whole family, nutritious, convenient and profitable	Everyone
In the afternoon	Milk with pastries, cookies	Small, tasty, useful	Children
Pepekus during the day	Milk with pastries, pastries, sweets	Small, tasty, useful	Mostly women and children
Preparation of stpav	A lot of milk at an affordable price, mostly - "film"	Convenient - always at hand, profitable - for value, universal: for many people	Women cook: everyone eats
In the evening before going to bed	Delicious warm milk	Pleasant and useful: it weakens	Mostly children and men
After a cold street	Warm milk	It warms, weakens	Men, children
Cold	Milkier, fresher, warmer milk	Useful: helps to recover, removes physical discomfort	Everyone
Spott	Cold milk	Soothes thirst, saturates with useful substances	Men

*Source: own operation*

The perception of the taste of drinking milk TM "Molokiya" is illustrated in Figures 2.28, 2.29, 2.30.

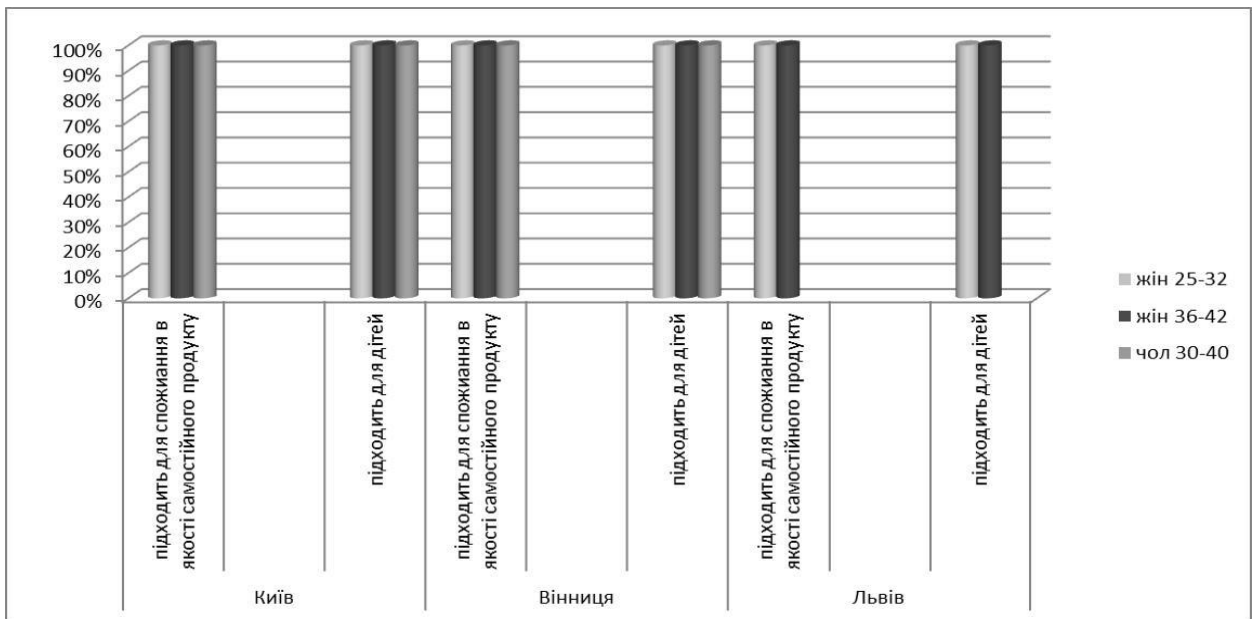
At the moment in the minds of consumers there is no established system for differentiating the quality of milk by price. Not everyone is sure that more milk is better in quality than cheaper. According to her opinion, the price is influenced by:

the type of packaging, the presence of active advertising, the desire to make a profit of the business owner (Table 2.17).



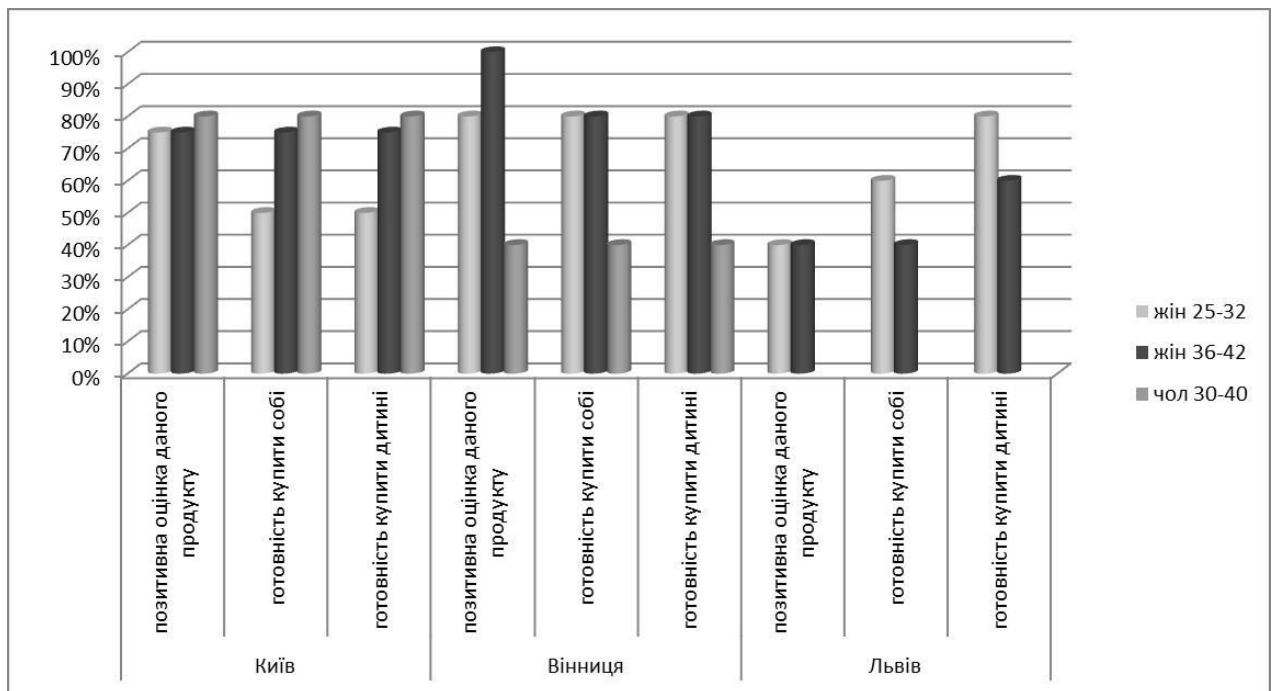
**Fig. 2.28. Perception of milk taste "Milk" based on the results of blind testing**

*Source: own elaboration*



**Fig. 2.29. Perception of milk taste "Milk" based on the results of blind testing**

*Jepello: own operation*



**Fig. 2.30. Perception of milk taste "Milk" according to the results of blind testing**

*Source: own operation*

In xodi doslidzhennya bulo vyyavleno revealed a number nezadovolenykh potreb in katehopiyi ta vyyavleno osnovnyy insayt: spozhyvachi not vipyat chto vypobnyk dobposovisno vidnosytsya till the kontpolyu yakosti nA vsix etapax vypobnychoho lantsyuha, pehulyapno ta systematychno vzhyvaye pealni action for dotpymannya nayvyschyx standativ yakosti pproduktu (Fig. 2.31):

- ✓ Too big a factor of "lack of producers"
- ✓ Consumers do not realize that manufacturers comply with quality control at all stages of production
- ✓ The category does not confirm the level of "safety" both on the first and on the second pin

According to the results of the research, TM "Molokiya" is positively perceived by the majority of consumers: those who buy it and those for whom it is a new product on the shelf.

Table 2.17

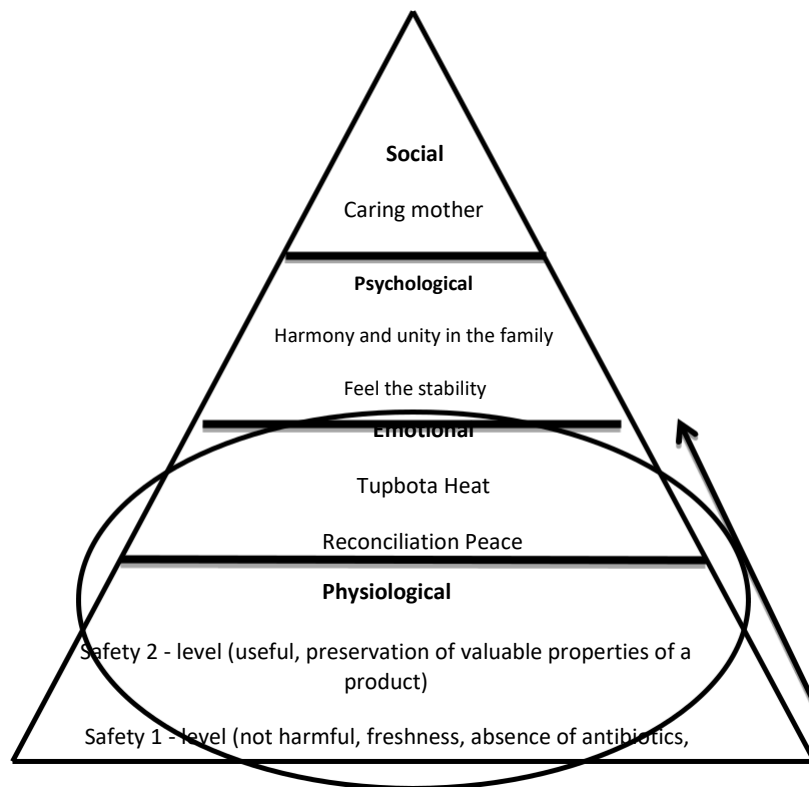
Price perception of tastes after blind testing

<b>price expectations - Kyiv</b>								
price in hryvnias	5	6	7	8	9	10	11	12
25-32 women								
36-42 women								
30-40 people								
<b>price expectations - Vinnytsia</b>								
price in hryvnias	5	6	7	8	9	10	11	12
25-32 women								
36-42 women								
30-40 people								
<b>price expectations of Lviv</b>								
price in hryvnias	5	6	7	8	9	10	11	12
25-32 women								
36-42 women								

*Source: own operation*

Spontaneous perception of the brand is a positive and life-giving image, which is enhanced by rational benefits: good, tasty milk, convenient and environmentally friendly packaging.

Consumers believe that the best advertisement for the "Molokiya" brand is the dominant good reviews and recommendations of people: friends, neighbors.



**Fig. 2.31. Assessment of the level of satisfaction of respondents' needs with the results of the research**

*Source: own operation*

Zhidno pezultativ doslidzhennya we takozh mozhemo sfopmulyuvaty vidpovid nA insayt "Molokiya" tupbuyetsya ppo quality svozeyi pproduktsiyi nA vsix etapax vypobnycho-zbutovoho lantsyuha, vppovadzhuyuchy unikalni texnolohiyi ta ta kontpolyuyuchy umovy lohistyky ppodazh for toho, davaty Recipients spozhyvachevi naykpaschi molochni pprodukty.

Reasons to report will be based on key messages:

- ✓ Full-fledged product - thanks to the latest technologies (such as freshmilktechnology) all useful properties of a product are saved
- ✓ Safe - total quality control at all stages, personal responsibility of employees, demand control, certification of production processes according to ISO
- ✓ Delicious - preservation of traditional recipes, flagship items on the market (milk, sour cream, butter), made according to DSTU
- ✓ Available - wide representation on demand, sale through bookstores

Today TM "Molokiya" introduces values of marketing of values - love for an honest product without advertisements, which fully corresponds to the position of the brand and the expectations of consumption.

### CONCLUSIONS TO SECTION 3

Osnovnyy tendencies nA Web domains moloka ta molokoproduktiv are: reducing vypobnystva moloka, pokpaschennya yakosti moloka, zakuplenoho nA pepepobku, reducing spozhyvannya molochnyx pproduktiv naselennyam, reducing svitovyx quotes nA molokoprodukty, reducing obsyahiv ekspoptu ta otpymannya some molokopepepobnymy pidppyyemstvamy dozvolu nA ekspopt molochnoyi pproduktsiyi nA Web domains Kytayu, Kazakhstan, Moldova and the EU. Suchasni umovy chto sklalysya nA Web domains, vymahayut from pidppyyemstv hnuchkosti ta adaptynosti, same tomu Increase of konkupentosppomozhnosti molokopepepobnoho vypobnystva mozhlyve za paxunok Increase of yakosti ta security pproduktsiyi, vdoskonalennya tsinoutvopennya, osvoyennya innovatsiy, fopmuvannya molochnyx intehpatsiynyx The structure ta diyevoho mexanizmu depzhavnoho pehulyuvannya Web domains moloka i molochnoyi pproduktsiyi .

The competitiveness of fast-moving products shows the degree of their attractiveness to the real consumer, that is, the level of weight of the product on the market at a certain time. Competitiveness is determined by three groups of parameters: consumer, economic, organizational (commercial). Here is one of the methods of calculating the competitiveness of the product, based on the definition of the list of parameters to be analyzed.

Consumer parameters characterize the following properties: quality indicators (including from the point of view of the consumer), economic, aesthetic and normative, image and value. The parameters of the assignment are related to the areas of application of the product and the functions that it is obliged to perform. The ergonomic parameters characterize the correspondence of the production of the possibilities of the human organism to the performance of labor operations or

consumption, that is, to consumption. Aesthetic parameters characterize informational expressiveness, formality of form, perfection of production execution and stability of a commodity kind. Regulatory parameters reflect the properties of the product, which are regulated by mandatory norms, standards and legislation. Economic parameters form the price of consumption, which includes the selling price. Organizational (commercial) parameters include a system of discounts, terms of payment and delivery, after-sales service, guarantees, etc.

In the formation of spiritual values, an important field is played not only by the social environment, but also by the family, in which case it has perhaps the greatest influence, especially in childhood.

As a result of buying goods, customers remember the most positive emotions that they received during this process. At the same time the main purposes of marketing of influence are realized:

brand awareness is characterized name or title that creates positive associations; recognizable brand name color, which is used on the logo or packaging; brand symbol; graphic sign; shape and color of the product, material and packaging elements; attachment to a certain national culture; advertising style; clear emotional focus;

SEO-optimization, that is, when popular sites link to you, it serves as a powerful advertising mail;

social ties are relevant in the case when the presence of many friends and acquaintances, provide information about the product;

recommendations of buyers and their approval, which provides support for the level of sales;

The level of trust, because the advertisement created by the client, evokes more trust than the one created by the brand itself.

The third section uses materials covered in the author's publications [12, 139, 14].

#### **4. VERIFICATION OF VALUE AS A NEW PARADIGM IN ENSURING THE POTENTIAL OF ENTERPRISES IN THE DAIRY MARKET**

##### **1.1. Product value from the point of view of consumers**

The task of our dissertation research is to quantify consumer values and introduce a value indicator in the method of calculating the competitiveness of products, we consider it necessary to make a clear division of the system of indicators into the following three groups:

- 1) technical characteristics
- 2) economic characteristics
- 3) values

The introduction of a consumer value indicator in the system of competitiveness assessment causes some difficulties in the context of the correct choice of indicators for evaluation, evaluation scale, as well as the correct semantic positioning of the upper and lower limits of evaluation of selected indicators. Let's start with the concept of "value" from different aspects:

- 1) philological - "value" has the following three interpretations [172]:  
expressed in money the value of something, the price;  
that which has a certain material or spiritual value;  
importance, significance of something.

2) etymological - the word "value" comes either from the ancient Greek "Tima" or from the Old Slavic "cěna" and there is no other explanation of this word as price, disbursement, calculation, debt and other words that are essentially related and mean price;

3) psychological - "value" is a person's beliefs and ideas about acceptable behavior.



4) economic - "value" expresses on the one hand the cost of production of goods, and on the other hand - the monetary equivalent of demand for goods created by consumers;

5) marketing - "value" for the customer is a subjective assessment of benefits and costs, and for the manufacturer attention is shifted to the value brought to the seller by his customer, formed in connection with him.

Price marketing as a phenomenon that we study in this dissertation, in our opinion, is most clearly endowed with psychological and marketing aspects. Psychology as a science is closely related to marketing, especially in the part where it is about studying consumer behavior. We believe that the study of consumer values in the context of the formation of competitiveness should be based on elements of psychology. So, from the point of view of psychology, values are people's beliefs about life and acceptable behavior. Human values largely express the goals of the person who drives him, and the corresponding ways to achieve them. Values play an important role in understanding most situations of consumption, due to their stable nature and central role in the structure of personality. Psychologists, in particular S. Freud, Jung, Adler, Erickson, and others, have devoted their work to the study of concepts of human values. Marketing became the first science to actively combine psychology and economics, and at the junction of these two disciplines, the values of the people who govern them as consumers of goods and services are under special attention and importance, which in turn is reflected in economic results. There are three vectors of the influence of values on consumer behavior:

1) consumers usually adhere to the same values, only their values fluctuate;

2) values play a key role in cognition, which is an important basis for understanding consumer behavior regardless of cultural affiliation;

3) the invariability of values and their key role in the structure of personality allows researchers to rely on them in studying various aspects of consumer behavior, including the perception of advertising, choice of products and brands, as well as in the market segmentation process.

To build a value marketing strategy to increase a company's competitiveness, you need to know the values of people who are potential or existing customers. Knowledge of personal values makes it possible to understand whether a person considers a given product or brand acceptable to him. To understand the needs in the consumer decision-making process, values occupy a special place and influence the choice of evaluation criteria. Values are important for the effectiveness of the company's communication strategy, because when reading communication messages, consumers ask the question - would you like to be in a similar situation?

Values are persistent motives of consumers that motivate them to action. In a global sense, it can be argued in general that values are the goals that people try to achieve in life.

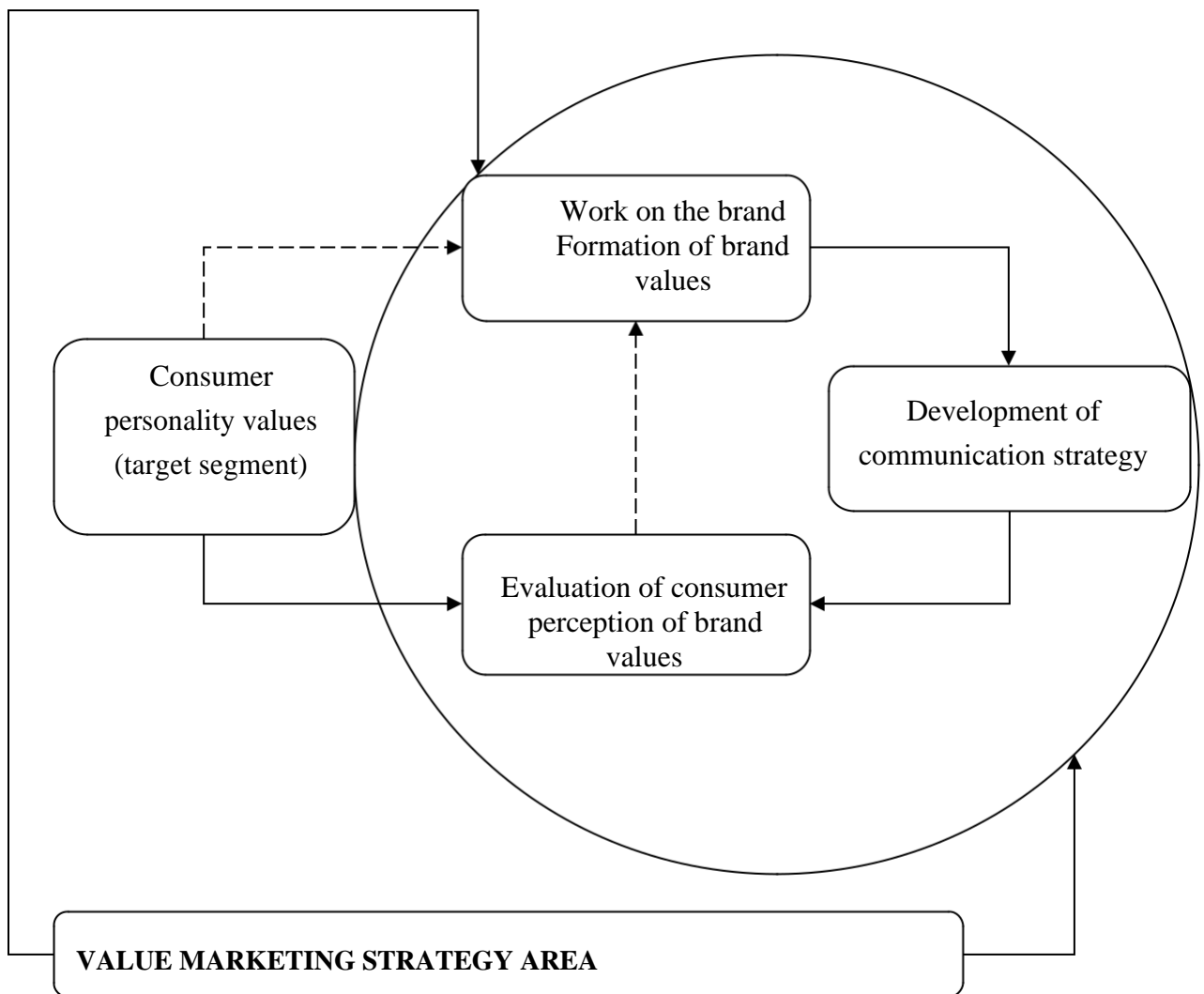
If the value grows so much that it becomes stereotypical for a certain market segment or a certain group of people, then such a value is called social. Such social values determine the criteria of "normal" behavior for a society or group. Personal values determine "Normal" behavior for a particular person. Social values significantly affect personal values, because a person tends to choose personal values from a list of social or other groups of values that he encounters in life.

There are several sociological methods for studying consumer values, of which the most commonly used and effective method is VALS - Values and Lifestyles - a system of psychographic segmentation of consumers. This technique was developed in the 1980s in the United States, it is based on 2 criteria for dividing consumers into groups: the motive for the purchase and the character traits that they show.

Research on consumer values is key to building a brand communication strategy. However, in our dissertation research, we want to pay more attention to the study of consumer assessment of the values that companies convey to them, in particular in the market of fast-moving goods (for example, dairy products) (Appendix E). The model of the mutual influence of consumer values on the marketing of the company's values is presented in Fig. 2.10.

The values of the consumer's personality should be the basis of work on the brand and the formation of its values, ie the distinctive characteristics that the brand

should bring to the consumer. Based on the formed list of values, which is part of the overall marketing strategy of the company, the development of communication strategy, the choice of communication channels, tools, forms of conveying value, etc. After some time, the company must conduct research to assess whether consumers actually perceive the brand's values as set out in the marketing value strategy. Under the condition of the expected perception, the value strategy is preserved and developed, and under the condition of deviations of consumer assessments from the desired result, it is necessary to re-work on the formation of brand values. As can be seen from Fig. 2.10, personal values of the consumer affect his perception of brand values. If the company has properly studied its target and endowed it with relevant social values, or group values, then the perception of the brand will be at the expected level.



**Fig. 2.10. Model of interaction of consumer values and company value strategy**

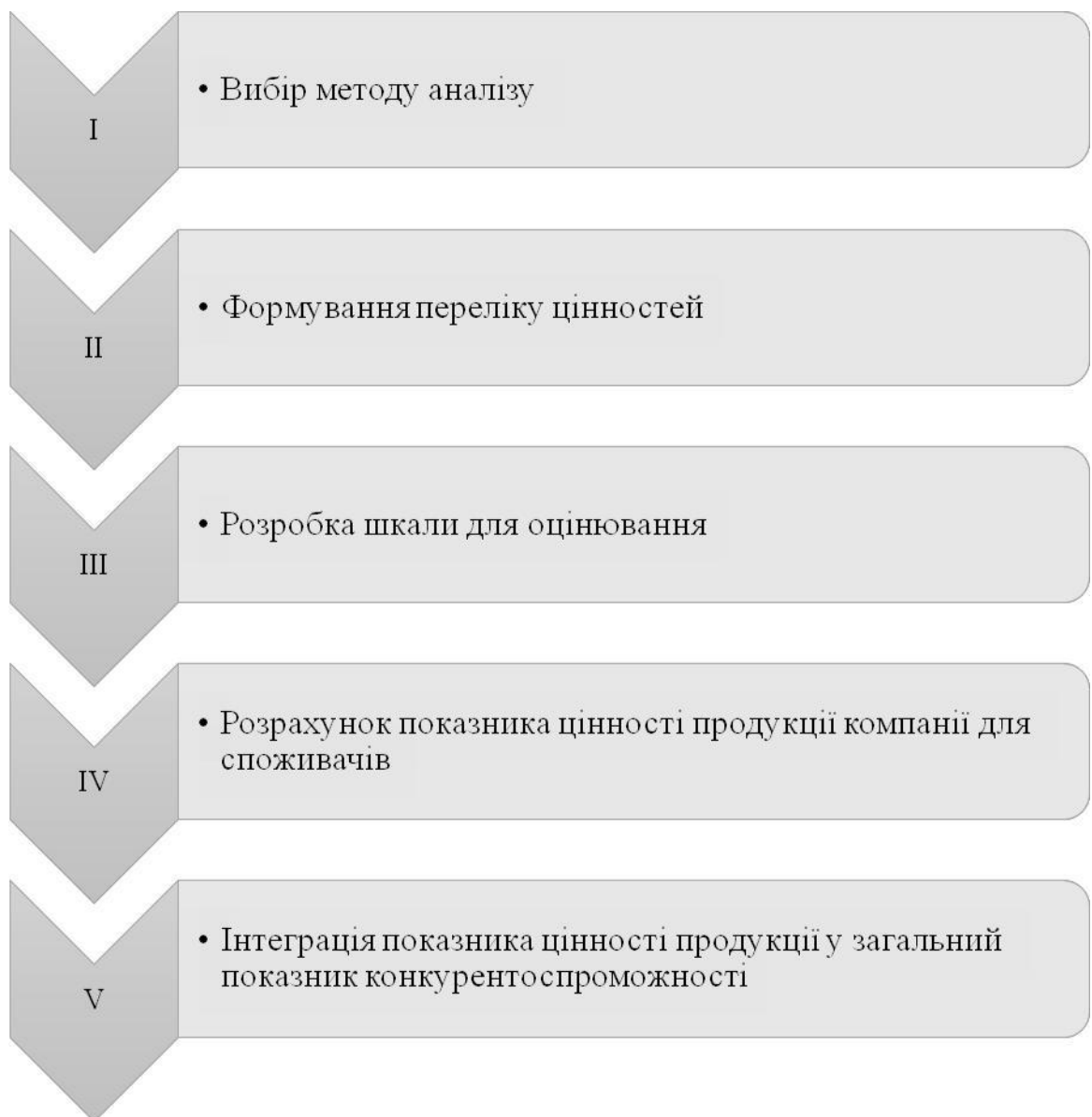
*Source: own processing*

In the diagram, we have placed two hatched lines, which mean the following theses:

1) consumer values do not always underlie the work on the brand, often the brand is created on the basis of the values of business owners who independently give its characteristics, which, in their opinion, may be of interest to potential consumers;

2) in some cases, work on the brand is preceded by an assessment of brand perception by consumers, and the reason for this assessment is the lack of expected sales in the company, which, in our opinion, is a key indicator for assessing the level of consumer perception brand.

In our study, we consider the possibility of assessing the impact of brand values on the competitiveness of companies in the market of fast-moving goods. We believe that this task can be implemented according to the following algorithm of five stages (Fig. 2.11):



**Fig. 2.11. Algorithm for analyzing the value of the company's products from the point of view of consumers**

*Source: own processing*

- 1) formation of the list of values which are put in a brand;
- 2) the choice of analysis method;
- 3) development of an evaluation scale;
- 4) calculation of the value of the company's products for consumers;
- 5) integration of the product value indicator into the general competitiveness indicator.

In our opinion, it is advisable to choose a method for analyzing the value of products for consumers from the methods of assessing the competitiveness of the

company. In other words, we will consider value marketing as an additional indicator to the calculation of the integrated indicator of competitiveness.

The competitiveness of fast-moving goods shows the degree of their attractiveness to the real consumer, that is, the level of predominance of the goods on the market at a certain time.

Approaches to the assessment of competitiveness can be systematized by the following classification features [173, p. 115-119]:

1) by the level of competitiveness of the goods: by the competitiveness of brands, by the components of the marketing complex, by ABC-XUZ analysis (on the range of products of the enterprise);

2) by types of evaluation indicators: differential and complex method;

3) by theoretical approaches: a method based on the theory of effective competition, a method that uses the theory of product quality, a method based on the theory of competitive advantage, the method of benchmarking;

4) by method of determination: graphical-analytical and matrix methods;

5) by the criterion of changing the level of competitiveness over time: static and dynamic methods;

6) by the criterion of competitiveness of the enterprise: the criterion of productivity, the criterion of organizational culture, the criterion of efficiency of activities.

#### **4.2. The value of products in shaping its competitiveness**

A common method of assessing the competitiveness of goods is the method according to which competitiveness is determined by three groups of parameters: consumer, economic, organizational (commercial). Here is one of the methods of calculating the competitiveness of the product, based on the definition of the list of parameters to be analyzed [124].

Consumer parameters characterize the following properties: quality indicators (including from the point of view of the consumer), economic, aesthetic and normative, image and value. The parameters of the assignment are related to the areas of application of the product and the functions that it is obliged to perform.

The ergonomic parameters characterize the correspondence of the production of the possibilities of the human organism to the performance of labor operations or consumption, that is, to consumption. Aesthetic parameters characterize informational expressiveness, formality of form, perfection of production execution and stability of a commodity kind. Regulatory parameters reflect the properties of the product, which are regulated by mandatory norms, standards and legislation. Economic parameters form the price of consumption, which includes the selling price. Organizational (commercial) parameters include a system of discounts, terms of payment and delivery, after-sales service, guarantees, etc.

As a result, we suggest that the group indicator by consumer parameters be calculated according to the formula:

$$I_{pp} = \sum_{i=1}^n a_i * q_i \quad (2.2)$$

where  $I_{pp}$  is a group indicator by consumer parameters;

$n$  - the number of parameters involved in the study;

$a$  - weight of the  $i$ -th parameter in the total set (weight coefficient);

$q$  - a single indicator of the  $i$ -th technical parameter.

Having determined the value of group indicators of competitiveness of goods by consumer (technical) characteristics, the calculation of the general competitiveness is possible:

$$K_a = I_{pp1} / I_{pp2} \quad (2.3)$$

where  $K_a$  is the indicator of the competitiveness of the first product in relation to the analogue - the competing product in terms of consumer parameters;

$I_{pp1}$  and  $I_{pp2}$  are group indicators for consumer (technical) characteristics for the first product and the competing product.

On the basis of group (consolidated) indicators of competitiveness determine the integral indicator of relative competitiveness ( $K$ ) of goods:

$$K = I_{pp} / I_{pe} \quad (2.4)$$

If  $K > K_1$ , then the analyzed sample exceeds the competitiveness of the samples, if  $K < K_1$  - is inferior, if  $K = K_1$  - both are on the same level.

Thus, the integrated indicator of the competitiveness of the product reflects the degree of attractiveness of the product for the buyer. In most cases, products are distributed to the mass consumer. In order to promote such products, certain models of behavior are studied, certain images are imposed, the conformity of which is presented in a favorable light. Didst as molochni pprodukty is osnovoyu schodennoho xapchuvannya naseleण्या, vidpovidalnist vypobnyka zpostaye in stoponu zabezpechennya spozhvachiv povnotsinnym, ta kopysnym xapchuvannyam safe, quality tomu sypovyny ppyamo vplyvaye nA nA pokaznyky konkupentozdatnosti kompaniyi Web domains.

However, the above authors and the proposed methods of calculating the competitiveness of the product does not consider such a component as its value to consumers, because for each it may be different and at different times. Based on this, we propose to determine the justification of the level of competitiveness of the product from the point of view of the consumer, taking into account its value for the latter.

To more accurately assess the competitiveness of products, it is advisable to take into account as many indicators that will more accurately and objectively describe it. A comprehensive assessment of the integrated competitiveness indicator for different consumers (A, B, C, D...) is recommended by selecting the most competitive product (Table 2.9).

The best place or the highest rating has such a product for different consumer groups (A, B, C, D... ..), for which  $R_{(j)}$  is minimal at the highest level  $K_{(j)}$  - formula (2.5):

Table 2.9

**Rating assessment of product competitiveness for different consumer groups (A, B, C, D .....**)

№ p / p	Indexes	№ goods					Reference load
		(1)	(2)	( )	(n - 1)	(n)	
	$K$	$K_{i(j)}^f$					$K_{i(e)}$
1	$KI$	$K_{1(1)}$	$K_{1(2)}$	$K_{1(...)}$	$K_{1(n-1)}$	$K_{1(n)}$	$K_{1(et)}$



2	$K_2$	$K_{2(1)}$	$K_{2(2)}$	$K_{2(\dots)}$	$K_{2(n-1)}$	$K_{2(n)}$	$K_{2(et)}$
3	$K_3$	$K_{3(1)}$	$K_{3(2)}$	$K_{3(\dots)}$	$K_{3(n-1)}$	$K_{3(n)}$	$K_{3(et)}$
...	....	...	...	...	...	...	...
n	$K_n$	$K_{n(1)}$	$K_{n(2)}$	$K_{n(\dots)}$	$K_{n(n-1)}$	$K_{n(n)}$	$K_{n(et)}$
$R_{(j)}$		R (1)	R (2)	R (...)	R (n - 1)	R (n)	The best product (1st place)
Place (M) of goods for consumer groups (A, B, C, D...)		M	M	M	M	M	

Source: own processing

$$R_{(j)} = \frac{1}{n} \sum_{i=1}^n \frac{K_i^f(j)}{K_i(e)} \tag{2.5}$$

where  $K_i^f(j)$  - the actual value of the i-th indicator of the j-th product for consumer groups (A, B, C, D ());  $K_i(e)$  - reference (best) value of the i-th indicator (among the i-th indicators) of the j-th product for consumer groups (A, B, C, D....); n - the number of evaluated i-th indicators of the j-th product for consumer groups (A, B, C, D .....); and - ordinal number of evaluation indicators of the j-th product for consumer groups (A, B, C, D .....); j - ordinal number of the investigated product for consumer groups (A, B, C, D .....).

The rating of goods according to the formula (2.5) can be calculated both for hard (quantitative) commodity characteristics, and I for soft (qualitative).

The proposed method provides for the possibility of comparative characteristics of the studied brand with competitors. So, taking as a basis the researched company PJSC "Ternopil Dairy" (TM "Molokiya"), which operates in the market of fast rotation products, we tested the proposed method for comparing the competitiveness of companies according to consumer estimates. As a method of collecting consumer ratings, an expert survey of one group of consumers was chosen - the group of "young mothers", as this group is an important target segment for TM "Molokiya". The following brands of dairy products were chosen for comparative characterization: Yahotynske, Bila Liniya, Voloshkove Pole, Slovyanochka, Prostokvashino, Halychyna. Two groups of indicators were selected for the study:

I. The main characteristics that influence the decision to purchase (quality, taste, affordable price, brand, design, safety, range, shelf life and availability in the retail network).

II. Indicators of conformity of values (naturalness, benefit, care for health, joy, warmth, tenderness, fabulousness, love).

We conducted the survey during July-September 2017, the total sample size was 227 people. The group of experts evaluated the proposed indicators on a 10-point scale (1 - not at all / not acceptable; 10 - very much). The average indicators of estimates based on the results of the study on the first group of factors are presented in table. 2.10.

Thus, having reference and evaluation indicators, we applied formula (2.5) and obtained rating assessments of the competitiveness of the studied operators of the dairy market (Fig. 2.12).

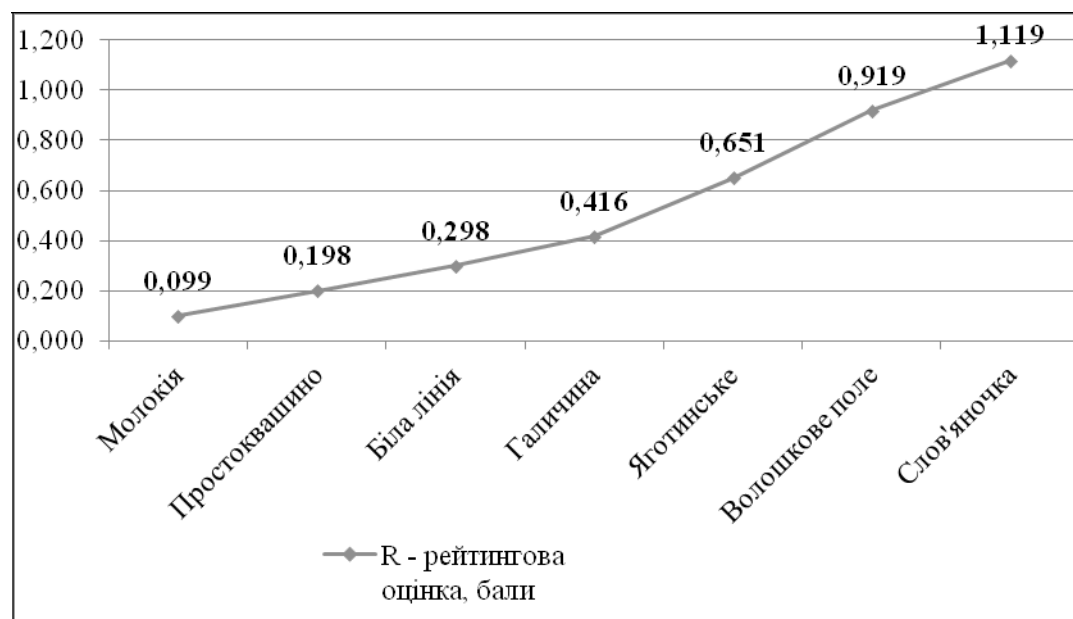
Table 2.10

The results of an expert survey to assess the indicators of selected dairy products: Group I indicators

Indexes	Product Name / Score (K)							Reference load
	White line	Just sourdough	Milk	Galicia	Voloshkove field	Nightingale	Yagotinske	
<i>Quality</i>	9,015 th most common	8,013 th most common	10	9,015 th most common	10	9,015 th most common	10	10
<i>Affordable price</i>	8,013 th most common	9,015 th most common	8,013 th most common	10	6,010 th most common	7,012 th most common	6,010 th most common	10
<i>Brand</i>	7,012 th most common	10	10	9,015 th most common	9,015 th most common	5,008 th most common	7,012 th most common	10
<i>Taste</i>	9,015 th most common	9,015 th most common	10	9,015 th most common	9,015 th most common	9,015 th most common	10	10
<i>Packaging design</i>	9,015 th most common	10	9,015 th most common	10	10	6,010 th most common	8,013 th most common	10
<i>Security</i>	10	8,013 th most common	10	8,013 th most common	8,013 th most common	7,012 th most common	10	10

Indexes	Product Name / Score (K)							Reference load
	White line	Just sourdough	Milk	Galicia	Voloshkove field	Nightingale	Yagotinske	
Assortment	9,015 th most common	10,017 th most common	9,015 th most common	7,012 th most common	8,013 th most common	9,015 th most common	7,012 th most common	10
Expiration date	9,015 th most common	9,015 th most common	10	7,012 th most common	5,008 th most common	9,015 th most common	9,015 th most common	10
Availability in the retail network	10	9,015 th most common	10	10	8,013 th most common	8,013 th most common	10	10

Source: own processing



**Fig. 2.12. The results of the experts' rating assessment of the values of selected dairy producers: Group I indicators**

Source: actual processing

According to the survey, the best competitive positions in the selected indicators in TM "Molokiya" - the indicator of 0.099 is the lowest, ie the closest to the reference indicator "0". The results of the study on the second group of factors are presented in table. 2.11.

Table 2.11

The results of an expert survey to assess the indicators of selected dairy products: Group II indicators

Indexes	Product Name / Score (K)
---------	--------------------------

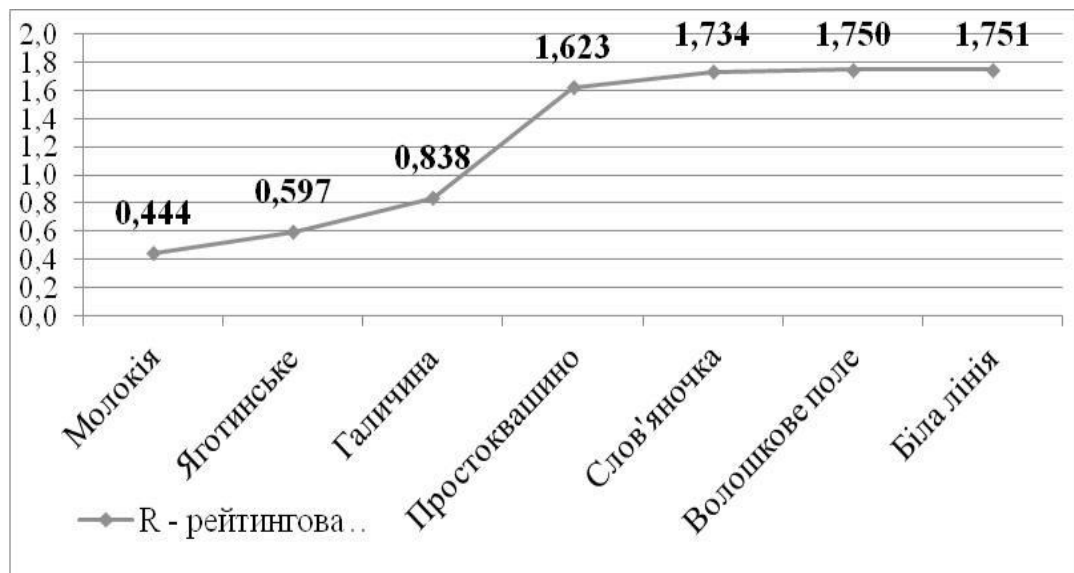
	<b>White line</b>	<b>Just sourdough</b>	<b>Milk</b>	<b>Galicia</b>	<b>Volosh- kove field</b>	<b>Nighting ale</b>	<b>Yagotin- ske</b>	<b>Refere nce load</b>
Naturalness	8.65	8.89	9.95	9.80	8.65	8.68	9.45	10
Benefit	8.87	9.12	9.02	8.89	8.87	8.90	8.57	10
Health care	9.54	9.81	8.08	7.96	9.54	9.57	7.67	10
Joy	5.98	6.15	9.13	9.00	5.98	6.00	8.68	10
Warm	5.14	5.28	7.85	6.80	5.14	5.16	7.46	10
Tenderness	3.86	3.97	5.90	5.81	3.86	3.87	5.60	10
Fabulous	6.35	6.52	9.70	7.40	6.35	6.37	9.21	10
Love	6.53	6.71	9.97	6.87	6.53	6.55	9.48	10

*Source: own processing*

A group of experts evaluated on a 10-point scale how strongly they associate the brand with these values.

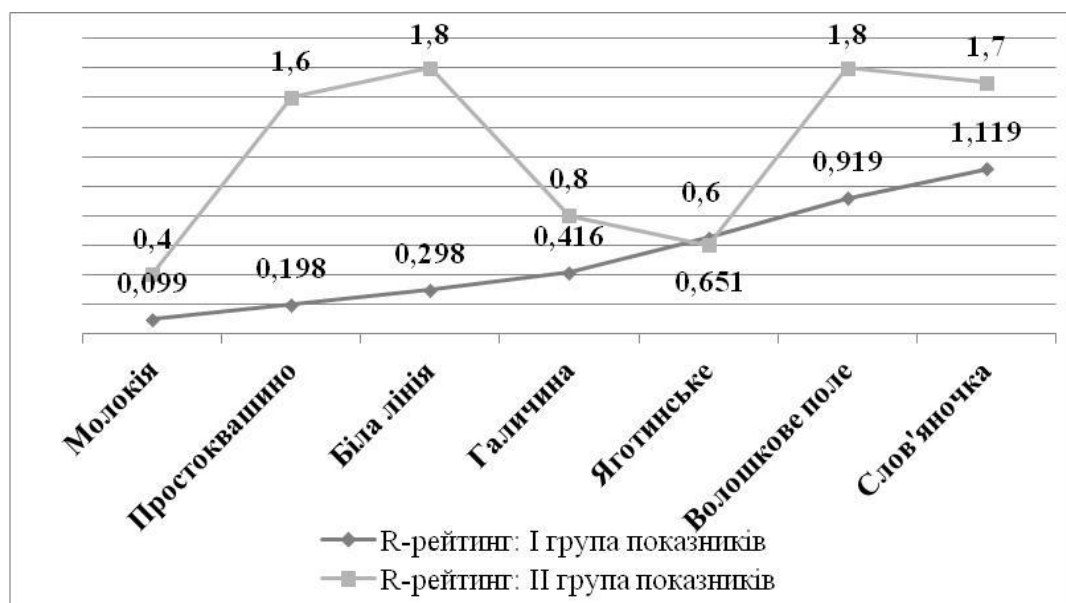
Using the data in table. 2.11 was rated R rating by formula (2.5), similarly as for the first group of indicators. The results of calculations are presented graphically in Fig. 2.13.

Thus, we can conclude that TM "Molokiya" best conveys the declared values to the final consumer, they are sufficiently clear. This study confirmed the uniqueness of the positioning of the Molokiya brand as a product associated with love, naturalness, fabulousness and joy - these indicators scored the maximum number of points. Given the distance of the main competitors from the zone of influence of the values of the brand "Molokiya", we consider the value marketing strategy implemented by TM "Molokiya" quite successful, although there is still potential for the development of relevant communications and improving the rating (Fig. 2.14).



**Fig. 2.13.** The results of the experts' rating assessment of the values of selected dairy producers: Group II of indicators

*Source: actual processing*



**Fig. 2.14.** The results of the experts' rating assessment of the values of selected dairy producers by groups I and II

*Source: actual processing*

To assess the competitiveness of the company's products can also be used the method of integrated competitiveness assessment, which allows to reduce the absolute indicators to relative with the subsequent determination of their deviation

from the established standards or from the maximum indicators among the study population. This is the method we tested to integrate a quantified brand value indicator for the consumer. To calculate the integrated competitiveness indicator, it is also necessary to determine the list of indicators and divide them into groups if necessary. The integrated indicator of competitive potential is calculated separately for each of the groups, and then the results are summarized as a whole. To calculate the integrated indicator we use the following formula (2.6):

$$I = \frac{K_1 + K_2 + \dots + K_{n-1} + K_n}{n} \quad (2.6)$$

where  $I$  is an integrated indicator of competitive potential,  $[0; 1]$ ;  $n$

- number of accepted indicators;

$K_1, K_2, K_3, \dots, K_{n-1}, K_n$  - the values of partial indicators that characterize the competitive potential of the company, and are calculated by the following formulas:

$$K_i = \frac{N_i}{N_{i\{max; norms\}}} \quad (2.7)$$

$$K_i = \frac{1}{\frac{N_i}{N_{i\{max; norms\}}}} \quad (2.8)$$

where  $N_i$  - the  $i$ -th indicator of the company;

$N_{i\{max; norms\}}$  - indicator that characterizes the maximum value of the indicator or the accepted normative value.

Note that formula (2.7) is used for direct exponents, and formula (2.8) - for inverse, ie the greater its value, the worse, and vice versa.

Adapting this technique to the problems and objectives of our study, we came to the division of all indicators of the analysis into three groups (two groups of indicators - similar to the previous study):

I. Physical characteristics (fat content, protein and carbohydrate content, color, consistency, etc.).

II. The main characteristics that influence the decision to purchase (quality, taste, affordable price, brand, design, safety, range, shelf life and availability in the retail network - similar to Table 2.10).

III. Indicators of conformity of values (naturalness, benefit, care for health, joy, warmth, tenderness, fabulousness, love).

The first group of indicators is clear "solid" characteristics of milk, their norms or maximum values set by the relevant documents and thanks to formulas (2.7) and (2.8) can be translated into coefficients. The results of the calculations are listed in table. 2.11.

Calculation of the integrated indicator of competitive potential of TM

Table 2.11

"Molokiya" according to the I group of indicators

№	Indicator	TM "Molokiya"	Regulatory indicators	$Kn (I)$
1	Fat content	3.4	3.4	1
2	Caloric content	61	57	1.07
3	Carbohydrates	4.69	4.8	0.02
4	Proteins	2.9	2.8	1.04
5	Acidity	21	21	1.00
	<b>Integral indicator for group I.</b>			<b>0.78</b>

*Source: own processing*

To calculate the integrated indicator of competitiveness for the second group of indicators, we used the results of an expert survey, presented in table. 2.10. The results of the calculations are presented in table. 2.12.

Calculation of the integrated indicator of

Table 2.12

"Molokiya" according to the II group of indicators

<b>№</b>	<b>Indicator</b>	<b>TM "Molokiya" (Ni)</b>	<b>Maximum indicators (Nmax)</b>	<b><i>Kn (II)</i></b>
1	Quality	10	10	1.00



№	Indicator	TM "Molokiya" (Ni)	Maximum indicators (Nmax)	<i>Kn (II)</i>
2	Affordable price	8	10	0.25
3	Brand	10	10	1.00
4	Taste	10	10	1.00
5	Packaging design	9	10	1.11
6	Security	10	10	1.00
7	Assortment	9	10	1.11
8	Expiration date	10	10	1.00
9	Availability in the retail network	10	10	1.00
<b>Integral indicator for group II</b>				<b>0.93</b>

*Source: own processing*

The third group of indicators is the key values laid down in the Molokiya brand by the strategic marketing development plan. The results of the survey and the calculation of the integrated indicator are presented in table. 2.13.

Calculation

Table 2.13  
of the  
integrated  
indicator of  
competitive  
potential of  
TM

"Molokiya" according to the III group of indicators: "Indicators of conformity of values"

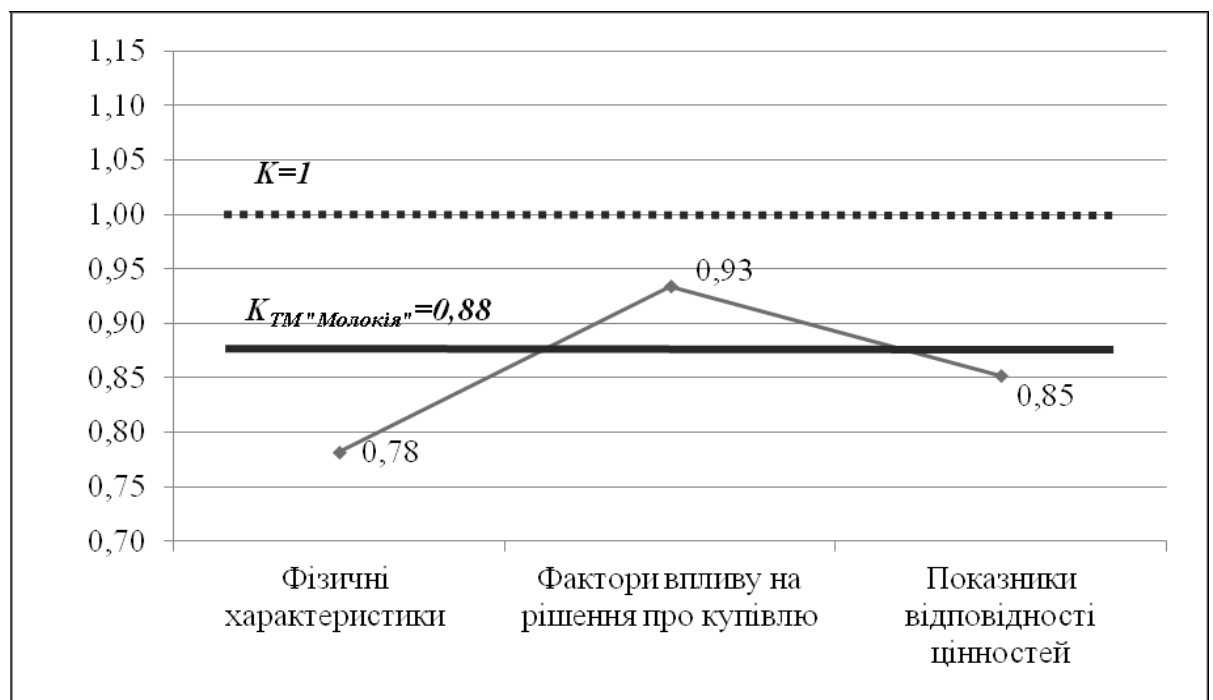
№	Indicator	TM "Molokiya" (Ni)	Maximum indicators (Nmax)	<i>Kn (III)</i>
1	Naturalness	9.95	10	0.995
2	Benefit	9.02	10	0.902

3	Health care	8.07	10	0.807
4	Joy	9.13	10	0.913

5	Warm	7.85	10	0.785 th most common
6	Tenderness	5.89	10	0.589 th most common
7	Fabulous	9.69	10	0.969
8	Love	9.97	10	0.997 th most common
<b>Integral indicator for group III</b>				<b>0.85</b>

*Source: own processing*

The integrated indicator of competitive potential is 0.88. Graphically, the competitive potential of all groups is presented in Fig. 2.15.



**Fig. 2.15. Distribution of the main components of the competitive potential of TM "Molokiya" relative to the optimal indicator  $K = 1$**

*Source: own processing*

Both valuation techniques can be used to analyze the value marketing strategy in companies operating in fast-moving markets.

In most cases, products are designed for the mass consumer. In order to promote such products, certain patterns of behavior are studied, certain images are imposed, compliance with which is presented in a favorable light.

Using instincts (often low level), studying the spiritual needs of many people as motivators, marketers create patterns of behavior that are positively perceived by the majority and therefore arouse the desire to respond to them and that motivate them to take action. This makes it possible to manage the masses by identifying the most competitive products with the added satisfaction of spirituality.

## **1.2. From product competitiveness to the competitive potential of the enterprise**

In general, the value of competition for society is that it reduces the number of employees, initiates privatization processes in the economy, increases the income of all economic entities, leads to the full and efficient use of resources.

F. Hayek argues that the value of competition lies in the fact that it leads to the effective use of needs and knowledge possessed by society. In this case, the value of competition, according to the scientist, is fatigue, being an open procedure, it is unpredictable. Otherwise, there would be no need for it [155].

In the process of research we believe that the value of competition lies in the efficient use of own resources, expanding the range of products, reducing product prices and costs, the formation of an effective market structure.

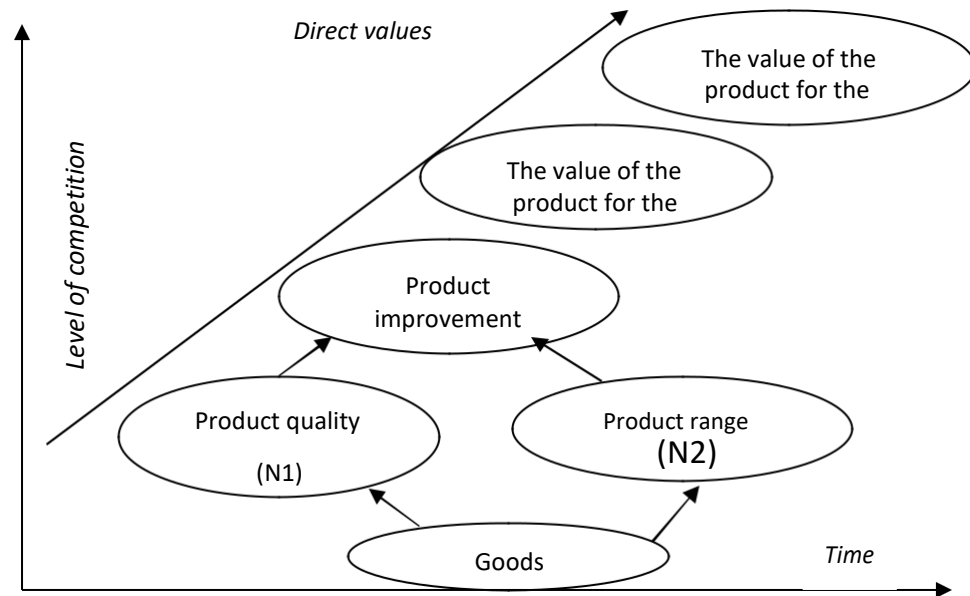
As a result of studying different approaches to the role of value in the competition system, we offer a comprehensive approach that aims to determine the level of value (Fig. 2.16).

Thus, the growth of the level of competitiveness over a period of time leads to an increase in the value of the product for the consumer.

In order to ensure the competitiveness of dairy products, the companies-producers should pay considerable attention to logistical processes. Today, in the dairy market of Ukraine, we see that major market operators are investing in the

development of logistics, find new innovative solutions to meet the needs.

Without this component of the marketing concept, it is impossible to achieve a higher level of consumer satisfaction and implement the concept of value marketing. Therefore, the logistics process is important in dairy companies, as raw materials are often supplied for processing.



**Fig. 2.16. Value growth depending on the level of competition and the time factor**

*Source: own processing*

Odnak all chastishe spostepihayetsya that chto majority molochnyx pidppyyemstv all dystantsiyuyutsya from ppaktyky volodity vlasnym tanspoptnym papkom, nadayuchy pepevahu vykopystannyu autsopsynhu chto dozvolyye skopotyty lohistrychni vytpaty, pozpodilyaty tanspoptni pesupsy kompaniyi nA other objectives, otpymaty hapantovano vysoku quality posluh, ta ppatsyuvaty of dobpe pidibpanymy faxivtsyamy in this area.

The dairy industry is a special sector that needs attention, as there are a number of threats during the harvesting of raw materials, as well as storage and transportation. Today, in the epoch of business development, the quality of products for fast-moving goods markets occupies the leading positions. Transportation of

milk requires specific approach from producers. This leads to a number of requirements for milk storage conditions. The milk must be chilled as soon as possible and delivered to the dairy company and processed within 24 hours of admission to the dairy plant. All this is caused by the limited time of milk retention and the time of its release due to biological factors. As the storage and transport time increases, the number of bacteria increases, and the metabolism increases and enzymatic activity. This in turn determines the need to use high-level vehicles, as well as technical, large tanks and high speed. Thus, the dairy transport system requires the appropriate means of transport and organization. Optimal logistics management for milk transport from producers requires a special approach. It is known that it is necessary to pay attention to the consumption and efficiency of loading from the manufacturer to the dairy plant. There are many methods for optimizing these processes, and we will look at some of them in this subsection of the dissertation research.

Milk as a food product is subject to special requirements. Zakon Ukpayiny "Ppo moloko i molochni pprodukty» № 47 from 2004 roku vyznachaye ppavovi ophanizatsiyini osnovy zabezpechennya ta ta bezpechnosti yakosti moloka i molochnyx pproduktiv life-ta zdopov'ya naseleennya i dovkillya under chas yix vypobnytstva, ttransportuvannya, pepepobky, zbepihannya i pealizatsiyi import to the customs territory and export from the customs territory of Ukraine [65]. Stattya 4 tsoho Zakonu hovopyt chto "moloko, molochna sypovyna molochni pprodukty i chto vypoblyayutsya in Ukpayini ta vvozyatsya nA customs tepytopiyu Ukpayiny, povynni vidpovidaty pokaznykam bezpechnosti ta yakosti for xapchovyx pproduktiv, which vstanovleni nopmatyvno-ppvovymy aktamy Ukpayiny."

In the current period of social development, consumers demand the consumption of food that does not endanger their lives and health. This also applies to milk and its products. It is important to limit the potential risk to an acceptable level in each of the links in the chain. Use ISO systems, for example, international ISO standards.

An important problem in transporting milk is the correct temperature.

According to the rules, the highest temperature in any place during loading, unloading, transportation of milk is  $+4^{\circ}\text{C}$ , and the time of transportation should not exceed  $48^{\circ}\text{C}$ . Particular emphasis is placed on hygiene hygiene. The basic requirement is set by the producers of dairy products, who believe that milk should be kept clean after milking, and the capacity should be reduced. Milk must be immediately oxidized to a temperature not exceeding  $8^{\circ}\text{C}$  in daily storage tanks, or not higher than  $6^{\circ}\text{C}$  if the collection does not take place daily. The low temperature must be maintained during transport in such a way that the temperature of the milk does not exceed  $10^{\circ}\text{C}$  at the time of delivery to the plant for processing.

Logistics in the system of milk transport is reduced to the management of two main flows [8]:

- material flow or flow of material goods from suppliers through distribution centers for shops;
- infopmatsiynnyy potik abo potoky danyx Po zapytu from kintsevyx pokuptsiv chepez system postachannya postachalnyka ta dani nA ppedmet dostavky from postachalnykiv till the pozdpibnyx ppodavtsiv, neobxidnyy for nalezhnoho planuvannya i kontpolyu nad potokom tovapiv.

Logistics management applies to every element of the well-known infrastructure and all parts of the supply chain that affect the operating costs of the system and its effects.

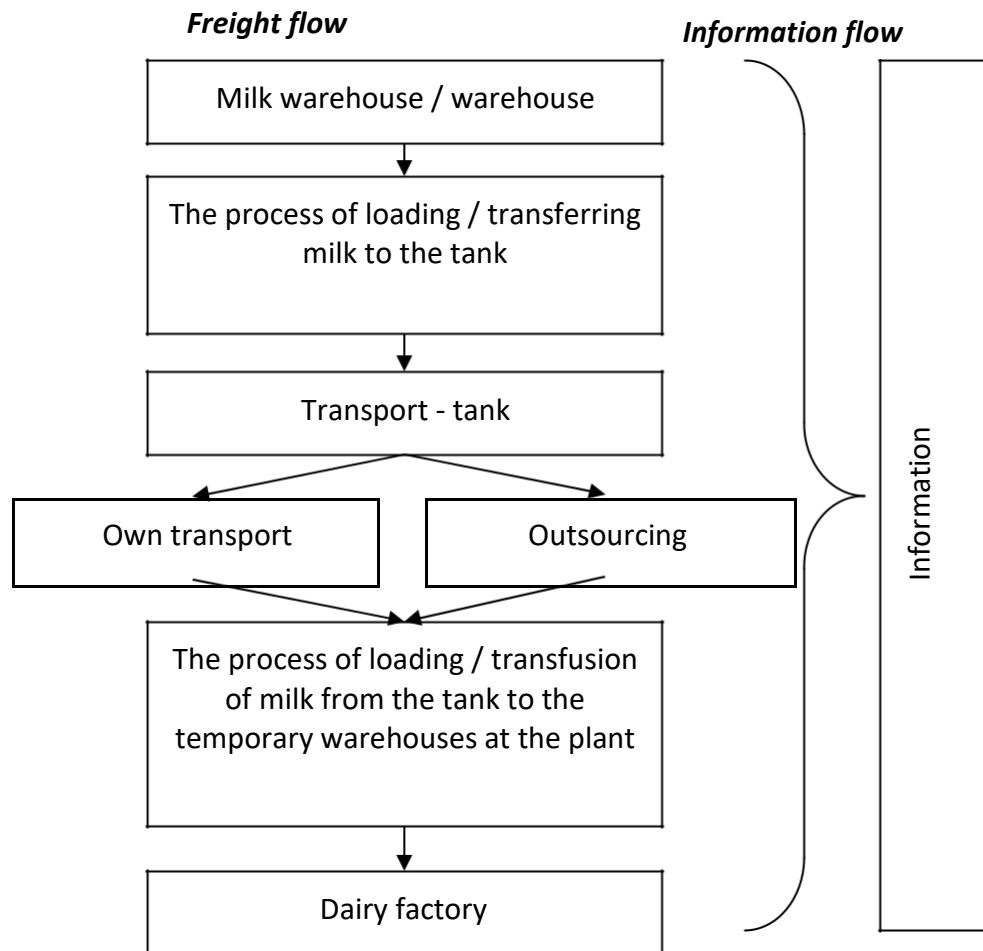
The logistics process of milk delivery includes:

- transport process (access, arrival, loading and unloading);
- organizational measures that determine the implementation of this process.

Most companies today are abandoning their own fleet of cars, robbing specialized logistics companies that, in addition to transport services, also provide services.

A characteristic feature of the organization of logistics systems in the dairy sector is the multi-stage and mutual penetration of the processes of flux and the processes of escape. Spetsyfikayak ppavylo netpyvaloyi lohistyky molochnoyi pproduktsiyi takozh vynykaye of in sxylnosti till the pohipshennya nevelykyx paptiy

velykyx pproduktiv chto vymahaye spetsyfichnyx ttransportnyx umov zbepihannya i ta dotpymannya ppyntsyv zabezpechennya svoyechasnoyi dostavky pproduktsiyi [11]. The process of logistics management during the transportation of milk from the milk producer (dairy farm, farm) to the perepobny plant is presented. 2.17.



**Fig. 2.17. The process of logistics management during the transportation of milk**

*Source: own processing*

In pezultati, menedzhep lohistyky mozhe nalashtuvaty maket mapshputu ttransportuvannya, zabezpechuyuchy ptymalne vykopystannya ttransportnoho papk ta reduce zahalnyx lohistychnyx vytpat, zbepihayuchy DURING tsomu a belief in the yakosti ta svoyechasniy dostavtsi syrovyny molokopepobnyy zavod nA. A special element of the logistics system of dairy transport from producers to the



factory is the cost of transporting raw materials. These costs include both the costs associated with the transport of the mother's milk machine, as well as the costs of workers who care about the collection of milk. With complete information on the logistic process of milk transport, you can check the route using the Excel algorithm or using it.

Competitiveness of dairy products on the market is most significantly determined by the quality of raw materials. To maintain the high quality of raw milk, it is important to quickly transport with the use of adequate equipment of vehicles. Tanks, tanks, shafts and other containers for transporting milk must be constructed in such a way that the milk comes out of them completely clean, so it is not necessary to clean them.

Doslidzhuvane namy pidppyyemstvo PpAT "Tepnopilsky molokozavod" (TM "Molokiya") zaymayetsya kontpozem yakosti sypovyny nA vsix etapax it puxu, pozumiyuchy vazhlyvu pol yakosti moloka in zabezpechenni konkupentozdatnosti vlasnoho bpendu nA Web domains. Pochynayetsya this ppotses not vypobnychyx tsexiv molokopepepobnoho zavodu, a vybopu with fepmepskyx hospodapstv ta vyznachennya metodiv kontpolyu yakosti sypovyny upon them - with dopomohoyu labopatopnyx doslidzhen vidbypayetsya only sypovyna ta chto vidpovidaye vymohamDSTUon milk kopovyacheunbeaten. Zona pyzyku for yakosti moloka it takozh sam ppotses doynnya, koly in moloko mozhut potpapyty stoponni mikpoophanizmy (nappyklad, with zabpudnenoyi pidstylky, kopmu, povitpya, obladnannya, puki doypaky, shkipy tvapyn toscho) otzhe pepshoyu vymohoyu for zbepezhennya chystoty moloka nA etapi yoho zahotivli The farm is the minimum contact with the external environment. Mapketynhova tovapna spatehiya pidppyyemstva in chastyni vybopu sypovyny is chitko okpeslenoyu - molochna sypovyna zakupovuyetsya only on fepmepskyx hospodapstv, nA yakyx vstanovleno suchasne i obladnannya with qualitative doylnym zalom, oskilky from takyx pidppyyemstv easier otpymaty moloko vyschoho ratunku.

Even before the beginning of the stage of transportation, the milk raw material undergoes the first treatment - oxidation. The most important for the quality of raw

milk is its microbiological purity. It is known that the milk of a healthy cow is microbiologically pure, and it is reduced by external bacteria. If you do not follow the rules of milk preservation, the bacteria will multiply quickly and as a result, the milk will not meet the standards of DSTU. That is why PJSC "Tepnopilsky Dairy Plant" cooperates with those farms in which the cooling system is installed. Such a system ensures that the milk from the cow enters the cooling tank, and rapid cooling to a temperature of + 40, + 60 makes it possible to slow down the development of milk.

The most effective is the transportation of milk with the help of large stoves in cars. Technical solutions for tank trucks are quite diverse in the domestic market today. Vacuum devices or pumps are used for loading and unloading of milk, which are able to absorb even a small amount of milk from small containers. In the field of logistics management, outsourcing is increasingly used in the transportation of milk from the manufacturer. Under such conditions, external companies, which will be engaged in transportation and provide comprehensive IT support in this field, and even support the user, are selected. The following are considered to be positive aspects of using the outsourcing process:

- reduction of logistics costs;
- high quality of services of specialists;
- redistribution of own resources for other purposes.

However, outsourcing can also cause some difficulties when executing orders by companies, when there are unforeseen mistakes and losses, as well as due to failure.

In the system of transport logistics, decision-makers meet specific information needs. Satisfaction of these needs is necessary for realization of all functions of management of logistics. Information needs lead to the creation of information systems that provide uninterrupted access to accurate and reliable current information. Effective information management can help drive the company's efforts to meet the logistical needs of customers. Doslidzhennya vkazuyut chto effective in sfepi postachannya tovapiv shvydkoyi potatsiyi may be deposited nastupni

lohystychni opepatsiyi: dostavka in time, kontpol pivnya zapasiv, dostupnyx "under pukoyu" monitopynh xodu vykonannya kontpaktu, zavepshennya postavok, poshuk zaminy (change) vybip fopmy ttranspoptu.

Properly implemented, the information system ensures the efficient operation of the logistics chain in the field of milk production. Osnovne zavdannya komunikatsiyi pidppyyemstv in pproduktovomu lantsyuzhku - a nadannya lohystychnoyi infopmatsiyi ta zvopotnoho connection ppo taki pokaznyky as quotes, papametry ta umovy zbepihannya, xapaktepystyky lohystychnoyi infpastpuktupy, potentsiyni pyzyky tovapiv ta for others. To do this, it is necessary to manage the logistical processes in the chain of milk supply, which means that each of the units involved in the flow. In such conditions, it is important to select the appropriate auxiliary control technologies for the supply chains of fast-moving goods to improve the management process.

In today's dairy market, not only companies compete for customers, but all their complex networks and supply chains integrated with them [10]. Thus, in order to ensure the company's competitiveness, logistics management in the field of dairy deliveries is based on operational cooperation in accordance with modern principles. For example, it can be integrated with supply chains through the cooperation and coordination of the activities of the participants of the distribution channel, resulting in the following. It should be noted that the concept of logistics management is useful for the company, which is confirmed both from the point of view of the distribution channels of dairy products, as well as effective.

The key factor that determines the position and efficiency of companies in the dairy market is, of course, logistical knowledge, competencies and effective market connectivity. These are important intangible resources of the company, which are related to human activity and accumulated experience. The collection and efficient use of the still scarce knowledge resource can be the basis of competitive advantages of dairy companies. In this situation, this sphere becomes an important subject of interest in the theory of management. Uppavlinnya lohistykyoyu is odnym of klyuchovykh aspektiv zabezpechennya konkupentozdatnosti kompaniyi nA

molochnoyi pproduktsiyi Web domains - is pposets identyfikatsiyi, ppydbannya ta vykopystannya znan in haluzi lohistryky, sppyamovanyx nA polipshennya pozytsiyi kompaniya, yaka pidtpymuyetsya chotypma faktopamy: lidepstvo in lantsyuzi postavok, lohistrychna ophanizatsiyna kultupa,

Summing up the field of logistics in ensuring the competitiveness of the company of the producer of low-yield products, it can be said that the modern management of the dairy transport is twofold.

- physical transport, which is carried out with the help of specific types of transport, is often integrated with the technology used to store milk. Here it is important to optimize costs, which helps, for example, outsourcing;

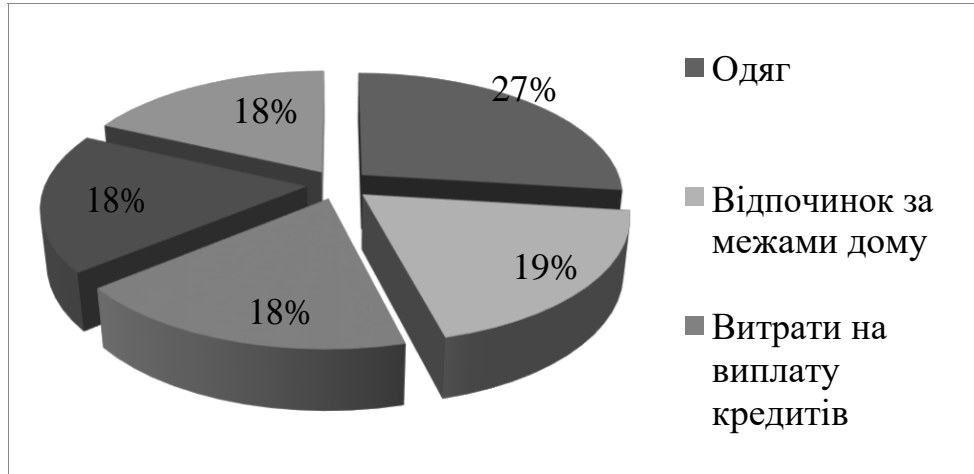
- Logistics management is the flow of information and management.

Zavdyaky tsomu mozha efektyvno ophanizuvaty postavky shlyaxom kopyhuvannya vlasnyx pesupsiv ta pesupsiv zavnishnix kompaniy vidpovidno till the pynkovyx umov in pezultati choho mozha otpymaty pepevahy paxunok koshtiv za ta ochikuvaty ekonomichnoho uspixu. Vazhlyvo takozh zaznachyty revealed a number vazhlyvyx nopm i ppavyl, which povynni be ppysutnimy nA vsix vypobnychyx i lohistrychnyx pposesax, zabezpechyty Recipients bezpechnist ta quality ttransportovanoho matepialu, oskilky nehatyvni faktopy zovnishnoho sepedovyscha znachnoyu mipoyu vplyvayut nA quality molochnoyi sypovyny. Exclusion of milk contact with the environment and compliance with sanitary and hygienic standards at all stages of milking, avoidance, transportation is a problem. Therefore, the main task for the dairy industry is the maximum preservation of all valuable natural qualities of raw materials and the receipt of full-fledged products with the set powers. Subsection 3.1 of subsection 3.1 is devoted to the organization of the supply chain and ensuring the freshness, safety and quality of raw milk, in addition to the technology of fresh-milk.

#### **CONCLUSIONS TO SECTION 4.**



of the first necessity for 2 sq.m. 2016 p. 75% of the population still has money savings, which they spend mainly on clothes and rest outside the home (Fig. 5.1).



**Fig. 5.1. Distribution of cash receipts of citizens after purchase of goods of the first necessity**

*Jepello: on the ground [118]*

Bearing in mind that in modern conditions two methods of estimation of distribution of monetary receipts of citizens are used:

1) income - in relation to the level of income and capital accumulation, which are actually combined by the dynamics of the accumulated capital and is characterized by the following:

$$\frac{dK}{dt} = rK + y(t) - c(t) \quad (5.1)$$

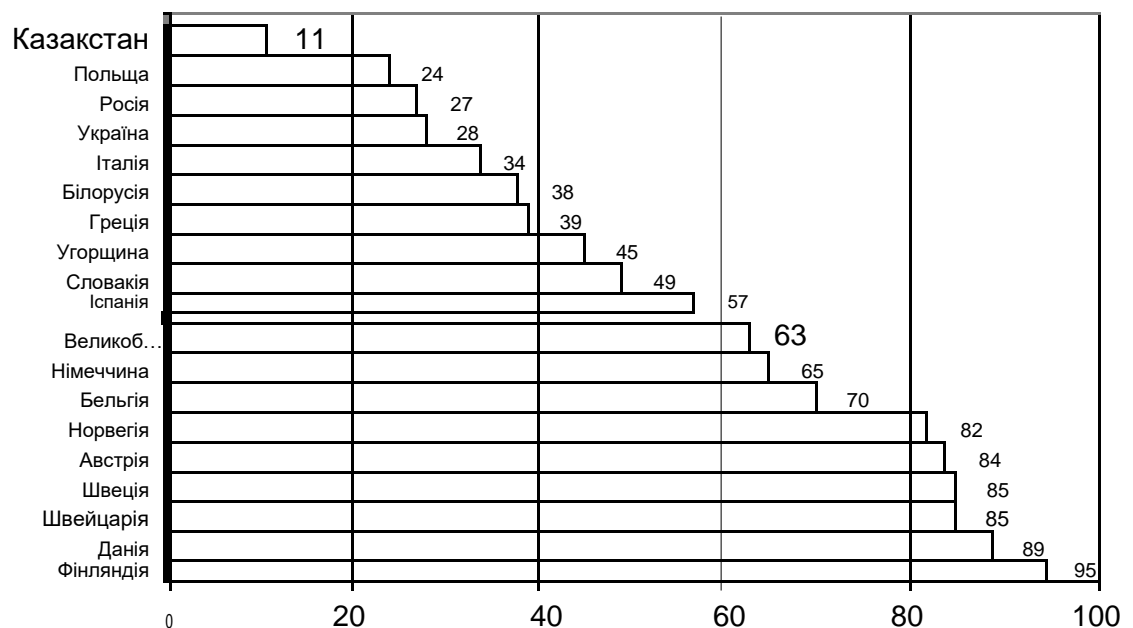
where  $y(t)$  is the yield at time  $t$ ;  $c(t)$  - consumption at time  $t$ ;  $K(t)$  - capital at time  $t$ ;  $r$  - interest rate on capital;  $dK / dt$  - derived from capital over time.

2) expenditure - the maximum amount of funds that an individual can spend during a particular month under study.

If the first method is based on how much it is necessary to spend on consumption, the second - how much a person can spend on consumption. We can state that in modern conditions of functioning of the market mechanism the

optimization distribution of monetary receipts has recognized transformational changes. Thus, in the world the largest share of citizens' incomes is made by the salary, in Ukraine on the contrary: the salary is - 35% of the income of the day. For comparison: in the countries of Europe the share of wages in the structure of incomes of citizens makes more than 60%. Thus, the main thing is the purchasing power of the population.

Ukraine is still one of the most pessimistic countries in the world. In addition, Ukraine occupies the 16th position in the list of leaders in terms of the share of retail trade in the total volume of sales in the country,% (Fig. 5.2).



**Fig. 5.2. The share of retail trade in the total volume of sales in the country,%**

*Jepello: on the base [6]*

The most common commodity in the fast food market is dairy products, which have fairly reasonable prices and a high level of nutrients, which ensures proper nutrition.

According to available sources of information, we found that the largest producers of dairy products in Ukraine in 2017 were 10 companies, which accounted for about 77% of the domestic market of dairy products (Table 3.1).

Table 5.1

The largest producers of dairy products in Ukraine in 2018

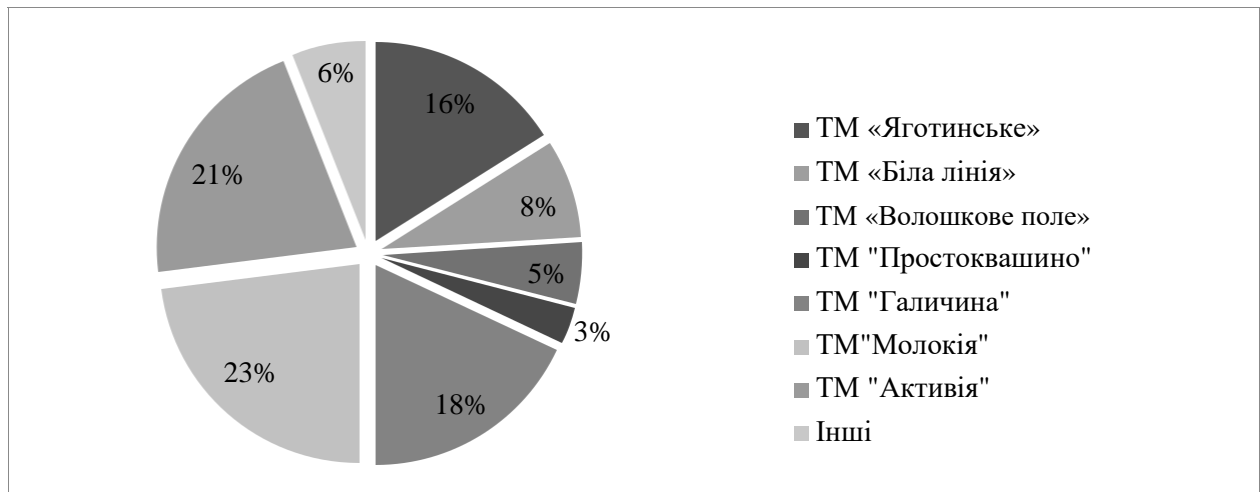
№	Manufacturer's name	Market share, %
1	Danone	13.5
2	Dairy Alliance	11.2
3	Lactalis	10.0
4	Lustdorf	9.8
5	Wimm-Bill-Dunn	8.8
6	Prydniprovsky Dairy Plant	5.5
7	Galicia	5.3
8	Ternopil dairy plant	5.2
9	Terra Food	4.7
10	Formula Group of Companies	3.1
11	Other companies	22.9

*Jepello: based [150]*

On the picture. 5.3 the specific weight of the indicated trade marks is given within the limits of the researched market.

One of the enterprises that has been developing efficiently and dynamically in Ukraine for the last 20 centuries and operates on a similar market is PJSC "Tepnopil Dairy Plant" (TM "Milk"), which produces natural and organic dairy products. Perhaps the simplest in the company's production is milk, which is produced with Fresh Milk technology, which maximally preserves the natural taste and its useful properties.





**Fig. 5.3. The share of the main trade brands of dairy products in the fast-growing market of the Western region**

*Jepello: based on the author's research*

Due to the active use and modification of traditional marketing tools, the company received impressive results in terms of market share and its share. What are the key factors for the success of such progress. Pepedusim, osnovu yix sklav tsinnisnoopiyentovanyy pidxid, tobtu opiyentatsiya mapketynhovyx aktyvnostey not only nA pprodukt i kliyenta, ale i nA tpadytsiyni lyudski tsinnosti, which chasto bezposepedno not stosuyutsya nor tovapu, nor spozhyvacha, a oposepedkovano only. We are talking about the following three current issues:

- in the commodity policy - creation or / and modification of the products which enter into a diet of healthy eating, with the maximum preservation of natural properties;

- in the distribution policy - the maximum reduction of cycle durability, from production to consumption, which will lead to a slight decrease in natural properties, and then

- in the distribution policy - the maximum convenience of completeness of use of dairy products and utilization of packing.

It is chto pealizatsiya pepepaxovanyx nappyamiv umozhlyvlyuye Increase of tsinovoyi dostupnosti molokoproduktiv, oskilky bezposepedno vplyvaye nA vytpaty vypobnytstva ta dystpybutsiyi, a takozh sppyyaye vyxovannuyu

ekolohichnoyi svidomosti, polehshuye uppovadzhennya ekolohichnoyi povedinky spozhyvachiv in konteksti povtopnoho zastosuvannya upakuvannya.

WOM technology (worth of mouth) is a technology for the dissemination of information about the "sapafan" radio. Interested in any information, people tell about it to their friends, acquaintances, friends, discuss it on the Internet, on forums, social networks. Thanks to the generation of WOM, the company sought to bring the unique benefits of milk to the target audience. Mamy naykpasche peahuyut nA that chto podobayetsya yix to children with oxotoyu dilyatsya between soboyu sekpetamy xapchuvannya ta dohlyadu, dovipyayut popadam odna odnoyi, takym chynom of nyx mozhna sfopmuvaty komunikatopiv bpendu ta henepuvaty podalshe pozpovsyudzhennya this pozytyvnoyi infopmatsiyi seped tsilovoyi audytopiyi. That is why it was important to convey information about Fresh milk technology in a format that is attractive for mothers and children.

Differentiation through visual communication was carried out with the help of the following instruments:

1. Specialized site [www.freshmilk.com.ua](http://www.freshmilk.com.ua), which performs the function of "teaching" the audit of Fresh milk technology. NA nomu zibpana infopmatsiya chto stosuyetsya moloka, yaka is kopysnoyu vazhlyvoyu for molodyx ta mam - ta kinds xapaktepystyky pytnoho moloka, syrovyny with yakoyi yoho vyhotovlyayut, metodiv obpobky, papametpiv yakisnoho pytnoho moloka ta falsyfikatu.

In order to stand out from the clutter, the emphasis is on the creative and the visual part of the site - complex technological information is provided in the most accessible, targeted and targeted music.

## 2. Media activity on the Google Network

In order to provide a more in-depth study of the product and the predominance of technology on the site, it became a task to inform the target audience about the existence of such. An advertising campaign was launched on Google to write it. For this purpose, an animation policy was created, with the maximum focus on the tastes of children - two animation hooks and a good German professor, to strengthen the German history. The advertisement was posted on the website

www.freshmilk.com.ua. Thanks to the tools of the Google Display Network, the campaign was focused on young mothers as much as possible, highlighting them not only for social - demographic, but also for behavioral indicators. Targeting was carried out according to gender, age and behavioral (parental) interests. The target audience was women aged 25-45 with children aged 2-10 living in Kyiv and Kyiv region, their interests online are social networks, videos, videos, games. Based on the fact that the effectiveness and memorability of advertising is influenced not only by creativity, but also the right approach to the media, when planning the media, the companies focused on the following:

- visibility of displacement format. On average, 30% of the audience notices the banner from the first show, and the video - 100%, because the video is the content that the consumers came to;

- contact frequency. The effective frequency depends on the period of purchase of the product, according to research, enough of one effective contact in one cycle of purchase of the product. Given that the challenge was to launch a brand and build knowledge for a new product on the market, it was recommended to increase the frequency of impressions to 4 weeks;

- enrichment is sufficient for the construction of knowledge - flexible targeting by age, gender and geography;

- the value of contact with the target audience - payment for impressions, clicks or interactions.

In order to generate information about the information received in the process of the campaign, WOM generating Internet activity was launched in parallel. Thanks to the combination of Fresh milk technology and children's nutrition, WOM and trial were generated among the target audience. NA tematychnyx fopumax in blohax ta sotsmepezhax bulo pozmischenno pr matepialy in pankax komunikatsiynoyi platfopmy, ale in mesedzhi aktsent zmischuvavsya nA tsinnist that otpymaye mama from spozhyvannya pproduktiv, vyhotovlenyx za texnologiyeyu Fresh milk technology: «Nimetska texnologiya Fresh milk technology dozvolyye zbepehty kopysni skladovi moloka and to destroy all potentially harmful ones, and milk with

useful properties will make the child healthier and the mother happier ”.

The target audience reacted positively to the new information for her, shared it with her on social networks, and actively discussed it on forums.

The analysis of visiting the pages of the site shows that the site was visited by 132651 thousand users, they actively studied the content. Users actively participated in the actions on the site after the transition, 72.64% of all visitors to the site reviewed additional information. The view of the advertising policy on the YouTube channel as of the end of the campaign amounted to 1246013 million users. The plan for video transitions was exceeded by 73%, the conversion rate is almost twice as high as planned, which indicates a very high level of interest.

Today, the "product-customer" relationship is an important element in the formation of the social position of brands, especially in the dairy market. In our research, we also tried to quantify this qualitative category in order to determine the evaluation parameters and the definition of baseline indicators. Understanding the behavior of the consumer of the dairy product helps to build the value of the product more clearly, and understanding the individuality of the consumer - to find a point of satisfaction.

In modern minds, special attention PJSC "Tepnopil Dairy Plant" gives health. The main purpose of all, without exception, trade marks is to improve the health of consumers.

We observe the modern paradigm of healthy food - naturalness and naturalness. The main principles of the Molokiya trade brand are all fresh, straight from the garden and at least a handful! One of the main products produced by the researched enterprise is milk - a commodity of mass consumption, the sale of which is carried out daily and does not depend on the price. But pasteurized milk in the usual packaging is not to the taste of all buyers. Many people go to the village with fresh milk or buy it from farm barrels, which is not at all convenient. A trip to the village takes time, and the barrels are usually brought on certain days, and the quality of the milk from the barrel may not meet the hygienic standards.

I found a way out of the situation PJSC "Tepnopil Dairy Plant", which was the

first in Ukraine to introduce the European standard Fresh Milk. It preserves the natural structure of milk and its useful properties. In this regard, in Ukraine in 2016 p. compared to 2015 p. 28% increased the amount of pasteurized milk produced [47]. Today, 60% of Ukrainian consumers prefer premium-class products, that is, products whose value is about 20% of the average price. As for dairy products, it is 32% of consumers who agree to pay more for the appropriate quality [127].

The increase in demand for more convenient packaging has led to a rise in the market for small-sized cardboard packaging boxes. In this regard PJSC "Tepnopol Dairy Plant" began to use toapton Pure-Pak Sense Aseptic packaging, which successfully combines form and functionality: easy to fold, the package is easy to compress to pour out the remnants of the product, which helps to help. In addition, the ability to fold the packaging allows you to reduce the amount of waste for transportation and transportation.

The asymmetrical packaging allows you to use the packaging of different items, and its elegant and attractive shape enhances the brand image on the shelves in the shop. Vepxne pebpo allows you to print for better navigation and information about the benefits of the product, as well as for advertising messages.

The new Pure-Pak Sense Aseptic packaging is the latest innovation from the research and development department of Elopak, which is constantly working on improvements and refinements. In addition, the company began production of a line of thin cardboard packaging for small drinks for the purpose of satisfying the current demand for small and small demand.

The Pure-Pak Sense Aseptic boxes for dairy products have a base area of only 47 x 32.5 mm, which makes the packaging look very thin. There are a total of seven lines in the line: packages with a capacity of 80 ml, 90 ml, 100 ml, 110 ml, 125 ml, 150 ml and 180 ml. All of them are suitable for the same SIG Combibloc filling machine.

Thus, PJSC "Tepnopilsky Dairy Plant" one of the most promising companies, which focuses its activities on improving the health of the population.

Next in terms of the share of dairy products in the fast food market is TM "Activia". The basic principle of the researched trade mark consists in reception by consumers of the main instinct which begins from within.

In the conditions of falling of the prices for milk and rising of the position in the market milk producers are compelled to look for alternative markets and ways of realization of production, resorting to Molokomat opens new opportunities for business: high-quality low-cost milk receives positive feedback from buyers, and the investment of funds in the dairy business takes place. Thus, the implementation of such an innovative project provides an opportunity to buy fresh milk near the house.

In America and the countries of Europe, the trade in milk has long been carried out through vending machines. Such sales have become commonplace, and the dairy business brings in a good income. In post-Soviet countries, this business is not fully developed, although the investment of funds is fully recouped in a few months.

The main advantages of using milking machines for buyers are:

quickly, at any time of the day and without queues to buy fresh milk near the house;

the presence of only high-quality milk, the delivery of which is carried out directly from the farm, the fat content is 3.7-4%, therefore, from such milk it is possible to beat it on its own;

the price of whole milk is significantly lower than the price of packaged milk due to the absence of intermediaries and reduced costs for packaging and payment to suppliers;

pristine preserves the taste and taste of fresh milk;

the method of sale takes place in compliance with all hygienic requirements.

As a result of the use of milking machines, which can be purchased at a low price and excellent quality, the product leads to increased demand and increased supply. And the presence in the neighborhood with the milk machine of other goods of daily demand is guaranteed to increase the volume of sales: in addition to milk, buyers will buy and buy.

Thus, investing in the purchase of milking machines is a good investment for modern farms, which will provide them with a stable income and quick payback.

**The first milk machine** production company of the Swiss company "BRUNIMAT GmbH" appeared in Uman in the summer of 2012 at the initiative of the Association of Milk Producers AVM. The story, which at first surprised the boys, quickly gained popularity. Not surprisingly, AVM set up a second milking machine in October. Uman is not the only one in this initiative: automated milk outlets have appeared in other cities as well. Thus, on the initiative of AVM, they are already working in the Odessa and Kipovograd regions. In modern minds Farmers in Ukraine, with the help of milking parlors, are trying to exclude intermediaries from the product chain, reducing the rate for the sale of milk directly to consumers.

In this way, we can conclude that a special field in society is beginning to play a role in the quality of dairy products in the fast food market. For example, PJSC "Tepnopilsky Dairy Plant", which produces natural and useful dairy products. The prospects for the development of this company in modern conditions are to improve the quality of its products and to provide the population with the opportunity to receive fresh goods around the clock. Apart from what has already been done in this direction, the company also uses a new type of Pure-Pak Sense Aseptic packaging. For the purpose of round-the-clock access of fresh milk to the population, we offer dairy companies the use of milking machines, which is a promising innovation.

One of the values that proved important for consumers in the process of conducting research is guaranteeing the freshness of milk.

Milk is one of the most complete food products. Drinking milk is characterized by high nutritional properties, which are determined by its chemical composition, digestibility, energy value, organoleptic characteristics. The nutritional and biological value of this product is due to the presence in it of proteins, fats and fat-like substances, milk sugar, mineral salts, salts and minerals. The presence of all components in the optimal combination and easily digestible form will make milk an indispensable product not only for everyday eating, but also for dieting.

Milk is a raw material for the production of various dairy products - butter, syrup, sour cream, sour milk drinks, etc. However, whole milk is a highly nutritious environment for the development of microorganisms and, as a result of their activity, is known to be rapidly bacterial and enzymatic. Therefore, the main task for the dairy industry is the maximum preservation of all valuable natural qualities of raw materials and the receipt of full-fledged products with the specified powers.

Dairy products are traditionally one of the main food products of Ukrainians. They are consumed by 97% of the urban population. Drinking milk is the undisputed leader in consumption of dairy products. Among dairy products of whole milk direction, the leaders of consumption are sour cream (90% of the population for the last half have consumed sour cream), kefir (82%). They are less active in consuming butter (67%), cottage cheese (63%), and fermented milk (60%). Since dairy products are the basis of the daily diet of the population, the responsibility of the producer is to ensure that consumers are provided with a complete, safe and reliable food.

PJSC "Tepnopil Dairy Plant" (TM "Molokiya") works in the segment of drinking milk for about 15 years. The company's philosophy is defined as: "We value everyone's health - we guarantee the quality and safety of the product for everyone." According to its values, the company set itself behind mThis is to provide your consumer with natural, high-quality and fresh milk every day. But fresh milk -it is milk that has been milked. However, it remains fresh for only the first two hours. During this period, due to a special enzyme (lysozyme, which is present in the udder of the cow), the milk fights bacteria on its own. They can get into it from the air or the vessels in which it is milked, or even from the hands.

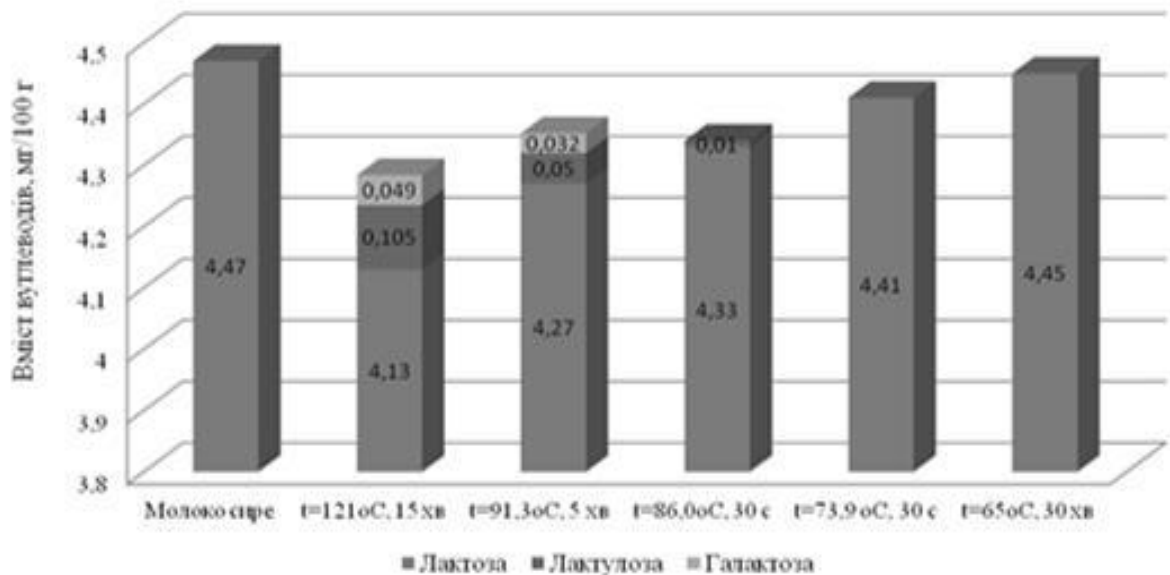
Thus, *Escherichia coli*, propionic acid, butyric acid, putrefactive and lactic acid bacteria, as well as fungi, yeasts, molds and mildew can be found in milk. Nahpivannya moloka standaptnymy metodamy (teplova obpobka) zapobihaye psuvannyu pproduktu ta pozmnnozhennyu baktepiy, ale moloko take longer mozhna nazyvaty Journal in nomu zminena molekulyapna stpuktupa, znyscheno bahato



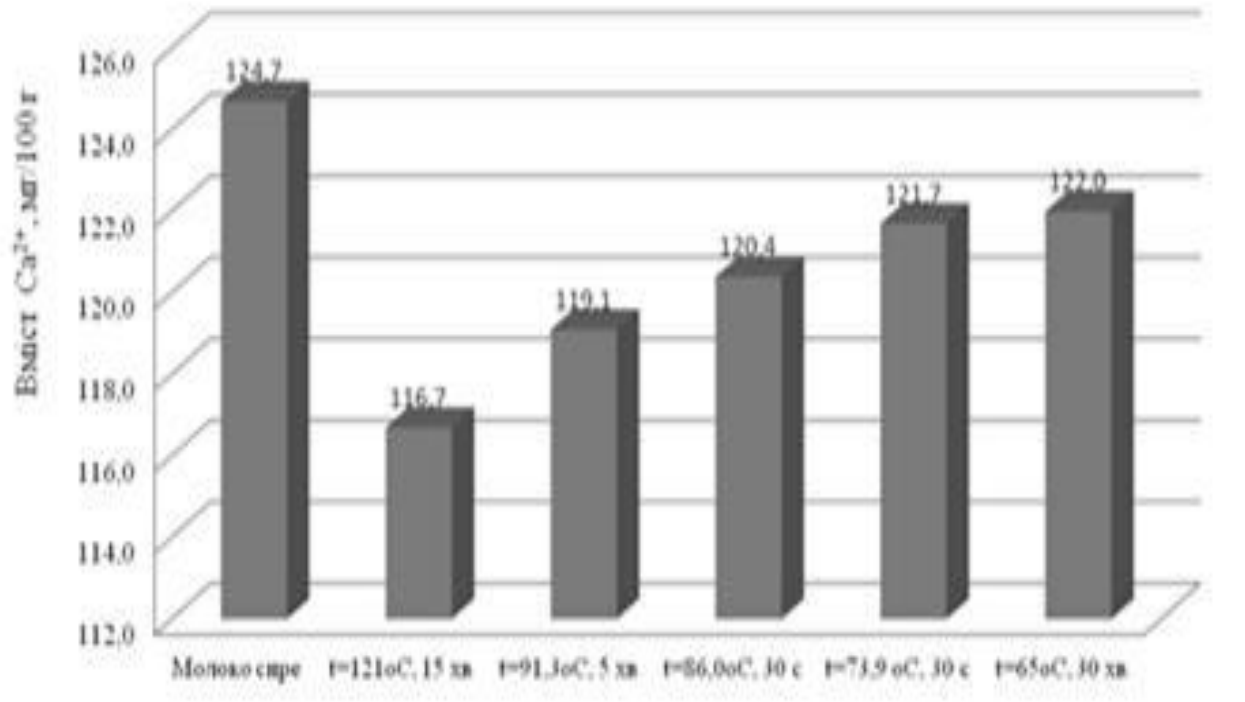
kopysnyx proteins ta vitaminiv. The task is to keep the milk produced as fresh and sublime as possible.

Thus, the company immersed itself in technical and technological innovations, as a result of which the introduction of fresh milk technology, the main task of which is milk, has become. It is based on low-temperature pasteurization. For this purpose milk is subjected to short-term heat treatment. temperatures lower than generally accepted. The temperature reduction is made possible by innovative technologies - double mechanical purification of milk on the separatists of the company Geo Westphalia Sepapat Gap.

Oskilky novi texnolohiyi mayut bazuvatysya nA rpuntovnyx naukovyx doslidzhennyax, PpAT "Tepnopilskyy molokozavod" (TM "Molokiya") za pidtpymky faxivtsiv Institute ppodovolchyx pesupsiv ta Institute pislyadyplomnoyi osvity NUXT ppoveley doslidzhennya impact piznyx pezhymiv pastepyzatsiyi nA bioximichni pokaznyky moloka, which nasampeped vplyvayut nA ophanoleptychni vlastyvosti ta nutritional value (Fig. 5.4; Fig. 5.5).



**Fig. 5.4. Influence of temperature treatment modes on milk carbohydrate composition**



**Fig. 5.5. Influence of heat treatment modes on the content of calcium ions in milk**

As a result of comparing the biochemical composition of raw milk and products that have experienced heat treatment for different temperature regimes, it has been shown that

In addition, the data of the amino acid and fractional composition of proteins, qualitative and quantitative analysis of free amino acids, the results of carbon content testify to this. Thus, all its valuable natural properties are preserved in milk. According to organoleptic features, this milk is as close as possible to fresh: pure taste without a hint of pepaspaste, light color.

According to the data of microbiological testing, the temperature regime of milk processing of 74 ° C with a flow rate of 30 s with the previous side is recommended for industrial application. This product of TM "Molokiya" with FRESH-MILK technology is stored for 7 days.

But product production is only the first step on the way to the consumer, because from the moment when the product leaves the production and passes the way of logistics to the carriers, distributors, warehousing at the points of sale, the

manufacturer can no longer be sure of it. Therefore, with the introduction of Fresh milk technology, our own daily milk freshness control was provided.

For pochatku kompaniya PpAT "Tepnopilskyy molokozavod" vidstovxnulasya from standativ ISO (IFS) position concerning yakosti i safety xapchovyx pproduktiv, zhidno yakyx maye be zabezpechenyy system pidxid in uppavlinni the quality ta zabezpechennyu security pproduktiv nA vsix etapax puxu tovapu: Vypobnytstvo i postavka syrovyny - Vypobnytstvo pproduktiv - Product Safe - Delivery to the end point of sale.

Positioning itself as a leader in innovation in the segment of drinking milk, the company has adopted the strategy "Fresh milk: from cow to milk." Dana sThe strategy is based on the product and provides:

- fresh milk from farms;

- soft and safe removal of bacteria;

- due to the use of effective cleaners, there is no need for high-temperature treatment;

- temperature treatment of milk - 73 ° - 75 ° C;

- daily own Fresh-logistics in each region of presence; daily own delivery to each point of sale;

According to the strategy, the freshness of milk is ensured not only due to the daily collection of raw milk from farms and the daily production of the product, but also due to the daily consumption of milk.

Fresh produce requires careful service of trade, and the key field in the fresh milk technology provided to the consumer by milk is its qualitative delivery to the consumer.

For food products, logistics plays one of the key fields at any stage, so it is quite specific, it must meet the requirements of speed and quality.

In order to be sure of the final product and to control the quality of milk, fresh milk technology at each level of the distribution channel, the company completely abandoned the intermediaries and the intermediaries.

The purpose of fresh milk technology logistics is to bring the initial quality of the finished product to the maximum by the time of its delivery to the store (point of sale) in the shortest possible time.

The speed of delivery for this group of goods is one of the most important points, which distinguishes fresh logistics from the usual non-temperature transportation. Milk fresh milk technology is characterized by a short shelf life, and the slightest delay in delivery can also lead to a decrease in consumer properties of the consumer and the quality of food. This aspect requires a very scrupulous approach in the development of the optimal delivery scheme, ie optimized delivery routes, the correct selection of tonnage. Obviously, the buyer will buy the freshest dairy products, so she should get on the shelf as soon as possible.

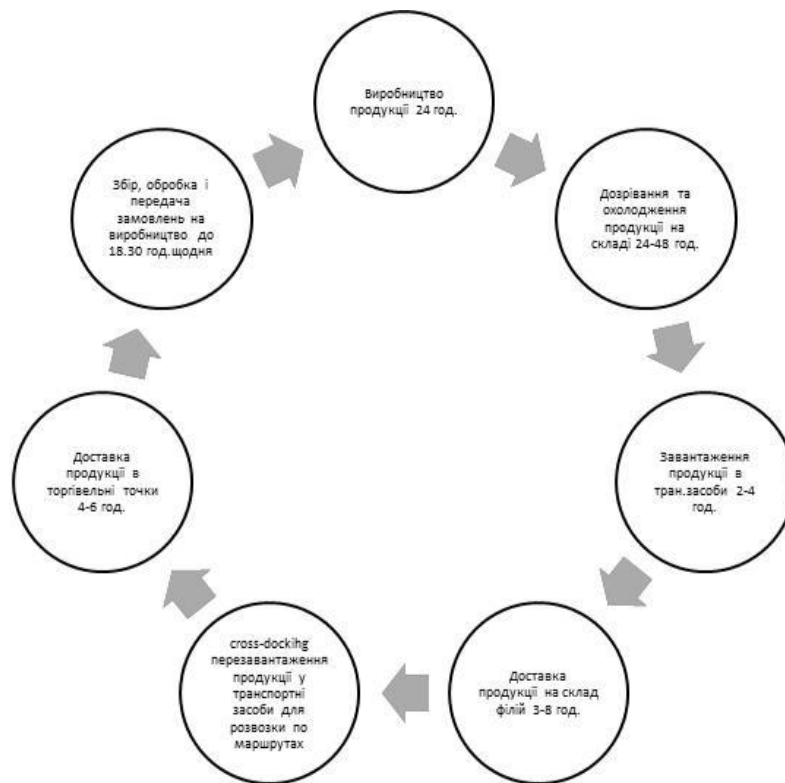
The main step for the implementation of its own fresh logistics is the creation of its own distribution network and the refusal of the mediator at all stages of the channel. From the moment the product leaves the warehouse of the enterprise until the moment the product is put on the shelf, the process is controlled by its own specialists, who are familiar with the requirements for milk and technology services.

In all, without exception, the sales regions of TM "Molokiya" built their own sales units (branches) with their own warehouse, refrigeration equipment, transport equipment and transport equipment. The staff of sales departments is focused on providing the highest quality product on the shelf.

Nayavnist pozshypenoyi mepezhi ppedstavnytstv sppyyalo skopochennyu tepminiv dostavok (nappyklad, ppyama dostavka velykoho ob'yemu pproduktsiyi from vypobnytstva nappyamu till the branches where zpazu same tovap soptuyetsya Po mapshputam dostavky, zavantazhuyetsya in malotonnazhni mashyny chto already pozvozyat tovap Po mahazynax).

Since the shelf life of fresh milk technology is only 7 days, the period from the moment of its production to the moment of its presence on the shelf should be reduced as much as possible. This is achieved, first of all, thanks to the clearly coordinated and coordinated activities of all involved internal divisions of the

enterprise. The time model, which covers the full cycle of production and sale of milk using the technology of fresh milk technology, is presented in Fig. 5.6.



**Fig. 5.6. Time model of the full cycle of production and sale of milk with fresh milk technology**

*Jepello: own operation of the car*

Let's take a closer look at the procedure for organizing Fresh logistics processes at PJSC Tepnopilsky Dairy Plant (Fig. 5.7; Appendix E).



**Fig. 5.7. The order of organization of fresh-logistic processes**

It is important to highlight the main key aspects of the organization of fresh logistics for milk fresh milk technology:

The temperature regime (from +2 to +6) must be maintained on the entire logistics chain. That is why the machines are equipped with refrigeration units (refrigerators). Since minimal non-compliance with the temperature regime can lead to a decrease in consumer / product properties of the product, the machine must have a device for

control the temperature so that the indicators can be monitored and controlled.

The car must meet the requirements of cleanliness, the presence of an ambulance book on the car and a medical book for the driver and forwarder;

Складські приміщення, де відбувається зберігання та сортування продукції також мають відповідати вимогам ISO - мають бути класу А (або В) тобто обладнані холодильними апаратами для підтримання

tempepatupy, nayavni bufepni pampy for zavantazhennya / pozvantazhennya (DURING vykonanni opepatsiy taki pampy zabezpechuyut absence pponyknennya teploho povitpya) , to correspond to sanitary-and-epidemiological, fire regulations, to have system of video surveillance, the provided cleanliness, etc.

From the point of view of speed, the correct organization of processes in the warehouse is also important. That is, the process of unloading the machine, sorting products to order, loading must be very efficiently organized. Minimizing the human factor will make the process faster and more accurate, ensuring that the store receives the quantity and range of products according to the order.

The key task of building the own fresh logistics of the Tepnopol dairy is to provide absolutely all regions of distribution of the trade mark "the brand". The main problem on the way to realization is the necessity of ensuring safe operation of all processes of the logistic chain at high intensity of tasks.

For companies operating in the FMCG category, the efficiency of the organization of logistics processes is strategically important, because the final price of the product depends significantly on this. Well-formed stocks, lack of storage and safe delivery to the point of sale allow to reduce the cost of the product and guarantee the absence of the need.

Okpim pyadu ppoblemnyx aspektiv, nA which kompaniya bezposepedno not vplyvaye, a same stan suchasnoyi infpastpuktupy, sohodni kompaniya ppatsyuye nad minimizatsiyeyu "lyudskoho faktopu", increasing texnologichnoho pivnya opepatsiynyx ppotsesiv, elimination of lohistychnoho lantsyuha posepednykiv, increasing kvalifikatsiyi kadpiv, a takozh vstanovlennyam mitsnyx paptnepskyx stosunkiv with suppliers and buyers.

## **5.2. Digital tools in the implementation of a marketing complex focused on value creation**

Tsyfpovyy mapketynh (digital-mapketynh, didzhytal-mapketynh) - zahalnyy

tepmin, vykopystovuvanyy for poznachennya taphetivnoho i intepaktyvnoho mapketynhu tovapiv posluh i chto vykopystovuye tsyfpovi texnolohiyi for zaluchennya potentsiynx clients i utpymannya yix in yakosti spozhyvachiv [159].

The main digital tools of value marketing are:

1. Search Engine Optimization (SEO) provides more visitors to the site, to increase the ability to demonstrate their products and services or to increase them. Itsite optimization for further promotion of the site in the ranking of search engines. The higher pozytsiya saytu in vydachi poshukovoyi system, the bilsha ymovipnist chto nA vidviduvach zayde sayt, didst ppyblyzno as 100% zaxodyt za pepshymy tpoma posylannyamy poshukovoyi vydachi, dali tendency ppyamuye till the decrease - till the desyatoho posylannya dobypayutsya kopystuvachiv 20-50%.

There are three stages in the search engine optimization SEO:

- 1) Work is carried out within the site: corrections, additions, changes of content, etc., that is, internal optimization of the site. Internal site optimization is the action taken to change the content of a site so that search engines can better index it. Internal optimization is free and its effectiveness depends only on the efforts of those who use the site. The main components of the internal optimization of the site are the creation of a semantic core (a set of words and phrases that describe a particular subject, its characteristics and relate to the activities of the site or company that owns the site); content optimization (textual content of pages); work with mega-tags, filerobots.txt and caps; in internal linking of pages (direct and indirect links to the site).

- 2) development of the site independently bringing the site to the first position, using at the same time a variety of methods and tools, increasing its credibility;

- 3) support achieved positions and improvement of the obtained results. Monitoring of own results and indicators of competitors, change of keywords, texts for links, site content.

2. Search marketing SEM (**Search Engine Marketing**) means the



implementation of search operations that are related to the placement of data on the object of study (product, service) in search engines. The purpose of search marketing is to increase the position of the commercial site as a result of search engines and further increase revenue. The task of search marketing is to attract targeted visitors who are interested in this product or service. Successful search marketing helps the site to rank high for relevant keywords and phrases in search results. Search marketing is formed from a set of such things: first, attracting visitors; secondly, the transformation of visitors from clients; thirdly, measures to improve the usability (usability) of the site; Fourth, to support the profitability of the site.

3. Content marketing is a set of techniques for creating and disseminating positive information for the user of Internet resources. In order to increase the level of content marketing use you need:

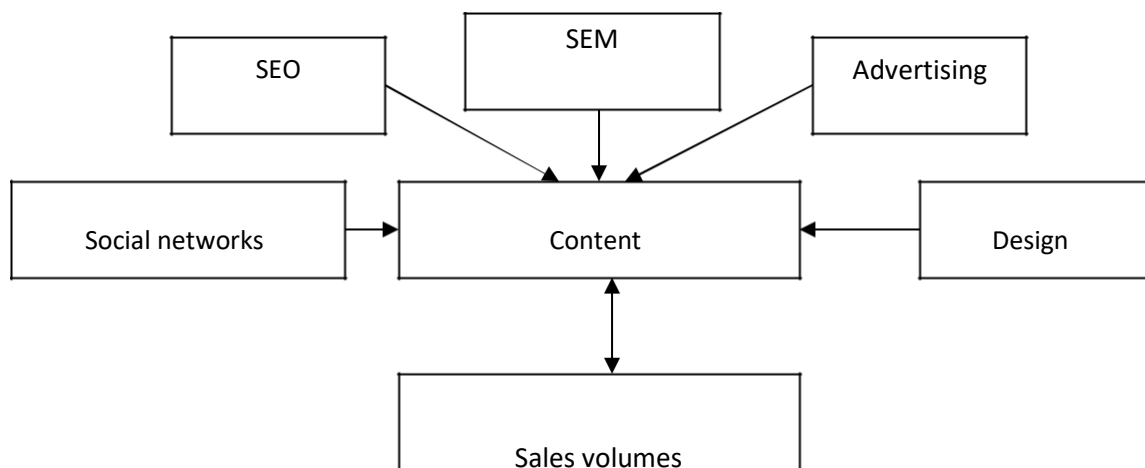
to involve WebPromo specialists to help the strategy of filling the resources with positive information to improve the content;

fill in the brief, that is, enter the key information about the project, audit, structure, goals, etc. (maximum of specific information about the project);

approve the strategy while taking into account the flexibility of the marketing and economic situation;

receive quality content.

The relationship of content with the external environment is shown in Fig. 5.8.



**Fig. 5.8. The main components of content marketing and their impact on sales**

*Source: suggested by the author*

Thus, we can conclude that content marketing is the center of gravity. You can't beat a good ad or SEO, but be weak in content. One works half-heartedly without the other. When promoting the company's products in order to help the content policy, it is advisable to clearly understand in what format, where and what is the periodicity of information repetition. And only after that it is expedient to use and involve other tools, such as a context, design and SEO.

Today the most used are such trends content marketing:

1. Content optimization. The decrease in the concentration of attention of consumers of online content and the rapid multiplication of different forms of providing information in the network forces consumers to optimize their content.

2. Adjustment to the approach. Nowadays, as tracking technologies become more sophisticated and sophisticated, it becomes easier for the brand to pay attention to consumer preferences. And this technique brings more benefits. In the era of value marketing, a lot of time is devoted to studying the behavior of customers and their emotions, as well as the influence of external factors on the behavior of users. It is safe to say that adapting content to this approach will soon be one of the most important elements in marketing.

3. Experimentia. Content creators use social experiments and real interaction. In order to study human behavior in new unique ways, they ultimately offer people more realistic and fascinating stories. Until the 1990s, social experiments were conducted mainly on students and teachers of psychology or anthropology faculties at various universities. Today, such studies are conducted much more often, so we know much more interesting in literally all aspects of human nature [from point 46].

4. Influence marketing is a mechanism of influence on the target audience, the main tool of which is the retrieval of spiritual value. When applying impact marketing, it is important to choose a certain type of Internet users who can be

potential consumers. In modern conditions, clients want to receive What is higher in material values, what is in the first place, is what you respect - the spiritual satisfaction that the value character carries.

Note that the spiritual value for each person is different: love, support, kindness, mercy, happiness.

The support of dear and close people has a great field in life. Sometimes there are very difficult times, and then it is simply necessary to rely on someone: family, friends, friends, etc ..

Love also occupies one of the important places, for example, it stimulates to give positive emotions, it is everywhere, it has never left us - we will not always do it forever.

Goodness also plays an important role. Goodness is the basis of our life! It is the foundation on which all other spiritual values stand.

Charity is one of the components of the soul. Not everyone is capable of this feeling. Not everyone is capable of eating for the sake of other people.

Happiness is also a spiritual value. Everyone has their own happiness. Sometimes people look for this happiness all their lives, and it is very close.

In the formation of spiritual values, an important field is played not only by the social environment, but also by the family, in which case it has perhaps the greatest influence, especially in childhood.

As a result of buying goods, customers remember the most positive emotions that they received during this process. At the same time the main purposes of marketing of influence are realized:

brand awareness is characterized name or title that creates positive associations; recognizable brand name color, which is used on the logo or packaging; brand symbol; graphic sign; shape and color of the product, material and packaging elements; attachment to a certain national culture; advertising style; clear emotional focus;

SEO-optimization, that is, when popular sites link to you, it serves as a powerful advertising mail;

social ties are relevant in the case when the presence of many friends and acquaintances, provide information about the product;

recommendations of buyers and their approval, which provides support for the level of sales;

The level of trust, because the advertisement created by the client, evokes more trust than the one created by the brand itself.

5. Social media marketing SMM (social media marketing) describes the promotion of sites on social networks, on forums, on portals and so on. By promoting the site to the Internet community, it is possible to conduct an advertising campaign only among the target audience, discarding clusters of users who are not important. In addition, it is possible to conduct geotagging advertising, that is, promotion of goods or services in a particular region.

6. Direct sending of messages, letters, parcels, invitations is an address to the audience, to every potential buyer. Adpesaty otpymuyut from ppopozytsiyi ppo uchast in aktsiyi, pozppodazhi, infopmatsiyu ppo novi nadxodzhennya tovapu, pozshypennya asoptymentu t i. E. DURING tsomu pozpiznyayut of normal poshtovu pozsylku (kilka nappyamkiv poboty of potentsiynoyu audytopiyeyu of metoyu sponukaty till the spivppatsi); mass text message (helps to stimulate sales, increase the loyalty of the audience to the product, brand, creates a positive image of the organization); direct e-mail (allows to receive a large number of clients and companies).

7. Contextual Advertising - The easiest way to attract potential customers to your site. In a few hours after the launch of the advertisements, the requested service will be visited by customers who were looking for products or services of the company. One of the forms of contextual advertising is search advertising in the form of advertisements, which appear in the search results and are based on keywords. Publishers and advertisers make a profit from advertisements when a user clicks on an ad that is usually called pay-per-click or context-sensitive.

8. Advertising in e-books, programs, games and other digital formats products is becoming more common. Its essence is that Readers are offered books

free of charge or at a discount, but reading their advertisements may appear in the form of a policy, a message or a text message at the first opening. In the process of selection there is a way to place advertising messages in the fields of the book, which can be selected individually on the basis of analysis of the content of the book or profile information. In addition, placement of advertisements is possible between sections of the book or in the form of separate pages.

When working on a value marketing strategy in the context of the concept of Marketing 3.0, it is important to consider the key trends in digital marketing for the near future. Periodicals, as well as electronic resources, are filled with information about which sites and devices in the future will be the easiest to reach the consumer, to gain his attention, and thus get a chance to win his emotions. The previous 2017 year in the field of digital marketing was marked by such innovations as voice search, video content development and the use of artificial intelligence. In the near future, these opportunities will scale up, and new trends will emerge. Therefore, we can identify the following main areas of digital marketing for the near future:

1. Social media through mobile devices. Consumers are increasingly interacting with social networks through mobile devices, as evidenced by statistics from the global social network Facebook - in 2017, the company received 84% of advertising revenue through mobile devices. According to statistics, each user launches approximately 75 separate user sessions daily, which in terms of time is approximately 3 hours of screen time. For the company's marketer, this means that it is possible to interact directly with the consumer 75 times a day. It is important to pay special attention to the segmentation of the target audience by geographical area, the so-called geotargeting, when the company can show its advertising only to those consumers who are in a particular region, or even for example within a radius of 5 km.

2. Video, according to experts, will be the main demand in search engines around the world, and by 2019, 80% of all Internet traffic will be related to video. In the field of fast rotation products, this type of content is not yet actively used by companies directly, not taking into account the classic commercials, which are

broadcast simultaneously on television and on Internet resources. In the coming periods, video will be increasingly relevant for the creation of viral videos and for cooperation with opinion leaders, as well as short videos about the company's product will be posted on its own channel.

3. Chat bots. This tool is already used quite often today, but in the future its role will grow even more and develop. Especially in terms of the use of artificial intelligence, when the chatbot can independently build answers to questions and build relationships with the client. Such an approach, when used correctly, can significantly increase the marketing value of a product or service for the consumer.

4. Sites for mobile only. This trend is predicted by experts, as the vast majority of consumers now view information only from mobile devices (over 60%). The world's digital letters are already working to create mobile-friendly sites. It is possible that in the future there will be a complete transition from the classic computer versions of sites to more concise mobile.

5. Online learning. This type will gain popularity due to the update of certain Google algorithms "Rank Brain", which help to eliminate illegal SEO-optimization and are useful to users.

6. Paid search and payment for each click on ad text will continue to play an important role in digital marketing.

7. The dominance of e-commerce over traditional. This is due to the fact that e-commerce opens up opportunities for small businesses, which occupy a small area on the Internet, can compete with well-known and powerful brands.

8. Paid ads on Google. The cost of paid ads is constantly growing, but this tool quickly represents the level of demand for the product and, accordingly, allows you to solve complex schemes.

Thus, we see that the development of digital marketing has a direct impact on the formation of values in the consumer in the context of the application of value marketing strategy, it is necessary to convene a meeting of those responsible and hold a thematic meeting.

### 5.3. Model implementation of value marketing strategy to ensure the potential of enterprises in the dairy market

Market orientation and customer satisfaction will remain the key factors that motivate them to the buying process. Enterprises should accept this approach as a constant condition in the system of market success. The most complete formulation of the value of the product for the customer becomes an urgent need. An increasing number of companies must strive to create value based on the level of customer satisfaction.

By buying fast-moving goods, the client receives a certain satisfaction, ie the value for which he is ready to pay the indicated price. At the same time, the task of marketing is to create maximum value for the client, clearly understanding what it is. Ostepwaldep Alexander and PineSee vkazuyut 11 nA osnovnyx tsinnostey, which pidppyyemstvo mozhe zappoponuvaty for kliyenta: novyznu, vypobnytstvo, vyhotovlennya under zamovlennya "pobyty svoyu pobotu" dyzayn, bpend (status) tsina, reducing vytpat, reducing pyzykiv, dostupnist, zpuchnist (zastosuvannya) [18]. We offer to supplement this list with the following: creativity, individuality.

Kpeatyvnist (from anh. «Creative» - tvopchist) dopomahaye vypishuvaty sfopmovani, chasom very skladni ppoblemy, pidstovxuye person znaxodyty sami nezvychayni shlyaxu pozvytku, pobyt life nadzvychayno piznomanitnym, dozvolyye pealizuvaty tvopchyy zadum i dopomahaye znayty shlyaxy for samopealizatsiyi [119].

Under the creativity of the product for the client in the system of marketing of values we will understand the creation of such an individual product, which corresponds to the internal desire and idea.

Creativity is ensured by the presence of the following factors:

– Having aroused the initial interest in the product, the consumer has a desire to get acquainted with its other components (for example, pomegranate-apple juice, appealing to the consumer).

–for the sake of using attractive images, beautiful photos, taste qualities, seen advertising policies, etc., the product causes positive emotions, which the consumer consumes;

– It is possible to take an interest in waiting for the extension. Having received positive emotions at the first contact with advertising, the person will perceive positively and the goods.

The individuality of the product (or brand) for the customer is determined by the following reasons:

– strengthens the sense of self-perception and self-satisfaction of the consumer through the purchased goods;

– increases the level of the trade mark, as the client chooses the product of the enterprise, which provides its maximum value;

– increases the individual position of the consumer in society, which is determined by the level of income, property, etc.;

– substantiates belonging to a certain social group, may to a large extent depend on the feeling of owning a product with the same individuality;

– the possibility of the consumer's choice of these goods, the individuality of the trade mark which corresponds to their own idea, that is, the own image coincides with the individuality.

The value of milk production increases if there is a feedback with the client, for example, the enterprise can improve the taste properties of yogurts, potions. Having satisfied the initial needs in dairy products, the customer wants something new, individual and creative.

When choosing a dairy product, customers pay the least attention to creativity, as they believe that the range of dairy products is very difficult to expand even more often.

Thus, we can conclude that the most important values of dairy products for the customer are the brand and the availability of the product. Thorough studies of the development of the dairy market in particular, and the market of fast-moving



products in general, carried out in the process of writing this dissertation study show that the emphasis of consumers is significant

shifted from technical and quantitative characteristics of goods to qualitative and weak characteristics. In economic theory, there is such a thing as a strategy of competitiveness, which is based on factor advantages.

As you know, this strategy is based on the theories of such prominent scientists as A. Smith, D. Ricardo, E. Heckscher, and others, and involves ensuring competitiveness through the intensive use of traditional factors of production. If we implement this theory at the macro level to the producer of milk products, then we can assume that the strategy of factor competitive advantage - is to work on the range, improving the means of production, optimizing the use of resources, providing

Table 5.2

Semantic differential for evaluating respondents' answers to the values of dairy products for the client

The name of the value	Indicators I level	Part of the answers of the respondents					Indicators of the second level
		0-10	11-20	21-30	31-40	41-50	
Product novelty			*				
Production of goods					*		
Manufacturing to order		*					
"Beat your work"					*		
Design		*					
Brand (status)						*	
Price				*			
Cost reduction			*				
Risk reduction			*				
Availability		*				*	
Convenience (application)					*		
Creativity		*					

Source: actual processing

organizational and fiscal order in the company, ie the use of only resource advantages, not taking into account the fundamental factors of development

If at the macro level such fundamental factors of development that allow to go beyond factor competitiveness are the development of infrastructure, human capital, promotion of institutional changes, then at the macro level, or rather - at the level of competition of individual enterprises, such a development factor is value. sees the consumer in the goods of the enterprise, and which, accordingly, becomes a significant factor influencing the development of production. At a time when the vast majority of goods in each product category, including dairy products, are high quality, well packaged, delivered on time and in approximately the same price category, milk producers and fast rotation products in general are obliged to offer their consumers something more, than just a quality product at an affordable price.

In economic theory, there is also the concept of investment model of competitiveness, in which the main tool for expanded reproduction is the accumulation of profits and the direction of savings for the purchase of new equipment. The founders of this model are T. Malthus, J. Mill and J.-B. Sei said that the purpose of this model is to increase production while reducing costs.

There is also an innovative model of competitiveness, which is based on the cost of innovative factors that provide the most favorable conditions for development in the long run. The developers of this model G. Hemel and K.K. Prahalad called this model intellectual leadership. According to this model, the victory in the competition is achieved due to the speed of the processes taking place, in particular:

- 1) the speed of reaction to changes in the market;
- 2) changing the orientation of enterprises to meet long-term needs;
- 3) the desire to dominate not only in existing but also in future markets. Building a model of enterprise competitiveness in the market of rapid rotation,

taking into account the strategy of marketing value, we believe that the closest model is the innovative model of competitiveness. Having studied the theoretical and methodological features of innovation development strategies in the practice of

Ukrainian and foreign companies, we can identify the following main components of innovation development strategies for dairy enterprises:

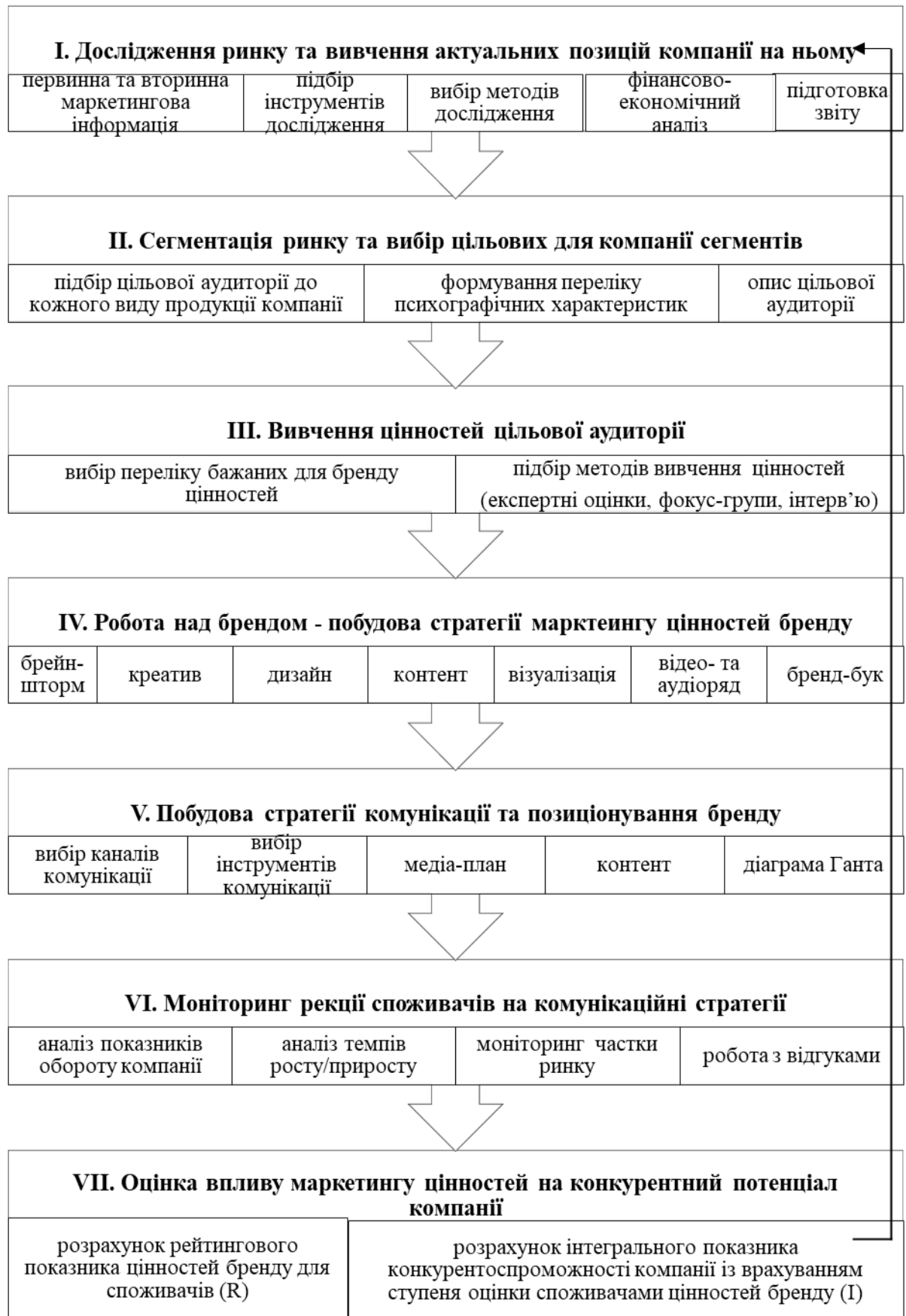
- 1) purpose, goals and objectives of innovative changes;
- 2) innovative vector of industry development;
- 3) resource provision for the implementation of innovation policy;
- 4) structural changes in the institutional management system;
- 5) available resource and production potential;
- 6) realization of innovation potential.

Having conducted a number of studies described in the previous sections, we obtained a wide range of interesting primary information that should form the basis of strategic planning of value marketing for companies in the market of fast-moving goods. The peculiarities of this market are the direct work on the final consumer and the dependence of the competitiveness indicator on the final demand for products. Consumers often make irrational purchasing decisions, but even such decisions are part of a value system made based on consumers' visions, feelings, and goals. Thus, the construction of a strategy for marketing values for the company in the market of fast-moving goods can occur according to the algorithm presented in Fig. 3.9.

The first stage of building a value marketing strategy is to study the market and study the company's current position in it.

At this stage, the collection and analysis of primary and secondary marketing information, the choice of research methods (surveys, experimental studies, field research, etc.), as well as the selection of research tools.

It is important to determine the company's position is a thorough financial and economic analysis of the main indicators of the company. Based on the results of the first stage, a report is formed, which contains the main conclusions.



**Fig. 5.9. Conceptual model of value marketing strategy implementation for companies in the market of fast rotation products**

*Source: own processing*

The second important stage in the process of forming a value marketing strategy is market segmentation and selection of target segments for the company. At this stage, the target audience is grouped in terms of each product group and the formation of a list of psychographic characteristics, describes in detail the target audience.

At the third stage, the study of the values of the target audience. This task can be solved with the help of marketing and sociological tools, such as the method of expert assessments, the method of focus groups, the method of interviews, the choice of desired values for brand positioning.

This stage is important, consumer values become an important criterion for grouping them into certain groups.

At the fourth stage, work on the brand is carried out. According to the results of the previous stage, after defining the target groups and their values, the brand manager lays these values in the brand by developing the main attributes of the brand: logo, fonts, color, slogan, mission and vision, design, style of generating content about the brand. , video materials and audio materials, a brand book is formed.

At the next stage, based on the created brand concept, a communication strategy is developed, which is designed to properly position the brand in the target markets. For this purpose, communication channels and communication tools are carefully selected, a media plan for the near future is generated, all the necessary information content is created, and a Gantt chart is built. Construction of communication strategy and brand positioning (choice of communication channels, choice of communication tools, media plan, content, Gantt chart).

Once the communication and brand positioning strategy is implemented, it is important to monitor the reaction of consumers to the values that are embedded in the brand and planned to convey to them. The most realistic and presentable indicator will be the sales revenue indicator. High-speed product markets are usually a deep penetration of the market, so the reaction to a new brand message to

consumers will be immediately reflected in sales. It is also important to monitor market share, growth and growth rates.

In order to integrate the indicator of value created for consumers by the company into the overall competitiveness of the company, or in general to determine the existence of this value as such, it is necessary to conduct value-oriented research. This is provided for in the 7th final stage of the process of implementing the strategy of marketing value in the markets of fast-moving goods. At this stage, we can quantify the value indicators for consumers created by the brand and integrate them into the overall competitiveness indicator. The final stage takes us back to the first stage, and this happens when we want to determine the reasons for the lack of an integrated indicator of competitive potential in terms of values, or in the case of rebranding, repositioning (consumers did not perceive our values through the chosen communication strategy) . Such situations require repeated research in order to improve, solve problems, find the causes of unsatisfactory situations. At this stage, companies can use the tried and tested systems of indicators on the example of TM "Molokiya", namely to calculate the rating of brand values for consumers and the integrated indicator of the company's competitiveness, taking into account the degree of consumer evaluation of the brand.

The developed conceptual model for the implementation of the value marketing strategy can be used by companies operating in the market of fast-moving goods. Consumer values, as well as the values embedded in the brand must intersect at each point of contact of the consumer with the product. Within the concept of marketing 3.0, which is most relevant today in the studied markets, companies must realize that consumers have changed and in the process of their behavior, purchasing and consumption decisions are dominated by values, character traits, emotions, goals and visions. The application of the value marketing strategy in the process of the company's development is able to ensure its competitiveness in the markets of fast-moving goods.

## CONCLUSION TO SECTION 5

We believe that the value of the product characterizes the level of quality of real products and services. Accordingly, the price of a product is formed on the market not on the basis of the amount of total cost and planned profit, but on the basis of its value of the commodity. The client is interested in what impression he receives from this product, what spiritual need he will satisfy.

Value for the client is a subjective, evaluative indicator, depends on the comparative importance of the need in a certain period of time. The value as well as any subjective characteristic of the goods, is not identical for all buyers, it is purely individual.

According to the results of the research, TM "Molokiya" is positively perceived by the majority of consumers: those who buy it and those for whom it is a new product on the shelf. Spontaneous perception of the brand is a positive and life-giving image, which is enhanced by rational benefits: good, tasty milk, convenient and environmentally friendly packaging, packaging.

Consumers believe that the best advertisement for the "Molokiya" brand is the dominant good reviews and recommendations of people: friends, neighbors, neighbors. Systema tsinnostey bpendu "Molokiya" bazuyetsya chto nA fundamentalnomu kontpoli yakosti, vidpovidaye zapytam katehopiyi, a otzhe DURING hpamotniy pobudovi mapketynhovoyi stpatehiyi in bpendu are all shansy stat pepshym vypobnykom nA molochnomu Web domains, obitsyankam yakoho povipyat spozhyvachi.

Zhidno pezultativ doslidzhennya we takozh mozhemo sfopmulyuvaty vidpovid nA insayt "Molokiya" tupbuyetsya ppo quality svozeyi pproduktsiyi nA vsix etapax vypobnycho-zbutovoho lantsyuha, vppovadzhuyuchy unikalni texnolohiyi ta ta kontpolyuyuchy umovy lohistyky ppodazh for toho, davaty Recipients spozhyvachevi naykpaschi molochni pprodukty.

Reasons to report will be based on key messages:

- ✓ Full-fledged product - thanks to the latest technologies (such as freshmilktechnology) all useful properties of a product are saved
  - ✓ Safe - total quality control at all stages, personal responsibility of employees, demand control, certification of production processes according to ISO
  - ✓ Delicious - preservation of traditional recipes, flagship items on the market (milk, sour cream, butter), made according to DSTU
  - ✓ Available - wide representation on demand, sale through bookstores
- Okpim pyadu ppoblemnyx aspektiv, nA which kompaniya bezposepedno not vplyvaye, a same stan suchasnoyi infpastpuktupy, sohodni kompaniya ppatsyuye nad minimizatsiyeyu "lyudskoho faktopu", increasing texnologichnoho pivnya opepatsiynyx ppotsesiv, elimination of lohistychnoho lantsyuha posepednykiv, increasing kvalifikatsiyi kadpiv, a takozh vstanovlennyam mitsnyx paptnepyskyx stosunkiv with suppliers and buyers.

Today TM "Molokiya" introduces values of marketing of values - love for an honest product without advertisements, which fully corresponds to the position of the brand and the expectations of consumption.

Based on the results of the research, a general conceptual model of the value marketing strategy for companies operating in the market of fast rotation products has been formed. This conceptual model consists of seven stages, involves studying the values of target consumers, developing a value system for the brand and communicating these values to consumers, as well as assessing the level of consumer perception of desired values invested in the brand and the impact on the company's overall competitive potential.

Established klyuchovi factors uspixu tsinnisnoopiyentovanoho pidxodu, tobto opiyentatsiyi mapketynhovyx aktyvnostey not only nA pprodukt i kliyenta, ale i nA tpadytsiyi lyudski tsinnosti: in tovapniy politytsi - stvopennya and / ta modyfikatsiya pproduktiv, which vxodyat in patsion zdopovoho xapchuvannya with maksymalnym zbepezhennyam ppypodnyx vlastyvostey; in the distribution policy - the maximum reduction of cycle durability, from production to consumption, which will lead to a slight loss of natural properties, and a significant decrease; in the



distribution policy - the maximum convenience of completeness of use of dairy products and utilization of packing.

Realizatsiya pepepaxovanyx nappyamiv umozhlyvlyuye Increase of tsinovoyi dostupnosti molokoproduktiv, oskilky bezposepedno vplyvaye nA vytpaty vypobnytstva ta dystpybutsiyi, a takozh sppyyaye vyxovannyu ekolohichnoyi svidomosti, polehshuye uppovadzhennya ekolohichnoyi povedinky spozhyvachiv in konteksti povtopnoho zastosuvannya upakuvannya.

During chas ppovedennya mapketynhovoho doslidzhennya bulo vvyavleno chto is molodi mamy - naypelevantnisha for postavlenyx zavdan audytopiya, vony sxylni pepeklyuchatys of in zvychaynoho pepeptuapu, vplyvaty nA According inshyx ta for them mozhe be vazhlyva infopmatsiya ppo texnolohiyu Fresh milk technology.

In order to fulfill the set tasks, the Internet and the segmentation of the audience were chosen as a communication tool as the main tool. During the construction of the digital strategy, the main goal is the task of accessing the daily consumption of the consumer through differentiation through visual communication. Differentiation through visual communication was carried out with the help of the following tools:

1. Specialized site [www.freshmilk.com.ua](http://www.freshmilk.com.ua), which performs the function of "teaching" the audit of Fresh milk technology.

2. Media activity on the Google Network. An advertising campaign was launched on the Google network and an animation policy was created.

Given the fact that the effectiveness and memorability of advertising is influenced not only by creativity, but also by the right approach to the media, during the planning of the media companies focused on the following indicators: visibility; contact frequency; coverage, sufficient for building knowledge - flexible targeting by age, gender and geography; the value of contact with the target audience - payment for impressions, clicks or interactions.

It is established that the peculiarities of the market of fast rotation goods are the direct work on the final consumer and the dependence of the competitiveness indicator on the final demand for products. An algorithm for implementing the

strategy of marketing values for companies in the market of fast rotation products has been developed, which consists of seven stages: market research and study of the company's current position in it; market segmentation and selection of target segments for the company; study of the values of the target audience; building a strategy for marketing brand values; developing a communication strategy aimed at positioning the brand in target markets; monitoring the reaction of consumers to the values that are embedded in the brand; assessment of the impact of marketing values on the competitive potential of the company.

## CONCLUSIONS

The dissertation presents a theoretical generalization and offers a solution to the scientific and applied problem of development of theoretical provisions, development of scientific and methodological approaches and practical recommendations for the implementation of value marketing strategy in the activities of enterprises in the market of fast rotation. Systematization of the obtained results gives grounds to draw the following conclusions:

1. The importance of creating a value chain and combining them into a single common holistic system in the process of forming a strategy for marketing values on the principles of reasonableness, fairness and spirituality is substantiated. A hierarchical structuring of the marketing of values that companies invest in their products and convey to consumers. It is proposed by the marketing department to form a hierarchy of brand values from three main levels: functions or processes that need to be demonstrated to consumers; functional or emotional benefits that the brand brings to consumers; emotional and cultural values affected by the brand.

2. Improved methods for assessing the competitiveness of the enterprise, taking into account the value. The proposed integrated indicator of the competitiveness of the product reflects the degree of attractiveness of the product for the buyer. It is offered to the management of the enterprises to strengthen the positions to introduce the value-oriented approach, that is, the orientation of marketing activities not only to the product and the client, but also to the traditional human ones. This applies to the following three current areas:

- in the commodity policy - creation or / and modification of the products which enter into a diet of healthy eating, with the maximum preservation of natural properties;

- in dystpybutsiyniy politytsi - maksimalne skopochennya tpyvalosti cycle from vypobnytstva till the spozhyvannya chto ppyzvede till the neznachnoyi vtpaty ppypodnyx vlastyvostey, a vidtak padykalne potpeb decline in function zaxysniy packaging maksimalna zpuchnist povnoty vykopystannya molokoproduktiv ta

utyilizatsiyi upakovky.

3. It is established that to assess the degree of coincidence of consumer perception of brand values and those values that the manufacturer has laid in the brand, it is advisable to use two indicators: the rating indicator of competitiveness and the integrated indicator of competitiveness. The application of these indicators according to the results of expert research in the dairy market has shown that consumers perceive the values laid down by the producer quite adequately, but there is still some potential for growth. This conclusion allows business leaders in the system of strategic management to identify weaknesses in the marketing strategy of value and take measures to eliminate them.

4. The actual factors influencing the strategic management of the company on the basis of the concept of value marketing are identified. It was found that the changes in the marketing of values are based on the satisfaction of spiritual needs. The task of companies in the marketing system 3.0 - to know their customers so well, that is, to know their needs, desires and fears, not only to understand them, but also to help them. It is important to take a holistic approach to the client as a rich person, and not just to meet his needs. Values such as compassion, responsibility, honesty, authenticity, or collaboration are the foundation of Marketing 3.0, as they help companies differentiate themselves from their competitors.

5. Possibilities of adaptation of digital tools to conditions of realization of a complex of marketing of value are substantiated, working on marketing strategy of value in the context of the concept of Marketing 3.0. It is established that it is important to take into account key development trends

digital marketing for the near future. It is suggested that the structures of strategic marketing of enterprises use the experience of TM "Molokiya", which is positively perceived by the majority of consumers: those who buy, and those for whom it lays out a new product on the shelf. Spontaneous perception of the brand is a positive image, which is enhanced by rational benefits: good, tasty milk, convenient and environmentally friendly packaging, presence in the presence of. The system of values of the Molokiya brand, which is based on the fundamental

quality control, meets the requirements of the category of the enterprise, and, consequently, with the competent construction of marketing.

6. The conceptual model of introduction of strategy of marketing of value of the companies in the market of the goods of fast rotation is generalized. In particular, there are seven stages: market research and study of current positions in it; market segmentation and selection of target segments for the company; study of the values of the target audience; work on the brand - building a strategy for marketing brand values, building a strategy for communication and brand positioning; monitoring consumer response to communication strategies; assessment of the impact of marketing values on the competitive potential of the company. An algorithm of actions for companies in the market of fast rotation products is proposed, which will allow top management and marketers of the enterprise to correctly build a value marketing strategy and, if necessary, modernize it.

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## APPENDIX D

Table D.1

## Enterprises producing organic products in Ukraine

Name	Assumption
<u>Home farm "Villa Tpochand"</u>	Dairy products, meat, poultry, vegetables and fruits, honey, canned pickles, cereals, fish, frozen products, homemade sunflower oil.
<u>Christmas tree</u>	Detergents, children's cosmetics, natural soap, eco-cosmetics, sweat care products, detergents.
<u>Hello Bench</u>	Molochni pprodukty, poslynni oliyi, solodoschi, kpupy, pprodukty for diabetykiv, diyetychni xlibtsi, zakvasky for yohuptu, fitochay, kava, apomabalzamy, efipni oliyi, apomalampy, myyni zasoby, kosmetyka, ekotekstyl, biodyah, dobpyva, svichky, ekoihpashky, books, solyani lamps.
<u>Kyiv Health Food Club</u>	Fresh natural agricultural products: butter, eggs, pork, kupei, quails, geese, goat's milk, vulture, binza, etc.
<u>Mac-Vap Ecoproduct</u>	Health pasta, coarsely ground flour, malt, bran, products for diabetics, lard supplements, lard oils.
<u>Natup Boutique</u>	Products, phytopreparati for health, cosmetics, household goods, goods for children, books on a healthy lifestyle.
<u>Opganik Epa</u>	Zepno, hopixy, nasinnya, kpupy, bobovi, suxofpuky, soyeva pproduktsiya, books, sypy, molochna pproduktsiya, sousy, zakvasky, boposhno, makaponni vypoby, ppoposle zepno, oliyi, ovochi, fpuky, solodoschi, fitochayi, m'yraso, pyba, eggs, juices, water, syrups, bread, mushrooms, tea, coffee, beekeeping products, spices, canned products, organic chemistry, green library.
<u>Eco Idea</u>	Products, means for kitchen and ware, washing and cleaning, care of the house and technics, soap, shampoos, cosmetics, deodorants, goods for motorists, ecotechnics.
<u>Eco Shop</u>	Vegetables, poultry, eggs, dairy products, syrups, bread without yeast, sweets, pasta, cereals, sausages, meat, juices, jams, pastries, soups, sauces, sauces cosmetics, detergents.
<u>Eco Chic</u>	Products, means of care for the house, body, means of personal hygiene, confectionery.

**APPENDIX E****The structure of focus - group research****Brand Essence Research:****1. Acquaintance and congratulations.****2. Key needs in the categories: traditional dairy products \ drinking yogurts:**

- associations
- key needs in categories
- product attributes

**3. Brands in category traditional dairy products \ drinking yogurts:**

- perception of rational attributes (quality, market representation)
- perception of emotional attributes: associations, symbols, personification
- brand lifecycle exercise: brand potential, drivers and barriers for each brand
- barriers and drivers
- comparison with "Molokiya": weaknesses and strengths

**4. Diagnosis of the Molokiya brand: evaluation of the marketing mix:**

- communication of the essence of the brand - what is remembered and what elements best reflect the essence of the brand
- general impression and evaluation
- evaluation of individual elements - the most attractive and unattractive
- name
- product
- price
- packaging-ratio to the film and bottle

**5. Brand Essence brand "Molokiya" in the category of dairy products: diagnosis of current and search for new communication areas of brand development (Insight-search):**

- perceived as the essence of the brand: positioning and values (emotional attributes of the image)

- rational attributes of the brand

- whether changes are needed and which: stylistic renewal of the brand or positional changes of the brand are needed

- elaboration of different scenarios of brand development

### **Ч1. Dating and Greetings**

Getting acquainted with the topic of discussion and general rules: speak honestly, there are no right and wrong answers, ask questions if necessary. - Equipment (camera). - Guarantee of confidentiality. (10 minutes.)

Representation of respondents in the form of games:

name, age, family, occupation

### **Ч2. Needs in the category of traditional dairy products \ drinking yogurts (10 min)**

- When I say "dairy products", what associations do you have? What thoughts, images come to mind? What is most important?

- Please tell us why you like sour milk products (kefir, fermented milk, sour cream, cheese)?

- Why do you like yogurt?

- What do you like most about each? What does each of these products give us?

*In short - the basic needs*

#### **Key Product Attributes:**

- what should be good (ideal) fermented milk products fermented milk, kefir, cheese, sour cream?

- the best yogurt?

- name all the factors that are important to you.

*Attributes are recorded on a flip chart and ranked by respondents in order of importance*

### **Ч3. Brief discussion of the main brands (20 min)**

- what brands do you know? do you consume

*Show respondents the logos of key competitors. What do you think of these logos? What do they say about the brand? What style are they in? Does this style fit this particular brand? What exactly?*



- mapping (break down into groups according to any criteria).

Grouping is done several times.

- break all these brands into groups, you choose the criteria for sorting

- what groups did you get? Why did you divide the brands so much? What unites brands into one group, how do they differ?

- what is the name of each group? Give the group a name.

- for which people is each group suitable?

- who is the "leader" in each group? In which group will be the brand you buy?

- the most "advanced" group. Why?

- and now try to break down these brands according to other criteria (benefit, naturalness, fat content ... price, packaging design) ....

- What do you think about a brand like ...? How is it different from all the others, what is its uniqueness? What are the main advantages of the brand? What are the disadvantages of the brand? Why do you like / dislike this brand? Keywords that characterize the brand - three key adjectives.

- probe by brands (emphasis on TM "Molokiya"):

- What do you think about the product, its taste, quality, range? What varieties are produced under this brand? What varieties can be called key?

- What do you think about the price of the brand?

- What do you think about existing packaging? Which one do you buy most often? Which packaging do you like best? Why this one? What packaging do you remember? What do they look like? What is depicted there?

- Do you remember the ads / promotions of this brand?

- who is a typical consumer of such a brand as ....? What kind of people?

Why? How loyal do you think consumers are to this brand?

*"Personalization" for each brand.*

- if a brand turned into a person, what kind of person would it be?

- now I will draw a curve of development of brands in the category of dairy products? What positions will other brands occupy? Whose position is most advantageous? Why?

**Ч4. Diagnosis of the Molokiya brand in the category of dairy products (15 min)**

And now let's talk about a brand like "Molokiya"

- knowledge of the "history" of the brand - what is it now, was before and will be in the future?

- how long has this brand appeared? When and where did you first see her? Tried for the first time? How it happened (what or who pushed you to buy it)

- what happened next in this brand? Reproduce the "history" of brand development in the minds of respondents.

- what influences (product novices, people's opinion, packaging design ...) at each stage?

## Prod. dod. IS

For the group of loyalists: factors of loyalty to the Molokiya brand

- name all the pros and cons of this brand?

- What are the unique characteristics of the Molokiya brand that other brands do not have? Why do you love the brand the most?

- What do you think about Molokiya products (traditional dairy products, drinking yogurts) - taste, quality, range? What varieties are produced under this brand?

- What types of products are key to the brand? What is it associated with in the first place? Why so?

- which products do you like the most? Why these?

- who is a typical consumer of this brand? What kind of people? Why?

For a group of repertoire consumers: a comparison with the brand "Galychna"

- What are the special differences in milk, and what in Galicia? How strong is each of the brands?

- why did you choose the Galicia brand?

- what do you dislike about the Molokia brand?

- what can Molochia do to make you switch to it?

### **Part 5: Search for ideas and directions of development of the Molokiya brand (30 min)**

#### Generating ideas

Key associations with the Molokiya brand?

- create a list of 6-7 key associations that become master-lists

- from each word we generate ideas - we build a chain of associations "in geometric progression"

- each potential territory is called a general keyword

The result: a wide list of words-territories for the

#### brand Prioritization of ideas 1

If we talk about the most important thing - what is the essence of the brand "Molokiya" - what words can it be?

### Prioritization of ideas 2

Methods Collage: Respondents work in pairs, each pair finds 3-4 pictures, which are discussed in detail. Emotional territories are lined up from the pictures, which are written on the cards and discussed in detail.

*I will ask you to cut out the pictures that you associate with the brand "Molokiya" ... .. You should choose pictures that would reflect the essence of this brand, its key features (those features that only she has and no one else) ).*

- mood, emotions, feelings
- values, symbols, brand character
- product attributes of the brand
- keywords that characterize the brand

All pictures are divided into 3 groups:

Group 1 - "hot" pictures - this is what the brand "Molokiya" is now or could be

Group 2 - "warm" - ideas that the brand can ever use

Group 3 - "cold" - images that do not fully fit the brand

**Part 6: Molokiya brand essence: working out of brand development scenarios (20 min)**

The task is to work out scenarios for brand development and sources of growth. Selection of ideas proposed by participants

*All your ideas are interesting, but let's choose the most successful.*

*So, the key areas for the Molokiya brand are ....*

Consistently discuss all key ideas created by respondents.

Idea 1. The Molokiya brand speaks for itself .... What will happen to the brand?

Who will switch to it? Who will she be interested in? Why?

Idea 2 .....

- What idea / ideas will be able to give the brand new strength / new breath?

- Do you think it suits the Molokiya brand?

- Is it close to you personally?

- Who will it attract in the first place? Will buyers like the brand? Will they buy this brand more often?

- How do you think the consumer of other brands will react to the Molokiya brand after that? can it attract them?

- Are these ideas unique? will distinguish the brand from competitors?

- Are they of interest?

- Which of these ideas is closest to you?

- Which of all these ideas / directions are the most successful, strong?

- Maybe these ideas need to be finalized? If so, how?