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INVOLVEMENT OF MARKETING BRAND TECHNOLOGIES IN AGRICULTURAL SECTOR

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The article substantiates the principles of formation and promotion of marketing brand technologies in the agricultural sector. New approaches to ensuring the successful operation of the organization in modern conditions of agricultural management have been outlined. Emphasis has been placed on the need to involve highly qualified and professional staff who will have innovative knowledge and the latest technologies. Special accent has been put on updating the introduction of branding as an important component of marketing technologies in the field of agricultural development. It has been noted that the effectiveness of the organization will depend on the ability to respond quickly to changes in the environment, the

ability to react fast to consumer needs, ensuring high quality and environmentally friendly food products.

Key words: marketing brand technologies, agricultural development, branding, consumer needs.

The field of agricultural development is a priority for many regional economic systems. The effectiveness of its operation depends primarily on the combination of interests of all participants in the process of agricultural management, starting from the actual producers and consumers and ending with the authorities that provide state support to the industry. The interdependence of actions of state and government structures, in particular the participants of the above process, will further contribute to the balanced socio-economic and environmental development of the territories [1, p. 48-49] and will significantly affect the effectiveness of the functioning of agricultural entities.

Modern conditions of agrarian management determine new approaches to ensuring the successful operation of the business entity. The effectiveness of its operation will depend on the ability to respond quickly to changes in the environment, the ability to react fast to consumer needs, ensuring high quality and environmental friendliness of food products. The issues of training highly qualified and professional personnel who will have innovative knowledge, the latest technologies that will be successfully implemented in agricultural production, cultivation of organic food products, etc. need special attention. The intensification of this process should be accompanied by the expansion of economic knowledge, development of human capital as a set of skills, creative approaches and creative thinking, especially in agromarketing, whose activities are aimed at identifying consumer demand and developing approaches to meet it. The practical introduction of agromarketing in the process of agricultural management makes it possible to increase the level of competitiveness of the studied area, to predict its development in the future.

At the same time, an important component of marketing technologies is branding, which outlines the priorities of agricultural development related to the formation of competitive advantages of food products, focusing on the value of goods or services, creating a positive image of the business entity.

The existence of competition between similar products in the food market necessitates the creation of a brand that directly promotes the development of agribusiness, emphasizing the individual characteristics of the product. In this context, it is important to inform the consumer about the benefits of a product produced within a particular farm. Through the prism of marketing brand technologies, the consumer receives detailed information about the product itself, in particular what it is and what is useful for the buyer, what is its value and why this product deserves attention in the food market. A well-formed brand not only affects the visual perception of the product, but also exerts psychological and emotional pressure in the process of purchasing it, especially if the consumer liked the product on a previous purchase.

The effectiveness of branding in the field of agriculture is determined by the algorithm of building marketing models, starting with the creation and formation of brand identity, providing integrated marketing brand communications with its further promotion to target segments of consumers and ending with creating a stable image, which will significantly contribute to the successful long-term activities of the business entity [2, p. 45]. Brand identity and recognition leads to its promotion, but it is usually a long process in winning the market and consumer.

Thus, the use of marketing brand technologies in the field of agriculture will contribute to the formation of a positive image of the organization, its positioning in the market, intensification of activities, and based on a clearly defined marketing strategy, taking into account the human resources of marketing specialists, expanding the possibilities of marketing communications and deepening public relations will allow further formation and promotion of brand technologies of agricultural production and services.

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