

**MARKETING COMMUNICATIONS TOOLS
IN THE REGIONAL MEAT MARKET**

UDK: 339.138:637.5(477)

Anna OREL

*Associate Professor, Doctor of Economic Sciences, ,
Associate Professor of the Department of marketing and
communication design,
Kyiv National University of Technologies and Design,
Kyiv, Ukraine
ORCID ID: <https://orcid.org/0000-0003-0823-3346>*

**Volodymyr OREL**

*Professor, Doctor of Economic Sciences,
Leading Researcher of the Department of Economics,
Management and Transfer of Innovations in Animal Husbandry,
Livestock farming institute of NAAS of Ukraine,
Kharkiv, Ukraine,
ORCID ID: <https://orcid.org/0000-0002-1609-1731>*

Abstract. The article examines the theoretical and practical aspects of the application of marketing communications tools in the regional meat products market. The key tools of the communication complex, such as advertising, PR, direct marketing, sales promotion and digital channels of interaction with consumers, are identified. The features of their use in the conditions of regional specificity, competition and changes in consumer preferences are analyzed. Recommendations are offered

for the effective implementation of communication strategies to increase brand recognition and consumer loyalty to the products of local producers. The results of the study can be used by meat industry enterprises to improve marketing activities in local markets.

Keywords: *marketing communications, meat products, regional market, advertising, promotion, local brand.*

Introduction

The Ukrainian meat market today is marked by intense competition and an oversupply of products, increasing consumer expectations regarding quality, safety and brand differentiation. Within the framework of the regional economy, where local producers typically operate with limited promotional resources, the strategic application of marketing communications becomes especially important. A key challenge lies in the absence of a structured communication policy among regional meat industry enterprises, the insufficient use of digital channels, and the weak alignment between communication activities and actual consumer behavior. These issues highlight the necessity for both theoretical substantiation and practical enhancement of marketing communication tools, with a strong emphasis on the unique characteristics of the regional market.

Analysis of recent research and publications. In today's conditions of increased competition in food markets, unstable economic environment and changing consumer preferences, an effective system of marketing communications is of particular importance, in particular in regional meat markets. The market has always interested such economists as L. I. Abalkin, J. A. Schumpeter, O. Gray, C. Odelli, J. Pearson [3], T. Kuvaieva, N. Shynkarenko, K. Pilova, [4] and others who created original market concepts.

Modern American economist F. Kotler characterizes the market as a set of existing, potential buyers of goods and emphasizing the special role of buyers. The English encyclopedia positions the market as a set of mechanisms by which the exchange of goods, offers is carried out as a result of contacts of customers, sellers with each other. Contact can be carried out directly – or through personal intermediaries or organizations. Schools defined the market as a

complex transmission device that allows the most complete and efficient use of information that is not available among an innumerable number of individual agents [1].

Formulation of the purpose of the article. The aim of this article is to deliver a theoretical foundation and a practical examination of the marketing communication instruments applied in the regional meat products market, with consideration of the distinct features of the local consumer base, the competitive landscape, and prevailing trends in product promotion.

The main material of the study. Enterprise marketing communications are currently evolving largely due to the rise of new information and communication channels (social networks and platforms) and on the basis of the implementation of modern methods (personalization, co-creation, crowdsourcing, crowdfunding) of interaction with the consumer [1]. The role of the market in the economy is determined by the following points. First, the market, through the mechanism of competition, contributes to the rational allocation of resources. Second, the market greatly influences the size and structure of behavior, adapting it through cost to solvent demand. Third, the market improves the economy, freeing it from unprofitable, uncompetitive enterprises. Fourth, the market forces the buyer to choose a consumption structure appropriate to his earnings and prices. Fifth, market prices act as carriers of financial information, reporting on the availability or unavailability of products, their quantity and properties, and the costs of their production.

Markets can be designated by objects of purchase, sale type of competition, territorial indicator. By objects of purchase, sale, the market for products, services, and information, the capital market, and the labor market are distinguished.

By type of competition, there are: a market of free (perfect) competition, where all sellers and buyers have equal rights and opportunities; a market of imperfect competition, which is divided into markets of pure monopoly, oligopoly and monopolistic competition. By territorial nature, there are regional markets, determined by territorial and administrative fragmentation, national and large markets.

The regional market consists of village markets, city bazaars, retail and wholesale trade, fairs, auctions, exchanges, and includes trade transactions outside the market infrastructure of the trader or buyer. Thus, the regional meat market is a set of all transactions carried out in this area (in the region) for the sale of livestock, poultry, meat and meat products and related socio-economic relations.

The supply or market funds in the district are formed by district producers of livestock, poultry and meat products, as well as imports from other regions or across the border. The volume of demand, or the level of demand is determined by general demand of the population taking into account the value of the population's earnings. The most important components of the market are considered to be: demand, supply, market value, competition. Demand represents the need for goods presented the market for a specific period of time since we are talking about regional market demand is the need for goods, livestock, meat, meat products, of buyers, mainly of this district, as well as the need of buyers from other regions who are dissatisfied with the supply in their own regional markets. Demand is understood as a need based on the availability of appropriate economic resources, in other words, in commodity production, we can only talk about solvent demand. So, the effective demand on the regional meat market expresses the general need for livestock, poultry, meat and meat products at the existing level of market prices of all regional buyers and the need for export. Demand is the effective need brought to the market. During the year, market prices fluctuate so for analysis it is necessary to consider this indicator dynamics.

Another most significant component the market is the offer which is understood as a set of products that, at the existing level of tariffs, can be presented for sale on a given regional meat market by all regional producers, including probable deliveries from other regions, that is, the amount of product that, at a similar cost, producers agree to produce and offer for sale.

The time period for determining demand and supply is chosen to be the same, because these two market groups are inextricably linked. The law of the market operates in the sphere of product exchange, expressing the need to maintain the ratio of the limits of demand and supply. If the ratio between demand and supply is not observed, the law leads to the fact that the proportions of production change between market participants and the equilibrium is restored.

The cost in the market of livestock, poultry, meat and meat products involves the currency expression of the price of these goods. Market values, under the influence of the proportion of demand and supply, differ from the price of goods. When demand exceeds

supply, market values for meat products increase, and in the case of excess supply over demand, they decrease. In the case of equalization of demand and supply, an equilibrium price is established.

Market prices are practical prices at which meat products are bought and sold. There are no general market prices in the regional meat market; they are differentiated by local markets, differing from the average price for the district as a whole. To match supply and demand in the regional market the level of market retail prices is important first of all.

In the current conditions dynamic development of the agricultural sector, growing competition, the issue of effective communication between meat producers, consumers is of particular relevance. At the regional level, marketing communications play a key role in shaping demand, supporting the image of local brands, increasing their competitiveness and ensuring stable sales of products.

Theoretical aspects of the topic cover the concept of marketing communications as a component of the marketing complex, as well as their place in building interaction between the enterprise and the target audience. The tools of the communication complex include:

Advertising is one of the most common and powerful ways to inform and persuade the consumer; it is used in both traditional (radio, print) and modern digital formats.

PR (public relations) – allows you to form a positive image of the manufacturer, create trust in the product, promote socially important initiatives (environmental friendliness, locality, naturalness).

Direct marketing – allows you to contact the consumer directly (via email, SMS, messengers), personalizing offers.

Sales promotion – involves the use of discounts, coupons, promotions, tastings, which is relevant for the local market, where it is important to quickly attract a buyer.

Digital interaction channels – social networks, online marketplaces, mobile applications, which allow for a constant dialogue with the consumer, collect feedback and form a community around the brand.

Practical aspects of the application of these tools are studied on examples of the activities of regional meat industry enterprises. The analysis allows you to establish which of the channels are the most effective, taking into account the characteristics of the local consumer environment, the resource capabilities of enterprises, the level of digital literacy of the population and the intensity of competition.

Thus, the correct choice and combination of marketing communications tools allows enterprises to adapt to market conditions, increase their influence on the target audience and strengthen their positions in the regional meat market. The important point here is that communication is conscious in nature, because efforts are made to elicit a certain reaction [2].

The coordination of supply and demand in the marketing space occurs, initially, under the influence of competition, which is understood as the competition of producers to satisfy the demand of buyers for specific goods. In a broad sense, competition takes place not only between producers, but also between buyers for the purchase of livestock, meat and meat products, and also between producers for a price acceptable to them.

The markets of individual companies and industries in general require strategic development and advertising. The leading role in this belongs to increasing the competitiveness of products, companies, industries.

Competitive struggle (from the Latin concurrere – to meet) is an adaptation of competing market structures for the right to find a consumer and for the probability of selling their own product on more attractive terms and, finally, to obtain marginal profit[3].

Ensuring the proportionality and dynamism of the market economy, competition performs a number of non-standard functions: regulatory, innovative, adaptive, or placement, distribution, control functions.

Based on the concept of competition, the entire variety of competitive relations using marketing communications is divided into 5 values: competitiveness of products (product, offer); company; industry; region; country. Relations that arise in the competition system are classified according to several characteristics (Fig. 1).

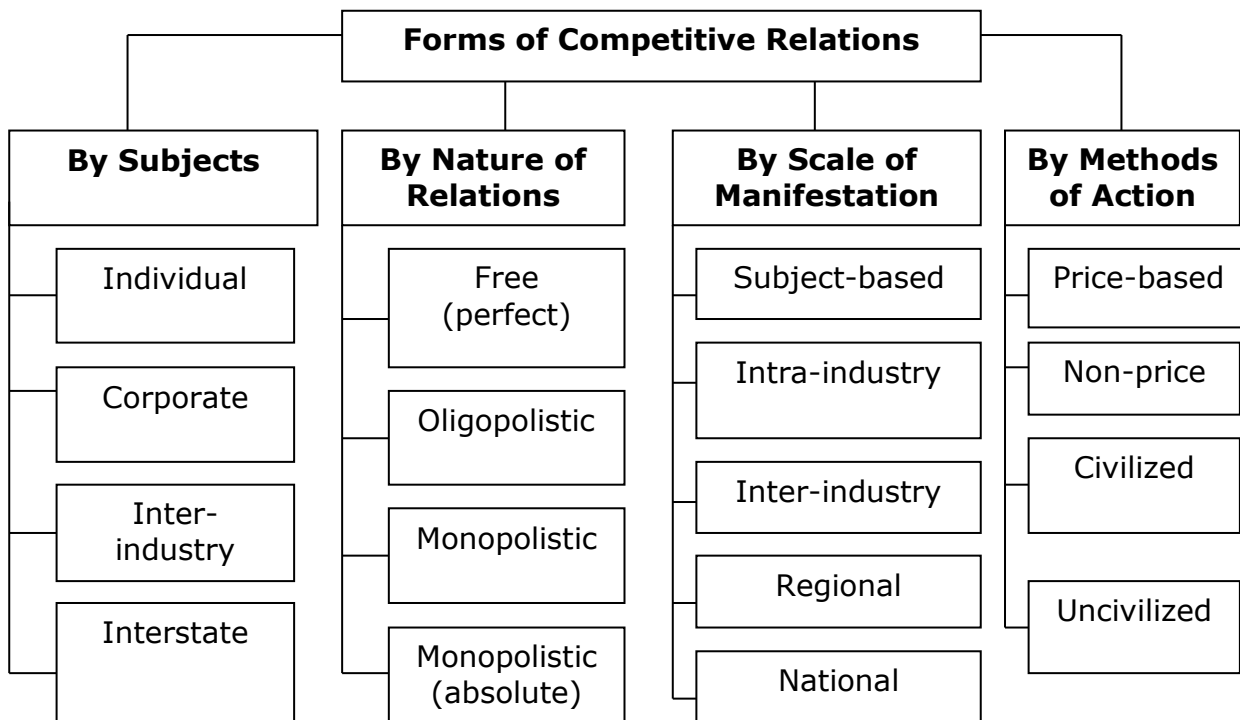


Fig. 1. Forms of competitive relations

The internationalization of the economy the development of the global division of labor have actualized the need for qualification industries in a large market and based on their competitiveness. In financial science, this has led to a focus on the mesolevel – industries as the main units of competition. The competitiveness of an industry is a relatively new concept that requires deeper theoretical understanding, especially in its relationship with marketing communications tools.

The regional meat market is a vivid example of a space where industry, inter-industry and market boundaries intersect. The definition of industry boundaries should be based not only on the type of production, but also on the features of communication with the end consumer. According to economic theory, an industry is a set of producers who produce interchangeable goods from the point of view of production, while the market also includes consumers for whom these goods are substitutes from the point of view of demand. Accordingly, effective marketing communication should take into account both production and behavioral characteristics of both parties.

Marketing communication tools – advertising, PR, direct marketing, sales promotion, digital channels – are not just means of promoting products, but important factors in shaping the competitive position of the industry in the regional market. It is through effective interaction with the audience that consumer loyalty, brand differentiation and strengthening of the manufacturer's position are formed.

At the same time, it is important to distinguish between intra-industry and inter-industry competition. The first takes place between manufacturers of similar goods and is critical for determining the optimal promotion tools in the consumer market. The second – inter-industry competition – involves the struggle of different industries for the consumer or capital, and therefore requires more complex, strategically oriented communication approaches. In this context, regional competitive advantages are an important factor: natural resources, social structure, cultural features, infrastructure, which significantly affect the effectiveness of product promotion within a specific region.

Research into marketing communications tools in the regional meat market should integrate both industry specifics and theoretical aspects of competitiveness, allowing for a better understanding of the relationship between promotion, production, and demand within a particular market.

The competitiveness of the regional meat industry is shaped not only by production capacities, logistics, and the availability of raw materials but also by the efficient application of marketing communications. Under current conditions of the agrarian economy and the ongoing development of the agro-industrial complex (AIC), marketing assumes a crucial role in

facilitating product sales, stimulating consumer demand, and strengthening the competitive position of regional producers.

The basis for the functioning of the meat industry is modern organizational forms of production, which allow it to respond flexibly to market changes. The competitiveness of the industry is formed under the influence of both external factors (state support, legal environment, scientific innovations, level of competition, access to resources) and internal factors (product quality, level of innovations, marketing activity, efficiency of sales channels).

In this context, marketing communications, including advertising, PR, direct marketing, sales promotion and digital channels, serve as tools not only for product promotion, but also for creating a positive image of the industry. Direct sales channels - fairs, auctions, cooperatives - ensure transparency of pricing, market stability and the possibility of closer interaction between the producer and the consumer.

Despite the alleged "old-fashionedness" of direct sales channels, they, in combination with digital communication tools, create an effective sales system that ensures mobility, efficiency and stability of supplies. This allows to reduce price fluctuations and reduce risks for market participants. In the regional dimension, the competitiveness of the meat industry largely depends on the integration of sub-sectors into a single meat sub-complex, which includes livestock farming, feed industry, meat processing, transport, storage and trade. The core of the subcomplex is livestock farming, but the effectiveness of the entire system is ensured by the coordination of actions between all participants.

A significant role in the formation of competitiveness is also played by state regulation - both in the form of export-import support and through quality standards, veterinary requirements, conditions for slaughtering livestock, etc. Such a system ensures market regulation and predictability, which creates conditions for long-term investments and strategic planning. The use of marketing communications tools in the meat subcomplex should not be considered in isolation, but in close connection with the organizational, economic and institutional aspects of the functioning of regional agricultural production. An integrated approach to marketing allows not only to increase sales efficiency, but also to strengthen the industry's position in domestic and foreign markets.

Tools for marketing communications on the regional market of meat products and an important warehouse and daily management system for shaping the competitiveness of the market. In a globalized economic environment and growing competition, businesses that operate between the meat subcomplex of the agro-industrial complex are faced with low demand: instability of supply, Growth benefited from the emergence of new communication channels and the need for rapid adaptation to regional specifics. In these minds, the need for effective marketing tools that allow for the establishment of two-way connections between producers and co-workers, the creation of a positive image of products and the protection of steel is of particular relevance.

Marketing communications in the field of meat products consist of a complex of functions: informative, stimulating, converting and integrative. The main tools of the communication complex include advertising, PR, direct marketing, promotion and digital channels. The skins made from them have their own characteristics, depending on the regional level. Advertising traditionally ensures a wide reach of the target audience, but its effectiveness lies in the correct choice of channels, expansion and adaptation of advertising to the local culture and social characteristics of the region. PR technologies make it possible to build trust among livestock by highlighting the values of product quality, safety and locality. Direct marketing, which is implemented through personalized messages, electronic mailings and instant messenger communications, generates significant loyalty and the formation of satisfied customers. Incentives (discounts, promotions, tastings, bonus programs) in the minds of the regional market allow them to quickly respond to changes in drink and activate sales. Particular respect goes to digital channels of marketing communications, which become the primary factor of competitiveness in today's minds. Social networks, local retailer sites, online marketplaces and mobile add-ons provide quick feedback from clients and allow you to personalize offers. On a regional level, digital tools have an additional advantage: they help create local community strength, which contributes to the formation of a stable product and the development of the brand.

It is important to recognize the regional specificity of your marketing communications tools. In many regions of Ukraine, meat products have not less economical, but also cultural significance, which comes from the traditional adaptation of communication strategies to local traditions and food habits. In addition, the level of purchasing power of the population and the

level of infrastructure development in the region directly influence the choice and effectiveness of communication tools. In less economically developed regions, traditional forms of promotion (fairs, exhibitions, tastings) often demonstrate greater effectiveness, while in great places digital tools play a greater role. The current influx of popular marketing communication tools is creating a competitive environment. Regional markets are characterized by the presence of a significant number of small and medium-sized enterprises that compete not only among themselves, but also from great national and international manufacturers. This is reflected in the need for clear differentiation of brands and the search for unique competitive advantages. Effective marketing communication in the minds of competition should focus on a clear positioning of the brand, an emphasis on the quality and safety of products, as well as the active use of innovative channels for interaction.

Changes in existing preferences are another primary factor that influences the ongoing adaptation of communication strategies. Today's consumers are more focused on environmental friendliness, naturalness and locality of products. This means that producers of meat products are responsible for actively promoting information about the nutrition, sensitivity and social significance of their products in their communications. Particular attention should be paid to the development of the vision of diversity and the promotion of the "farm to table" concept. Based on the analysis, it is possible to make recommendations for the effective implementation of communication strategies on the regional meat products market. First, businesses must integrate approaches to marketing communications using traditional digital tools based on the characteristics of the target audience. Otherwise, it is necessary to put an emphasis on personalization of communication, victoriousness and ability to generate long-term communications with clients. Thirdly, we should actively develop partnership programs with local trading networks, restaurants and cooperatives, which will allow us to increase our positions in regional markets. We decide to carefully formulate a positive social image of the grower, emphasizing respect for his contribution to the development of the local economy, promoting employment and ensuring the quality of life of the population.

Marketing communication tools on the regional meat products market include not only sales methods, but also strategic mechanisms for developing competitiveness, developing local brands and meeting changing needs co-livers. Their effective strategy ensures increased brand recognition, increased customer loyalty and ensures long-term stability in the development of meat industry.

Conclusions and recommendations for further research.

The meat subcomplex is a whole system of interconnected connections between the agricultural state and the meat industry, which ensures the production, processing, transportation, preservation and sale of meat products. Its main goal is to ensure stable satisfaction of the population's needs with food products - meat of all types, pork beans, processed foods and other meat products with minimal costs resources. The effective use of marketing communication tools in the regional world leads to increased competitiveness of enterprises, the formation of a stable product, expanded market opportunities and value. food security of the region. The integration of traditional and digital tools allows producers to adapt to the demands of the current market and ensure the stability of the development of meat loaf.

References

1. Ihnatenko R. V. (2021) Tsyfrovii komunikatsii v marketynhu: sutnist ta perspektyvy rozvytku v umovakh pandemii COVID – 19. [Digital communications in marketing: essence and development prospects in the context of the COVID-19 pandemic.] *Naukovi zapysky Lvivskoho universytetu biznesu ta prava - Scientific Notes of Lviv University of Business and Law*, vol. 31. pp. 40–46. DOI: [10.5281/zenodo.6034732](https://doi.org/10.5281/zenodo.6034732).
2. Kapinus L. V., Bykova V. O., Nikolaienko I. V. (2019) Doslidzhennia marketynhovyykh komunikatsii pidpriemstva na onlain – rynku. [Study of marketing communications of enterprises in the online market.] *Problemy systemnoho pidkhodu v ekonomitsi – Problems of System Approach in Economy*. vol. 4. pp. 193–199. DOI: [10.32782/2520-2200/2019-4-28](https://doi.org/10.32782/2520-2200/2019-4-28)
3. Gray O., Odelli C., Pearson, J. (2015). Digital Marketing Communications BPR. In: *Digital Marketing Communications*. EASA The European Advertising Standards Alliance. pp. 7-19.

4. Kuvaieva T., Shynkarenko N., Pilova, K. (2021) B2B digital marketing communications research during the COVID-19 pandemic. *Scientific Journal of Bielsko-Biala School of Finance and Law*. Bielsko-Biala, PL, 25(1), pp. 5-9. DOI: 10.19192/wsfp.sj1.2021.1.
5. Krysovaty, A., Zvarych, I., Brodovska, O., Shevchenko, I., Krasnorutskyy, O. Development of Inclusive Economy as the Basis of Economic Growth of the Global Economy. *TEM Journal*, 2023, 12(2), pp. 936–947. DOI: 10.18421/TEM122-40
6. Matviienko-Biliaieva G., Krasnorutskyy O., Salionovych L., Serhii V., Larina T. The importance of digitization in the post-war recovery of the economy. *Collection of papers new economy*. Volume 1, No.1, 2023. pp. 42-63. DOI: 10.61432/CPNE0101042m
7. Plotnytska S., Krasnorutskyy O., Matvienko V. (2023) Management system development of economic relations subjects under conditions of digitalization. *Ukrainian Journal of Applied Economics and Technology*. Volume 8. № 1, pp. 16-21. DOI: 10.36887/2415-8453-2023-1-2