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THE CHARACTERISTICS OF STRATEGIC MARKETING TOOLS AND THE SPECIFICS OF THEIR APPLICATION IN THE AGRO-PROCESSING SECTOR

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Abstract

Strategic marketing encompasses a set of various marketing tools that serve as the fundamental pillars for the development of marketing strategies. In international marketing practice, marketing tools are also subject to certain transformations driven by the development of artificial intelligence and the continuous changes in market conditions. The research conducted in this paper primarily focuses on improving approaches to the development of marketing strategies, as well as enhancing mechanisms for their targeted implementation within the agro-processing system. Taking into account the specific characteristics of the agri-food system, the marketing models presented and the proposed tools are primarily aimed at optimizing the development of consumer-oriented products, as well as at the targeted classification of modern consumers' needs. Based on the above, the paper considers an innovative approach to classifying consumer needs in contemporary marketing practice. This approach, on the one hand, is consistent with the behavioral characteristics of today's consumers and, on the other hand, addresses the requirements for developing modern marketing strategies.

Keywords. marketing briefing, brand vulnerability, status-related needs, budget segment, FMCG model, target market.

Introduction

The continuous changes taking place in the modern world, together with the emerging challenges driven by the development of artificial intelligence, necessitate, on the one hand, a certain reassessment of strategic-level marketing models and, on the other hand, their comprehensive adaptation to the conditions of the international Marketplace [1].

The implementation of marketing briefing plays a pivotal role in ensuring the effectiveness of any marketing strategy and competitive policy. It involves identifying the medium- and long-term objectives and priorities that the overall marketing strategy is intended to address and achieve.

Within the agri-food system, identifying target issues through the collection of comprehensive information at the briefing stage significantly reduces the risks associated with

developing marketing strategies and helps assess the extent to which the expected outcomes of a marketing strategy are realistic and achievable.

Problem Statement

The primary objective of this article is to assess, through empirical research, the extent to which strategic-level marketing tools within the agri-food system are aligned with contemporary consumer behavioral characteristics and market transformations taking place in global markets. Although the proposed set of tools is primarily interconnected with traditional marketing approaches in its essence, the synchronized adaptation of the proposed solutions to both digitalization and artificial intelligence, as well as their application in the targeted development of modern marketing strategies, remains of strategic importance. Regardless of the approaches employed in marketing practice and global developments taking place in the sector, one of the key challenges remains ensuring the relevance and targeted nature of marketing research, as well as continuously improving its accuracy.

Analysis

According to the findings of a study conducted by the Institute of Practitioners in Advertising (IPA), 33% of marketing budget losses are associated with inadequate targeting and incomplete briefing processes. According to the data provided by the aforementioned source, 90% of independent marketing consultants and 92% of marketing agencies specializing in the field acknowledge that, despite being one of the most important strategic tools in marketing practice, the marketing brief has not yet received adequate recognition in today's marketplace. The findings of the same study indicate that 69% of independent marketing professionals and 73% of agencies also confirm the view that marketing briefing constitutes an ongoing process, while any changes made to the briefing process entail various resource requirements and additional financial costs (IPA, 2021) [2]. Nevertheless, conducting appropriate reviews and updates of the marketing brief is of considerable importance in order to ensure a targeted response to fundamental changes occurring in the market environment.

The effectiveness of marketing briefing also largely depends on whether the experts involved in the briefing process possess a sufficient understanding of both the agro-processing market and the specific characteristics of the agri-food sector.

Meeting this requirement has a significant impact on ensuring alignment between the market conditions prevailing in the real sector and the marketing strategies developed.

The proposed approach to marketing briefing is considered appropriate for application both by small and medium-sized enterprises (SMEs) operating within the agri-food system and by large-scale industrial organizations.

In contemporary food industry practice, branding is another factor of considerable importance. In the agro-processing sector, the key challenges associated with branding include ensuring both a high level of brand awareness and the desired brand reputation within the target market [3].

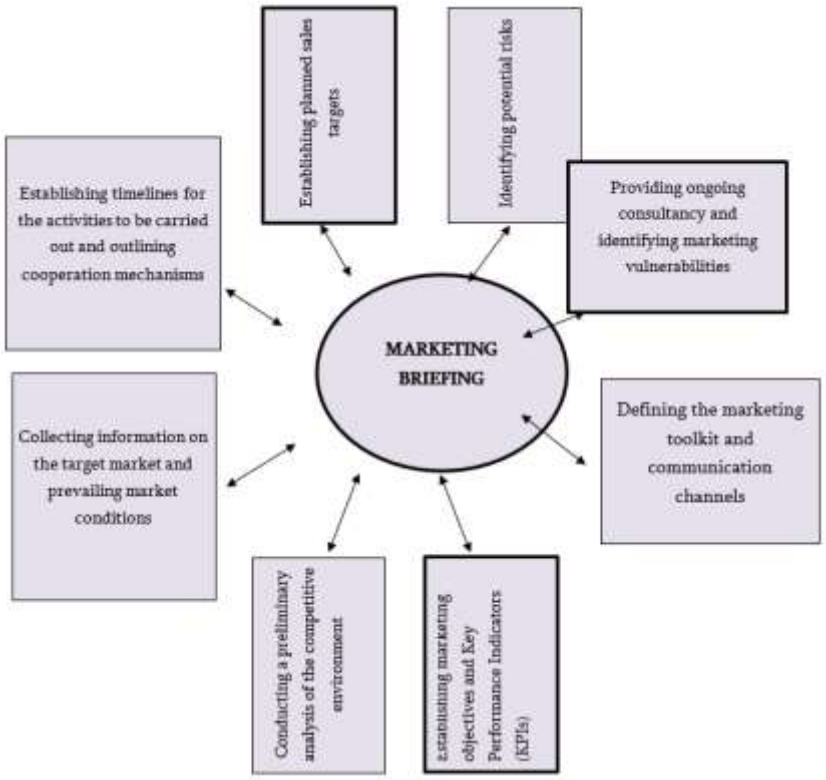

Fig. 1 Key Attributes of Marketing Briefing in the Agri-Food System

Driven by developments in today's highly competitive marketplace, branding-related risks continue to increase due to various factors, with the vast majority falling within the medium and medium-to-high risk categories.

At the same time, the following factors have the most adverse impact on brand vulnerability in the agro-processing sector:

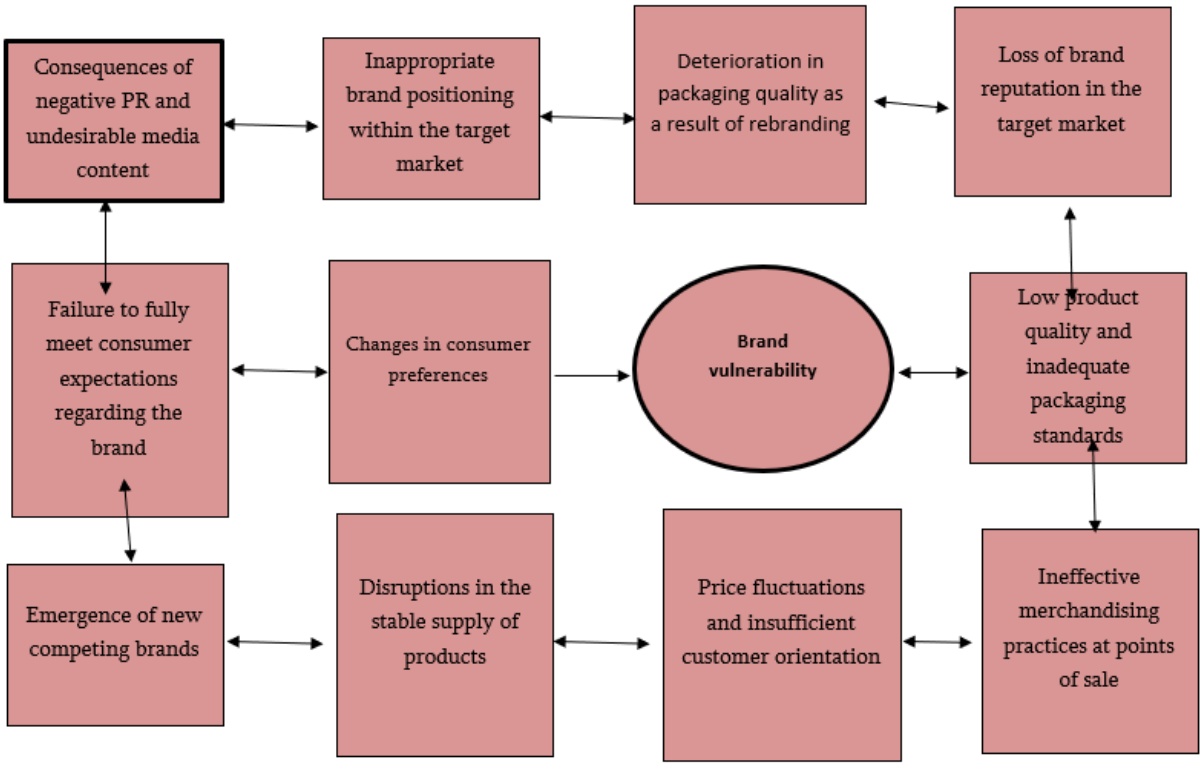

Fig. 2 Key Factors Affecting Brand Vulnerability in the Agri-Food System

Brand vulnerability is an inherent risk that continuously exists among local, international, and globally recognized brands alike. In view of this risk factor, one of the most significant challenges in contemporary branding practice is not limited to the creation of

brands and the ongoing management of their development, but also includes conducting continuous monitoring to assess brand health.

In today's highly competitive environment within the agri-food system, the constant emergence of new brands and evolving market trends further intensify competition, while also driving fundamental transformations in the approaches applied in branding.

Given the need to identify potential risks associated with brand vulnerability, respond to behavioral changes among buyers in the target market through appropriate marketing policies, and select relevant marketing tools, the flexible application of the Customer Persona Model may be of strategic importance to marketing practices within the agro-processing system.

The Customer Persona Model represents a strategically significant tool that makes it possible not only to identify customer identities and develop Buyer Personas within the target market, but also to obtain comprehensive information about buyers' behavioral characteristics and emerging trends. This also involves identifying the underlying motivations and unexpressed desires of target customers, as well as their consumer preferences and habits, which significantly influence purchasing decisions when choosing among the brands available in the market.

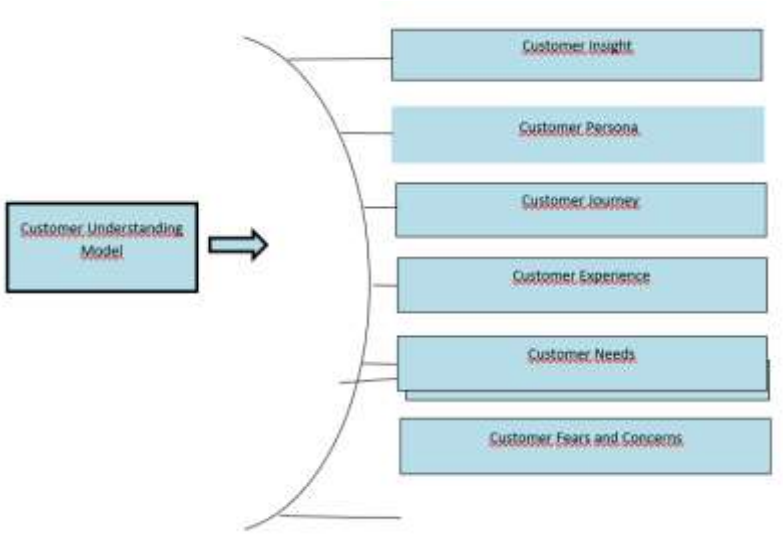

Fig. 3 Key Dimensions of the Customer Understanding Model in Agri-Food Marketing

From a strategic marketing perspective, regardless of whether buyers and consumers in the target market have developed positive, neutral, or negative experiences with a particular brand, continuously monitoring their actual expectations regarding the products offered remains critically important. In contemporary marketing practice, particularly within the agro-processing system, timely identification and prevention of potential concerns and fears among actual buyers and consumers regarding the products offered is essential for mitigating potential failures in marketing approaches, regardless of the existing level of demand for the products concerned.

Considering that products offered within the agri-food system are exclusively intended for consumer use, this factor is particularly relevant to both budget-oriented and premium brands.

Taking into account changes in the consumer market and the behavioral characteristics of buyers in today's B2C segment, it is advisable, from a strategic marketing perspective, to classify buyers' needs according to the following model.

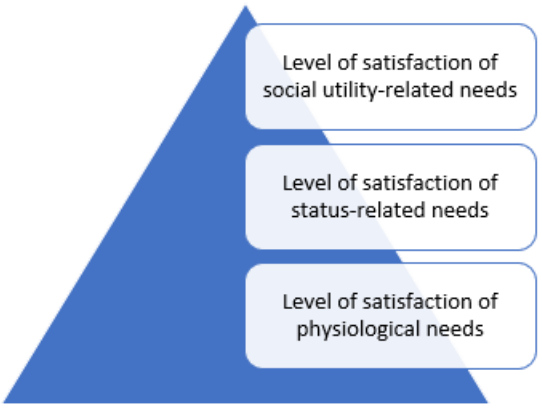

Fig. 4 A Contemporary Approach to the Classification of Consumer Needs in Marketing Practice

In the process of satisfying physiological needs, the vast majority of buyers primarily focus on meeting their basic and essential subsistence requirements. Among this consumer segment, brand reputation does not play a decisive role from a branding perspective. Furthermore, buyers in this segment are generally characterized by pronounced consumption-oriented behavior and relatively low purchasing power. Their primary objective is to acquire the most affordable range of goods and various products in terms of price accessibility.

At the level of status-related needs, consumer purchasing behavior is associated with the acquisition of products that, alongside satisfying various needs, enable buyers to emphasize their affiliation with a higher social status.

For the customer segment characterized by the satisfaction of social utility-related needs, an important consideration is the opportunity to contribute to social and charitable projects through purchases made to satisfy their own needs. Among buyers belonging to this segment, brand integrity plays a pivotal role.

This factor largely explains why numerous companies representing brands with regional and international reputations, both in the agro-processing sector and across various other industries, allocate a certain proportion of their revenue, within the framework of their Corporate Social Responsibility (CSR) policies, to financing various socially oriented initiatives and projects that promote sustainable development.

Representatives of the segment characterized by social utility-related needs predominantly prefer to pay a relatively higher price in exchange for purchasing products from brands that demonstrate a strong commitment to social responsibility in the marketplace. Buyers belonging to this segment are generally characterized by medium, upper-medium, and high purchasing power.

According to a study conducted by the E+Change and Better agencies, the vast majority of contemporary consumers, approximately 86%, expect brands to implement large-scale and continuous sustainable development initiatives. Furthermore, 52% of respondents believe that both established brands and those in the development stage should play a significant role in socially oriented initiatives, while 76% emphasize their involvement in environmentally oriented projects.

The study findings indicate that 64% of contemporary consumers are more inclined to purchase products offered by brands demonstrating a high level of integrity, whereas 74% of target customers consider discontinuing their patronage of brands that demonstrate undesirable social responsibility practices.

The research findings also indicate that, for approximately 56–57% of contemporary buyers, the presence of social responsibility is an important consideration when choosing a

consumer product or service. Moreover, approximately 60% of modern customers express greater trust in brands distinguished by their commitment to corporate responsibility [4].

The application of the proposed model within the agri-food system would be particularly relevant for conducting accurate behavioral analysis and market segmentation based on the classification of customer needs in the target market.

In marketing practice, the application and adaptation of the FMCG model, taking into account the specific characteristics of agro-processing marketing, plays an important role in synchronizing sales activities and marketing policies with the behavioral characteristics of the target segment [5].

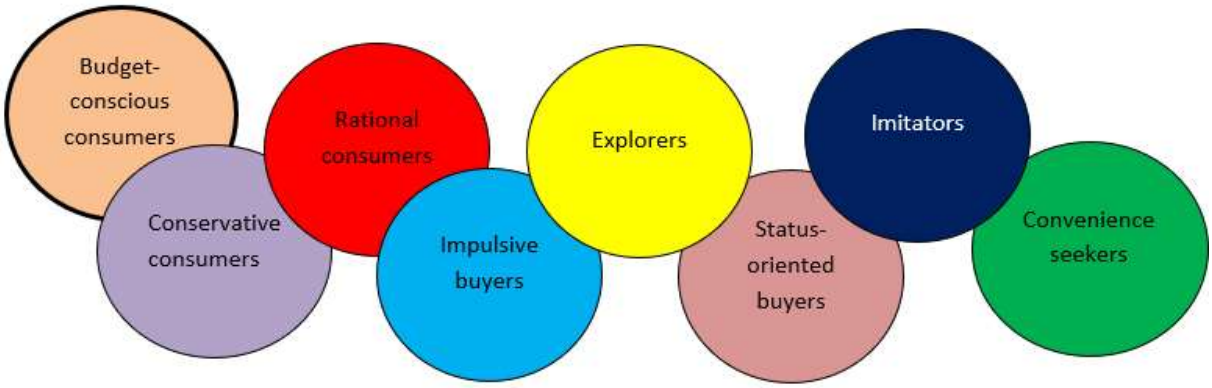

Fig. 5 A Strategic Approach to Buyer Segmentation in Agri-Food Marketing Based on the FMCG Model

In today's marketplace, the budget segment constitutes an integral part of the agri-food system. This segment often includes not only consumers with limited financial resources but also buyers with medium and upper-medium income levels. Therefore, the price–quality ratio is considered the primary determinant of customer satisfaction within this segment. Alongside ensuring sufficient competitiveness when targeting this consumer group, it is important to take into account its high sensitivity to discounts and promotional offers.

Rational consumers are also generally inclined to prioritize the price–quality ratio, whereas conservative buyers tend to prefer brands with which they have already established positive experiences. Unlike rational consumers, buyers with conservative behavioral patterns are distinguished by long-term brand loyalty. Minor price fluctuations in the market do not have a significant impact on the consumer behavior patterns of this segment.

In marketing practice, emotion-driven purchases play a particularly dominant role among exploratory and impulsive consumers. Explorers within these segments are more inclined to seek products distinguished by certain innovative features, whereas among impulsive buyers, unplanned purchases driven by immediate emotions and situational influences play a more significant role.

Representatives of the status-oriented segment differ considerably from all other buyer groups in terms of their consumer behavior. Their preference for premium-category products is primarily driven both by their previous positive experiences with particular brands and by the motivation to express their identity and social status through purchasing decisions. Unlike imitators, this segment is clearly distinguished by both its high purchasing power and its pronounced resistance to emotionally driven purchases.

Conclusion

In summary, examining the specific characteristics of strategic-level marketing tools in marketing practice, it can be concluded that within the agro-processing system, these tools constitute both a set of complementary models and targeted approaches aimed at improving marketing policies. Market transformations bring about not only continuous changes in buyers' behavioral characteristics but also the development of various practical tools for classifying their needs. Based on the above, this article proposes, as an original contribution, a marketing model for assessing the consumer needs of contemporary buyers, adapted to the specific characteristics of today's consumer market and the challenges facing the FMCG sector [6].

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ՄԱՐՔԵԹԻՆԳԱՅԻՆ ՊՐԱԿՏԻԿԱՅՈՒՄ ՌԱԶՄԱՎԱՐԱԿԱՆ ՄԱԿԱՐԴԱԿԻ ԳՈՐԾԻՔԱԿԱԶՄԵՐԻ ՅՈՒՐԱՀԱՏԿՈՒԹՅՈՒՆՆԵՐԸ և ԱԳՐՈՎԵՐԱՄՇԱԿՄԱՆ ՀԱՄԱԿԱՐԳՈՒՄ ԴՐԱՆՑ ԿԻՐԱՌՄԱՆ ՆՐԲՈՒԹՅՈՒՆՆԵՐԸ

Զ.Մ. Բաղրյան

Հայաստանի պետական տնտեսագիտական համալսարան

Ռազմավարական մարքեթինգն իրենից ներկայացնում է տարբեր տեսակի շուկայավարման գործիքակազմերի ամբողջություն, որոնք են մարքեթինգային ռազմավարությունների մշակման գլխավոր հենասյուներ: Միջազգային մարքեթինգային պրակտիկայում շուկայավարման գործիքակազմերը նույնպես ենթարկվում են որոշակի տրանսֆորմացիաների՝ պայմանավորված արհեստական բանականության զարգացմամբ և շուկայական իրավիճակների շարունակական փոփոխմամբ: Աշխատանքում իրականացված ուսումնասիրությունները հիմնականում կենտրոնացված են և մարքեթինգային ռազմավարությունների մշակման մոտեցումների բարելավմանը, և ագրովերամշակման համակարգում դրանց թիրախային ներդրման մեխանիզմների կատարելագործմանը: Ագրոպարենային համակարգի առանձնահատկություններից ելնելով, ներկայացված մարքեթինգային մոդելները և առաջարկվող գործիքակազմերը հիմնականում ուղղված են սպառողական ուղղվածությամբ պրոդուկտների մշակման լավարկմանը, ինչպես նաև ժամանակակից գնորդների պահանջմունքների թիրախային դասակարգմանը: Ելնելով վերոնշյալից հոդվածում որպես նորարարություն է դիտարկվել շուկայավարման պրակտիկայում գնորդների պահանջմունքների դասակարգման ժամանակակից այնպիսի մոտեցում, որը մի կողմից՝ համադրելի է այժմյան գնորդների վարքագծային առանձնահատկություններին, իսկ մյուս կողմից ժամանակակից մարքեթինգային ռազմավարությունների մշակման պահանջներին:

Բանալի բառեր. մարքեթինգային բրիֆինգ, բրենդի խոցելիություն, կարգավիճակային պահանջմունքներ, բյուջետային սեգմենտը, FMCG մոդել, թիրախային շուկա

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ОСОБЕННОСТИ ИНСТРУМЕНТАРИЯ СТРАТЕГИЧЕСКОГО УРОВНЯ В МАРКЕТИНГОВОЙ ПРАКТИКЕ И НЮАНСЫ ЕГО ПРИМЕНЕНИЯ В СИСТЕМЕ АГРОПЕРЕРАБОТКИ

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Стратегический маркетинг представляет собой совокупность различных маркетинговых инструментов, которые выступают основополагающими элементами разработки маркетинговых стратегий. В международной маркетинговой практике маркетинговые инструменты также подвергаются определённым трансформациям, обусловленным развитием искусственного интеллекта и непрерывными изменениями рыночной конъюнктуры. Исследования, проведённые в рамках данной работы, преимущественно сосредоточены, с одной стороны, на совершенствовании подходов к разработке маркетинговых стратегий, а с другой — на совершенствовании механизмов их целевого внедрения в системе агропереработки. С учётом специфики агропродовольственной системы представленные маркетинговые модели и предлагаемый инструментарий направлены преимущественно на оптимизацию разработки продуктов потребительской направленности, а также на целевую классификацию потребностей современных покупателей. Исходя из вышеизложенного, в статье в качестве инновационного элемента рассматривается современный подход к классификации потребностей покупателей в маркетинговой практике, который, с одной стороны, соответствует поведенческим особенностям современных покупателей, а с другой — требованиям, предъявляемым к разработке современных маркетинговых стратегий.

***Ключевые слова*:** маркетинговый брифинг, уязвимость бренда, статусные потребности, бюджетный сегмент, модель FMCG, целевой рынок.

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