

THE FEATURES OF ADVERTISING OF DAIRY PRODUCTS IN UKRAINE

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Annotation . The basic methods and techniques for promoting dairy products are considered in the article. Factors of influencing on buyer's decisions in choosing products are defined. The features of advertising of dairy products in Ukraine are investigated on the example of domestic manufacturers - PJSC «Yahotynsky maslozavod» and its affiliate «Yahotynske for children». Also the expediency of use of Internet advertising is proved.

Keywords: demand, advertising, consumers, dairy products, online advertising.

I. Introduction

There are a large number of buyers in the market, and many sellers who are seeking to interest their products (services) as many consumers as possible. But not every manufacturer is a virtue, since it is necessary to pay considerable attention to the analysis of the emergence of new media advertising, conveying information to the end consumers. This is not an easy task, it requires a lot of professional effort, time and money, as technical progress is not necessary on one place and rapidly changing technological trends. Therefore, the manufacturer that has set a goal to increase the number of customers or number of purchases made by them must be willing to change the source, method of advertising their products to fit the trends and the relevance of the media, and not to cling to old stereotypes and keep up with world development.

II. The statement of the problem

Topicality of the research lies in the fact that every manufacturer who seeks to be popular among buyers, increase the number of loyal customers, to increase sales of their products/services must analyze, explore, and follow all new trends in

advertising of the goods. When a firm has already found the target audience should not dwell on this, and should interest new customers, should to inform about the novelties of production of existing customers. But it's not so easy to do, since the credibility of the same media changes: reduced due to lack of demand or rapidly increases with a proportional increase in their importance in society. Therefore, all these trends need to track down that advertising campaigns were implemented actual. When the company does not fixate on one method and developing the advertising appeal, which will be interesting for different sources of information, monitors development trends, it becomes known and a new range of consumers. If an entity analyses the sources and media that pay attention to buying it, it increases the loyalty of existing consumers. Such actions allow the company to strengthen its position even during difficult economic downturns.

A lot of domestic scientists and foreign scientists worked on this subject. These include Balabanova L. V., Lukyanets T. I., Romat E. V., Ahrens, W., Bove K., Dayan A., Troadec A., Troadec L., Sandig H. etc.

The aim of the study is to study the main features of advertising of dairy products in Ukraine.

III. The result

The Ukrainian market of dairy products contains a large number of manufacturers and items. The competition is quite strong, because the unshakeable leading positions in major world-known leading companies («Danone», «Wimm-bill-Dann»), which do not lose vigilance and vengeance are increasing the number of consumers are entering the market with new products.

Domestic production of the dairy industry is in great demand both in Ukraine and abroad (exported to Georgia, Kazakhstan, Moldova, Egypt, etc) [1]. In 2016 some of Ukrainian producers (PJSC «Zhytomyrsky maslozavod», affiliate of PJSC «Yahotynsky maslozavod» «Yahotynske for children», etc.) received permission to export products to Europe, which indicates its high quality, compliance and conformity with all European standards [1; 2]. This opens up great prospects for scientists who are developing new value-added dairy products for businesses and

manufacturers that will be able to become known for quality products and commitment to customers.

Despite the fact that dairy products are always in high demand among the Ukrainian population, they are actively advertised as it is delivered to consumers information about new products, useful features, competitive advantages and benefits. Manufacturers of dairy products in its advertising are focused on the naturalness and tradition, maintain confidence in its high environmental performance [3].

Advertising of dairy products can be found almost everywhere, but not all of it is relevant, interesting and effective. This is due to the fact that the outdated methods of advertising do not attract the attention of consumers, not interested in them because everybody knows about the usefulness and naturalness (as noted in his addresses most manufacturers) and it is not a surprise.

Let us consider some peculiarities of advertising of dairy products in Ukraine on the example of domestic producers, such as PJSC «Yahotynsky maslozavod» and its affiliate «Yahotynske for children».

Advertising is the most popular source of delivering the new required information. Advertising dairy products has always demonstrated its naturalness and usefulness. Heroes commercials are mainly happy family («Selyans'ke»), images from cartoons (as in advertising «Prostokvashino»), or cows that graze on pure pastures and the like. These videos evoke pleasant emotions, which are moving in a positive perception of the product brand. But this trend of consumers' perception of advertising messages a thing of the past, because not all trust what is said in advertising (especially of the extreme usefulness, absence of GMO). It was under the influence that advertising messages from different manufacturers have many features in common, they become invisible to buyers and it is difficult to distinguish one manufacturer from another.

PJSC «Yahotynsky maslozavod» developed and aired a fairly simple, concise, understandable advertising. Her characters are family too, but they are shown in a special way, namely, the mother starts her morning, savoring the «cheese for

breakfast», then «cup of coffee with milk» (hereinafter referred to butter and cream manufacturer), in the evening, the family drink «Cocoa with milk», «on the night of the Gerolakt glass». Yes, and the story in the video formed the poetic language, and articulated, accompanied by a cheerful tune that is easy to remember by consumers. Thus, the manufacturer shows one day in the life of Ukrainian families, not directly pointing to what you need to eat a variety of dairy products throughout the day, that is healthy and nutritious for everyone (from the child and to the elderly). This form of presenting information when not use stimulating phrases and clearly show all the advantages of the product receiving considerable attention, is remembered and evokes pleasant associations with the brand.

Another interesting is this manufacturer is this: on a colored background (for each type of dairy product selected color, for example, for milk – blue, for cheese – red) shows the principal products of the manufacturer, plays a pleasant melody, and at the end of the video the slogan of the company – «Yagotynske - for the family! Now nationwide». This is often found on the Internet in the form of banners and demonstrated in front of the inclusion of some series, programs.

In social networks «Vkontakte» and «Odnoklasnyky» was carried out a survey of 100 respondents of different ages (was chosen exactly these two social networks to be able to evaluate the opinion of customers of different ages from 16 to 50 years) about where they often pay attention to advertising of dairy products and pay attention at all. From the given answers were: «Internet sources», «printed materials», «television», «advertising on the streets», «advertising in points of sales», «don't pay attention to advertising». The results of the survey: «Internet sources» (48 %), «printed materials» (6 % of persons), «television» (21 % of persons), «advertising on the streets» (8 % of individuals), «advertising in points of sales» (10 % individuals), «don't pay attention to advertising» (7 %). As you can see, online advertising is the most visible to users (even if it is a certain way to distract them, users are not indifferent, because emotions arise, and this is the main task of the advertiser). But advertising on television and in the areas of sales product will not remain without attention of buyers, although less of their share.

The extreme popularity of the Internet as media and advertising suppliers to users due to the fact that the Ukrainian population actively use a variety of gadgets almost around the clock (most of the day), so delivering information in this form is more appropriate. It is also associated with the fact that people now don't have the time to just sit in front of the TV, watching. Using the Internet is easier to track the reaction of users on advertising, to quickly respond to changes in their behavior and preferences. PJSC «Yahotynsky maslozavod» uses Internet-advertising (banners and commercials before various domestic programs, for example, before some editions of the program "Master chief"). Modern consumers prefer more mobile means of information than television, so this is is relevant, but we should not abuse it, not to annoy the customers.

The domestic market changes associated with the increasing influence of advertising on children's audience in recent years. The main trend is the use of children in the making of dairy products, striking packaging. We are talking about dairy products of baby food (well-known products «Yagotynske for children» – yogurt, cereal, cheese, yeast, milk).

Brand «Yagotynske for children» is trying to attract the attention of children by using cartoon advertising, which is announced in verse childish voice (which is easy to remember the kids and the parents who act as buyers (focusing their attention on the usefulness of products, production of yogurt, milk, yogurt in glass containers, which underlines the fact that the manufacturer cares about the health of children). Manufacturer interest the children with music, rhymes, and playful is what attracts kids' attention to their products.

IV. Summary

Summing up, it should be noted that producers should monitor media development trends, change of the advertising message, developing their original, valid, relevant and interesting for consumers. Companies that want to be famous, should go in step with time, finding out all the latest news in the life of the clientele and this will give you the opportunity to contact with them, to have a positive relationship. Therefore, the derivation of new products these firms will be

easier to get in touch with consumers, knowing how to convey them this information, so that buyers perceive it positively.

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