

REGIONAL POLICY OF FORMING BRAND ATTRACTIVENESS OF AGRARIAN REGIONS

BUDNIKEVYCH Iryna¹, HAVRYSH Iryna²¹Yuriy Fedkovich Chernivtsi National University
<https://orcid.org/0000-0002-5466-6532>e-mail: i.budnikevich@chnu.edu.ua²Yuriy Fedkovych Chernivtsi National University
<https://orcid.org/0000-0001-7228-1022>e-mail: i.gavrysh@chnu.edu.ua

The relevance of the article is determined by the need for systematic and competent support of brands in the agricultural sector and agricultural regions of Ukraine using modern strategically oriented marketing and branding tools.

The purpose of the article is to research theoretical and practical aspects of regional policy in forming the attractiveness of agricultural region brands; to substantiate the architecture of brand attractiveness marketing policy based on STP marketing methodology.

The research was conducted at theoretical and empirical levels, based on the modern concept of regional development, which involves forming attractiveness by focusing on the needs, expectations, values, and utilities of the region for defined target audiences, creating a comfortable environment for living, doing business, investing, and visiting within its boundaries (or in partnership with neighboring regions).

The regional policy for forming the attractiveness of an agricultural region brand is defined as a set of goals, tasks, intentions, actions, methods, means, institutions aimed at attracting target audiences' attention to the agricultural region, developing, legitimizing, and supporting the brand of the agricultural region. It is emphasized that the regional brand attractiveness policy is developed and implemented by territorial authorities with active participation from community members, agricultural producers (farms, holdings), professional associations, scientific institutions, representatives of processing, logistics, distribution infrastructure, and other stakeholders; formalized in regional development programs and strategies. It is noted that such a policy is based on modern organizational, financial, marketing tools, which positively impact the business, investment, innovation, tourism, social, migration, environmental, and infrastructural attractiveness of the region, considering national, regional, and local interests.

The feasibility of applying the STP marketing technology in the regional brand attractiveness policy of an agricultural region is proven in the article, which allows identifying and engaging target audiences of the agricultural region through systematic and consistent segmentation, targeting, positioning procedures and developing strategic, tactical, and operational marketing activities based on them. At the strategic level, segmentation technology is applied to highlight groups with similar needs and perceptions of the region's brand attractiveness; at the tactical level, targeting procedures are used to assess the region's brand attractiveness for different target audiences and to form a set of marketing mechanisms creating new attractiveness that meets the target audiences' interests; at the implementation level, positioning of the region is carried out, understood as forming the correct perception of the agricultural region's brand among the target audiences.

The article presents measures within France's regional policy for developing agricultural regions, which today aims to develop the attractiveness of specific territories for living and employing new residents through special programs and strategies, which are advisable to implement in the practice of Ukrainian regions. Examples of strategies for increasing the attractiveness of agricultural regions in Germany illustrate a wide range of opportunities and unique proposals that German regions implement for new modern positioning, strengthening, and updating their brand.

The necessity of applying a marketing approach to increase the regions' attractiveness to youth is substantiated, which involves not pressure to study, live, work in the agricultural region, but correct persuasion, that is, using marketing technologies and tools that promote the need for youth in the region, demonstrate opportunities for self-realization, self-development, career building in the region.

It is concluded that the regional brand attractiveness policy of an agricultural region is long-term, flexible, adaptive, oriented towards increasing the attractiveness of the regional product and brand compared to other regions not only for residents but also for other target groups. Branding of an agricultural region forms and manages a composition of unique features, attributes, characteristics, and advantages of the region, allowing the region to position itself successfully, differentiate from competitors, and create a positive perception of the regional brand. The architecture of the marketing policy for the agricultural region's brand attractiveness is based on the STP marketing attractiveness model "strategy - tactics - implementation".

Keywords: branding, agricultural/agrarian region, agricultural/agrarian region brand, regional attractiveness policy, regional policy, marketing approach, STP marketing, marketing tools.

<https://doi.org/10.31891/mdes/2024-11-42>

INTRODUCTION

According to the results of a research by The Business Research Company [13], the global value of the agricultural market in 2023 reached \$13,146.53 billion, which is 12.2% of world GDP. Experts identify that the main factors in the development of the agricultural market are high demand for high-quality agricultural products, increasing consumer awareness of health and physical fitness, changing consumer preferences in favor of healthier and more diverse diets, changing stylistic characteristics, rapid population growth (according to forecasts, up to 10 billion in year 2050) and favorable government initiatives. It is predicted that by 2033, the annual growth rate (CAGR) will remain at the level of 7.7%, and the value of the industry will increase to \$193 billion, despite the challenges in the recent years. The main predicted trends relate to agricultural technology innovations, autonomous agricultural equipment, the introduction of farm management software, the development of agricultural brands, new marketing tools, the expansion of agribusiness and agricultural regions, and the use of artificial intelligence.

The agricultural sector and agricultural regions of Ukraine are recognized brands, the support of

which requires systematic marketing, competent branding, and the use of modern strategically oriented tools and technology. Specialists of AGRO Marketing Agency note that “against the threat of the Covid-19 virus and the war in Ukraine, European agricultural business has shown an extraordinary level of resilience and adaptability. And although food inflation somewhat increased, it remained under control. In such conditions, it is difficult to predict the future state of the market, but it can be said with confidence that competition on it is gaining momentum” [11]. Competition attracts marketing activity and attention to one's own brand not only of agrarian business entities, but also of agrarian regions, which must update and adapt their development strategies. The construct of a region's brand includes immanent features and characteristics of the region, various tangible and intangible components that form its special value (business, investing, consuming, valueological, practical, emotional, cognitive) for defined target audiences. Measures, tools and technology of regional attractiveness policy allow agricultural regions to respond with flexibility to changes in the external environment, to the state of national and international agricultural and related markets, to form and use competitive advantages to maintain or improve their attractiveness for defined target audiences, to form mutually beneficial strategic partnerships, promote the regional brand on the national and international markets, etc.

LITERATURE REVIEW

The study of the specifics of agrarian regions and the problems of forming and supporting brands of agrarian regions was developed in the works of foreign (researchers from China and India have been active recently) and domestic scientists, in the reports of consulting and marketing companies as well as professional associations. The role and place of the brand of rural and agricultural territories is researched by O. Pavlov and I. Pavlova [5; 6], H.G. Fan and F. Meng [15], the influence of European integration processes on the formation and development of the brand of agrarian territories - S. Gazuda, Ya. Almashii, L. Gazuda, L. Kovalska, S. Suvorova [4; 16], O. Popelo and O. Perepelyukova [7], demand factors for agricultural brands - Ch.T. Zhang and J. Lu [32], E. Wang et al. [30], directions for supporting the sustainability and environmental friendliness of the brand of agrarian territories - Yu Liu and X. Wang [21], marketing tools for the development of the tourism brand of an agrarian region - S. Rabiosi [26], A. Hyalager, R. Johansen [17], K. Sidali, E. Kastenzholz and R. Bianchi [27], marketing approach to the development of territories and regional attractiveness policy - I. Havrysh, I. Budnikevych [1-3], V. Chuzhikov [12], scientists of the M. Dolishnyi IRD [9; 10] and others. However, the issue of the participation of regional authorities and local self-government bodies in the formation and maintenance of attractiveness of the brand of an agrarian region is currently insufficiently researched and requires further development.

THE PURPOSE OF THE ARTICLE

The purpose of the article is research of theoretical and practical aspects of the regional formation of brand attractiveness of agrarian regions policy; justification of the structure of a marketing brand attractiveness policy based on the methodology of STP-marketing.

MATERIALS AND METHODS

This research is conducted on theoretical and empirical levels, based on a modern concept of region development which involves forming the regions' attractiveness, focusing on the needs, expectations, value and usefulness of a region to defined target audiences, creating in its boundaries (or in partnership with neighboring regions) a comfortable environment for living, doing business, investing and visiting. The sequence of the scientific research was achieved by the logical generalization method. The analogy method allowed us to define the term “regional policy of brand attractiveness of agricultural regions”. Theoretical and system-structural analysis allowed to generate a conceptual model of brand attractiveness of a region based on the methodology of STP-marketing “segmentation – targeting – positioning”. Cabinet analysis, the observation and generalization method presented the opportunity to select examples of strategies and successful cases that confirm the activity and competence of European regions in the implementation of increasing the attractiveness of agricultural regions policy for various target audiences. The methods of analysis and synthesis were used in determining directions of implementation of foreign experience in the practice of increasing the attractiveness of the regions of Ukraine. The process approach is embedded in proposals for the development and implementation of the branding program of the agricultural region and the formation of its positive image.

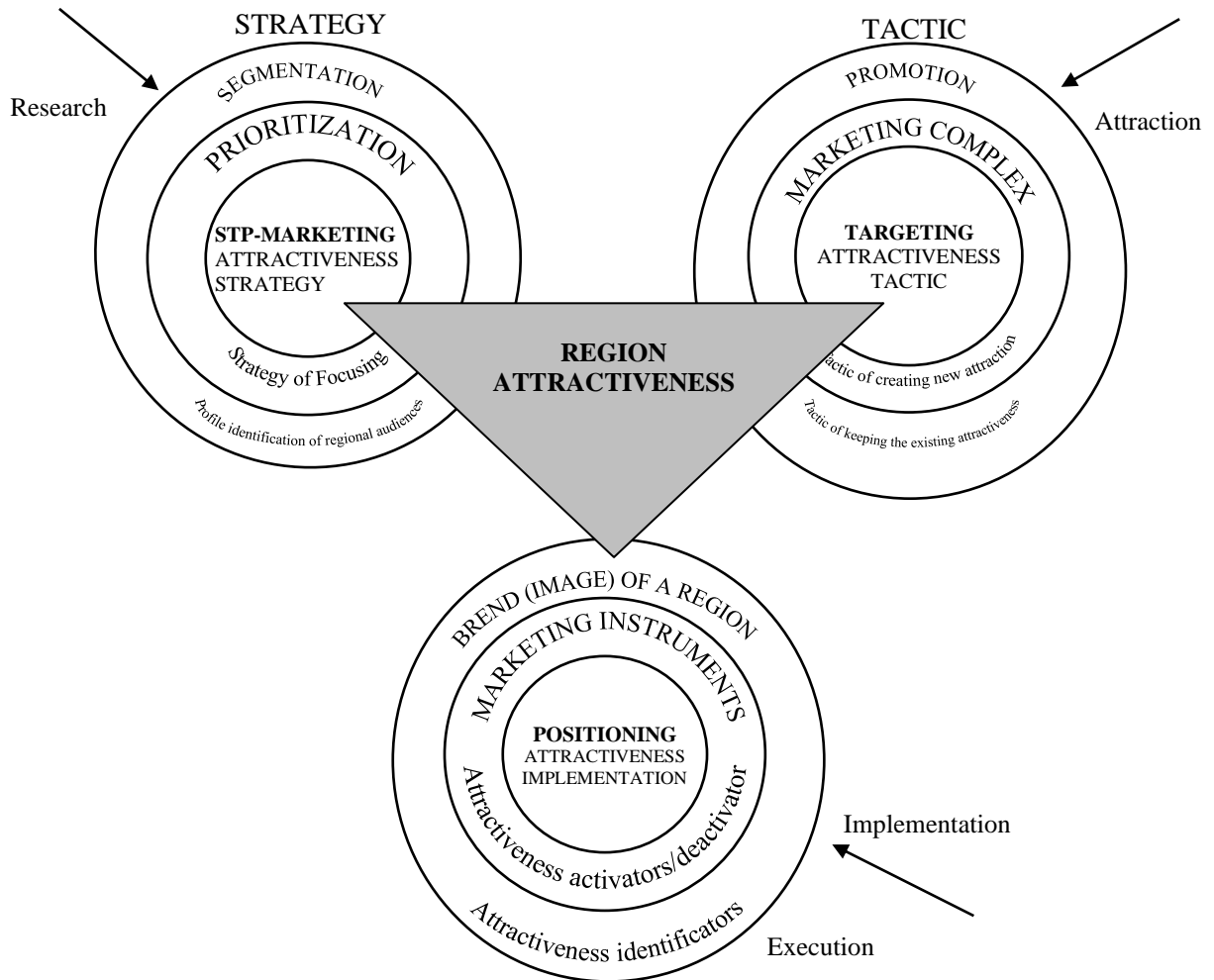
RESULTS AND DISCUSSION

Branding of the agricultural region includes the development of a unique image and marketing strategy for the agricultural region, which can contribute to its economic development and attraction of investments. Without systematic program support, without a developed regional policy, without modern mechanisms and tools, the brand of the agricultural region will not be a successful competitor. In our previous works [2; 3], we formed a definition of the regional policy of attractiveness, which we adapt here to the policy of forming and maintaining the attractiveness of the brand of an agrarian region: "The regional policy of forming the attractiveness of the brand of an agrarian region includes a set of goals, tasks, intentions, actions, methods, means and institutions, which are aimed to attract the attention of target audiences to the agrarian region, developing, legitimizing and supporting the brand of the agrarian region; is developed and implemented by local authorities with the active participation of community members, agricultural producers (farms, holdings), professional associations, scientific institutions, representatives of the processing, logistics and distribution infrastructure as well as other stakeholders; is formalized in regional development programs and strategies; is based on modern organizational, financial and marketing tools that have a positive effect on the business, investment, innovation, tourism, social, migration, environmental and infrastructural attractiveness of a region, taking into account national, actually regional, and local interests".

The regional brand attractiveness policy of an agrarian region should be long-term, flexible, adaptable, focused on increasing (sometimes decreasing) the attractiveness of a regional product and regional brand compared to other regions, not only for residents, but also for other target groups - investors, businesses, visitors, tourists, population and entrepreneurs of other regions, subjects of regional, national and international levels. If we consider the business attractiveness of agrarian regions, the marketing policy of attractiveness is focused on organizations and individual entrepreneurs who are engaged in cultivation, production, processing, storage, transportation and sale of agricultural products, including organic farmers, local artisans, producers of crafted local products, representatives of food retail trade, quality insurance agencies and areas of regional initiatives.

In the regional policy of attractiveness of the brand of an agrarian region, it is advisable to apply the STP-marketing technology, which is aimed to find, identify and attract the target audiences of the agrarian region through the systematic and consistent implementation of segmentation, targeting and positioning procedures, as well as the development of strategic, tactical and operational marketing measures based on them. The structure of the marketing policy of attractiveness of the brand of an agricultural region is based on the attractiveness model of Philip Kotler [19; 20] and takes the following form (pic.1).

On the strategic level (the first circle "Strategy") segmentation technology is used, which allows to identify groups with similar needs, ideas, preferences, behavior and perception models of a region's brand appeal in the target audiences. The basis of segmentation is the formation of a set of criteria and signs of attractiveness of the brand of an agricultural region for each target audience and sub-audiences. The strategic approach assumes that segmentation should form general profiles of all target audiences that consider the brand of a region from the point of view of attractiveness, and determine their priority (which of the audiences is the most desirable for the region). The tactical level (the second circle "Tactics") applies targeting procedures, which include assessing the attractiveness of the brand of an agricultural region for various target audiences and forming a set of marketing mechanisms that either maintain or reduce existing attraction or create new attraction that meets the interests of target audiences. Targeting allows to include an optimal set of elements of the marketing complex in regional attractiveness programs, which will direct efforts to those groups of target audiences that will respond positively to their valuable proposition faster than others. For example, in Slovenia, to prevent migration of their population (especially young people) from rural areas to cities, the Fund for Regional Development and Preservation of Rural Settlements was created, which uses the following financing tools: investment incentives and transfers to municipalities; subsidies to companies for initial investment and creation of jobs; loans to municipalities for joint financing of economic infrastructure and development of infrastructure projects; loans and guarantees to companies engaged in agricultural business; capital investment in specific projects of state importance; transfers of state capital to municipalities for the purpose of joint investment in regional development projects for efficient re-use of state capital (for example, real estate, natural resources, etc.) [8].



Pic. 1. The conceptual model of attractiveness of a region's brand is formed on the basis of the STP-marketing methodology "strategy - tactic - positioning"

Source: adapted for regional brand appeal based on [20]

On the implementation level (the third circle "Implementation") the positioning of a region is carried out, which means the formation of the correct perception of a brand of an agrarian region in the circle of target audiences. If the position of the region is clearly defined by certain features and corresponds to the agreed interests of actors and the region in the perception of target audiences, the main marketing efforts are focused on supporting and consolidating the existing brand, image, and image of the agrarian region. In case the attractiveness of an agrarian region requires a change of emphasis to more relevant (characteristic, important) features for the target audience that were not considered or promoted earlier, it is necessary to choose an adequate set of marketing tools that will change the position of attractiveness in the perception of the target audience and lead to a better loyal treatment. If a certain target audience is undesirable for the agrarian region (harmful non-ecological production, inefficient management, excessive use of fertilizers, cultivation of certain crops, consumerist attitude to the land, use of unethical labor), counteracting and demarketing measures are developed.

France demonstrates a number of interesting instruments of regional policy, aimed mainly at leveling the differences between capital and province, city and countryside. In 1964, a decentralization subsidy was introduced, which provided compensation for the relocation of industrial production from the Paris region to other regions of the country: 1) a grant of up to 25,000 francs for each job created in a new business location (for small and medium-sized businesses, the first part of the program applied in the case of moving to any zone, except for the Paris region; for large companies - only in the case of moving in the field of regional development); 2) a grant for each employee of the company who agreed to move with the company. However, the ability to receive and uncontrollably distribute social transfers, as a result of the redistribution policy, may reduce the incentives of regions to find/create attractive settlement, investment, and business conditions. Regional policy measures aimed at the target audience "Residents"

(table 1) allow to achieve optimal results, reduce the level of existing disparities and contribute to finding the solution to problems relevant to these territories.

Table 1

Measures to increase the attractiveness to settle in the regions of France, which are expedient to use in Ukraine

Territorial level	Essence, directions and tasks
Big cities	Encouraging the expansion of urban centers, increasing population density, developing the functions of cities, overcoming the negative consequences of urbanization - pollution of the urban environment, economic and social segregation
Cities and suburban settlements	Increasing and simplifying conditions for cooperation and inter-municipal cooperation; development of special development strategies (conurbation projects) aimed at economic and social cohesion; joint spatial and urban planning; development of transport infrastructure; implementation of joint construction projects; development of a common environmental policy.
Medium cities	Increasing economic activity, developing transport infrastructure and tourism, improving the quality of education and medical services, involvement in cooperative projects with larger cities and agglomerations.
Suburban areas	Development and implementation of the concept of a multifunctional suburban area, which includes public, residential and integrated industrial zones, logistics services, service facilities. Creation of jobs for qualified workers, employment programs for women with children, formation of service infrastructure. Improving the quality of living and doing business.
Villages and agricultural areas	Tourism development programs. Development of ecological activities. Programs to preserve farming, support small craft and manufacturing enterprises. Development of regional preferences for tourism. Financial support for projects that contribute to the creation of jobs in rural areas in specific areas (preserving natural, cultural and tourist heritage; rational use of biological resources; housing a new population; technological innovations in farming, craft and industrial production, as well as in the service sector) . Measures to improve living conditions in rural areas (improvement of access to high-quality housing; modernization of public services; simplification of access to information and communication technologies by expanding the coverage area of mobile communications and high-speed Internet). Measures for the preservation of natural parks and reserves, mountain pastures, rational use of territories, development of the park zone, ban on the construction of objects, ensuring and maintaining the ecological balance. Development of mountain tourism. Educational programs for improving the qualifications of employees. Language courses.

Source: compiled by the author [3] based on [22; 24; 25; 29; 31]

Measures within the framework of France's regional policy on the development of agricultural regions are useful for the regions of Ukraine, which today is aimed at developing the attractiveness of certain territories for the residence and employment of immigrants with the help of special programs and strategies. Programs to increase the settlement attractiveness of agricultural regions of France are developed, taking into account the specifics of their individual types. For new rural areas, where there is a high population density due to excess flows of migrants, programs for the development of tourism and ecological activities are being formed. For agro regions in crisis and agro regions of agricultural renewal (in French "zones de réactivation rurale"), regional programs are aimed at solving structural, social and economic problems [29, p.79-80]:

- preservation of farming, support of small craft and manufacturing enterprises;
- expansion of tax benefits of tourism and allocation of transfers for the development of innovations;
- financial support for projects that contribute to the creation of jobs in the specific areas of rural areas (preserving natural, cultural and tourist heritage; rational use of biological resources; accommodation of a new population; technological innovations in farming, craft and industrial production, as well as in the service sector [28, p.3-6]);
- programs to improve living conditions in rural areas (improvement of access to high-quality housing; modernization of public services; simplification of access to information and communication technologies by expanding the coverage area of mobile communications and high-speed Internet);
- measures to preserve natural parks and reserves, mountain pastures, rational use of wetlands.

The development of the processes of using marketing and branding in the regional practice of Ukraine is quite similar to the experience of local communities in the regions of Germany - the tools of marketing and branding of territories at the first stages were not innovative in nature, but rather imitative [23]; the practice of territorial marketing and management was implemented mainly for the benefit of urban actors and local production enterprises, that is, it was limited, in fact, to the classical principles of urban planning, economics and sociology [18]. Today, however, German cities and regions implement new

strategies to create attractiveness for visitors and investors, based on the concept of targeting a certain target group, which forms the basis of a territorial brand and activates it. In Table 2, we provide examples of strategies for increasing the attractiveness of agricultural regions of Germany, which clearly illustrate a wide range of opportunities and unique offers implemented by German regions for new modern positioning, strengthening and updating the brand, creating an original image aimed to attract specific target audiences - potential farmers, investors and businesses, visitors and tourists, additional workforce, new socially active residents, etc.

Table 2

Separate strategies for creating the attractiveness of agricultural regions in Germany

Strategy	Target audience	Implementation tools
A new way of life	Youth subcultures with active movement and intentional, provocative mobility	Holding pan-European and worldwide competitions in non-traditional youth sports and other attractions for youth subcultures in rural areas
Educational networks	Students of Central and Eastern Europe	<ul style="list-style-type: none"> - Implementation of new areas of educational activity (Sunday university, college for pensioners, public academy). - Activities of intercultural communication, exchange of pupils, students, teachers, entrepreneurs. - Search for new ways of professional orientation (Jobkompass - professional compass), training of specialists, introduction of new forms of training with an orientation to practical entrepreneurial activity. - Creation of training centers, development of socio-pedagogical concepts for training disabled people, people with incomplete education and people who have no education at all.
Innovative economy of the periphery	Residents of rural areas, small and medium-sized cities	<ul style="list-style-type: none"> - Development of new proposals in the field of education to increase the chances of the local population to participate in the new innovative economy; - Measures to create an attractive image of settlements outside their region; - Increasing the economic efficiency of the specialized activities of the region.
Common interests	Producers and sellers of agricultural products of the region	<ul style="list-style-type: none"> - The measures are aimed at making producers and sellers of agricultural products aware of the fact that they all work for the common interests and for the benefit of the region; - The interaction of various actors is based on empathy, mutual responsibility and regional self-awareness.
Transparent manufacture	Visitors, consumers, tourists	- A continuously repeated marketing process in which the production and sale of a product is embedded in a specific regional cultural context.
The culture of accepting new enterprises	Enterprises that have a serious reputation both at the pan-European and global level	<ul style="list-style-type: none"> - Premiums for placing enterprises in the region (Ansiedlungsprämien) - a significant reduction of taxes over a certain period of time, training of personnel at the expense of the local budget, etc. - Lighthouse policy (Leuchtturmpolitik) - carrying out effective outdoor advertising of the region and declaration of readiness to accept enterprises on the most favorable terms.
Image at the international level	Cosmopolitan elites of the global economy, immigrants looking for a new homeland.	<ul style="list-style-type: none"> - Transformation of the image towards greater internationality and cultural diversity. - Marketing studies of the possible ratio of old and new components of the image, as well as the identification potential of the updated regional / city symbols. - Reducing the attractiveness of undesirable groups of immigrants - representatives of criminal groups, extremists, drug addicts, etc.

Source: compiled by the author [3] based on [14; 18; 25]

Some of these strategies can be implemented to enhance the attractiveness of regions in Ukraine: organizing national, European, and global competitions in non-traditional youth sports; creating attractions for youth subcultures; developing new educational proposals to increase the chances of local populations participating in the new innovative economy; initiatives to create a favorable image of settlements beyond the region; activities aimed at raising awareness among producers and sellers of agricultural products that they all work for the benefit of the region and are responsible for the reputation

of the regional brand. This also includes the interaction of various actors, based on empathy, mutual responsibility, and regional self-awareness; a continuously repeated marketing process where the production and sale of goods are integrated into a special regional cultural context; grants for the establishment of enterprises in the region (Ansiedlungsprämien); "lighthouse policy" (Leuchtturmpolitik) – conducting effective external advertising of the region and declaring readiness to host enterprises under the most favorable conditions.

In managing the optation of the young population of agricultural regions, social marketing technologies are indispensable, which are related to the choice of a particular way of life and activity. The marketing approach does not imply pressure regarding the necessity to study, live, or work in an agricultural region, but rather proper persuasion, demonstrating positive and negative scenarios of choice. Marketing technologies and tools allow promoting the idea of "small homeland", regional patriotism, the need for the region, conducting active events that demonstrate opportunities for self-realization, self-development, and career building in the region, and creating special communication programs that promote the desired image of the region and the future of young people connected with the region in the system of mass communications. For agricultural regions, marketing techniques allow demonstrating to the youth important aspects of future life, such as the cost of living, health, ecology, conditions for creating a family, and raising children. Regions with good logistics present the opportunity to work in a big city but live and spend money in their own region.

An important aspect of the region's marketing policy is the popularization of specialties and professions necessary for the development of the regional economy and social sphere, which will provide the opportunity to earn well, guarantee stable employment, and often do not belong to the top ten most popular, prestigious, fashionable professions. Such a policy should be formed and implemented in close contact with local businesses, large corporations that place their productions in the region, educational institutions in the region, youth organizations, public and state structures. A prioritized direction of education is the preparation of local personnel – advanced training and retraining, ensuring the possibility of freely mastering new technologies, subsidizing managerial, scientific, and entrepreneurial activities. Universities play a special role in implementing modern regional policy and investing in human capital, not only as educational institutions that train highly qualified specialists but also as producers and consumers of innovations.

Branding programs for an agricultural region and forming its positive image are formalized in the following processes: forming a working group to develop the brand concept of the agricultural region; conducting a reputational audit and image analysis of the region; developing measures aimed at popularizing regional and national patriotism; conducting public hearings, discussing regional image programs; participating in international and national rankings (comfort, convenience, investment, credit); organizing or activating the work of the group; actively using the regional "lobby" in all areas of activity; developing and promoting brands of local agricultural producers, craft products; developing and implementing measures aimed at integrating business, government, and youth; conducting competitions among students and youth for the best project to form the image of the agricultural region; creating youth and children's sports-tourism movements of cultural, scientific-technical, sports, and ecological orientation; forming and consolidating a clear positive image of the leaders of the agricultural region; actualizing the personalities of public figures with whom the territory is strongly associated (famous people who were born or lived in the region, as well as those who live and work in the region today); developing a unified style and design of the main attributes of the region; recording videos and films about the life of the region, broadcasting them to different target audiences; publishing image special editions and presentation literature aimed at different target groups; forming a city portfolio for film studios, production companies, development companies [1].

CONCLUSIONS AND FUTURE RESEARCH

The regional policy of forming the attractiveness of an agricultural region's brand includes a set of goals, tasks, intentions, actions, methods, means, and institutions aimed at attracting the attention of target audiences to the agricultural region, developing, legitimizing, and maintaining the brand of the agricultural region. Strategies and programs of regional attractiveness policy are developed and implemented by territorial authorities with the active participation of community members, agricultural producers (farm enterprises, holdings), professional associations, scientific institutions, representatives of processing, logistics, distribution infrastructure, and other stakeholders. Professionally developed territorial programs and development strategies, based on modern organizational, financial, and marketing tools, positively affect the business, commercial, investment, innovation, tourism, social, migration,

environmental, and infrastructural attractiveness of the region, taking into account national, regional, and local interests. The regional policy of brand attractiveness for an agricultural region is long-term, flexible, and adaptive, aimed at increasing the attractiveness of the regional product and brand compared to other regions, not only for residents but also for other target groups – investors, businesses, visitors, tourists, population, and entrepreneurs from other regions, and subjects of regional, national, and international levels. Marketing tools and technologies allow agricultural regions to flexibly respond to changes in the external environment, form, maintain, and use competitive advantages to retain or improve their attractiveness for various target audiences, and promote the regional brand in national and international markets. The branding of an agricultural region forms and manages a composition of unique features, attributes, characteristics, and advantages of the region, allowing it to position itself successfully, differentiate from competitors, and create a positive perception of the regional brand. The architecture of the marketing policy for the attractiveness of an agricultural region's brand is based on the STP marketing model “segmentation – targeting – positioning”. Further research should be directed towards developing specific branding programs for agricultural regions, based on a marketing approach, an effective mix of marketing tools, and continuous monitoring of external and internal environmental factors.

REFERENCES:

1. Budnikevych I.M. Municipal marketing: theory, methodology, practice. Chernivtsi: Chernivtsi National University, 2012. 645 p.
2. Budnikevych I.M., Havrysh I.I. The concept of territorial marketing as a basis for forming and increasing the attractiveness of regions. *Regional economy*. 2016. No. 3. P. 76-85.
3. Gavrysh I. I. Formation and development of attraction of Ukrainian regions: marketing approach. Qualification scientific work on the rights of manuscript. Thesis for obtaining the scientific degree of Candidate of Economic Sciences on speciality 08.00.05 – Development of Productive Forces and Regional Economics. Ivano-Frankivsk, 2017.. URL: https://svr.pnu.edu.ua/wp-content/uploads/sites/5/2018/02/dis_Gavrysh.pdf
4. Gazuda S. M. Mechanism of formation and development of branding of agrarian regions. *Ukrainian Journal of Applied Economics and Technology*. 2024. Volume 9. No. 2. P. 157-161.
5. Pavlov O.I., Pavlova I.O. Rural principles of branding of rural areas of the Southern region of Ukraine: monograph. Odesa: Astroprint, 2019. 288 p.
6. Pavlova I. O. The brand of rural areas as agro-food areas: image advantages and limitations. *Cont. resource*. 2017. No. 9. P. 83–89.
7. Popelo O., Perelyukova O. Peculiarities of formation of branding of agrarian regions in the conditions of European integration. *Economy and society*. 2024. No. 60. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/3671/3601>
8. Kuybida V., Tkachuk A., Zabukovets-Kovachych T. Regional policy: legal regulation. *World and Ukrainian experience*; in general ed. R. Tkachuk. K.: Lesta, 2010. 224 p.
9. Territorial development and regional policy. Stimulating the development of regions on the basis of smart specialization: barriers and mechanisms of implementation: scientific report / science. ed. Doctor of Economics, Prof. Storonyanska I.Z. Lviv, National Academy of Sciences of the National Academy of Sciences. 2021. 155 p
10. Territorial development and regional policy in Ukraine: current problems, risks and prospects of administrative and financial decentralization / National Academy of Sciences of Ukraine. State University "Institute of Regional Studies named after M. I. Dolishny NAS of Ukraine"; of science editor V. S. Kravtsiv. Lviv, 2017. 120 p.
11. Marketing trends in the agricultural industry 2023. Components of success from AGRO Marketin. URL: <https://agromarketing.com.ua/blog/trendy-marketynhu-v-ahroindustrii-2023-skladovi-uspikhu-vid-agro-marketing.html>
12. Chuzhikov V. Regional policy of the European Union. Textbook. K.: KNEU, 2016. 495 c.
13. Agriculture Global Market Report 2024. URL: <https://www.thebusinessresearchcompany.com/report/agriculture-global-market-report>
14. Deutsche Verband für Landschaftspflege e.V.; Verzeichnis der Regionalinitiativen. 2000.
15. Fan G. G., Meng F. Regional image, regional cultural identity and regional brand purchasing behavior of agricultural products - the moderating effect of situational factors. *Jiangsu Agricultural Sciences*. 2018. vol. 46, no. 23, pp. 416–422, 2018.
16. Gazuda, S., Almashiy, Y., Gazuda, L., Kovalska, L., Suvorova, S. (2024). The mechanism of the branding development of agrarian regions in the conditions of the european integration. *Management Theory and Studies for Rural Business and Infrastructure Development*. № 46(1). pp. 112-121.
17. Hjalager A-M, Johansen PH. Food tourism in protected areas–sustainability for producers, the environment and tourism? *Journal of Sustainable Tourism*. 2013;21: 417–433.
18. Hochstadt S. Stadtentwicklung mit Stadtmanagement? Wiesbaden: VS Verl. für Sozialwiss. 2005. 205 p.
19. Kotler Ph., Kartajaya EL, Huan H. D., Liu S. Rethinking Marketing: Sustainable Marketing Enterprise in Asia. Singapore: Prentice Hall Pearson Education Asia Pte. Ltd., 2003. 206 p.
20. Kotler Ph., Kartajaya H., Young S. D. Attracting Investors: A Marketing Approach to Finding Funds for Your Business. John Wiley & Sons, 2004. 246 p.
21. Liu, Y., & Wang, X. (2022). Promoting competitiveness of green brand of agricultural products based on agricultural industry cluster. *Wireless Communications and Mobile Computing*, 2022, 1-18.
22. Loi n 2003-590 du 2 juillet 2003 urbanisme et habitat.
23. Mauer U. Erfolgsfaktoren des Stadtmarketing: Eine theoretische und empirische Analyse mit wirtschaftlichen Schlussfolgerungen, (Studien zur Wirtschaftspolitik, 76), Frankfurt am Main: P. Lang 2003, 354 S.
24. Merlin P. L'aménagement du territoire en France. Paris: La Documentation française, 2007. 174 p.

25. Moser J. Produktion als Repräsentation: die Glaserne Manufaktur in Dresden als Paradigma Dresdner Selbstinszenierung. Zeitschrift für Volkskunde: Halbjahresschrift der Deutschen Gesellschaft für Volkskunde. Jg. 101. 2005. H. 2. P. 171-187.
26. Rabbiosi C. Place branding performances in tourist local food shops. Annals of Tourism Research. 2016;60: 154-168.
27. Sidali KL, Kastenholz E, Bianchi R. Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy. Journal of Sustainable Tourism. 2015;23: 1179-1197.
28. Sollic M., Trouvé A. Développement des territoires de projet :quels enjeux pour les politiques rurales? Working Paper. 2012. 3. Dijon. 12 p. P. 3-6.
29. Spatial Planning and Sustainable Development Policy in France, Ministère des Affaires étrangères, 2006. 96 p.
30. Wang, E., Liu, Z., Gao, Z., Wen, Q., & Geng, X. (2022). Consumer preferences for agricultural product brands in an E-commerce environment. Agribusiness, 38(2), 312-327.
31. Yuill D., Ferry M., Vironen H. New Policy Frameworks, New Approaches. Recent regional policy developments in the EU and Norway. EoRPA Paper 08/1. European Policies Research Centre. University of Strathclyde, Glasgow, 2008. 157 p. P. 123-125.
32. Zhang C.T., Lu J. Research on the influential factors of agricultural product regional brand purchase intention. Soft Science. 2014, vol. 28, no. 10, pp. 96-99

РЕГІОНАЛЬНА ПОЛІТИКА ФОРМУВАННЯ ПРИВАБЛИВОСТІ БРЕНДУ АГРАРНИХ РЕГІОНІВ

БУДНІКЕВИЧ Ірина, ГАВРИШ Ірина

Чернівецький національний університет імені Юрія Федьковича

Актуальність статті визначається необхідністю системної грамотної підтримки брендів аграрного сектору та аграрних регіонів України сучасними стратегічно орієнтованими інструментами маркетингу та брендингу.

Метою статті є дослідження теоретичних та практичних аспектів регіональної політики формування привабливості брендів аграрних регіонів; обґрунтування архітектури маркетингової політики привабливості бренду на основі методології STP-маркетингу.

Дослідження проведено на теоретичному та емпіричному рівнях, базується на сучасній концепції розвитку регіонів, яка передбачає формування його привабливості орієнтуючись на потреби, очікування, цінності та корисності регіону для визначених цільових аудиторій, створюючи у своїх межах (або у партнерстві з сусідніми регіонами) комфортне середовище для проживання, ведення бізнесу, інвестування, відвідування.

Регіональну політику формування привабливості бренду аграрного регіону визначено як сукупність цілей, завдань, намірів, дій, методів, засобів, інститутів, які спрямовані на залучення уваги цільових аудиторій до аграрного регіону, на розробку, легітимізацію та підтримку бренду аграрного регіону. Наголошено, що регіональна політика привабливості бренду розробляється та реалізується органами територіальної влади за активної участі членів громади, сільськогосподарських виробників (фермерські господарства, холдинги), професійних асоціацій, наукових установ, представників переробної, логістичної, розподільчої інфраструктури та інших стейкхолдерів; формалізуються в регіональних програмах та стратегіях розвитку. Відзначено, що така політика базується на сучасних організаційних, фінансових, маркетингових інструментах, які позитивно впливають на бізнесову, ділову, інвестиційну, інноваційну, туристичну, соціальну, міграційну та інфраструктурну привабливість регіону з урахуванням загальнонаціональних, власне регіональних і місцевих (локальних) інтересів.

Доведено доцільність застосування у регіональній політиці привабливості бренду аграрного регіону технології STP-маркетингу, яка дозволяє ідентифікувати та залучити цільові аудиторії аграрного регіону через системне та послідовне виконання процедур сегментування, таргетування, позиціонування і розробити на їх основі стратегічні, тактичні та операційні маркетингові заходи. На стратегічному рівні застосовується технологія сегментування, яка дозволяє виділити в цільових аудиторіях групи з подібними потребами та моделями сприйняття привабливості бренду регіону; на тактичному рівні застосовуються процедури таргетування, які включають оцінку привабливості бренду аграрного регіону для різних цільових аудиторій та формування набору маркетингових механізмів, які створюють нові привабливості, що відповідають інтересам цільових аудиторій; на рівні реалізації проводиться позиціонування регіону, під яким розуміється формування правильного сприйняття бренду аграрного регіону в колі цільових аудиторій.

В статті наведені заходи в рамках регіональної політики Франції щодо розвитку аграрних регіонів, яка сьогодні спрямована на розвиток привабливості окремих територій для проживання та зайнятості нових жителів за допомогою спеціальних програм і стратегій. які доцільно імплементувати в практику регіонів України. Розглянуті приклади стратегій підвищення привабливості аграрних регіонів Німеччини ілюструють широкий спектр можливостей та унікальних пропозицій, що реалізують німецькі регіони для нового сучасного позиціонування, укріплення та оновлення бренду.

Обґрунтовано необхідність застосування маркетингового підходу для підвищення привабливості регіонів для молоді, який передбачає не тиск щодо необхідності вчитися, жити, працювати в аграрному регіоні, а коректне переконання, тобто застосування маркетингових технологій та інструментів, які дозволяють просувати потрібність молоді для регіону, демонструють можливості самореалізації, саморозвитку, побудови кар'єри в регіоні.

Зроблено висновок, що регіональна політика привабливості бренду аграрного регіону є довгостроковою, гнучкою, адаптивною, орієнтується на підвищення привабливості регіонального продукту та регіонального бренду порівняно з іншими регіонами не тільки для жителів, але й для інших цільових груп. Брендинг аграрного регіону формує та управляє композицією унікальностей, атрибутів, характеристик та переваг регіону, дозволяє регіону вдало позиціонуватися, відрізнитися від конкурентів, створити позитивне сприйняття регіонального бренду. Архітектура маркетингової політики привабливості бренду аграрного регіону базується на моделі привабливості STP-маркетингу «стратегія – тактика – реалізація».

Ключові слова: брендинг, аграрний регіон, бренд аграрного регіону, регіональна політика привабливості, регіональна політика, маркетинговий підхід, STP-маркетинг, маркетингові інструменти.