



СЕКЦІЯ 3

ІНТЕГРАЦІЯ ЦІЛЕЙ СТАЛОГО РОЗВИТКУ У МАРКЕТИНГОВІ СТРАТЕГІЇ БІЗНЕСУ

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THEORETICAL APPROACHES TO THE STUDY OF DIGITAL MARKETING ACTIVITIES IN FRUIT AND BERRY PROCESSING ENTERPRISES

Relevance of the Study. In the current conditions of economic digital transformation, digital marketing is becoming a key element of strategic management for enterprises in the agri-food sector, particularly those involved in processing fruit and berry products. The success of such enterprises largely depends on the practical implementation of digital tools that enhance promotion processes, customer communication, sales management, and market analytics.

Digital marketing encompasses various tools and channels, including content marketing, email marketing, SEO/SEM, targeted advertising, social media, analytical platforms, CRM systems, etc. The scientific literature identifies several key theoretical approaches to the study of digital marketing activities:

1. **Systems Approach.** This approach views digital marketing as an integrated system comprising interconnected elements: market analysis, identification of consumer needs, value proposition development, selection of digital communication channels, and campaign performance evaluation. It ensures coherence and strategic alignment of marketing actions [1].

2. **Integrated Approach.** This approach combines traditional and digital marketing into a unified communication strategy for the enterprise. It is particularly relevant for fruit and berry processing enterprises, which often rely on established distribution channels but aim to expand their presence in the online market. According to the approach proposed by Chaffey D., digital tools should not be used in isolation but as part of the overall marketing mix [2].

3. **Innovation-Oriented Approach.** This approach emphasizes implementing cutting-edge digital technologies like Big Data, artificial intelligence, machine learning, marketing automation, and personalized recommendations. These technologies enable marketing activities to be adapted to changes in the market environment and consumer behavior [3].

4. **Customer-Oriented Approach.** This approach focuses on consumer experience, values, and behavioral patterns. It is particularly relevant in marketing fruit and berry products, where factors such as seasonality, natural quality, and local origin are essential in creating unique value for the end consumer [4]. The main advantages and limitations of each approach are presented in Table 1.

Table 1

Approaches to the Study of Digital Marketing Activities

Approach	Core Idea	Advantages	Limitations
Systems [1]	Interconnectedness of all elements of marketing activity	Comprehensiveness, strategic orientation	High requirements for process coordination
Integrated [2]	Combination of traditional and digital marketing	Balance, flexibility	Need for a unified strategy
Innovation-Oriented [3]	Use of Big Data, AI, and automation technologies	Personalization, advanced analytics	High implementation costs
Customer-Oriented [4]	Focus on consumer values and behavior	Customer loyalty, relevance	Requires deep data analysis

Source: developed and refined by the author based on the studies of Kotler, Ph. [1, 2, 3, 4]

Each approach mentioned above has advantages and limitations; however, their combined application enables enterprises to develop digital marketing activities effectively. For fruit and berry processing enterprises, it is essential to consider the sector's specific characteristics: dependence on agro-climatic conditions, logistical challenges, and the need to build long-term partnerships with retail chains and the HoReCa sector.

However, under the conditions of Ukraine's digitalization, it is necessary to highlight the information security approach, which focuses on assessing the risks arising in processing, storing, and transmitting data through digital marketing channels. This concerns consumers' data, behavioral analytics, financial information, and other critical data used in CRM systems, analytical platforms, advertising networks (such as Google Ads, Meta), etc.

The main advantages of the information security approach include:

- Protection of consumers' data. The enterprise demonstrates compliance with ethical standards and legal requirements (GDPR, the Law of Ukraine "On Personal Data Protection"), which increases customer trust.
- Reduction of cyber threat risks. Digital marketing communication channels, CRM systems, and advertising platforms are protected from hacking, phishing, and data leaks.
- Enhanced brand reputation resilience. Companies that ensure secure interaction with consumers are less exposed to reputational damage in the event of data incidents.

- Compliance with international standards. Increases the potential for collaboration with global partners who require adherence to data processing regulations (significant for export-oriented businesses).

- Optimization of internal processes. Implementing security policies promotes a clear division of responsibilities, transparency in marketing staff actions, and reduction of human error.

Main Limitations of the Information Security Approach:

- Increased costs. Implementing data protection tools (firewalls, VPNs, SSL certificates, antivirus software, security audits) requires additional financial resources.

- Complications of marketing processes. Data collection and use restrictions may impact the effectiveness of analytics, audience segmentation, and advertising personalization.

- Institutional barriers. A lack of cybersecurity specialists or management's insufficient awareness of the issue can hinder the implementation of this approach.

- Potential conflicts of interest. Balancing the need for extensive marketing data collection with ensuring data confidentiality sometimes requires trade-offs.

- Implementation challenges in small enterprises. For small and medium-sized businesses, cybersecurity costs may be excessive, limiting the active application of this approach.

Conclusions. Thus, digital marketing in the agro-processing sector is evolving based on interdisciplinary approaches that combine the theoretical foundations of marketing, digital technologies, and agricultural management. Future research in this field should focus on developing adaptive models of digital consumer interaction, considering production seasonality, international market demands, and food safety standards.

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