

Brand Development Strategy of Agrarian Products

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Abstract: - The purpose of the research is to develop recommendations for formation of strategies for development of brands of agrarian products, which will contribute to sustainable development of agrarian business under conditions of informational and technological transformations. In the process of research, methods of synthesis and system analysis were used to monitor trends in marketing management of agrarian enterprises; methods of comparing and analyzing trends to assess the development of branding in brand management, taking into account the characteristics of an agrarian enterprise; method of causal analysis to determine the cause-and-effect relationships between the effectiveness of agrarian enterprise and the level of development of brand management; factor analysis and modeling for the diagnosis of indicators that determine the dependence of the purchase demand of consumers of agrarian products on the degree of brand management of an agricultural enterprise. The result of research is a toolkit for evaluating the brand of agrarian products and a formed model for determining the relationship between the influence of the brand of agricultural products and the consumer's purchase intentions. The proposed toolkit for evaluating the brand of agrarian products allows us to improve the strategy of the development of the brand of agrarian enterprise and to form mechanism of strategic management of brand of agrarian business enterprise. Using the model of the relationship between the influence of the brand of agrarian products and the consumer's purchase intentions showed that the consumer's awareness of the regionality of the brand has a significant positive effect on the purchase intentions of agrarian products.

Key-Words: - agrarian business, agricultural products, brand, brand development strategy, marketing management, strategy.

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1 Introduction

Agricultural enterprises ensure the formation of the country's food security and its economic development. In the conditions of intensifying competition and the significant influence of external factors on the development of agribusiness, they must maintain competitive positions with the help of effective marketing strategies, including strategies for the development of brands of agricultural

products. The strategy of developing the brand of agricultural products is an important aspect of agribusiness management in the conditions of a modern dynamic environment that constantly requires adaptation, [1]. Changes in the tastes and preferences of customers, competition in the agricultural market and the rapid development of innovations motivate agrarian business enterprises to constantly improve brand development strategies to ensure competitiveness, [2]. Effective brand

management allows agricultural enterprises to differentiate themselves and be remembered on the market, increase consumer loyalty, and expand opportunities for exporting agricultural products. Implementation of the brand development strategy allows you to achieve goals and maintain a stable position on the agricultural market. The development of the strategy of the brand of agricultural products will allow not only to manage the current position of the brand on the market, but also to ensure the creation of competitive advantages that will affect the growth of the company's value and, accordingly, its profitability.

Therefore, the purpose of the research is to develop recommendations for the formation of strategies for the development of the brand of agricultural products, which will contribute to the sustainable development of agrarian business under the conditions of informational and technological transformations.

In the process of research, the methods of synthesis and system analysis were used to monitor trends in marketing management of agrarian business enterprises; methods of comparing and analyzing trends to assess the development of branding in brand management, taking into account the characteristics of an agrarian enterprise; the method of causal analysis to determine the cause-and-effect relationships between the effectiveness of the agrarian enterprise and the level of development of brand management; factor analysis and modeling for the diagnosis of indicators that determine the dependence of the purchase demand of consumers of agricultural products on the degree of brand management of an agricultural enterprise.

In the course of the research, the latest scientific developments and publications on brand management strategies were considered, the peculiarities of the development of agricultural product brands were determined, the process of developing an agricultural product brand strategy was formed, the specifics of the application of brand management by agricultural enterprises were determined, and an analysis of the TOP companies in the world in the food and drink group by brand value was carried out in 2023, the procedure for developing the brand strategy of an agricultural enterprise was proposed, the cause-and-effect relationships between the results of the agricultural enterprise and the level of brand management development were determined, indicators were formed that determine the dependence of the purchase demand of consumers of agricultural products on the degree of brand management of the

agricultural enterprise and allowed to build a model of appropriate security.

2 Literature Review

For many consumers, the brand is a significant factor in the purchase of agricultural products, [3], [4], [5]. Digital marketing activities influence the behavior of brand buyers by creating value awareness and also by strengthening brand loyalty, [6]. Positioning of agrarian business and branding of agricultural products is currently implemented in many countries as a national or regional strategy, [7], [8]. Consumers' interest in agricultural product brands is gradually increasing with the growing demand for quality and safe food products, [9]. The development of brands of agricultural products also ensures an increase in demand throughout the supply chain, [10]. Active use of social media encourages consumers to become engaged with the brands they see and begin to consider making a purchase, [11]. Culture and traditions influence brand development, [12].

Brands of agricultural producers allow consumers to distinguish similar products. Agricultural producers position their products according to their quality, size, and appearance, [13]. Regional brands of agricultural products are associated with a collective reputation and guarantee consumers unique agricultural products of a certain region, [14], [15]. In the process of brand development of agricultural products, emphasis is placed on location, industry and environmental friendliness, [5]. Using the reputation of the agricultural producer, connection with a certain territory or trademark are also important levers for purchasing agricultural products, [16], [17].

The development of the brand of agricultural products has certain features compared to other products. These features are related to the conditions of operation of the agricultural enterprise. The results of the activity of any agricultural enterprise depend on natural conditions. The spontaneity of supply and demand is also characteristic of agricultural markets. To somehow influence this, state institutions quite often regulate the functioning of the agricultural market. The period of production and consumption in agricultural business has different time lags, [18].

Based on the peculiarities of agrarian business, the development and implementation of marketing strategies in this area depends on the accuracy of demand forecasting and the ability to satisfy it, [19]; the organization of the sales, storage and logistics system; the definition of the target audience;

development of a brand strategy for effective competition.

The process of developing an agricultural product brand strategy includes an analysis of the competitive business environment, agricultural product market monitoring, brand planning, market segmentation, agricultural product brand positioning and its promotion, evaluation of the effectiveness of brand development strategy implementation, [20].

After monitoring the marketing management trends of agrarian business enterprises, the specific features of the application of brand management were determined (Table 1, Appendix).

The formation of a brand strategy in agrarian business is needed by consumers of agrarian products in the domestic and foreign markets, [23]. When choosing agricultural products, consumers increasingly rely not only on price, [24], but also on product quality, giving preference to healthy food products, [25]. Social, demographic and behavioral factors also affect the behavior of consumers of agricultural products. In addition, labeling and packaging have an impact on consumer food choices. It is difficult for small farms to maintain a marketing strategy and have a sustainable brand due to the limited production of agricultural products focused on the seasons of the year and the ability to represent the brand in the market throughout the year, [26]. Large agro holdings do not have such problems and can constantly position their own agricultural products, developing the brand. In agricultural products, the brand serves as a guarantee for the origin of the raw material, the production process, and the internal characteristics of the product and the corresponding packaging, and is regulated by directives, rules and regulations.

To evaluate the development of branding in brand management, considering the characteristics of agricultural enterprises, the ratings of brands of agricultural companies of different countries of the world are considered (Table 2, Appendix). Among the main indicators that reflect the efficiency of activity and the state of branding of agricultural enterprises is the brand value.

Based on the data in Table 2 (Appendix), the most expensive brands of agri-food products are owned by the USA (5 companies in the TOP-10) and China (3 companies in the TOP-10). The brand value includes only brand costs, excluding manufacturing facilities, infrastructure, patents, inventions and other tangible assets or intellectual property. The brand value indicator is calculated according to the brand valuation methodology and considers the factors affecting the brand, as well as the threats and prospects of the industry. The brand

value indicator is based on the analysis of the company's position in the market, the consumer value of the brand, as well as factors in the development trends of the company and its industry.

3 Research Objectives

The purpose of the study is to develop recommendations for the formation of strategies for the development of the brand of agricultural products, which will contribute to the sustainable development of agrarian business under the conditions of informational and technological transformations.

4 Methodology

The modeling the dependence of purchasing behavior of consumers of agricultural products on the degree of brand management consisted of the following sequence of steps. Firstly, the analysis of the cause-and-effect relationships between the effectiveness of the agricultural enterprise and the level of development of brand management and, accordingly, the identification of a list of indicators that allow the evaluation of the behavior of consumers of agricultural products in relation to the purchase of renewable products before the development of the brand. Secondly, the important part is profile analysis of agricultural products. Thirdly, we will form the questionnaire for surveying potential consumers and will conduct questionnaires. Fourth, the analysis of survey results for reliability and validity. Fifth, the formation of a model depends on the purchase demand of consumers of agricultural products on the degree of brand management of the agricultural enterprise based on the results of factor analysis. Sixth, the interpretation of the results according to the model of the dependence of the purchase demand of consumers of agricultural products on the degree of brand management of the agricultural enterprise.

The process of developing the agricultural product brand strategy can be represented by the following sequence of actions. First of all, it is necessary to conduct an analysis of the external and internal environment in relation to the functioning of agribusiness (natural and climatic conditions, competition, regional and state support of the industry, etc.). After analyzing and evaluating the external and internal environment, identifying threats and opportunities, it is necessary to determine the goals of branding agricultural products. The next step is the study of market

segments to identify occupied positions and determine prospects for the development of new segments, which allows assessing the competitive environment of an agricultural enterprise, to identify its strengths and weaknesses. Based on the results of the analysis and evaluation, the selection of marketing tools is carried out and the toolkit for evaluating the positioning and branding of the agricultural enterprise is developed. The development of the budget for the branding of agricultural products allows you to determine the need for financial resources and sources of obtaining the necessary funds. Agreeing on the budget gives a start to the formation and implementation of the strategy of formation and development of the brand. In the process of implementing the strategy, control and monitoring of implementation is carried out, which allows us to evaluate the effectiveness and efficiency of measures and make the necessary adjustments. In addition, regression analysis was conducted to evaluate variables such as age, education level and geographic location and statistical analysis based on chi-square tests and t-tests for independent samples were conducted to further test the differences between consumer groups based on region, trust levels and brand awareness.

5 Results

We will determine the cause-and-effect relationships between the effectiveness of the agricultural enterprise and the level of development of brand management to diagnose the indicators that determine the dependence of the purchase demand of consumers of agricultural products on the degree of brand management of the agricultural enterprise.

Based on the predicted relationship between consumer awareness and purchase intention, we predict that brand trust mediates the relationship between awareness and purchase intention.

The method of structural modeling was used to build the model and test the hypotheses. For this, each observed variable is given a score from 1 to 5, which means "strongly agree", "agree", "necessarily", "disagree" and "strongly disagree" respectively for 8 questions (Table 3, Appendix). It should be noted that the variable models correspond to the questions of the survey questionnaire. The higher the score, the higher the consumer of agricultural products values the observed variable.

The purpose of the consumer survey was to determine the circle of potential clients of agricultural enterprises, as well as to determine the dependence of the purchase demand of consumers

of agricultural products on the degree of brand management of the agricultural enterprise. In the process of the survey, 144 questionnaires were collected using a Google form, from which 12 questionnaires had incomplete answers.

In the process of determining potential consumers of products of agricultural enterprises, it was found that such consumers are enterprises processing agricultural products, enterprises producing final agricultural products and final consumers of agricultural products. After filtering out incomplete questionnaires, 132 questionnaires with answers were used, which is 91.7% of all responses. The analysis of the results of the survey of potential consumers of agricultural products on reliability (Table 4) was carried out using the STATISTICA software.

Table 4. Reliability analysis of survey results of potential consumers of agricultural products based on the Kaiser-Mayer-Olkin test

Evaluation parameters	Total	Brand trust	Consumer awareness	Intention to purchase
Kaiser-Mayer-Olkin test	0.816	0.812	0.782	0.854

Source: Developed by the authors

By checking the reliability of the results of the survey of potential consumers of agricultural products for the totality of all evaluation parameters, the Kaiser-Meier-Olkin test is 0.816. Such a result indicates a satisfactory level of reliability of the questionnaire, the results of which can be used for further diagnosis and evaluation. The result of the test is more than 0.8 according to the standards of information about the high consistency of the opinions of potential consumers, that is, each component, each indicator has high reliability.

A factor analysis was conducted to identify the most significant indicators of the influence of the level of brand management on purchasing power. A positive result indicates a direct dependence of the indicator, and a negative result indicates the reverse (Table 5).

Table 5. Pairwise correlation analysis

Characteristics	Brand trust	Consumer awareness	Intention to purchase
Brand trust	0.812	-	-
Consumer awareness	0.914	0.756	-
Intention to purchase	0.842	0.828	0.898

Source: Developed by the authors

To assess the statistical significance of the observed relationships, the pair correlation coefficients were supplemented with significance tests. All correlations were at the $p < 0.01$, which is a statistically significant indicator. The results obtained confirm the reliability and consistency of the responses and relationships between the constructs (Table 6).

Table 6. Statistical significance of correlation coefficients

Variables	Correlation Coefficient	p-value
Brand trust - Consumer awareness	0.914	< 0.001
Brand trust - Intention to purchase	0.842	< 0.001
Consumer awareness - Intention to purchase	0.828	< 0.001

Source: Developed by the authors

The results of the pairwise correlation analysis between the indicators of the influence of the level of brand management of the agricultural enterprise on the purchasing power of consumers indicate that the proposed indicators are representative, and the consistency of the responses of the respondents is high. Therefore, trust in the brand of agricultural products affects the intention to make a purchase, and the consumer's awareness of the product influences the trust in the corresponding brand and the intention to make a purchase.

Figure 1 presents a structural equation model depicting the relationships between consumer awareness, brand trust, and purchase intention, with the path coefficients (β) representing the strength and direction of each relationship.

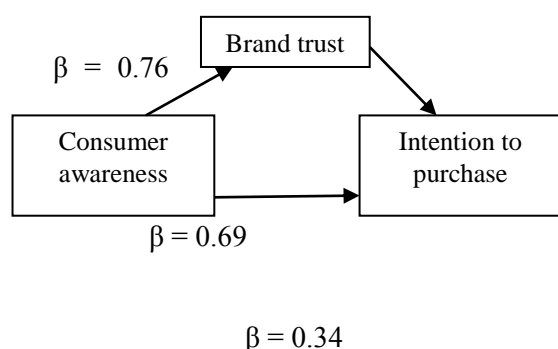


Fig. 1: Structural equation model indicating the relationships between consumer awareness, brand trust, and purchase intention

Furthermore, models were evaluated using key structural modeling indices. The results were as follows as $RMSEA = 0.045$, $CFI = 0.964$, $TLI =$

0.952 , and $\chi^2/df = 1.826$. These values indicate a good fit between the proposed model and the observed data.

Path analysis showed the following standardized path coefficients, Consumer awareness \rightarrow Brand Trust: $\beta = 0.76$, $p < 0.001$; Brand Trust \rightarrow Intention to purchase: $\beta = 0.69$, $p < 0.001$; Consumer awareness \rightarrow Intention to purchase (direct effect): $\beta = 0.34$, $p < 0.01$. Path coefficients indicated that consumer awareness significantly influenced brand trust ($\beta = 0.76$, $p < 0.001$), and brand trust, in turn, had a strong positive effect on purchase intention ($\beta = 0.69$, $p < 0.001$). These results support the proposed mediating role of trust in the relationship between awareness and purchase intention. This confirms that brand trust partially mediates the effect of awareness on purchase intention.

To further validate these relationships, hierarchical regression was performed (Table 7).

Table 7. Hierarchical regression results for predicting purchase intention

Predictors	R ²	ΔR^2	p-value
Age, Education, Location	0.234	-	< 0.01
Consumer awareness, Brand Trust	0.642	0.394	< 0.001

Source: Developed by the authors

The inclusion of brand-related variables significantly increased the explained variance in purchase intention, confirming their strong predictive power.

Thus, the diagnostic model of the influence of the level of brand management of an agricultural enterprise on the purchasing power of consumers of agricultural products can be presented in the following form:

$$I = \sqrt[3]{I_A * I_B * I_C} \quad (1)$$

Well I – an integral indicator of the influence of the level of brand management of an agricultural enterprise on the purchasing power of consumers of agricultural products:

I_A – a complex indicator of brand trust,

I_B – a complex indicator of consumer awareness,

I_C – a complex indicator of the intention to make a purchase.

The opportunities of agribusiness are determined not only by territorial or geographical features, but also by strategic agricultural

management, which allows scaling up production, establishing exports, and forming a sustainable brand for mastering new markets. Table 8 (Appendix) provides the characteristic features of the implementation of the brand development strategy.

Thus, the constructed diagnostic model of the influence of the level of brand management of an agricultural enterprise on the purchasing power of consumers of agricultural products allows for brand management to implement the enterprise's strategy. An effective strategy for the development of the brand of agricultural products has a positive effect on both the product consumer and the producer.

Consumer awareness and trust in the brand have an impact on purchase pressure. Trust in the brand has a more significant effect on the intention to purchase agricultural products than consumer awareness. Consumer awareness of agricultural products about certain brands stimulates purchases, as these brands are more familiar to the consumer than others. Consumer awareness affects the increase of trust in agricultural brands and strengthens the purchase intention if the consumer trusts the brand of agricultural products. Brand trust enhances the influence of consumer awareness on purchase intention.

Thus, the effects of the product brand of an agricultural enterprise for the consumer are a reduction in the risks of buying low-quality goods, an emotional connection with the manufacturer, identification of agricultural products, declaration of value. The effects of a brand for an agricultural enterprise are obtaining competitive advantages, price premium, consumer loyalty, product differentiation, certain stability and increased profitability. Thus, the positive brand of an agricultural product will create effects for the agricultural producer and the consumer, providing an economic and social result (increased profits, optimization of costs, satisfaction of customer needs, emotional component of consumption of quality products, consumer loyalty).

6 Implications

The implementation of the diagnostic model of the influence of the level of brand management of an agricultural enterprise on the purchasing power of consumers of agricultural products was carried out on the example of agricultural enterprises of Ukraine and Slovakia. The results of the approbation of the mathematical model are presented for two agricultural companies engaged in production of honey, namely Askania (Ukraine) and

MEDAREN (Slovakia). The results of the calculations and the level of development of brands, on the example of two agricultural companies, are shown in the Table 9.

Table 9. Results of assessment of the level of development brand for Askania (Ukraine) and Medaren (Slovakia)

Indicators calculated based on the results of consumer surveys	Askania (Ukraine)	Medaren (Slovakia)
a complex indicator of brand trust	0.656	0.564
a complex indicator of consumer awareness	0.588	0.522
a complex indicator of the intention to make a purchase	0.612	0.588
an integral indicator of the influence of the level of brand management of an agricultural enterprise on the purchasing power of consumers of agricultural products	0.618	0.557

Source: Developed by the authors

According to the results of the calculations, the integral indicator of the influence of the level of brand management of an agricultural enterprise on the purchasing power of consumers of agricultural products of the company Askania (Ukraine) is 0.618, which indicates a normal brand policy and the need to implement innovations in various spheres of marketing activity. For Medaren (Slovakia) the integrated indicator of is 0.557, which indicates an unstable brand strategy. Appropriate calculations allow you to choose a brand strategy for the further brand development of the company.

The results of the statistical analysis confirm the presence of significant relationships between the socio-psychological characteristics of consumers and their consumer awareness. Using the chi-square (χ^2) criterion, a statistically significant relationship was established between the region of residence of respondents and the origin of the brands they prefer ($\chi^2 = 12.286$, $df = 2$, $p < 0.01$). This indicates that geographical features influence the formation of consumer awareness, in the choice of brands.

In addition, the results of the t-test revealed a statistically significant difference in the level of intention to purchase products between groups of consumers with high and low levels of brand trust ($t(130) = 3.38$, $p < 0.001$). This means that consumers who demonstrate higher brand trust have

significantly higher willingness to make a purchase compared to those whose level of trust is lower.

Therefore, the results emphasize the importance of considering both regional factors and consumer psychological characteristics (in particular, brand trust) when developing marketing strategies and positioning brands in different markets.

To strengthen the empirical foundation of the research, additional simulation-based scenarios were developed. These included comparing brand development strategies under different regional economic conditions using agent-based modeling. The simulations demonstrated that regional awareness campaigns resulted in up to 16% higher consumer engagement under low-trust baseline conditions.

Comparative results across regions (Ukraine vs. Slovakia) now include additional demographic subgroup analyses and computational modeling outputs. A summary of results is presented in Table 10.

Table 10. Comparative consumer response under simulated regional marketing scenarios

Strategy Type	Engagement score for Ukraine	Engagement score for Slovakia
awareness campaign	0.678	0.596
trust-building	0.722	0.631
combined strategy	0.823	0.725

Source: Developed by the authors

Table 10 illustrates a comparative analysis of the effectiveness of three types of marketing strategies (information campaign, trust-building strategy, combined strategy) in terms of the Engagement Score in Ukraine and Slovakia. The combined strategy, which combines consumer information with trust-building measures, provides the highest level of consumer engagement in both Ukraine (0.823) and Slovakia (0.725). This indicates a synergistic effect when using an integrated approach to marketing communication. The trust-building strategy demonstrates higher effectiveness compared to a simple information campaign, which indicates the high role of the emotional factor and brand reputation capital in promoting agricultural food products. An information campaign that focuses solely on raising awareness is the least effective of the approaches presented, although it does provide some level of engagement (0.678 in Ukraine and 0.596 in Slovakia). This suggests that informing without building trust has a limited impact on consumer behavior.

Overall, the level of consumer engagement in Ukraine is higher in all scenarios compared to Slovakia. This may be due to a higher emotional connection of consumers with local agricultural brands, or differences in market culture and communication to the results of the calculations, the integral indicator

7 Conclusion

As a result of the study, recommendations were formed on the formation of strategies for the development of the brand of agricultural products, which will contribute to the sustainable development of agrarian business under the conditions of informational and technological transformations.

The strategy for the development of the brand of agricultural products should be formed based on constant growth of trust in the brand, purposeful periodic informing of the consumer about the brand and stimulation of the intention to purchase specific agricultural products. Agricultural production is labor-intensive; economies of scale in this area are not obvious. The growth of the scale of economic effects in the agrarian sphere can be reflected in the formation and development of the agrarian brand strategy. Therefore, for the effective development of the brand of agricultural products, it is necessary to use high-quality means of production, highly qualified employees, increase the costs of advertising, etc. The success of the agricultural product brand is also a result of the corporate image. The development of the brand of agricultural products should be accompanied by the industrialization of agricultural production, the use of high-quality raw materials, brand advertising, the development of new products, and the quality of agricultural products, which will contribute to obtaining a long-term competitive advantage in the agricultural market.

The proposed toolkit for evaluating the brand of agrarian products allows to improve the strategy of the development of the brand of an agrarian enterprise and to form a mechanism of strategic management of the brand of an agrarian business enterprise. Using the model of the relationship between the influence of the brand of agrarian products and the consumer's purchase intentions showed that the consumer's awareness of the regionality of the brand has a significant positive effect on the purchase intentions of agrarian products.

It is advisable to use the research carried out by agrarian business to improve the strategy of

developing the brand of agrarian products and improve the competitive positions of the enterprise in the domestic and foreign markets. Future studies should clarify the specifics of brand development strategy formation in already specific areas of agrarian business.

The findings of this study have implications for regional policies for small and medium-sized enterprises operating in the agribusiness sector. Regional policies should prioritize investments in consumer awareness marketing campaigns and certification programs that enhance the credibility of local agribusiness brands. Agribusiness funding programs and subsidies could also be tailored to support branding initiatives that emphasize product quality, geographic identity, and sustainability. Since small and medium-sized enterprises often lack the resources for comprehensive marketing strategies, developing trust-based branding can be a cost-effective tool.

Branding strategies should be tailored depending on whether agribusinesses target domestic or foreign markets. For domestic agribusiness markets, the emphasis is on regional identity, cultural relevance, and consumer loyalty. Export-oriented businesses, however, should prioritize international certification standards, packaging consistency, and building a brand that is consistent across cultures. Trust-building mechanisms such as geographical indications and certification become critical in foreign markets. Our findings suggest that consumer awareness and trust operate differently in these contexts, requiring differentiated branding investments.

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Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this work the authors used Chat GPT 4 for enhancing language clarity and style. After using this tool/service, the author reviewed and edited the content as needed and takes full responsibility for the content of the publication.

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APPENDIX

Table 1. Specific features of the application of brand management of agricultural enterprises

Specific features	Characteristic
The government regulation on the agricultural market	It does not allow agribusiness to fully realize its competitive potential
The difficulty of entering the agricultural market for new producers	The accumulation of capacities by large agricultural companies, the difficulty of competing with them for small farms
The level of the consumer's ability to pay	The level of well-being of the population affects the level of the consumer's ability to pay The high-quality agricultural products are less attractive to the consumer due to their high price
The level of consumer awareness and a large information load	The consumers quite often make an emotional choice of agricultural products, rather than considering price and quality
The consumer's distrust of the agricultural producer	The reorientation of the consumer to a foreign producer of agricultural products at approximately the same price for domestic and imported products
The specific demand for agricultural products	The demand is formed for goods of primary necessity, which creates demand for agricultural raw materials The demand cannot be satisfied in advance or postponed for later
The seasonal character and short storage period	During crop failures, a shortage of agricultural products is created and prices rise, and during good harvests, the opposite is true

Source: [21], [22], [23]

Table 2. The world's top 10 companies in the FOOD and DRINK group by brand value in 2023, compared to 2022

Company rating in 2023	Company rating in 2022	Title	Country	Brand value in 2023	Brand value in 2022	Brand power 2023	Brand power 2022
1	1	Nestlé	Switzerland	\$22,427M	\$20,819M	AAA-	AAA
2	2	Yili	China	\$12,405M	\$10,594M	AAA-	AAA-
3	3	Lay's	USA	\$11,056M	\$8,557M	AAA-	AAA-
4	4	Danone	France	\$8,942M	\$7,860M	AA+	AA+
5	5	Tyson	USA	\$8,722M	\$7,238M	AA+	AA+
6	7	Kellogg's	USA	\$7,281M	\$6,982M	AA+	AAA-
7	6	Quaker	USA	\$7,084M	\$7,128M	AAA	AAA
8	8	Haitian	China	\$6,235M	\$5,783M	AAA	AAA
9	9	Mengniu	China	\$6,095M	\$5,533M	AAA-	AAA-
10	11	Wrigley	USA	\$5,602M	\$5,042M	AA-	AA-

Source: [14]

Table 3. Indicators that determine the dependence of purchase demand of consumers of agricultural products on degree of brand management of an agricultural enterprise

Hidden variables	Notation of hidden variable	Observational variables (list of survey questions of potential consumers of agricultural products)	Notation of observational variable
Brand trust	A	Do you trust the brands of agricultural products you buy?	A1
		Are regional agricultural products of high quality?	A2
		Can agrarian brands of national producers be trusted?	A3
Consumer awareness	B	Do you often hear about the brand of the corresponding agricultural products?	B1
		Are you interested in advertising agricultural products?	B2
Intention to purchase	C	Do you compare brands of agricultural products before making a purchase?	C1
		If necessary, will you consider the possibility of buying agricultural products of the national producer?	C2
		Are you ready to buy agricultural products from a regional producer?	C3

Source: Developed by the authors

Table 8. Characteristic features of the implementation of the strategy for the development of the brand of agricultural products

Brand development strategy	Features of strategy implementation	Initiator of brand formation	Application tool
Manufacturer brand development strategy	Creation of an original brand by an agro-producer for its own products	Manufacturer or processor	Trade mark
Strategies for the development of a variety brand, namely the expansion of the product line, the expansion of the boundaries of the use of the brand, the multi-brand strategy, the creation of additional brands in the same product category, the strategy of new brands	It is implemented by: Release of additional product units in the same product category under the same brand with new characteristics Using successful brand names to launch new or modified products in a new category Creation of additional brands in the same product category Production of a new category of goods	The owner of the corresponding variety, product line	Trademark with associated patent
Brand development strategy of a regional (geographic) brand	Creation of brands according to the geographical location of the business	Public sector authorities or regional associations	Geographical name or city name
Certified brand development strategy	Creating brands according to ethical and social standards	Certifying authorities	Trade mark

Source: Developed by the authors