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PECULIARITIES OF MARKETING AND BRANDING IN THE CONFECTIONERY AND CAFE INDUSTRY

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Abstract

The purpose of this article is to determine the essence and theoretical features of marketing and branding in the confectionery and cafe industry, as well as the challenges associated with marketing activities in these establishments. The main research methods used in the article include induction, synthesis, analysis, comparison, and generalization.

The specific features of marketing activities in confectioneries and cafes have been identified. The impact of marketing efforts on service delivery in these establishments has been studied. Key problems arising from marketing activities and brand promotion in confectioneries and cafes have been identified. Various tools used in marketing efforts within this industry, which constitute the marketing mix or marketing complex, have been explored. The peculiarities of developing a marketing plan for confectioneries and cafes using the "5R+1C" integrated marketing model, and elements of the marketing mix specific to the food industry, are discussed. The ecosystem of the internet marketing strategy for confectioneries and cafes is outlined. The necessity for increasing social media activity (SMM) and enhancing market recognition, as well as developing a user-friendly website with online table reservations and sweet order functionalities, has been emphasized. Directions for optimizing the digital strategy effectiveness for confectioneries and cafes, focused on improving brand recognition among target audiences, are proposed. Factors influencing the selection of Google's contextual media network for the promotion of confectioneries and cafes are outlined. The required changes for social media pages and websites to enhance brand promotion are discussed. International experiences regarding the efficacy of business tools in the food industry, incorporating marketing concepts, are also explored. The main idea of advertising campaigns, centered around creating favorable conditions for customer purchases and replicating the brand's style in every part of the establishment, is reviewed. The specifics of consumer loyalty, shaped by the brand's appearance, communication, establishment design, and available offerings, are also examined.

Keywords Confectionery, cafe, marketing, advertising, brand, promotion, social media.

INTRODUCTION

When opening a business in the food industry, many factors must be considered to ensure the future success of the establishment: location, food, and staff. Equally important, however, is the development of a brand for the cafe, which entails creating a unique concept or idea. Branding allows a business to stand out from competitors, establish communication with customers, and build a corporate culture.

In the new market conditions, where brands have become one of the key strategic assets of companies, the need to master the theoretical

foundations of branding and its practical application has grown significantly. Leading global brands are often referred to as strong brands due to their economic efficiency and market leadership. However, the strength of a brand is not solely based on company profits; it encompasses multifaceted factors. Ultimately, consumers often determine the strength of a brand. In many cases, the high strength of a brand is explained by close communication with consumers, target group research, and the development of unique values.

The relevance of this topic is due to the fact that many Ukrainian brands follow the trend of building their own trademarks. Companies with a diverse product range are paying more attention to their product assortment. To attract more target consumer groups, inventive manufacturers may offer the same product under different brands.

Review of Recent Research and Publications

The results of scientific works related to the marketing and branding peculiarities in the confectionery and cafe industry, as well as challenges faced by marketing activities in these establishments, have been highlighted in the studies of scholars such as L. Bovsh, M. Bosovska, O. Harmatiuk, O. Kitchchenko, Ye. Prykhodko, A. Rasulova, M. Riabenko, T. Serhiienko, and others.

Despite numerous studies, questions regarding the most effective methods of implementing marketing measures, which have the greatest impact on the recognition of an establishment and its brand in today's market conditions, remain unresolved.

Objective. The goal of this article is to identify the essence and theoretical features of marketing and branding in the confectionery and cafe industry, as well as to explore the problems associated with marketing activities in these establishments.

In line with the purpose of this article, the following tasks need to be addressed:

- • Identify the specific features of marketing activities in confectioneries and cafés;

- • Study the impact of marketing activities on the specifics of service delivery in confectioneries and cafés;

- • Identify the main problems arising from marketing activities and the promotion of the confectionery and café brand;

- • Investigate the various marketing tools used by confectioneries and cafés that form the marketing mix or marketing complex;

- • Examine the main idea of the advertising campaign, which is to create the most favorable conditions for customers to make purchases and replicate the corporate style in every part of the establishment.

METHODS

In this scientific article, the following research methods were used: induction to identify the features of marketing activities in confectioneries and cafés, and the study of how marketing efforts affect the specifics of service delivery in these establishments. Synthesis was employed to identify the main problems arising from marketing activities and brand promotion in confectioneries and cafés. The comparative method was used to analyze the different marketing tools employed by confectioneries and cafés, forming a marketing mix or marketing complex. The generalization method was applied to study the main idea of the advertising campaign, which is to create the most favorable conditions for customer acquisition and replicate the corporate style in every part of the establishment.

DISCUSSION AND RESULTS

Marketing activities in confectioneries and cafés have specific characteristics, such as being primarily focused on the local market, which is geographically limited. The market size depends

on the location of the establishment and its accessibility to consumer traffic. Some confectioneries and cafés operate within the broader city market in the service segment, offering services like event catering, business meetings, and attracting tourists. Food products are perishable and cannot be stored for long periods, so when demand arises, it must be met promptly. The advertising focus for confectioneries and cafés is not only on products and services but also on the business itself, its image, features, and differentiation from other businesses [2].

The specifics of service delivery in confectioneries and cafés significantly impact the marketing of the restaurant business. It emerges as a distinct branch of service marketing. Every marketing research technique, function, task, marketing technology, and element of the marketing system related to the food industry has its unique features.

Upon analyzing the marketing activities of confectionery and café brands, several problems were identified:

• Confectioneries and cafés often pay insufficient attention to the stages of the sales funnel, leading to issues with brand recognition and customer loyalty.

• There are challenges in the quality of services related to online advertising, including problems with analytics and quick responses to external factors.

• The lack of a website and social media pages in today's realities further limits the visibility of confectioneries and cafés in the market and their ability to engage with consumers [3].

Confectioneries and cafés use various marketing tools that form a marketing mix or marketing complex. The classic elements of this comprehensive configuration include product, price, place (distribution), and promotion – the

"4R" concept. The dominance of the human factor in service-specific activities led to the introduction of the fifth "R" (people), which refers to employees of confectioneries and cafés, their recruitment, training, motivation, and evaluation systems. The use of these five tools forms the "5R" marketing mix concept [7].

In practice, when developing a marketing plan for confectioneries and cafés, it is recommended to adhere to the "5R+1C" comprehensive marketing models, which include elements of the food industry's marketing mix, namely:

• Product policy;

• Pricing policy;

• Communication policy;

• Distribution policy;

• Personnel;

• Customer service [7].

According to the proposed marketing mix model, the need for developing a marketing program for a food industry business is evident. This program includes external marketing activities aimed at consumers and internal marketing programs that contribute to the formation of a highly motivated and customer-oriented staff. Overall, this increases the level of customer service in confectioneries and cafés, thereby achieving the marketing goals.

The marketing mix for confectioneries and cafés, as an integral part of the service sector, has certain differences from the marketing of material production. Thus, improving the quality of service for visitors not only promotes the occasional emergence of loyal customers and new orders but also ensures the stable operation and further development of the food industry establishment [5].

First of all, it is necessary to consider the cyclical ecosystem of the digital strategy, which will be used to implement the marketing digital strategy.

This sales funnel includes all touchpoints with consumers that lead to purchases, which is the business goal of confectioneries and cafés (Fig. 1).
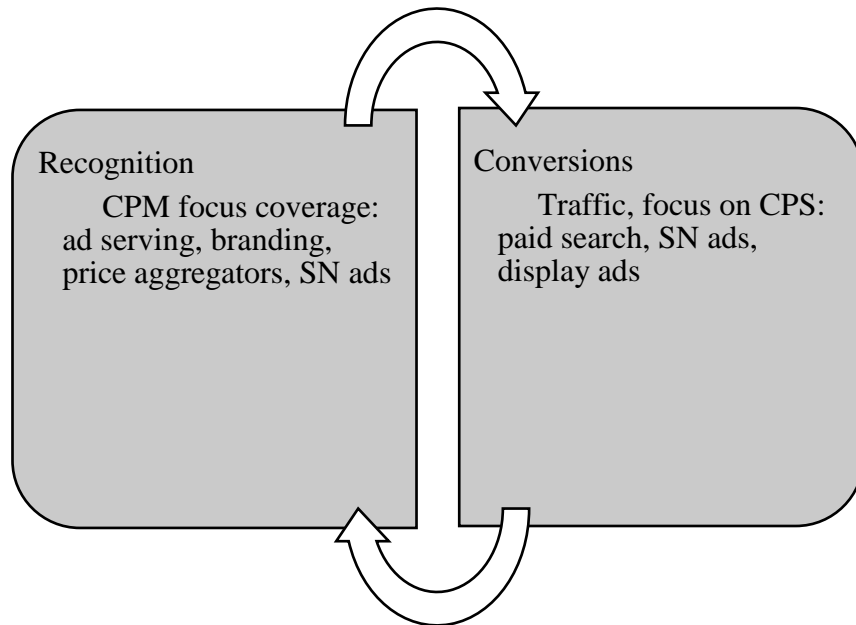

Fig. 1 – Ecosystem of internet marketing strategies of confectionery and cafes
Source: created by the author based on [4]

To address these tasks, a comprehensive approach to forming a new digital strategy is required by selecting tools in digital marketing and implementing them accordingly. In practice, it is essential to expand SMM activities and increase the visibility of the establishment in the market, as well as develop a website with a user-friendly interface and the possibility of online table reservations or dessert orders.

This approach to optimizing the effectiveness of the digital strategy for confectioneries and cafes proposes focusing on increasing brand recognition among target audiences by employing media advertising strategies within Google's Display Network and enhancing keyword quality scores through structured keywords and search ads. With this placement option, communication with the brand will cover all phases of the sales funnel within a limited budget (Fig. 2) [4].
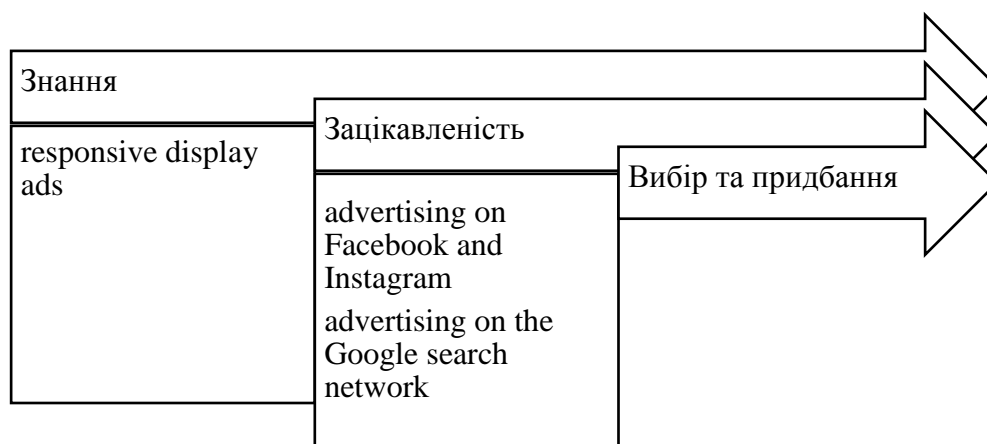
Знання		
responsive display ads	Зацікавленість	
	advertising on Facebook and Instagram	Вибір та придбання
	advertising on the Google search network	

Fig. 2 – The scheme of the sales funnel according to the minimum budget option

Source: created by the author based on [4]

By adding media advertising on Google's Display Network to the selected tools, the brand can engage with the target audience from the moment of initial contact to the first purchase.

The choice of Google's Display Network is driven by three main factors:

1. This tool allows businesses to connect with consumers as they browse websites, watch YouTube videos, check Gmail, or use mobile apps.

2. Google's Display Network can capture 80% of the brand's potential target audience at the lowest possible cost per thousand impressions (CPM).

3. A combination of location targeting, site context, and audience targeting ensures ad effectiveness and maximum audience reach [8].

The Display Network contains over 3 million web pages and covers more than 90% of internet users. If a company places ads there, the advertisements will appear on various sources, such as websites, videos, and mobile apps. However, if there is a preference for the ads to be shown to the right audience, it is necessary to properly configure targeting and advertising settings. Therefore, custom audiences based on user search queries, visited URLs, YouTube channels, etc., are the most accurate.

Confectionery and café communities on Instagram often require significant changes, as they tend not to focus on potential service consumers. Pages are often managed without considering modern SMM trends. To improve the representation and visibility of the establishment on social media, specific objectives and tasks must be addressed:

1. Based on Instagram page statistics, create avatars for the permanent stories.

2. Update the Instagram profile header.

3. Develop a well-thought-out content plan focused on sales.

4. Establish consistent content categories.

5. Design a unique visual style for the page.

6. Increase the number of posts per week and their frequency (minimum posts on Tuesday, Friday, Saturday, and Sunday) [9].

7.   Improve the quality of the content on the page. Photos should be more professional and created exclusively for the confectionery or café. This will eliminate issues related to content originality and authorship. Texts should be concise and sales-oriented.

8.   The current menu of the establishment must always be available on the page.

9.   Reduce the number of giveaways or develop a completely different approach, as contests do not always reach the necessary target audience [9].

The next stage of the advertising campaign is the creation of a media plan. Its goal is to determine the set, budget, and volume of advertising materials used in social media campaigns for confectioneries and cafés on Instagram and Facebook. This media plan for social media advertising includes daily posting of stories and reels at 9:00 AM, 12:00 PM, 4:00 PM, and 8:00 PM. It is important to note that posting at the same times throughout the day is considered to engage the audience most effectively.

As part of the media plan, it is necessary to design an Instagram post to promote the menu or the establishment itself. This post will be informative, allowing Instagram followers to familiarize themselves with new menu items and try new dishes at the establishment or order delivery [10].

Additionally, targeted advertising on Instagram is planned, where the establishment will be promoted to the target audience, specifically those who enjoy good food and relaxing in a pleasant atmosphere.

A popular way of promoting the establishment is to develop new menu items or pastry assortments and offer tastings to visitors. In practice, television and banner advertising costs are considered inappropriate and ineffective for confectioneries

and cafés. Therefore, the promotional strategies should include tastings, flyer distribution, and active Instagram page management, which highlights the establishment's activities in real time [7].

Global experience shows that one of the most effective tools for running a business in the food industry is the implementation of a marketing concept. Worldwide practice demonstrates that a marketing concept is effective in the restaurant business when it is holistic, inclusive, and applied to all areas of the confectionery or café. Its practical implementation is associated with selecting tools that specify the tasks, i.e., the marketing package. The marketing mix is defined as a set of launched and controlled marketing tools used together to achieve the desired response from the target market.

A win-win option remains advertising through the decorative and interior elements of the establishment, such as reproductions of masterpieces of world architecture and art [5].

Confectioneries and cafés captivate with their products, service, atmosphere, and quirky details. They build relationships by hosting interesting marketing events such as children's workshops, DJ services on weekends and holidays, themed evenings, gourmet dinners, tastings, closed-menu tastings, WOW services, and WOW effects – all the best things that can be showcased to guests immediately to build guest loyalty. From a business perspective, these marketing activities should have clearly defined goals that align with the establishment's marketing strategy. This means that every event should be planned and accounted for in the monthly, quarterly, and annual marketing plan. For example, tasting an updated menu can help increase orders. It is important to balance the concept of the confectionery or café and the form of specific marketing activities aimed at creating a positive

impression on customers. Also, to make this experience memorable, it is necessary to emphasize that the development of the restaurant business, based on providing experiences, is possible when the consumer participates in this experience on a personal level. A creative approach to implementing experience marketing strongly influences the desire of customers to visit the establishment again. Confectioneries and cafés often hold culinary workshops, cooking shows, culinary quests, themed gourmet festivals, and more. The synergy of these methods on a subconscious level undoubtedly increases guests' trust in confectioneries and cafés [6].

The successful and comprehensive use of experience marketing allows many marketing objectives to be effectively addressed for confectioneries and cafés. Representing the target audience, positioning and spreading the brand's value, increasing the number of visitors, and creating newsworthy opportunities for long-term PR communication with a median check enhance the prestige and respect of the confectionery or café among its staff and guests.

The main idea of the advertising campaign is to create the most favorable conditions for customer purchases and to reproduce their corporate style in every part of the premises. To do this, it is necessary to attract the consumer to visit the confectioneries and cafés. External advertising will help, online advertising will remind them of the product, and business cards and gift certificates will allow customers to choose a specific establishment's brand, while the corporate style creates a positive mood and attitude toward the confectioneries and cafés [1].

Consumer loyalty is shaped by the brand's appearance, communication, the design of the establishment that welcomes customers, and the offerings it can provide. Therefore, it is necessary to constantly improve and pay attention to the details that form the core of the confectionery or café's image.

CONCLUSIONS

It is worth noting that in practice, many cafés focus on digital marketing, actively participating in social media, and developing their online presence through a good website. The coffee market is highly competitive, so a clear and cohesive brand is crucial for attracting customers, and consistently high-quality coffee and service will encourage repeat visits to the café and confectionery.

Opportunities for attracting customers can also be created by opening cafés as co-working spaces, exhibition halls, or places for artistic performances. Many cafés employ local artists who decorate the walls with prints or paintings or host open mic nights.

One of the most interesting aspects of business planning for a confectionery or café is creating a cohesive brand for such a business. It is important to consider both the atmosphere and spirit of the café, which can be expressed through the logo and aesthetics of the business. Additionally, it is important to demonstrate a unified brand in all presentations and documents of the café or confectionery.

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