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POSITIONING OF ENTREPRENEURIAL SYSTEMS OF THE ORGANIC PRODUCTS PRODUCTION IN THE CONDITIONS OF GLOBALIZATION AND INNOVATIVE ECONOMICS: MANAGERIAL ASPECT

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Abstract

The production of organic products meets modern standards of economic, social and environmental sustainability. Demand for organic products is growing worldwide as consumers perceive it as providing a healthy diet and protecting the environment. However, there is a low level of awareness of the organic products benefits in developing countries, including Ukraine. Therefore, organic producers need to create an attractive image for "organic" among consumers, teach them to distinguish relevant products from products with other eco-labels, position such products, taking into account the hierarchy (importance) of motives for its consumption among the target audience. At the same time, it is important to maintain consistency in determining the characteristics of organic products in the consumer market. Under these conditions, it is important to implement organic business brand communications in social networks that broadcast the values of organic products to consumers through appropriate marketing (text) messages on a regular

basis. Therefore, the aim of this study is to analyze the positioning of producers of the organic market of Ukraine on the social network Facebook, which is the most attractive to the Ukrainian audience. The study fills the lack of information on the level of activity of organic producers in social media, reveals the content of the communication process with consumers and establishes its correlation with the main factors of consumption of organic products.

Based on critical analysis and generalization of scientific works, sociological studies of motives for buying organic products in Ukraine and practical recommendations for positioning organic products on social networks, the main factors motivating consumers to choose organic products were identified. The obtained results were compared with the main topics of marketing messages of organic producers. The research group included 5 leading Ukrainian organic producers, namely Organic Milk TOV, Staryi

Porytsk TOV, Haleks-Agro PE, EthnoProduct PrJSC and Malyshko FOP. The materials of the study were marketing (text) messages contained on the official pages of certified producers of organic products on the social network Facebook, created by marketers to communicate, engage and inform consumers about the availability, benefits or any other information about producers. Marketing (text) messages were collected for the period from February 31, 2018 to February 31, 2021 (or 3 years). For the first time, corpus linguistics tools were used in the article (with the help of the AntConc text analysis computer program) to study the content of marketing (text) messages contained on the official pages of organic producers on the social network Facebook. Corpus linguistics allowed to identify objective, quantitative relationships between words that are often found in marketing messages, and to interpret the results based on the selection of the main topics that guide organic producers in the process of positioning organic products. In addition, it was established whether there is a problem of disagreement in the understanding of term “organic” among organic producers operating in the market.

It was found that not all studied organic producers adhere to the optimal recommended frequency of publications per month to maintain regular communication with the target audience. Only 1 in 5 companies surveyed systematically to maintain this connection, which means that business owners consider it important to have a page, but they do not communicate with consumers on a regular basis. Companies use for their positioning on the social network Facebook such elements as: products, their taste, quality, health benefits, national and territorial affiliation of production, land protection, animal welfare, characteristics of the place of production. None of the producers attracts the full range of factors that motivate consumers to buy organic products, but there is a focus on selfish motives. Producers have different ideas about the essence of “organic”. Some point more to the name of their own products and nationality, ignoring the properties of organic products and the way they are produced. This gives reason to talk about the lack of a systematic approach to the formation of the content of messages about organic products.

Based on the multifaceted factors of consumption of organic products, there were arguments for some producers to pay more attention to the environmental component of production of such products. There is a need to highlight in text messages the altruistic values of organic products for consumers. To harmonize the positioning, you need to pay more attention to the taste of the product. However, one should also not forget about the nationality of production. Producers

should pay attention to the positioning of the appearance of organic products. The value of organic products is a complex category, so for different groups of consumers there may be different determining motives for buying it.

Key words: *Organic products, Environmental sustainability, Healthy diet, Consumer market.*

1. Introduction

Global trends in the consumption of organic products in the context of globalization show annual growth. In Ukraine, the market for organic products is small, although its development is quite dynamic. According to current data, the market volume for 2019 was 36 million euros, and the level of consumption of organic products reaches 1 euro/capita, although Ukraine was in the top twenty in the world in terms of certified area of organic arable land and ranked second in terms of growth in the period 2018 - 2019 with a rate of + 51%. Over the last decade, sales of organic products in Ukraine have grown annually by an average of 15 million euros or 20% [1]. Ukrainian producers export more organic products and at the same time seek to expand the domestic market, as high dependence on the market situation of importing countries makes organic business vulnerable and risky [2]. The majority of the population in Ukraine does not know or does not have a clear understanding of what organic products are [3, 4]. Consumers identify it with environmentally friendly, such as grown on homesteads [5] or natural products [6], which is not a correct understanding of the nature of organic products. Ukrainian producers export more organic products [2], but seek to expand the domestic market, as high dependence on the market situation of importing countries makes organic business vulnerable and risky. Most people do not know or do not have a clear understanding of what organic products are [3 - 6].

Previous research indicates the importance of marketing communications in the organic market to increase consumer awareness of organic products [7]. The content of communications about organic products should be based on the multifaceted motives of its consumption [8], because for different groups of consumers may be different determinants of incentives to buy it [9]. Social networks on the Internet are a modern marketing tool for establishing communication between producers and consumers [10]. Ukrainian producers use social media pages to promote organic products. As far as we know, there are no studies in the country on the peculiarities of marketing organic producers on social networks. Our study seeks to fill this gap by studying and analyzing the positioning of producers of the organic market of Ukraine on the

social network Facebook. Facebook is the most popular social network for brands to interact with consumers. As of the second quarter of 2021, Facebook's audience was over 2.89 billion active users per month [11]. The platform enables businesses to have an individual profile by creating a commercial page on the social network Facebook at the link: <https://www.facebook.com/pages/create/>. The brand's Facebook page is usually designed by the company's marketers, who develop and implement communication strategies on the social network in order to increase consumer engagement, influence their purchasing behavior [12]. For Ukrainian consumers of organic products, social networks are defined as the most effective channel for disseminating information about organic products [4]. Facebook ranks first in the ranking of popular social networks in Ukraine with an audience of 16 million users as of 2021. People aged 20 - 48 and 50 - 51 use the service in the country. Residents of most regions of Ukraine prefer this social network [13]. The content of the brand's Facebook page can help increase the level of knowledge about organic products, build trust in the organic producer. Research can contribute to a deeper understanding of how social networks can be used as a communication tool for organic business in a globalized and innovative economy.

Organic production represents a type of entrepreneurial activity, where the desire to make a profit is based on environmental protection, animal welfare and public good by producing safe food [14, 15]. In each country, all stages of organic production are certified according to appropriate standards. The result of certified organic production is organic products that are identified by appropriate labeling [16], which is an attribute of trust. However, consumers cannot independently check compliance with standards, which leads to a variety of subjective perceptions of organic products [17]. On the other hand, the problem of the functioning of the market of organic products is the inconsistency of communications of individual producers to determine the characteristics of organic products. This reduces the possibility of identification of "organic" consumers, undermines their trust [9, 18 - 20]. Previous research indicates the importance of marketing communications in the organic market to increase consumer awareness of organic products [7]. Innovative tools for organic market management are important. In addition, there is a need to stimulate innovative measures in the production process, especially in the agricultural sector [21 - 24]. This will help build consumer confidence, reduce confusion about the definition of organic, increase purchases [9, 25]. Kevin Keller calls marketing communications "the voice of the brand and the means by which companies can engage in dialogue with consumers about their products." Keller points out that marketing

communications create brand associations in the minds of consumers, as well as provoke positive judgments and opinions [26]. The purpose of marketing communications is to stimulate the brand. Research indicates the need to study the motives that motivate consumers to buy organic products and take them into account in the implementation of marketing communications [8, 9, and 27]. Ukrainian consumers of organic food are dominated by educated people, young families with children, residents of large cities [4], people who lead an active lifestyle, follow a healthy diet [5, 27, and 28]. The main motives for buying organic products are concern for their own health, product quality and belonging to an environmentally oriented community (method of recognition, self-expression) [4 - 6, and 29]. Scientists conventionally divide such motives into selfish, or those that have direct benefits for consumers (health care, etc.) and altruistic, indirect benefits (care for the environment). Selfish motives are the root cause of buying organic products, which is expressed in the desire to consume safe and quality food. Altruistic motives, accompanied by a desire to benefit the environment. They are aimed at stabilizing high levels of product purchase [27, 30]. Additional, and no less important, motives for buying organic products in Ukraine are pleasant taste, aesthetic appearance of products, distrust of the traditional food industry and support for the local economy. Decisive barriers to the consumption of organic products are their high price relative to traditional counterparts, underdeveloped range and availability at the point of sale. The percentage of motives for different groups of consumers and regions differs [4-6; 29]. Marketers need to pay more attention to the selfish values of organic food, such as health benefits, taste and others, as well as its altruistic values [27]. There is a need to distribute the own products of enterprises taking into account innovative models and production technologies [31 - 34]. The Conceptual Guidelines for the Promotion of Organic Products in Ukraine, published by the Research Institute for Organic Agriculture in November 2013, states that producers and retailers should jointly disseminate clear messages on organic products, emphasizing both its direct and indirect benefits for consumers. The key phrases corresponding to the formation of motives of consumption of Ukrainian consumers are the following: level one - 'healthy, natural and safe', i.e., pesticides and fertilizers, hormones, additives, GMOs are not used for production; level two - 'useful for the environment and Ukraine', i.e., protects nature: soil fertility, biodiversity, animal welfare; prevents pollution of the environment (soil and water) and promotes the health of producers; creates jobs and income for rural areas [3]. However, other researchers argue that the value of organic products is a difficult category for consumers; therefore, for different groups of consumers

may be different determinants of its purchase [8, 9]. The content of marketing communications should be based on the multifaceted motives of consumption of organic products [30, 35 - 37]. By informing consumers about the principles of organic production and pricing policy, the problem of high prices can be overcome, as consumers will know that based on the enormous benefits of 'organic', price is secondary [38]. Therefore, we expect that in the implementation of marketing communications, the topic of organic food will be disclosed by Ukrainian producers, taking into account the motives that stimulate consumers to buy such products. Social networks in the context of marketing are an effective platform for marketing communications [38]. Social networks are defined as 'a group of Internet applications that are built on the ideological and technological foundations of Web 2.0 and allow you to create and share custom content' [39]. The audience of social networks is constantly growing in the world. In 2020, more than 3.6 billion people used social networks, and in 2025 it is projected to increase users to 4.4 billion people [11]. Consumers use social networks as a source of information about products [10, 40], considering these platforms more reliable and less intrusive than other points of contact with the brand [41]. Corporations view social media as an integral part of their marketing platform. According to the 2021 Social Media Marketing Industry Report, 88% of surveyed marketing experts around the world market on social media and say it is crucial for their business [42]. Social media marketing is defined as a process that uses social networking technologies and channels to create and offer marketing messages, provide feedback to consumers, which increases the value of the company from the point of view of all stakeholders [43]. Social media marketing provides an opportunity to work with consumer objections, thus maintaining their loyalty [44]. Marketing buzz on social media has a positive effect on sales [45], and the cost of maintaining social networks is positively correlated with productivity [46]. There is a need for financial management planning in the enterprise to increase the efficiency of product distribution [34]. However, the mere presence of companies on social networks is not enough to benefit from this marketing tool. It is necessary to actively invest resources in marketing on social networks [47]. In the literature, marketers are advised to actively publish messages, with a frequency of 1 every 2 days (every other day). Given that messages are not usually published on weekends, the average optimal number of messages per month should be around 8 - 12 [48]. In general, scientists insist that the presence and activity in social networks is extremely important [49]. Social networks can be effective tools for promoting organic products [8]. Due to the fact that social networks as a communication channel have the characteristics of closeness and trust,

it allows you to effectively inform consumers about the characteristics of organic products [50]. The analysis of social networks has great potential for a better understanding of customers' perceptions of organic products [51]. The use of social networks and customer relationship management (CRM) contributes to the growth of sales of organic food and beverages [12].

Therefore, the aim of this study is to analyze the positioning of producers of the organic market of Ukraine on the social network Facebook, which is the most attractive to the Ukrainian audience. The study fills the lack of information on the level of activity of organic producers in social media, reveals the content of the communication process with consumers and establishes its correlation with the main factors of consumption of organic products.

2. Materials and Methods

In order to achieve the goal of the study, we asked 4 questions and used appropriate research methods. Based on the theoretical principles of marketing in social networks, we studied the messages contained on the official pages of 5 Ukrainian producers of the organic market of Ukraine in the social network Facebook, in order to answer the following questions:

1. What is the level of activity in the social network Facebook of producers of the organic market of Ukraine? Based on the theoretical principles of social media marketing, marketing communications and motivation to consume organic products, as well as using the quantitative method of corpus linguistics and computer concordance program 'AntConc', we studied text messages contained on the official websites of 5 Ukrainian manufacturers on the social network Facebook to answer the following three questions:
2. What are the main topics covered in the text messages of producers of the organic market of Ukraine?
3. Are the motives of consumers for buying organic products taken into account in the text messages of producers?
4. How do producers describe organic products or organic production in their text messages?

In choosing research methods, we relied on the work of scientists who conducted reviews of research methods of marketing messages on social networks [52]. We also looked at studies that used the AntCons corpus linguistics and corpus manager method to analyze marketers' messages [53], Twitter messages [54], to analyze climate change discourse in China's state social media [55], and advertising real estate market reports [56].

Given that we are talking about marketing communications between producers and consumers,

we assumed that they broadcast the basic values of organic products through the relevant text messages on a regular basis on the official Facebook pages. Corpus linguistics revealed objective quantitative relationships between words that are often found in text messages on the official pages of organic producers on Facebook, and interpreted the results. This allowed us to establish how producers position themselves on the social network. To form the data, we formed a research group. The research group included producers of organic products geographically located in Ukraine. According to current data for 2019, there are 470 producers of organic products in the country [3]. The register of organic producers has not been created yet in Ukraine at the state level [57]. Therefore, information about organic companies was collected from the official web resource of the project 'Eat Organic in Ukraine' (accessed at <https://eatorganic.in.ua/>), implemented by the largest public union of producers of organic certified products 'Organic Ukraine' (<https://organicukraine.org.ua/>). The web resource presents a database of organic producers and information on their main activities, types of products, certification, links to official Internet resources. The sample of producers for the study was formed according to the following metrics: 1. The process of collection, processing and storage of all products of producers meets all the requirements of organic certification. 2. Products of producers are sold on the domestic market in different regions of Ukraine. 3. All manufacturers present several types of products on the market. 4. All companies have an official page on the social network Facebook, which is valid for more than 3 years. 5. In selecting producers, we additionally

relied on information in official publications, which identified the leading companies in the market of organic products in Ukraine [52].

General information on the Ukrainian producers of organic products selected for analysis is presented in Table 1.

To collect data, we analyzed the messages contained on the official pages of 5 producers of organic products on Facebook from February 31, 2018 to February 31, 2021 (or 3 years). For research purposes, social media posts are defined as any original text, photo or video message or combination of these created by marketers on the manufacturer's official Facebook page to communicate, engage and inform consumers about the availability, benefits or any other information about the manufacturer [58].

To answer the first question of the study, all reports of marketers for the period from February 31, 2018 to February 31, 2021 were studied. To answer the second, third and fourth questions of the study, only text messages collected on the pages of the studied manufacturers on Facebook in the period from February 31, 2018 to February 31, 2021 were collected. Analysis of photo and video messages of marketers, as well as consumer messages or their comments on messages, hashtags are beyond the scope of this study. Text messages were downloaded for analysis using the facebook_scraper script from the GitHub website, written by Kevin Zuniga using the Python programming language (<https://github.com/>).

Table 1. General characteristics of manufacturers

No	Name, organizational legal form and trademark (TM) of the manufacturer	Types of certified activities	E-mail address of the official Facebook page	Date and year of creation of the official page
1	PJSC 'EthnoProduct' (TM EthnoProduct)	Plant growing, Livestock, Export, Import Processing	https://www.facebook.com/EtnoProduktPrat	May 7, 2013
2	Organic Milk LLC (TM Organic Milk)	Harvesting of wild products, Processing, Export, Import	https://www.facebook.com/organicmilk.O	June 1, 2014
3	PE 'Galex-Agro' (TM Galex-Agro)	Plant growing, Livestock, Export, Import Apiculture Processing	https://www.facebook.com/galeks.agro	September 25, 2015
4	Sary Porytsk LLC (TM Sary Porytsk)	Plant growing, Livestock, Export, Import Processing	https://www.facebook.com/syrnakarta	September 21, 2016
5	IE Malishko (TM Organic Farm Sokolovo Food Forest)	Plant growing	https://www.facebook.com/sokolovoforest	July 9, 2018

Source: Information is collected and compiled by the authors on the basis of the web resource of the project 'Eat Organic in Ukraine' (accessed at the link (<https://eatorganic.in.ua/>)) and from the official pages of producers on the social network Facebook.

3. Results and Discussion

To answer the first question of the study, statistics were compiled on the total number of messages for the study period, i.e., for 3 years, and the average number of messages per month contained on the pages of manufacturers on Facebook. These statistics were compared with the recommended optimal amount of messages in the literature on social media marketing and conclusions were drawn.

To answer the second, third and fourth questions of the study, we used the tools of corpus linguistics to analyze text messages posted on the official pages of manufacturers on Facebook. Anatol Stefanovych defines this discipline as 'complete and systematic study of linguistic phenomena on the basis of linguistic corpora using concordances, collocations and frequency lists' [59]. Corpus linguistics allows us to study language in its actual use, tracking the quantitative relationships between linguistic phenomena (letters, words, combinations of letters, phrases, etc.) in large texts through the use of computer programs. Interpretation of the data obtained by this quantitative method remains with the researcher [59]. In this study, we used the concordance program 'AntConc' [60]. It allows you to generate concordances, collocations, frequency lists and more. Concordance is the result of generating a list of the desired linguistic phenomenon in the original context. Collocations indicate the frequency of a linguistic phenomenon in a range of words to the left and right of it in the text (for example, words to the left of the word 'organic' will semantically characterize the organic, and words to the right of the word 'organic' will give an idea of the meaning of 'organic'). That is, in the text you can find certain connections of words that occur more often than usual to be considered a coincidence. The frequency list shows the linguistic phenomena that are most common in the text [61]. In order to analyze messages with the help of corpus linguistics tools, 5 corpora were created for this study, consisting of text messages from manufacturers, which are contained on their official Facebook pages. The created corpora meet the recommendations [61] and are characterized by the following parameters: closed (certain period of time), specialized (marketing of organic products), written (texts serve as material), unprocessed (text is not annotated, etc.).

All cases were manually cleared of hashtags, advertisements (so there is a possibility of error in the overall results, but not to indicate statistically significant results), and to generate a frequency list in the program 'AntConc' used a dictionary of stop words. Taking into account the peculiarities of the Ukrainian language, stemming was used to more accurately

determine the frequency, due to which all words were automatically reduced to their base (for example, 'to organic', 'of organic', etc. converted to 'organic'). Working with the basics of words has avoided the loss of significant fragments due to the difference of suffixes and endings. Thus, all word forms were taken into account in the frequency list. All 5 cases were pre-processed by the Stemmer program. The program is based on the algorithm of Martin Porter, and is used for the Ukrainian language by V. Moseychuk, which is located at the link (http://www.marazm.org.ua/document/stemer_ua/) [62].

Table 2 presents the initial data for analysis in the program 'AntConc' text messages for 5 selected

Table 2. Output data for analysis of text messages in the program 'AntConc'

No	Company name	Building number	No of text messages*
1	PJSC 'EthnoProduct' (TM EthnoProduct)	1	79
2	Organic Milk LLC (TM Organic Milk)	2	321
3	PE 'Galex-Agro' (TM Galex-Agro)	3	31
4	Stary Porytsk LLC (TM Stary Porytsk)	4	46
5	IE Malishko (TM Organic Farm Sokolovo Food Forest)	5	252

Legend: * - the number of reports for the research period (from February 31, 2018 to February 31, 2021).

manufacturers.

Below is the sequence of corpus analysis and justify the choice of the appropriate operation for the issues raised in the study. In order to answer the second question of the study, a frequency list was created for each corpus, separating the 10 most common words. The frequency list helps to 'determine the main focus of the text' [63]. The frequency list will show those words that indicate certain topics of the manufacturers' messages and serve as meaningful characteristics of their marketing messages. Based on this statement, we will be able to understand how organic producers position themselves on Facebook for consumers in terms of marketing communications theory. We did not take into account the proper names of companies, streets, places, marketplaces and words of greeting, discursive words, special signs and color symbols when compiling the frequency list for our study. Generating concordances at the stage of analysis of frequency bases of words allowed us to determine their context and meaning. To answer the third question of the study, we compared the results of the analysis of the frequency bases of words in

each case with the factors that motivate consumers to choose organic products. The factors were established on the analysis basis of the results of the study of Ukrainian consumers motivation, which are presented in the literature review. In particular, we have identified 5 key factors that encourage Ukrainian consumers to buy organic products: (1) health - food safety, quality; (2) environmental motives - environmental protection, environmental consequences, animal welfare; (3) taste; (4) the aesthetics or appearance of the product; (5) the role of organic production in supporting local economies. In order to answer the fourth question of the study, a list of 10 collocations (frequency; range - 5 words on the left and right) was created based on the words 'organichn', 'organichesk' for each building. We selected the 10 most commonly used words based on the word 'organichesk' (as two manufacturers had Russian texts) and based on the word 'organic', which indicate its characteristics. The collocations of the base of the word 'organichn' ('organichesk') will show which words characterize 'organic'. This will help to understand which words producers use to define organic products and whether there is a difference in their definitions. In general, this will give an understanding of whether there is a problem of misreading in the understanding of 'organic' in the market. To answer the first question of the study, the average number of messages per month for the study period for each manufacturer was calculated. Figure 1 shows the distribution of this indicator for each manufacturer.

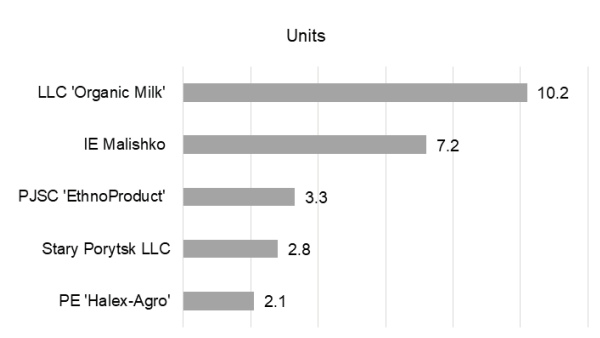


Figure 1. The average number of messages per month on the pages of manufacturers on the social network Facebook
Source: Compiled by the authors

Research has shown that not all manufacturers are equally active in the benefits of the social network Facebook. The largest average number of reports during the study period was created by LLC 'Organic Milk' - 10.2 and the smallest by PE 'Hallex-Agro' - 2.1. Comparing the recommended optimal average number of messages per month (8-12) [48]

and the average number of messages created by manufacturers on their official pages, we can conclude that the active user of the social network Facebook is only LLC "Organic Milk". In order to answer the second question of the study, a frequency list was created in the corpora of manufacturers with the selection of 10 most commonly used word bases. Table 3 (next page) presents the basics of the words for each case of manufacturers in descending order.

The frequency list of word bases showed which key topics manufacturers address in their text messages on Facebook pages, positioning their business. In general, the analysis of the frequency of the most commonly used word bases found that in positioning the business on Facebook, manufacturers advertise products produced on their farms, indicate their taste and quality, link to health, pay attention to national territorial affiliation of production, highlight hedonistic values, describe the attitude to the means of production - land, animals, give a description of the place of production. We characterize the positioning of each manufacturer on the social network according to the frequency of word bases used in the corpora of each manufacturer. Note that for all manufacturers, the basis of the word 'organichn' or 'organichesk' is frequent, which identifies the peculiarity of the method of production and products. We did not specify this feature in the characteristics of an individual manufacturer. The frequency of use of the word 'organichn' by manufacturers is different. This is largely due to the different levels of their activity in the social network, i.e., quantitative characteristics, rather than qualitative. In the text, we will present as the basis of the word that is fixed by the program and the full word to understand its meaning.

Analysis of the frequency of the most commonly used word bases in corpora No 1 IE 'Malishko' found that the producer positions himself talking about his own farm, based on the highest frequency of use of the word base 'farms' (farm) - 49 times. Generation of concordances gave the understanding that the farm is characterized in terms of its natural attractiveness, environmental friendliness, as an object of excursion. The reports describe products ('batata') with a frequency of 31, 'products' of 18 and 'vegetables' of 18), which are closely linked to 'zdorov' ('zdorov'ya' - health) - 26) and quality 'vitamin' (vitaminnyi) - 21). The page provides recommendations for watching films on environmental issues ('film' - 19). Thus, the manufacturer positions itself by focusing on the topics of the place of production, range and quality of products, its health benefits and the pursuit of ecological and healthy lifestyles.

Table 3. Frequency of word bases in the corpora of organic producers

PJSC 'EthnoProduct' (TM EthnoProduct)		Organic Milk LLC (TM Organic Milk)		PE 'Galex-Agro' (TM Galex-Agro)		Stary Porytsk LLC (TM Stary Porytsk)		IE Malishko (TM Organic Farm Sokolovo Food Forest)	
1		2		3		4		5	
Frequency of word bases	The basis of the word	Frequency of word bases	The basis of the word	Frequency of word bases	The basis of the word	Frequency of word bases	The basis of the word	Frequency of word bases	The basis of the word
45	Organichn ('organic')	123	cheese	74	spelt	34	Organichn ('organic')	49	farmer
28	Molok ('milk')	106	Organichn ('organic')	60	Organichn ('organic')	18	Molok ('milk')	39	Organichesk ('organic')
23	product	93	Molok ('milk')	42	Grechk ('buckwheat')	16	korysn ('useful')	31	batata (product)
22	Ukrain (organic development in the country)	90	yogurt	33	Krup ('grain')	16	cheese	26	Zdorov ('health')
15	livestock	83	product	23	Zdorov ('health')	14	product	24	natur
12	korysn ('useful')	73	korysn ('useful')	19	korysn ('useful')	11	vitamin	23	Polezn ('useful')
12	lif	67 (67)	taste (tasty)	17	wheat	10	taste	22	product
12	world	54	Masl ('butter')	17	Ukrain (organic development in the country)	9	natural	21	vitamin
12	happ	40	Zdorov ('health')	16	cereal	8	Masl ('butter')	18	vegetable
11	kind	40	organism	14	organism	6	taste	16	tomato

Source: Compiled by the authors based on their own research.

Analysis of the frequency of the most commonly used word bases in the corpora No 2 PJSC 'EthnoProduct' showed that the reports present products ('molok' (milk) - 28, 'product' - 23, 'rye' (rye) - 12), its usefulness 'korysn' (useful) - 12), the method of its production ('vyrobnytstv' (production) - 9). Describes the humane treatment of animals on the farm ('animals' (animals) - 15). Much attention is paid by the manufacturer to the nationality of the product, covers the overall development of the market in Ukraine ('Ukrain' (Ukraine) - 22, 'countries' - 12). Organic production is considered in terms of its relevance in the world ('world' - 12). The manufacturer talks about the peculiarities of land use in organic production, global environmental problems ('land' (land) - 11). In general, we can say that the manufacturer's activities are positioned in terms of environmental friendliness of the method of production, nationality, relevance in the world and useful properties of the product.

Analysis of the frequency of the most commonly used word bases in corpora No 3 Organic Milk Ltd. found that the main topic of the manufacturer's messages is products - 'cheese' - 123, 'molok' (milk) - 93, 'yogurt' - 90, 'product' - 83, 'masl' (butter) - 54), its usefulness ('korysn' (useful) - 73), its positive effect on health ('zdorov' (health) - 40), feature of taste qualities' taste ('delicious') - 67 (67)). The page systematically provides recipes for cooking ('ingredient' - 45), where you can use the manufacturer's products. So, the main focus of the messages is the range of products, their quality and taste, attractiveness for cooking.

Analysis of the frequency of the most commonly used word bases in the corpora No 4 PE 'Galeks-agro', that the main topics of messages are products ('spelt' (spelt) - 74, 'grechk' (buckwheat) - 42, 'krup' (grain) - 33, 'product' - 20, 'wheat' (wheat) - 17), its usefulness ('korysn' (useful) - 19), positive health effects ('healthy' - 23) and taste ('delicious' - 9). The manufacturer focuses on the nationality of production, the relevance of organic development in Ukraine ('Ukrain' (Ukraine) - 17). The manufacturer widely presents in the social network the range of its products, its properties, indicates the nationality.

Analysis of the frequency of the most commonly

used word bases in body № 5 Stary Porytsk LLC found that the manufacturer focuses mainly on the presentation of its products ('milk' (milk) - 18, 'cheese' - 16, 'product' - 14, 'masl' (butter) - 8), draws attention to its usefulness ('useful') - 16), the content of vitamins ('vitamin' (vitamin) - 11) and taste ('taste' - 10). The manufacturer's activities are positioned in terms of range, quality, safety and attractive taste of products.

We will answer the third question of the study. Let's consider whether manufacturers take into account when positioning their activities on the social network Facebook motives that stimulate consumers to buy and consume organic products. The results of the analysis are presented in Table 4.

According to the comparison of the results of the analysis of the frequency bases of words in the corpus of producers, which shows the main topics covered in text messages on official Facebook pages and factors that motivate consumers to buy organic products, none of the manufacturers position their activities based on all motives that encourage consumers to buy organic products. All manufacturers position their activities based on selfish motives of consumers. PJSC 'EthnoProduct' and IE 'Malyshko' are additionally focused on altruistic motives. Three producers of PE 'Galeks-Agro', PJSC 'EthnoProduct' and IE 'Malyshko' indicate their affiliation to national production in order to stimulate the consumption of organic products. The taste of the products is covered by LLC 'Organic Milk', PE 'Halex-Agro' and LLC 'Stary Porytsk'. No manufacturer positions its products in terms of attractive appearance of products.

To answer the fourth question of the study, we generate collocations in the buildings of manufacturers. Collocations will show with which words the producer uses the word organic, or what idiom the producer forms with the word organic (stable connection between words). This will give an understanding of the words through which the manufacturer often conveys the meaning of the word organic. The results of generating collocations in the buildings of manufacturers are presented in Table 5.

Table 4. Orientation of organic producers on the motives of consumption of organic products

Producers	Motives of consumption				
	Health - quality, product safety	Environmental motives	Taste	Product appearance	Support of the local economy
PJSC 'EthnoProduct' (TM EthnoProduct)	+	+			+
Organic Milk LLC (TM Organic Milk)	+		+		
PE 'Galex-Agro' (TM Galex-Agro)	+		+		+
Stary Porytsk LLC (TM Stary Porytsk)	+		+		
IE Malishko (TM Organic Farm Sokolovo Food Forest)	+	+			+

Source: Compiled by the authors based on their own research and basis.

Table 5. The results of generating collocations based on the word 'organic' in the buildings of manufacturers

PJSC 'EthnoProduct' (TM EthnoProduct)		Organic Milk LLC (TM Organic Milk)		PE 'Galex-Agro' (TM Galex-Agro)		Stary Porytsk LLC (TM Stary Porytsk)		IE Malishko (TM Organic Farm Sokolovo Food Forest)	
1		2		3		4		5	
Frequency of word bases	The basis of the word	Frequency of word bases	The basis of the word	Frequency of word bases	Frequency of word bases	The basis of the word	Frequency of word bases	The basis of the word	Frequency of word bases
16	product	22	Molok ('milk')	21	spelt	10	Molok ('milk')	11	farm
7	Ukrain	22	yogurt	21	Krup ('grain')	7	cheese	6	vegetable
5	product	12 (10)	Product ('produkts')	16	Grechk ('buckwheat')	4	cow	5	product
5	Europ	11 (5)	Smachn, smak ('taste')	12	product	3	Korysn ("use")	4	batata
4	countr	10	butter	12	flakes	2	berry	3	Ukrain
4	Ukrain	9	cheese	10	flour	2	product	2	natur
4	markin	8	glass	10	cook	2	taste	2	certif
3	logo	7	flour	9	steamed	2	nutritious	2	Kachestv ("quality")
3	sign	7	Korysn ("use")	7	Ukrain	2	food	2	berr
3	certif	6 (6)	Ukrainian (Ukrain)	6	Zdorov ('health)	2	Ukrain	2	plant

Source: Compiled by the authors based on their own research

Analyzing the corpora № 1 of IE 'Malyshko' on the use of the basis of the word 'organichesk' (Russian manufacturer had texts in Russian) and 'organichn', we found that such words are defined more by pointing to personal experience of production ('farm') - 11, 'nature' - 2, 'vegetable' - 6, 'product' -5, 'batata' - 4, 'berry' - 2, 'plant' - 2), nationality ('Ukrain' (Ukraine) -3), certification ('certification' (certification) - 2), quality ('kachestv' (quality) - 2).

In the analysis of the corpora No 2 PJSC 'EthnoProduct' the characteristic connection of organic with the product (product -16) without the name of the type of product, place of production (production (production) - 5, 'Ukrain' (Ukraine) - 7), the ratio Ukrainian and European in connection with development and cooperation ('countries' - 4), 'Ukrain' (Ukrainian) - 4, 'Europ' (European) - 5), certification ('certified' (certification) - 3) and marking 'marked' (marking) - 4, 'logo' (logo) - 3, 'inscription' (inscription) - 3).

In the corpora No 3 LLC 'Organic Milk' the basis of the word organic is connected with the presentation of own products ('milk' (milk) - 22, 'yogurt'-22, 'product' -12, 'product' (products) - 10, 'masl' (butter) - 10, 'cheese' - 9, 'flour' (flour) - 7), its packaging ('glass' (glass) - 8), usefulness ('korysn' (useful) - 7), taste ('delicious' -11), taste - 5) and nationality ('Ukrain' (Ukrainian) -6, 'Ukrain' (Ukraine) - 6).

Analysis of the corpora No 4 PE Galex-agro revealed the use of the basis of the word organic with the designation of own products (spelt (spelt) -21, 'cereals') - 21, 'grechk' (buckwheat) - 16, 'product' - 12, 'flakes' (flakes) - 12, 'flour' (flour) - 10), characteristics of buckwheat ('steam' (steamed) - 9), as desirable for cooking ('cooked' (cooking) - 10), healthy ('health' - 6), nationality ('Ukrain' (Ukraine) - 7).

In the corpora No 5 LLC 'Stary Porytsk' the basis of the word 'organic' is used in connection with the designation of the type of product produced, namely 'molok' (milk) - 10, 'cheese' - 7, 'berries' - 2, 'product' - 2), product characteristics' korysn '(useful) - 3, 'taste' - 2, 'nutritious' (nutritious) -2), and also with conditions of production " cows' (cows) - 4, 'feed' - 2), with the nationality of the product ('Ukrain' (Ukraine) - 2).

It can be concluded that all producers use the word 'organic' in connection with the name of their own products (as an adjective) and nationality (produced in Ukraine or Ukrainian organic products, etc.).

Manufacturers characterize 'organic' in different ways. IE 'Malyshko' points out the quality and certification, PJSC 'EthnoProduct' focuses on certification, labeling, labeling, LLC 'Organic Milk' and LLC 'Stary Porytsk' associate organic with usefulness and taste. LLC

'Organic Milk' additionally points out the peculiarity of product packaging. PE 'Galeks-agro' connects with health and what is desirable for cooking.

4. Conclusions

- The purpose of this study was to study the positioning of entrepreneurs-producers of the organic market of Ukraine in the context of globalization and innovation economy in the context of management. A study of 5 selected organic producers for the analysis showed that not all producers take full advantage of social networks to communicate with consumers. Only one manufacturer, Organic Milk LLC, markets Facebook at the optimally recommended frequency of posts per month [47-49]. This may mean that other business owners consider it important to have a page, but have not kept in touch with consumers on a regular basis.

- The results of the study show that producers position themselves differently on the social network Facebook, combining elements such as products, their taste, quality, health benefits, national and territorial affiliation of production, land protection, humane treatment of animals, characteristics of the place production. As the analysis of the frequency bases of words in the corpus of producers shows, none of them positions their activities, focusing on all the motives that stimulate the consumer to buy organic products. All manufacturers position their activities based on selfish motives of consumers. Only 2 producers, PJSC 'EthnoProduct' and IE 'Malyshko', are additionally focused on altruistic motives, which is positive in terms of recommendations [3; 9; 36- 37]. It is possible to recommend to the producers of LLC 'Organic Milk', LLC 'Stary Porytsk', PE 'Galeks-agro' to highlight additional altruistic values of organic products in text messages. PJSC 'EthnoProduct' and IE 'Malyshko' it is desirable to highlight the taste of products. LLC 'Organic Milk' and LLC 'Stary Porytsk' should pay more attention to the national affiliation of production. No manufacturer positions its products in terms of attractive appearance. Therefore, all producers should pay attention to the positioning of the appearance of products and in general focus on the multifaceted motives of consumption of organic products, as recommended in [9; 36-37] because the value of organic products is a difficult category for consumers; therefore, for different groups of consumers may be different determinants of its purchase. As the analysis of collocations of the basis of the word 'organic' in the buildings of manufacturers has shown, the use of the latter is carried out to a greater extent in connection with the name of its products and nationality. To a lesser extent, organic is associated with its inherent characteristics - the peculiarity of production and the peculiarity of products. A strong link between organic and certification is found only in reports of PJSC

'EthnoProduct' and IE'Malyshko'. Therefore, it is possible to recommend other producers to clearly define the essence of organic products or organic production, in order to create stable associations with consumers - which means these phrases. Due to the fact that producers characterize organic in different ways, it can be concluded that there is no joint dissemination of clear messages about organic products, as recommended in [3]. There are several limitations of this study. First, the activities of a small number of producers were analyzed, although they are called leaders in the market of organic products. It would be interesting to analyze the presence and activity in social networks of all manufacturers to identify the trend in the field of marketing in social networks in the organic market in Ukraine. Determining how organic producers position themselves on the social network Facebook, we analyzed only text messages, ignoring photos and videos.

- Although the results of quantitative analysis of text messages using the method of corpus linguistics and software 'AntConc' revealed the main features by which manufacturers are represented on the platform, the study of photo and video messages gave a more accurate picture of their positioning.

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