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THEORETICAL AND METHODOLOGICAL ASPECTS OF THE MARKETING MECHANISM IN THE ACTIVITIES OF AGRICULTURAL ENTERPRISES

The article examines the theoretical and practical aspects of the introduction and development of marketing activities in agricultural enterprises in order to increase the efficiency of their activities. It is indicated that the development of organizational and economic mechanisms of adaptation of agricultural enterprises to market conditions of operation require changes in the construction of organizational structures in order to promote the development of object markets for products. At the same time, organizational structures of marketing management acquire special importance. It is emphasized that the solution to the issue of the principles and approaches to their construction within the enterprise is purely individual and should take into account the entire spectrum of the specifics of the activity. It is indicated that insufficient development of the informational component and infrastructure of the agricultural products market significantly complicates the work of domestic marketers, which does not allow to significantly increase the level of development of agricultural marketing. It is noted that in modern crisis market conditions, enterprises need to ensure the improvement of the information base and technology for preparing marketing plans based on modern methods and means of information processing, based on achievements in the field of economic theory of planning, the use of economic and mathematical modeling, modern methods and means of information processing. It was concluded that marketing support develops in the process of overcoming contradictions between external conditions and internal capabilities of the enterprise. It is emphasized that if marketing support makes it possible to correctly assess the objective market environment and is based on its scientific analysis, does not ignore the peculiarities of production development related to the release of competitive products, then it effectively affects the process of forming needs. The process of marketing support unfolds in the unity of interrelationships, interdependencies of objective and subjective, market and internal.

Key words: agricultural marketing, marketing activity, agricultural sector, marketing strategy.

JEL classification: Q13, M31

Problem setting. In the modern conditions of the development of agricultural enterprises, the management of marketing activities has one of the leading roles in improving the market mechanism of management. The introduction of concepts in the marketing management system into the practice of the enterprises of the Agro-Industrial Complex is one of the most important areas of activity of the entire agricultural sector of Ukraine, since there are a number of positive trends in the market that lead to the application of new practices and concepts in the management of marketing at agricultural enterprises. Marketing activity in the field of agriculture is a separate area of modern marketing. This activity involves the implementation of entrepreneurial activities of market subjects in the field of production, storage, transportation and sale of agricultural products in order to obtain a profit for the enterprise.

Study of recent research and publications. Interest in marketing activity in the agrarian sector of the economy at the current stage arises both among its direct subjects and in economic science. In many institutions of higher education, a special educational discipline is provided. The works of such domestic scientists as Bahorka M. O. [1], Ivashchenko A. A. [2], Kovalenko H. O., Chukina I. V. [3], Krasnorutskyi O. O. [4], Kurbatska L. M., Ilchenko T. V., Kadyrus I. H. [5], Larina Ya. S. [6], Sudarkina S. P. [7], Tarasiuk A. V. [8], Tomashuk I. V., Tomashuk I. O. [9–11] and many others, in which they consider the multifacetedness

and diversity of marketing as a whole as a field of activity and its individual aspects. Marketing is a key element of management of any, including agricultural, enterprise. It is he who determines the upward position of the business entity, its mission and strategy.

The research objective. The purpose of the article is to study the theoretical and methodological justification and definition of applied aspects of marketing of agricultural enterprises.

Presenting main material. A peculiarity of the current state of development of the domestic economy is its crisis character, caused by the influence of factors of the external and internal environment. In the conditions of the economic crisis, the degree of market uncertainty is sharply increasing, which negatively affects the activities of individual enterprises, industries and the economy of Ukraine in general. These problems have a particularly acute effect on the activities of agricultural enterprises, since they must take into account both the features of the competitive (market) environment and the specifics of the industry's functioning. That is why there is a need to analyze the theoretical and analytical foundations of marketing activities of agrarian enterprises in order to identify the main ways to increase the effectiveness of marketing measures to improve their economic activity [4].

During the years of our country's independence, the transformation of the economic system and the

development of the market principles of management, agrarian reforms did not create a mechanism that would ensure the stability of the functioning of agricultural enterprises. In the conditions of fierce competition on the market of agricultural products, enterprises trying to improve their position are forced to search for those conditions that could provide them with stability of profit and positions on the market. This issue became especially relevant in connection with Ukraine's accession to the WTO. After all, such membership, along with many positive aspects, led to the complication of work in certain segments, in the implementation of certain commercial operations, ensuring effective state regulation, etc.

Marketing activity of agricultural enterprises involves the development and use of the most profitable market opportunities for the benefit of the enterprise. Marketing in the enterprise is important as a process that ensures the relationship between the producer and the consumer through the sale of goods and the satisfaction of needs. The main task of marketing of agricultural enterprises is to ensure interaction between the main elements of marketing, with the aim that each of them functions effectively to achieve a common goal [1]. The main tasks of marketing activities at the agricultural enterprise are depicted in fig. 1.

Therefore, for the development of agricultural enterprises in an imperfect market environment, marketing levers have acquired special importance as

components of the general management system. However, the introduction of marketing tools into the practice of Ukrainian agricultural enterprises is very slow, especially by small-scale producers. In particular, enterprises mostly do not take into account the peculiarities of the market of agricultural products, and therefore the specifics of marketing policy on it. The main principles of agricultural marketing are shown in fig. 2.

The modern concept of agricultural marketing is based on the fact that the commercial success of agricultural enterprises depends on their ability to timely identify and effectively meet market needs. At the same time, under the conditions of high competition in the market of agro-food products and the growing fastidiousness of consumers, the marketing functions of collecting, analyzing and processing information about constant changes in the external environment are gaining special relevance.

Today, for agricultural enterprises, information is becoming one of the resources of production, along with land, capital, and labor. In this context, information aims to provide enterprises with sustainable competitive advantages in the short and long term. The relevance of the development of marketing activities for the agricultural sector of the economy is as follows:

- marketing is a tool that will ensure the possibility of adequate response of agrarian subjects of the market space to the variability of the external environment;

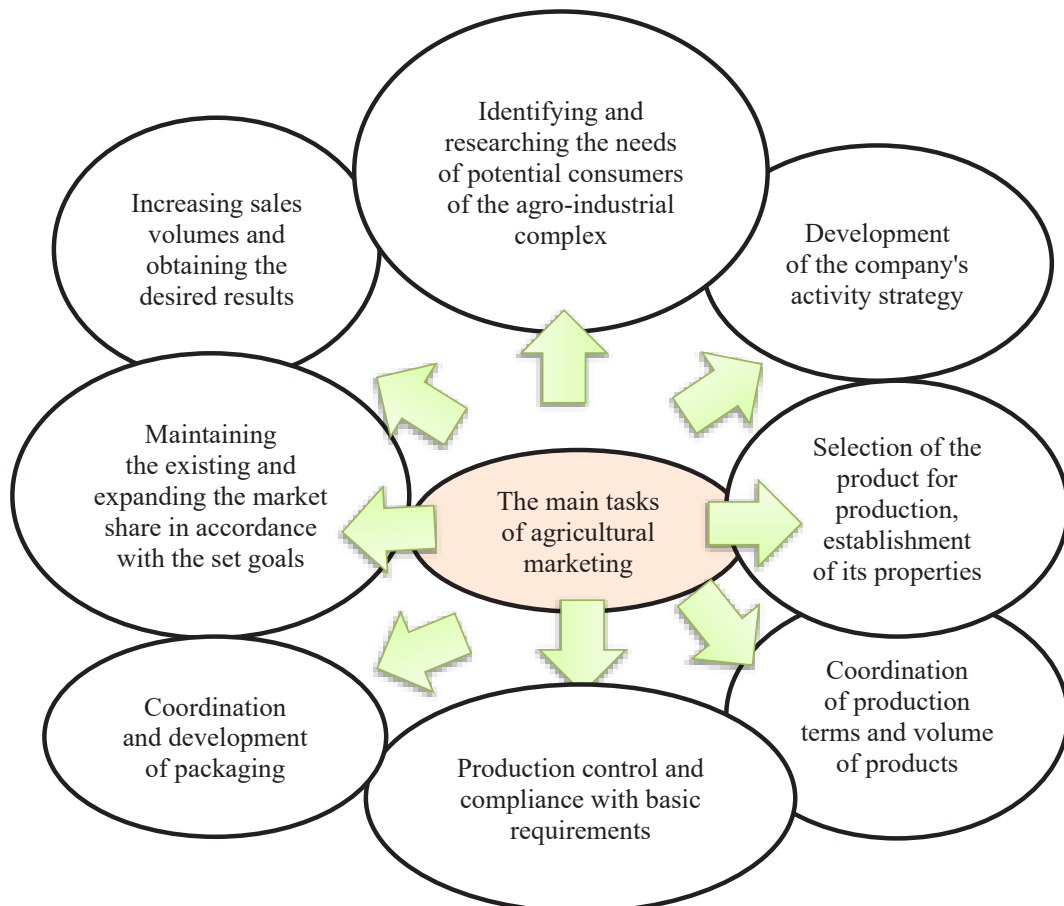


Figure 1 – Tasks of marketing at an agricultural enterprise

Source: [2]

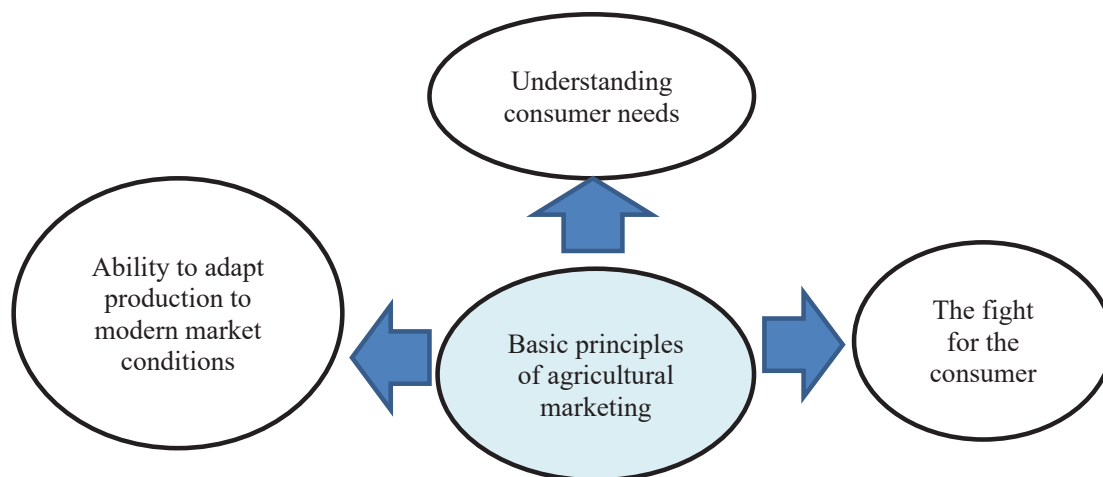


Figure 2 – Principles of marketing at an agricultural enterprise

Source: [2]

– in conditions of fierce competition within the framework of membership in the World Trade Organization, marketing will be able to ensure the preservation and improvement of the positions of domestic agricultural enterprises;

– marketing makes it possible to carry out the activities of agricultural enterprises taking into account the demand not only on the market of agricultural raw materials, but also of food products.

An essential feature of agricultural marketing is that in agricultural production there is a discrepancy between production cycles, working period and consumption period. In agricultural production, there is such a phenomenon as seasonality, which determines the main difference of this type of marketing from others.

Marketing activity in the field of agriculture is a separate area of modern marketing. This activity involves the implementation of entrepreneurial activities of market subjects in the field of production, storage, transportation and sale of agricultural products in order to obtain a profit for the enterprise.

Agricultural marketing is a business activity aimed at organizing the movement of agricultural products to the consumer, which is oriented towards satisfying the interests of: the consumer – in more effective satisfaction of needs through the purchase of quality products; the producer – in making a profit, ensuring sustainable development; of the state – in increasing well-being [8].

Any agricultural enterprise in the process of its activity sets before itself and tries to achieve certain strategic goals, on which it directs the formed production resources. Achieving commercial success on the market by an agricultural enterprise involves meeting the needs of buyers for quality and safe products at relatively low costs, as well as on the condition of conducting environmentally safe production activities, rational use of the environment and implementation of the principles of socially responsible business. Waging a competitive struggle for key positions on the market forces each enterprise to substantiate marketing measures that would increase market positions, as well as help maintain previously achieved positions to ensure the implementation of the company's strategic goals.

Therefore, marketing orientation should play a key role in the management of modern agricultural enterprises, and marketing strategies and goals should become an integral part of the development plan.

The result of the activities of agricultural enterprises and management decision-making largely depends on the level of development of marketing and the implementation of marketing tools in their activities. Decisions regarding the production of new products, expanding the product range, setting prices for products, developing a system of price discounts, optimizing product distribution channels, providing information about products or services to consumers – all these measures are within the competence of marketing policy [4; 9]. Making appropriate management decisions is impossible without knowledge of the market, needs of potential consumers, availability of information about competitors, suppliers, and effective means of communication with the target audience. It is the marketing research system that is responsible for the implementation of these management decisions at the enterprise.

However, most of the concepts that define marketing and agricultural marketing and claim a systematic approach are nevertheless formulated in the format of the sales concept of marketing, which is dominated by the organizational aspects of the formation of marketing services at various administrative levels and in a separate agricultural enterprise, immanent in the centralized management of the economy [5; 8]. Therefore, from the point of view of the marketing of an individual agricultural enterprise, all external factors are practically considered uncontrollable and components of the "invisible hand of the market". Such an approach to the study of marketing problems apparently does not make it possible to develop an effective marketing system of the industry and the markets of its products, therefore, in order to obtain an adequate model of marketing of the agricultural industry as an idealized object of theoretical research, it is necessary to use the methodology of a systemic approach.

It is known that "the systemic approach is a direction of the methodology of socio-scientific knowledge and social practice, which is based on the study of objects as systems. The systematic approach contributes to the

adequate formulation of problems in specific sciences and the development of an effective strategy for their study. The methodological specificity of the system approach is determined by the fact that it focuses research on revealing the integrity of the object and provides its mechanisms, on identifying various types of connections of the object and bringing them into a single theoretical picture. The systematic approach in researching the problems of social production is based on the fact that any agricultural enterprise is a system consisting of subsystems, each of which has its own goals [7].

Hence, an agricultural enterprise from the standpoint of a systemic approach is a purposeful system, which, in turn, is a part (subsystem) of one or more purposeful systems. A fundamental point in the systemic approach in the study of socio-economic systems – individual enterprises, industries – and their subsystems is the presence of different levels of goals, which often do not agree with each other [4]. Therefore, it is necessary to study the problems of marketing of the agricultural industry in the format of the goals of all subsystems that form this industry, and at the same time take into account the goals of higher-order systems – social production and the market mechanism as a whole.

In the format of the methodology of the system approach, the model of the marketing system of the Agro-Industrial Complex can be presented as a processor that ensures the transformation of the possibilities of agricultural production and its products into food products that meet the needs of the consumer and provide the conditions of form, place, time and ownership.

It can be said that the functional activity of the subsystems and marketing system of the Agro-Industrial Complex as a whole consists of economic, organizational, regulatory and intellectual aspects.

The economic aspect is formed by the functions of exchange – buying and selling, and is linked by the function of pricing. Organizational – defined by divisions or autonomous structures and their connections, which provide economic, physical and intellectual aspects of the functioning of the marketing system. Regulatory functions in the marketing system of the Agro-Industrial Complex ensure the implementation of various product standards, legislative acts, norms, tariffs and quotas that limit or stimulate the production of certain types of food, as well as support programs and grants aimed at the development of certain types of activities, and ensure competitiveness participants and the efficiency of the Agro Industrial Complex product markets [6]. The intellectual aspect permeates all subsystems of the marketing system and includes: research of the current situation and information provision of participants in agro-food markets, development of new products and forms of promotion; justification of the price and sales channels; development of legislative initiatives and support programs for participants in the markets of products of the Agro Industrial Complex.

Agricultural enterprises should take into account the peculiarities and weaknesses of the development of marketing in the agrarian sphere and the specifics of this industry, in particular the specifics of goods, the inconsistency of production cycles, working hours and expiration dates and consumption, dependence on natural and climatic factors, obsolescence of production assets and technologies, etc. [3].

The main subjects of marketing activity in a branch enterprise are [4]:

- 1) producers of agricultural products;
- 2) organization of technical maintenance of agricultural enterprises;
- 3) intermediaries;
- 4) consumers of agricultural goods and services.

To evaluate the effectiveness of marketing, methods are used that are focused on the qualitative analysis of the marketing activities of enterprises: the degree of adaptability of the strategy in a certain period of time to a specific scenario of the development of the external environment; the ratio of the share of profit or income obtained through marketing activities and related costs; the ratio of the economic effect obtained as a result of the implementation of the logistics concept to the amount of capital invested in logistics; ranking of the importance of messages, which allows you to consider the most important of them first.

The evaluation of the effectiveness of the marketing activity of agricultural enterprises is carried out in separate directions, shown in Figure 3.

In order to increase the effectiveness of the marketing activity of agricultural formations, it is proposed to consider the formation of the organizational and economic foundations of the development of marketing of agricultural enterprises and the development of ways of their improvement in the context of ensuring the implementation of three functional directions:

- 1) optimization of organizational and economic relations of marketing activities of agricultural enterprises;
- 2) harmonization of management of marketing transformations in the mechanism of functioning of enterprises;
- 3) activation of vertical and horizontal relations in the process of marketing activities.

It is marketing management that provides a systematic and systematic approach to the most effective management, since, in fact, it is designed to create and maintain two streams of information aimed at each other (analysis of the external environment, analysis of the company's resources: available, hidden, necessary), at the junction of which, as a matter of fact, , and marketing ideas are born.

Conclusions. Thus, at the current stage, the level of development of the marketing activity of agricultural enterprises as a whole remains low, which is connected with the still low level of knowledge of managers and specialists in the field of marketing, the absence of highly qualified marketing specialists in small and medium-sized enterprises, saving money on the formation of the necessary marketing budgets, etc. The main ways of improving the management of marketing activities of agricultural enterprises are the following: creation of full-fledged marketing services of a functional type; development and implementation of relevant marketing strategies. A well-chosen and successfully implemented marketing strategy necessarily leads to an increase in the company's competitiveness, improving its access to labor, information, and financial resources. An effectively functioning marketing activity management system will be able to ensure long-term profit and a stable position of enterprises on the market. So, marketing at a modern agricultural enterprise is one of the main components of activity to achieve the main goal of the producer, which is a stable and profitable existence in a competitive market.

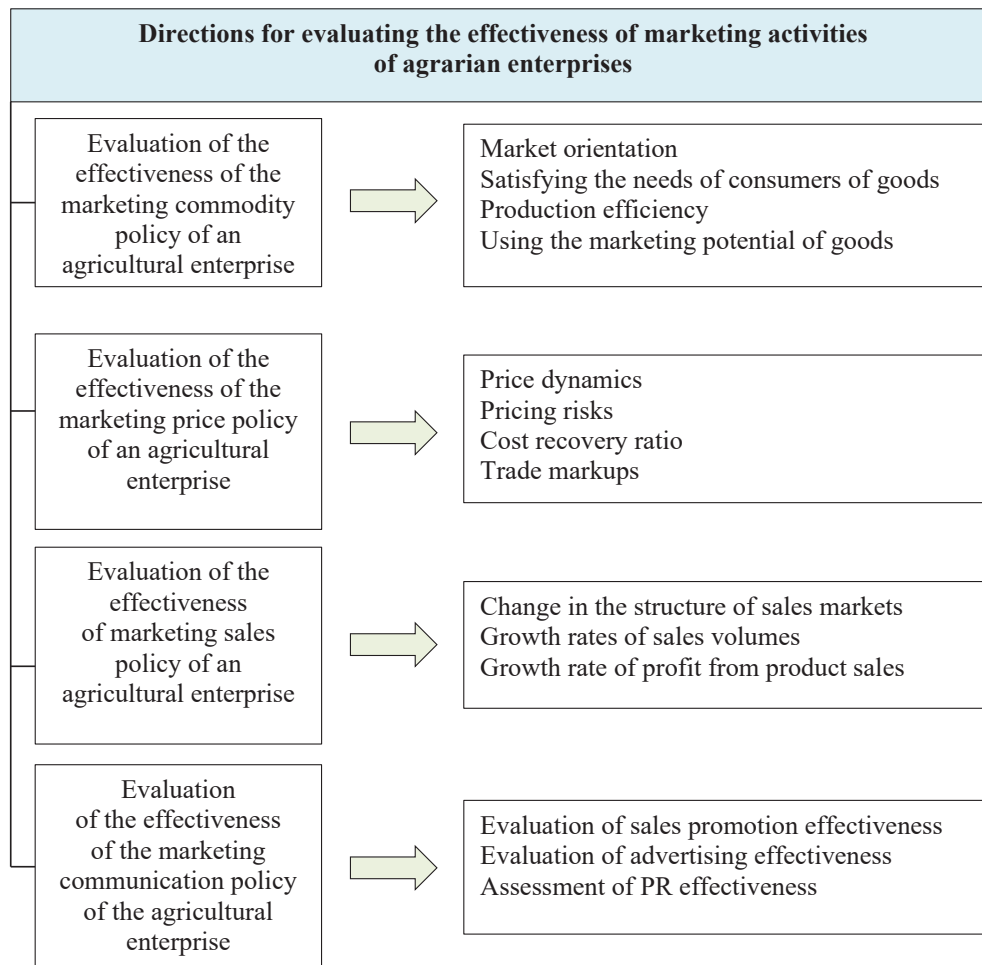


Figure 3 – Directions for evaluating the effectiveness of marketing activities of agrarian enterprises

Source: [5]

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ТЕОРЕТИКО-МЕТОДОЛОГІЧНІ АСПЕКТИ МАРКЕТИНГОВОГО МЕХАНІЗМУ В ДІЯЛЬНОСТІ АГРАРНИХ ПІДПРИЄМСТВ

У статті досліджено теоретичні та практичні аспекти впровадження та розвитку маркетингової діяльності в сільськогосподарських підприємствах з метою підвищення ефективності їх діяльності. Вказано, що розвиток організаційно-економічних механізмів адаптації сільськогосподарських підприємств до ринкових умов функціонування потребує змін у побудові організаційних структур з метою сприяння розвитку об'єктів ринків збуту продукції. При цьому особливого значення набувають організаційні структури управління маркетингом. Наголошується, що вирішення питання про принципи та підходи до їх побудови всередині підприємства є суто індивідуальними і мають враховувати весь спектр специфіки діяльності конкретного підприємства. Вказано, що недостатній розвиток інформаційної складової та інфраструктури ринку сільськогосподарської продукції значно ускладнює роботу вітчизняних маркетологів, що не дозволяє суттєво підвищити рівень розвитку аграрного маркетингу. Зазначено, що в сучасних кризових ринкових умовах підприємствам необхідно забезпечити удосконалення інформаційної бази та технології складання маркетингових планів на основі сучасних методів і засобів обробки інформації, на основі досягнень у галузі економічної теорії планування, використання економіко-математичного моделювання, сучасних методів і засобів обробки інформації. Зроблено висновки, що маркетингова підтримка розвивається в процесі подолання суперечностей між зовнішніми умовами та внутрішніми можливостями підприємства. Вказано, що маркетингове управління діяльністю підприємств в умовах міжнародної диверсифікації передбачає побудову відповідної системи збору інформації, дослідження зарубіжних ринків, планування, виконання та контроль маркетингової програми, оцінювання ризиків та прибутків, результативності маркетингових рішень, розробку маркетингової стратегії підприємства, що дає змогу отримувати максимальний позитивний результат за мінімальних витрат на маркетинг. Наголошується, що якщо маркетингове забезпечення дає змогу правильно оцінити об'єктивне ринкове середовище та базується на його науковому аналізі, не ігнорує особливостей розвитку виробництва, що пов'язано з випуском конкурентоспроможної продукції, то воно ефективно впливає на процес формування потреб.

Ключові слова: аграрний маркетинг, маркетингова діяльність, аграрний сектор, стратегія маркетингу.