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ECONOMY

PECULIARITIES OF AGROMARKETING MANAGEMENT IN AGRICULTURAL ENTERPRISES

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Abstract

The article presents the results of the analysis of marketing management at the enterprises of the agricultural sector of Ukraine, considers the features of agricultural products, and substantiates the need for marketing in agricultural enterprises.

It is proved that agricultural marketing in the process of its development was formed as a direction of economic science, the characteristic feature of which is a holistic approach to understanding the nature of human needs and their satisfaction.

It is established that one of the problems of domestic agricultural enterprises is the effective management of marketing activities, which has a decisive influence on the competitiveness of the enterprise and its financial results.

It is emphasized that one of the possible directions of activation of the agricultural enterprise is the introduction of the principles of marketing activities and the construction of adapted to the needs of a particular enterprise management of agricultural marketing.

Keywords: agriculture, agromarketing, management, marketing activities, enterprise, products, competitiveness, market, function, process.

Formulation of the problem.

The modern management system requires new conditions of consumer orientation, which is accompanied by constant analysis of the market, identifying its needs and developing ways to meet them. Therefore, it is extremely risky to conduct experiments and produce a new product without prior calculations. You need to understand exactly what and for what specific purpose the company will produce, as well as what results it expects to receive.

In a market economy, most management decisions of the enterprise are made in conditions of uncertainty and risk: financial, investment, management, etc. All companies must maintain the highest possible level of competitiveness, which is why marketing plays a key role.

It should be noted that marketing acts as the main mechanism that allows companies to continue their activities, as well as remain protected from various adverse internal and external factors. That is why the effective use of marketing technology management is the key to a successful future for the enterprise (organization) [3].

Agromarketing, unlike other types of marketing, has its own characteristics due to the specifics of the agricultural sector. In agricultural production, the end result directly depends on climatic conditions, the working period often does not coincide with the production, and perishable goods require prompt delivery to the consumer, or places of storage. The boundaries of agromarketing are quite wide and include not only the organization of the sales process, but also the solution of a number of issues directly related to the production of agricultural products [7, p. 62].

In the conditions of fierce competition with foreign producers, it is necessary to demonopolize oligarchic structures in the domestic market of agricultural products and food in general. This condition leads to a decrease in the quality of products sold to the final consumer.

The analysis of the researched problem has shown that at present the condition of many markets of domestic agricultural products is unsatisfactory, and it testifies to inefficiency of management of marketing strategies of the enterprises of agrarian branch.

Thus, there is a need to improve the mechanism of management of agromarketing activities at the level of agricultural enterprises.

The purpose of the article is to study the features of agromarketing management and develop ways to improve it in the production process of agricultural and processing enterprises.

Analysis of recent research and publications. Market relations involve not only production, but also the need to study sales opportunities, consumer search, focus on marketing activities of the enterprise. One of the most important tasks in the management of the enterprise in conditions of instability of the external environment is the task of effective management of its marketing activities.

The main role of agromarketing is the organization of complex activities for the manufacture and sale of agricultural products, taking into account the innovation policy focused on creating products that meet customer needs and allows conducting production and economic activities of enterprises with maximum profitability.

Significant contribution to the study of the theoretical foundations of agricultural marketing and its effectiveness for agricultural enterprises was given considerable attention by domestic and foreign scientists, such as: V. Andriychuk [2], F. Kotler, V.R. Branson [6], Yu. Danko [9], O. Zagorodniuk [10], R. Kolz and J. N. Yul [14], T. Lunkina [16], M. Shevchenko [24], and others. Most of their research broadly covers certain aspects of the marketing development system and its role for agricultural enterprises. However, the issues of modern management of agricultural marketing are not given enough attention, which requires further research and discussion.

Research results. The transition to new economic relations of agricultural enterprises necessitates the formation of an effective management system, organization of production, sale of high quality products to meet the needs of consumers [4].

The global economic crisis has revealed many imperfections and significant shortcomings in the economic and production activities of modern agricultural enterprises. The main ones: a significant number of them were not prepared for dynamic changes and the need for adaptation, that they do not have a modern arsenal of scientifically sound methods of competition. This often led to the cessation of production activities, as well as the bankruptcy of economic entities due to their inefficient work.

Today, there is no industrialized country where marketing activities are not practiced to some extent. The agricultural sector of the economy in market relations requires the formation of a new, adequate market, economic mechanism of management where the most important component is marketing, in which the main role of production and marketing activities of agro-industrial complex, regardless of ownership, is determined by the buyer [9].

Modern ideas of agromarketing and agromarketing activities are reduced to improving the conceptual apparatus of its interpretation and experience of agricultural enterprises.

The first concept of "agricultural marketing" was considered in 1957 by J. N. Davis and R.A. Holberg, in their view, is a marketing operation from the first buyer to the end consumer [8].

Ostrovsky P.I. sees in the concept of "agricultural marketing" - a set of economic relations, about the combination of processes of production of agricultural products (raw materials), its processing, storage, transportation and delivery to the consumer, ie as part of the agribusiness system [15].

A number of authors [7] believe that agromarketing is the organization and implementation of all processes and areas of work related to the flow of goods and services from the moment of primary agricultural production to the moment of sale and receipt by specific consumers.

Marketers Robert E. Branson and Douglas G. Norwell believe that agricultural marketing is all activities that are associated with agricultural production: food, seeds, harvesting, processing and delivery to the final consumer, including analysis of consumer needs, purchasing motivations and behavior consumers [6].

According to Fomenko L.G., the functioning of the agro-industrial enterprise should be consistent with the implementation of a set of marketing functions: market orientation; adaptation to the market; collection and processing of information; long-term commercial success [22].

Sakhatsky M.P. Emphasizes that agricultural marketing for agricultural enterprises should be seen as an activity that involves the identification and satisfaction of needs through exchange, is used as a universal tool that ensures the achievement of the goal [17].

Shevchenko M.N., notes that agricultural marketing of agricultural enterprises should be considered as an important component, formed of five complementary subsystems: information support, agromarketing research, agromarketing management, agromarketing infrastructure, strategic and operational management [24].

In their works, the authors R.L. Coles and J. N. Yul define agromarketing as a set of all activities involved in the process of promoting food products and services, from agricultural production to the moment when they will be in the hands of consumers [14].

Solovyov I.O. notes that for agricultural enterprises, agricultural marketing should be considered as a comprehensive and systematic method of solving the problems of the organization, which covers all stages of the process "production - distribution (exchange) - consumption" [20].

Kozub N.M. interprets the concept of "agricultural marketing" as a whole phenomenon of socio-economic nature, the modern meaning of which reflects the evolution of the market of agricultural products and products of its industrial processing, consistently combines market research, agricultural production and processing of its products, turnover, demand and sales promotion [13].

We support the opinion of a number of authors [23] who believe that agromarketing should be considered as a complex market activity, which is a system of views and actions related to the study of needs, production and exchange to meet these needs with the least resources and the most complete consumer effect.

In market conditions, marketing in agriculture is a basic component of entrepreneurial activity, provides the opportunity to make optimal management decisions based on market research. That is, agromarketing allows performing other management functions (planning, control, and regulation) more effectively, which contributes to increasing the sustainable functioning of agricultural enterprises [3].

The introduction of marketing in the practice of management is slow and quite contradictory, which reveals the patterns of its formation and development in the agricultural sector. The specifics are related to the subjects of agromarketing, which includes:

- suppliers of raw materials, production and labor resources, logistics;
- all agricultural producers;
- organization of market infrastructure;
- organization of wholesale and retail trade and various intermediaries;
- specialists in agricultural marketing;

- shopping and consulting centers;
- various consumers of agricultural products and food.

Economic results in agriculture depend on natural conditions. This feature of agribusiness is the basis not only for production but also for the organization of marketing activities. Land, as the main means of production in agriculture, as well as the quality of its use determine the further quality of products, as well as its volume and range.

The working period in agriculture does not coincide with the production period. The effectiveness of agromarketing in this feature depends on the correct assessment of demand and its satisfaction, taking into account forecasts and trends. Agricultural production is seasonal. Taking into account this feature, forms and methods of marketing in agriculture are formed [19].

Production of basic necessities. Since agriculture is mainly engaged in food production, agromarketing faces the task of timely supply of products in the right quantity and range to different categories of consumers, depending on their age, gender, financial status, religious beliefs to meet the demand of any buyers [25].

A significant number of forms of ownership in agriculture also determine many ways of marketing activities. Competition between owners of different forms of ownership requires the application of new effective strategies and techniques. Depending on the forms of ownership and management, agricultural marketing systems are formed, which differ in the functions of management, adaptation to the needs and demand of consumers.

Today there is a significant shortage of specialists in the field of agricultural marketing. In addition, agricultural marketing as a science still continues to take shape and does not have clearly defined approaches to the specifics of education, which does not allow to call the curricula of students who are currently studying in this specialty, perfect.

Insufficient level of marketing support in agriculture. The effectiveness of marketing activities can be assessed only taking into account the entire system of agricultural business (production, processing and sale of products). If at some stage there is a failure to provide information, we can assume that further estimates will be inaccurate and will not bring the greatest beneficial effect that could be achieved in a comprehensive work at all stages [11].

The low level of technical equipment of the agro-industrial complex and the introduction of scientific and technological progress in relation to other areas of the economy does not contribute to the growth of labor productivity and competitiveness of the agricultural sector.

According to marketing theory, there is a set of specific functions that marketing performs. Marketing functions - a set of activities of the enterprise related to market research, product development, and the formation of channels for the promotion of goods on the market, advertising and sales promotion, as well as management and control. Each of these functions is important in itself, but only in close connection they allow to successfully implement the principles of marketing.

Lomzina L.M. believes that all marketing functions in the agro-industrial complex should be classified according to two criteria: content and object of influence. The first can be called general, and the second - specific. The general functions of marketing are management, organization, planning, forecasting, analysis, accounting and control, and specific - market research, consumer demand, environmental analysis, implementation of product policy, product lifecycle support, pricing and pricing policy, trade and sales products, demand formation and sales promotion, commercial activities, foreign economic marketing activities, accounting and financial activities, marketing management [15].

In the process of marketing activities, general and specific functions are interrelated. General functions include: organization, analysis, management, planning, forecasting, evaluation, accounting, control. When performing any specific function, all general functions are performed. In agricultural and agro-industrial formations, agro-marketing activities can be effective if they are carried out by all employees of the management staff and are facilitated by workers in the production sector. The fact that at the same time with the management staff agromarketing functions are performed by production workers is explained simply: it is they who produce products of the required quality, the established range and create conditions for timely satisfaction of consumer demand.

In a market economy, an agricultural enterprise cannot operate effectively without economic freedom to choose its markets. Therefore, it is important for agricultural enterprises to determine the markets for products, to develop measures to improve the efficiency of production through its successful implementation [17].

Thus, the functional division of responsibilities, regulation and consolidation of functions or types of work for a particular employee is the basis of an effective agromarketing functional organization in the enterprise.

Agromarketing, being an element of the program-targeted approach to the management of agricultural enterprises in market conditions, is a complex system that requires regulation and management. The peculiarity of agromarketing is the variety of methods, techniques and methods of its implementation. This is due to the large range of products, its intended use and role for the consumer. Some of the main techniques include:

- creating a brand - recognition, a driver of a successful business;
- increase brand loyalty - trust and internal commitment of customers to the brand;
- increase sales of goods from the shelf - the art of presenting goods in the trading hall (merchandising);
- increase in average sales - forecast your own growth.

Agricultural marketing methods have their own characteristics related to both the specifics of agricultural production and its products. The practical application of marketing in agriculture is more limited. In the conditions of daily market competition the producer takes into account not only natural and economic conditions of the region, technological features of cultiva-

tion of agricultural crops, selection of breeds of animals, but also focuses on existing, and the main, perspective solvent potential buyers who flexibly react to changes in a market situation the goal for agricultural marketing is in a better position [22].

The main tasks of agromarketing for agricultural enterprises should be: gaining a specific market share of consumers, increasing production in accordance with the goals of producer enterprises; focus on long-term market results; use of the strategy of active adaptation of the production of quality products to the requirements of customers; purposeful influence on buyers in order to increase sales and obtain the desired profit [21].

The use of marketing for the enterprise is an opportunity to turn the needs of customers into the income of the enterprise, to maintain the profitability and liquidity of the enterprise to meet consumer demand. The main thing in marketing strategy, as a system, is its target orientation and complexity, in other words, the connection in a single technological process of all individual components of this activity [9].

A comprehensive program-targeted approach allows you to develop an effective strategy for "break-through" in the markets, to identify areas of activity, to consciously concentrate the company's efforts on individual market sectors.

The production process of agromarketing consists of stages interconnected by a common goal:

And - includes the purchase of raw materials and resources (factors of production) for the production of agricultural products and food;

II - includes the production of agricultural products;

III - the choice of sales channels (sales) of products and food, sales organization, distribution of products and satisfaction of consumer requirements for agricultural products and food.

Agromarketing as a tool of market activity provides the optimal speed of promotion of agricultural goods, which correlates the most favorable rates of their sale and circulation with minimal costs for storage, as well as while maintaining the ability to fully meet consumer demand. Thus, agromarketing acts as an accelerator of the processes occurring in the system "production - exchange - consumption" and makes the end result that would most fully meet the ultimate goal of social development [4,1].

Research on the functioning of agricultural enterprises in terms of their marketing activities should be conducted in the following areas: analysis of resource potential; resource efficiency; assessment of financial condition [21].

Marketing management is a purposeful activity to regulate the firm's position in the market through planning, organization, accounting, control, implementation of each phase of the position - activity aspect of the firm's behavior, taking into account the influence of market space, competitive environment to achieve profitability and efficiency project in the market [23].

The company's marketing strategy - is developed on the basis of goals, forecast long-term prospects for market development, analysis of customer needs, assessment of resources and capabilities of the enterprise [25].

As a management concept, marketing requires the organization to consider the consumption of services,

goods as a process of "voting" of the consumer with their own money for the desired product, product or service. This determines the success of the enterprise and allows it to optimally meet the needs of consumers.

Most scientists and professionals consider marketing management as a practical implementation of a carefully thought-out integrated enterprise policy in the market. Marketing management provides:

- first, the target orientation of the market activity of the enterprise, associated primarily with the satisfaction of social and personal needs;

- secondly, the complexity of this activity, which is expressed in a clearly constructed process from the design of the product to its consumption;

- thirdly, allows to take into account the prospect of improving the product range in accordance with the needs and conditions of consumption [12].

After analyzing agromarketing, you can make a number of suggestions for more effective marketing activities in agricultural enterprises and the ability to avoid problems with sales:

- marketing activities should and can be carried out in all agricultural and processing enterprises of the agro-industrial complex, regardless of their financial condition;

- the formation of marketing services at enterprises for the production and processing of agricultural products should be carried out on the basis of the gradual transformation of the supply and marketing services;

- to ensure its competitiveness, each enterprise for the production and processing of agricultural products must develop its own marketing strategy and marketing plans;

- for producers of agricultural products the problem of clear identification of the production for the purpose of its allocation from set of brands of the imported goods by means of professionally organized advertising activity is actual.

To solve this problem, it is necessary to move from the traditional "marketing concept" to the concept of "integrated marketing communications". The latter is aimed at giving entrepreneurs the opportunity to more fully study and take into account communication processes and to obtain the effect of "synergy" from the communicative impact of means of promoting goods on the market [25].

In our opinion, the peculiarities of agromarketing are primarily related to the specifics of agricultural production, which is characterized by a variety of products and market participants, a large number of organizational forms of management, staffing problems.

However, the main measures for effective marketing activities of functioning agricultural enterprises are:

- access to international markets;
- improving the organizational structure;
- advanced training of employees;
- estimated product policy of the enterprise;
- effective pricing policy;
- own marketing and information system;
- positive image of the enterprise;
- effective advertising.

Summarizing the above, we believe that agromarketing for agricultural enterprises is one of the important components and necessary types of management of agricultural market participants, which has the potential to reorient agro-industrial production and sales of agricultural products to fully meet the needs,

demands and interests of consumers.

Conclusion. The conducted research gives grounds to assert that Marketing activity is one of the most important mechanisms of enterprise management. The use of marketing technologies, first of all, affects the future development of the firm, as without it is impossible to develop innovations in the production of goods and services, thereby securing a stable place in the market and protection from internal and external factors.

Among the factors limiting the development of agromarketing in domestic agricultural enterprises are more significant wear and tear of material and technical base, high prices for material and technical resources and agricultural products, inefficient government support, lack of own funds, high taxes, and low purchasing power of consumers agricultural products.

Finally, domestic agromarketing requires more specific areas of marketing research aimed at the inter-related impact of marketing functions on the consumer (formation and stimulation of demand; expanding sales, market share and profits, as well as achieving optimal management decisions).

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