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MARKETING SUPPORT FOR PUMPKIN SEEDS MARKET DEVELOPMENT IN UKRAINE

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**MARKETING SUPPORT FOR PUMPKIN
SEEDS MARKET DEVELOPMENT
IN UKRAINE**

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The monograph shows the entire panorama of marketing activities, starting from revealing the essence of marketing and the problems of marketing support for the pumpkin seed market in Ukraine to understanding the deep processes that determine business development.

Marketing support is considered as the main function in the development of market relations, which is designed to ensure a high competitive position of the business entity, taking into account the external and internal environment. The paper analyzes the current practice of marketing support and issues related to the adoption of marketing management decisions by pumpkin seed producers.

The book is intended for scholars, teachers, and students studying marketing, as well as for everyone interested in new "technology" of working in the market.

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ANNOTATION

«Marketing support of activities enterprises - one of the main priorities for their successful development.»

F. Kotler. Basics of marketing

The most important task of the agro-industrial complex of Ukraine is to provide the population with full and quality food products. A significant place in the implementation of this task belongs to the melon growing industry, whose products we consume not only fresh, but also from which we can obtain exquisite and various dishes. One of the most productive and profitable melon crops is pumpkins – which have recently become increasingly popular. more acquire popularity among consumers.

But pumpkin gives us another extremely useful product – pumpkin seed oil (pumpkin oil). “Green” or “black” gold – in European countries pumpkin seed oil was called, not only because pumpkin seed oil is extremely useful, but also because of the exceptional qualities of this product. Almost all *pumpkin seeds* collected in Ukraine are exported to Austria for further processing. About \$1 thousand is given for a ton of “naked” *seeds* .

Today, Ukraine has entered the top leading countries in growing pumpkin seeds.

In 2021, global pumpkin production (including squash) was 23.4 million tonnes, led by China with 32% of the total. Ukraine, Russia and the United States were secondary producers.

Over the past 10 years, pumpkin cultivation has fluctuated between 700–1170 thousand tons. The highest harvest was harvested in 2021 – 1300 thousand tons, the lowest – in 2000 – 401.5 thousand tons, which is associated with a drop in yield to 160 centners per 1 ha. By the way, pumpkin seeds are the only raw material that oilseed growers need – all pumpkin pulp remains on the field, where it is converted into fertilizer.

Therefore, the marketing support of the pumpkin seed production enterprise should be aimed at maintaining constant compliance of the defined goals with the available resources and the organic interaction of raw material, production, logistics, and service chains, which, in fact, is formed by marketing management tools. This statement identifies the general directions of marketing support for enterprises. Of course, each branch of agriculture, including pumpkin seed production enterprises, has its own specific features of production and consumption.

Marketing activities of agricultural producers of pumpkin seeds consist of a number of components: 1. Providing the enterprise with high-quality and affordable raw materials. 2. Identifying existing and potential demand for products through a comprehensive study of the market situation and prospects for its development. 3. Planning product policy, assortment management, taking into account market needs and the enterprise's potential. 4. Development of pricing policy. 5. Real assessment by the enterprise of its production, sales, export capabilities and advantages compared to competitors. 6. Development of containers and packaging, selection of special methods of advertising and sales promotion. 7. Planning of product distribution channels. 8. Management of the customer service process. 9. Formation of a marketing strategy.

However, the main constant elements and areas of marketing activity in the production of pumpkin seeds remain: product, price, promotion, and sales.

Recently, specialists and researchers, characterizing marketing activities, quite often use the term "marketing support". There are many definitions and interpretations of this concept. We believe that the concept of "marketing support" is a set of all types of resources (both material and intangible), which comprehensively ensure the maintenance of the adequacy of the marketing system and process. From the point of view of a comprehensive approach, the marketing support system is a functional subsystem of enterprise management, and, in turn, includes a number of subsystems: informational, organizational, economic, legal, technical, social, software, mathematical, methodological, econometric, linguistic and other types of support.

Analytical data show that the main reasons that complicate the creation of an effective system of marketing support for the activities of pumpkin seed producers are underestimation of the role and opportunities of marketing in increasing the efficiency of this business; conducting marketing research without taking into account the specifics of the pumpkin seed market. The proposed publication contains the results of its own research. The use of ideas, results and texts of other authors must be referenced to the appropriate source.

The marketing support system is necessary for the normal (high-quality and uninterrupted) functioning of the development and decision-making process in the network of relationships of business structures that are involved in the process of exchanging values (goods and services) on a commercial or non-commercial basis. The marketing support system provides for a number of subsystems, the main of which are the information, organizational, legal, economic, technical, social and security subsystems. Based on this approach to marketing support, it should be noted that the current state of marketing at domestic enterprises is characterized by:

- absence methods carrying out marketing research influences on market, used taking into account the specifics of the Ukrainian, regional and industry market;
- support more on intuitive, than on scientific methods .

Considering the concept of "marketing support" as a system allows us to determine the role and essence of the category marketing, called neutralize factors risk and threats implementation vision (strategies), to mark content and structure. System marketing software, as subsystem socially significant exchange relationships (given that marketing is interdisciplinary in nature), is formed taking into account functional development and is a functional management subsystem.

Therefore, based on the key goal and characteristics of marketing (target orientation, gratitude), there is every reason to believe in the need to ensure the implementation of the specified direction, which is actually the basis for the formation of the scientific category "marketing support" with its functional characteristics and place in the structure of scientific knowledge.

IN that the same time marketing software, although and deterministic certain

marketable relationships, but is based on certain approaches. The concept is based on the fact that marketing support developing in process overcoming contradictions between external conditions and internal capabilities enterprises. If marketing software gives possibility True to evaluate objective market environment and is based on its scientific analysis, does not ignore the peculiarities of the development of production associated with the production of competitive products, then it can effectively influence the process of forming needs. In the unity of relationships, interdependencies of the objective and subjective, market and internal unfolds process marketing software. At Therefore, it can be analyzed from different angles. First of all, it is necessary to distinguish: the main directions and goals of marketing support; subjects of marketing support; means used; the most effective ways, methods and forms its implementation.

Marketing support is necessary primarily for shaping the development and decision-making process in the system of interaction of business structures that are involved in the marketing process of exchanging services and goods on a commercial basis.

The main ones tasks marketing The provision is:

- training related to the possibility of using marketing tools when conducting market research;
- development on knowledge base and market practice principles and programs marketing activities;
- constructive implementation philosophy and tools marketing in economic relationships;
- support and development of innovative species activities.

Marketing activity, as the most important function in the field of entrepreneurship, must ensure a stable, competitive position of the marketing system entity in the market of goods and services, taking into account the state of the internal and external environment.

Conducted marketing research has shown that there are quite a large number of unresolved problems. Marketing support of the activities of an economic entity is one of the main priorities of their successful development. However, it should be noted that

each enterprise has its own characteristics, therefore the mechanism of formation of marketing support of their activities depends on many socio-economic, organizational and technical and legal factors, is based on a group of critically important, controllable factors. The main role is played by the use of marketing tools in the study of market processes for both enterprises - producers of products, and intermediary structures associated with their promotion on the market.

The work was carried out on the materials of the research of the postgraduate student of the Department of Marketing and International Trade of the NUBiP of Ukraine Roman Avramenko, on the scientific topic of the department : "Development of Marketing at Enterprises of the Agricultural Sector and Processing Enterprises" (state registration number 0120U100630).

TABLE OF CONTENT

INTRODUCTION.....	10
SECTION I THEORETICAL AND METHODOLOGICAL ASPECTS OF THE FORMATION AND DEVELOPMENT OF MARKETING ACTIVITIES OF AGRICULTURAL FORMATIONS.....	14
1.1 Formation and development marketing in conditions market relations.....	14
1.2 Features marketing activities of agricultural enterprises.....	29
1.3 Methodical approaches to evaluation marketing activities of agricultural enterprises.....	43
Conclusions to section I	51
List of references for section I	53
SECTION II MARKETING TOOLS FOR PROVIDING BUSINESS ACTIVITIES.....	58
2.1 Determinants of the formation of marketing tools.....	58
2.2 Composition and characteristic marketing tools impact on ensuring consumer demand.....	61
2.3 The place and role of marketing tools in ensuring the activities of industrial enterprises.....	68
Conclusions to Section II	73
List of references for section II	74
SECTION III ENSURING MANAGEMENT OF MARKETING ACTIVITIES OF ENTERPRISES.....	77
3.1 The essence of the concept of “marketing management”.....	77
3.2 Stages and concepts of marketing development and marketing management.....	78
3.3 Modern concept of marketing.....	105
3.4 Systems for managing marketing activities of enterprises.....	109
3.5 Ensuring marketing process management and its features in the agricultural sector.....	112
3.6 Providing marketing information in enterprise management.....	135
3.7 Ways to improve the efficiency of marketing management in the agricultural sector.....	150
List of references for section III	172
SECTION IV STATUS AND TRENDS OF ENSURING THE DEVELOPMENT OF MARKETING ACTIVITIES OF ENTERPRISES ON THE PUMPKIN SEEDS MARKET.....	177

4.1 Analysis of the operating conditions of enterprises and trends in the development of the corn seed market.....	177
4.2 Marketing strategy to stimulate sales of pumpkin seeds.....	184
4.3 Pumpkin as a niche crop: new prospects for small businesses.....	205
4.4 Improving the organization and management of marketing at pumpkin seed production enterprises	213
4.5 Experience of business entities in the production of pumpkin seeds.....	220
4.6 World pumpkin seed market: development trends	223
Conclusions to Section IV	229
List of references for Section IV	233
APPENDICES.....	239

INTRODUCTION

IN theories and practice marketing term "marketing" software" used by specialists in different contexts when describing marketing activities, but, nevertheless, it can hardly be said that it carries a certain, consistent meaning and is clearly perceived, as is the case for such long-established concepts in marketing as, for example, "marketing complex", "marketing process", "marketing system", "marketing research", etc.

If to apply to scientific interpretation term "software", then can affirm, that this concept is capable of effective application in explaining fundamental market phenomena and processes, which requires application in the conceptual basis of marketing science, since marketing support involves the organization of a creative process that takes into account many external and internal factors:

- 1) main directions development marketing software on market;
- 2) trends and state development marketing relations between subjects economic activities;
- 3) level relations between subjects management.

In modern economic literature on marketing, the definition of the content of marketing support has different interpretations. For example, in some sources, marketing support is interpreted as a certain planning process that determines the organizational foundations, perspective, direction development, and also ways and means their achievement with certain set marketing tools. The essence of marketing support for enterprises is the use of a marketing complex developed on the basis of marketing tools combined in appropriate ways and the marketing concept on which these enterprises are oriented.

If we voice the most general view of the structure and content of marketing support, then the most successful definition for this concept would be the following: marketing support is a set of all types of resources (both material and intangible), which comprehensively ensures the adequacy of the marketing system and process. The marketing support system is necessary for the normal (high-quality and uninterrupted) functioning of the development and decision-making process in the

network of relationships of business structures that are involved in the process of exchanging values (goods and services) on a commercial or non-commercial basis. The marketing support system provides for a number of subsystems, the main of which are information, organizational, legal, economic, technical, social and security subsystems.

Marketing support is necessary primarily for shaping the development and decision-making process in the system of interaction of business structures that are involved in the marketing process of exchanging services and goods on a commercial basis.

The main ones tasks marketing The provision is:

- training related to the possibility of using marketing tools when conducting market research;
- development on knowledge base and market practice principles and programs marketing activities;
- constructive implementation philosophy and toolkit marketing in economic relationships;
- support and development of innovative species activities.

Methodological principles marketing research software enterprises are the following:

- view on marketing software as basis managerial hierarchies;
- association actions all functional services enterprises around its main interests;
- using all components elements complex marketing in aggregate;
- consideration features production on enterprises from production innovative products;
- informational software as key component marketing software;
- innovativeness and creativity process marketing software;
- taking into account the modern concept of socio-ethical marketing as a means of achieving a balance between the main goals of marketing – enterprise profit, customer requests and the interests of society.

Basic principles marketing support there are such as:

1. The principle of profitability, i.e. reducing uncertainty in connection with the

use of marketing tools.

2. The principle of alternativeness. It is necessary to consider several alternative options for using marketing tools, highlighting the most optimal one for a specific situation.

3. The principle of efficiency, which implies adjusting the procedure for applying marketing tools in order to take into account the deadlines for the implementation of mutually beneficial contractual relationships.

4. The principle of clarity and justification. This requirement for the scheme of application of marketing tools is that it be understandable to the participants in the relationship, and all its components have an economic and business justification.

Features marketing software enterprises give grounds to understand that this is a set of measures aimed at:

studying the market and its target segments (marketing research);

formation of product assortment and ensuring an appropriate level of product quality (product policy);

management of costs and profits of the enterprise through the formation and adjustment prices (price policy);

organization timely and full delivery of products produced to the consumer (distributive policy);

creation relevant communication space regarding informing consumers about the company's existing and new products (communication policy);

software proper service service on all stages promotion products from manufacturer to final consumer (service policy);

the need for a reverse communication on to each stage.

Marketing should occupy one of the first places in the hierarchy of management guidelines, so that consumer orientation, its requests, and benefits become the basis of the activities of all divisions of the enterprise. Improving the management of the enterprise's marketing activities requires special attention to the choice of the target market, increasing the number of consumers, and creating in buyers the conviction that they are the highest value for the enterprise. That is why the marketing support process

should permeate all areas of enterprise management, form the basis of management activities that determine the directions of its development.

Marketing in the manufacturing sector has its own characteristics that distinguish it from traditional marketing approaches, and, in accordance, requires developments certain methodical aspects. Now, with review Given the relevance of this issue, it is necessary to form a modern theoretical and methodological apparatus for marketing support from the perspective of its role in the interaction of all market participants.

Therefore, the effectiveness of any enterprise in the market depends on marketing activities, which contribute to the creation of new opportunities for its further development. This leads to an understanding of the importance of the role of marketing activities in creating methods and mechanisms for regulating the production and economic processes of the enterprise.

I am sincerely grateful to the reviewers, Doctors of Economic Sciences, Professors Buryak Ruslan Ivanovych, Talavira Mykola Petrovych, and Zakharchuk Oleksandr Vasylovych for their meaningful comments and wishes for further work.

Sincerely, Roman Avramenko

SECTION I

THEORETICAL AND METHODOLOGICAL ASPECTS OF THE FORMATION AND DEVELOPMENT OF MARKETING ACTIVITIES OF AGRICULTURAL FORMATIONS

1.1. Formation and development marketing in conditions market relations

Marketing as a separate economic science emerged not so long ago – only at the beginning of the 20th century. Thus, in 1902, marketing teaching was initiated at the University of Michigan, the University of Illinois, and the University of Berkeley. These processes were preceded by Yes called industrial revolution, by whose market needed significantly new approaches to doing business. In the same period, specialized organizations with marketing activities, and with 1920s years – marketing associations and advertising figures. Crisis overproduction, What began in 1929 river and became one of the most powerful in history, forcing American enterprises to use elements of the marketing concept as an obligatory element of economic activity and management since the 1930s. Certain systematicity marketing reached in 50s years past century, and with 1960s years began to be used as a key tool for achieving long-term strategic goals of enterprises. Since the second half of the twentieth century. in the practice of business entities of countries with a market economy, and since the 1990s. with a change in the paradigm of the functioning of the national economy and in post-socialist countries marketing pond not only mandatory, and partly and the main segment of management activity [1 , 2 , 3].

However, the real development of marketing in the activities of economic entities began long before the formation of marketing thought in scientific works. Convincing proof this there are that, What such basic economic Definitions such as "price", "market", "product sales" have been described and explained in scientific literature. literature yet in XVII Art. and actively developed representatives of different economic schools and currents [4; 5 ; 6 ; 8].

Understanding the essence of marketing and its practical application requires tracing the evolution of the marketing concept from the turn of the nineteenth and

twentieth centuries to the present. Early marketing, at the turn of the nineteenth and twentieth centuries, was oriented mainly towards the production of goods. The success of an entrepreneur was ensured only when his company could produce as many goods or services as possible. The ease of sale was associated with the absorption of the market through mass consumption of goods that were previously inaccessible to a wide range of consumers.

In some cases, the disruption of market equilibrium due to excessive production against an insufficient level of consumption already gave rise to the first economic crises. However, along with the destructive impact on economic systems crises leveled market disproportions and overcame by basis individual anti-crisis instruments. Although the crises were mostly episodic in nature, they gradually motivated researchers on in-depth process study implementation, and practitioners forced realize significance sales process .

As production and consumption grew, it became clear that in the new conditions for effective management it was no longer enough to focus exclusively on production, as more and more difficulties began arise in field sale. After all, if earlier the market could consume all the goods offered, except in situations of economic crises, then later the supply somehow began to exceed the demand. This is exactly the situation and led to evolution concepts marketing, conditioned gradual transition to aggressive forms and methods of offering goods, their sale, especially advertising. The new paradigm of offering goods began to be directed towards overcoming resistance buyers, in ago number unconscious and hidden, and to ensure the ability to sell everything that was produced.

Founder present understanding concept "marketing" is considered K. McCormick (1809–1884 y.), employee companies with production of harvesting equipment. He was the first to express the opinion that marketing should be the main function of any enterprise, and the search and work with customers is the primary task of the manager. It was K. McCormick who introduced the concepts of marketing analysis and marketing research, formed concepts of the market, pricing policy and service.

On today day exists over 2500 definitions term "marketing". After all, marketing gradually spread from the exclusively micro level and the sphere of economic relations "seller-buyer" and took on a noticeable scientific and practical role. niche in industry, regional, international business etc.

The first approaches to interpreting the concept of marketing emerged at the beginning of XX Art. in USA. Word "marketing" comes from from "market" – "market". In its economic sense, marketing is designed to carry out a certain influence on market environment with purpose magnification sales, and hence and profits. It is in this context that a significant cohort of domestic and foreign economists still considers the importance of marketing.

American scientists Evans J. and Berman B. alone with the first presented their own elaborated interpretation of the term "marketing". They paid special attention to the separation of "sales" and "marketing" approaches and noted that "an adequate definition of marketing should not be limited exclusively to goods and services, because its objects can be organizations, people, individual territories and ideas" [7 , p. 3].

The fundamental definition of the concept of marketing was formulated by the prominent American scientist F. Kotler [1 ; 18 , p. 9]. According to his definition, "marketing is a social and managerial process by which individuals and groups of individuals satisfy their needs and need thanks to creation goods and consumer values and exchanging them with each other." F. Kotler also identified and characterized such basic elements of marketing as development periods, marketing tools, systematicity, unity, and technologicality of marketing tools and techniques.

Subsequently, these scientific achievements formed the basis of marketing planning, which is based on a detailed analysis of consumer needs and ensures the integrity and completeness of marketing activities.

Further development of definitions and categories of marketing already introduces certain clarifications regarding the levels and scope of marketing activities. It is this context that J. McCarthy and V. Perrot describe [9, p. 8]. Over time, marketing took its place in strategic management and became its key element. Exactly marketing pond that carved stone, on the basis of which they began to create promising

development strategies at different levels of economic relations [24 , 25].

Unlike the American, European approaches to defining and understanding marketing are somewhat different. The most famous achievements here belong to J. J. Lamben. He understood marketing as the system-forming basis of business, its peculiar philosophy. Simultaneously, scientist applied process approach in its study – as an active specialized activity, focused on meeting the needs of individual consumers and society as a whole. At the same time, language is going about necessary goods, What constitute value for these consumers or society [12: 44 , p. 4].

Gradually, in the process of evolution of marketing theories, marketing has transformed in integral business system, according to with which one are predicted amount and the structure of demand for goods and services, needs are developed and met through prism marketing research and formation marketing information system, and also types of special products are being developed, which are increasingly in demand among the population (for example, the already mentioned eco-products). Marketing, thus, is not only a set of practical actions, which consist in application relevant methods, but above all, a way of thinking about the market and the enterprise, its role and tasks that ensure the survival and further development of business structures.

Marketing is primarily a business philosophy that takes into account not only the increase in production potential, but also the requirements dictated by existing and potential consumer audiences. This process requires managers at all levels to reformat their activities directly to the market.

Since the mid-1990s, scientific activity in the study of marketing. Worth it to note, What marketing as science in Ukraine began to develop only after the collapse of the command-administrative system. The change in ideas and concepts in domestic economic theory occurred precisely under the influence of the development of market-economic relations in the country.

The main feature development domestic marketing thoughts there was a separation of functional, geographical and product aspects in marketing. Domestic scientists, such as, L. IN. Balabanova [13], AND. IN. Wojcik [14], IN. G. Gerasymchuk [15] and others have in some way expanded the traditional theoretical

aspects of marketing with practical applications for different markets, certain segments, and a certain target audience.

In general, the formation of the domestic school of marketing took place about a quarter of a century ago, starting from 1992. One of the main figures of this process in Ukraine was A.V. Voichak [14]. It is worth noting that the main contributions of the scientist to the development of marketing theory were the identification of eleven programs and types of activities on which the process of internal marketing management is formed [14, p. 285].

The scientist presented his own classification of approaches to the study of marketing concepts, and also distinguished internal marketing depending on the internal market of the enterprise. Also, A. V. Voichak, based on the analysis of literary sources, distinguished different approaches to understanding the essence of marketing: from the point of view of management as a conceptual basis of activity, as a functional apparatus, from the point of view of the product - as an element of behavioral economics, as well as in terms of national and institutional levels. He also studied internal communications at enterprises [14].

Summarizing the research of the Ukrainian school of marketing, it can be stated that domestic marketing scientists have gradually formed their own views on the theoretical basis and issues in the field of marketing, and this in turn has become the basis for the implementation of practical provisions of marketing in Ukraine. It is worth noting that the research of representatives of the domestic marketing school is focused mainly on theoretical issues and issues of marketing. Of course, their fundamental basic theoretical approaches will be the basis for the implementation and introduction of practical foundations of domestic domestic marketing. Therefore, in the future, the work of scientists should consolidate the implementation and adaptation of the developed marketing tools in the domestic market.

Having examined many views on the very nature of the category of "marketing" in domestic and foreign scientific literature, it can be argued that a common feature of many definitions is the establishment of a connection between marketing and needs. and expectations buyers, production and commercial activity subordinated to the

orientation of the buyer. That is why marketing has become the basis of the functioning of entrepreneurs, whose activities are aimed at studying needs consumers and search the best way for their satisfaction through innovation and high-quality products.

In general all the variety of interpretations of marketing can be reduced to four positions, considering this concept as process, as management, as activity and as a business philosophy.

However, it should be noted that they are somewhat isolated, do not reveal and do not take into account the entire essence of the concept of "marketing". Therefore, there is a need to substantiate an integrated approach to interpreting the essence of marketing.

Synthesizing views and treatment foreign and domestic scientists, we consider it appropriate to understand the concept of "marketing" as a mechanism for implementing the key idea of a business by intensifying the entire process of enterprise management, software continuity its activities, directed to fulfill the key mission and generate profit, based on identifying and meeting consumer needs.

At the heart of modern marketing concepts is meeting customer needs. The success of marketing and the overall activities of any business entity should be measured by two key parameters: in size groups customers and degree satisfaction their requirements. WITH review Therefore, the most important goal of a seller in the market becomes attracting customers, expanding their circles and software as possible fuller their satisfaction with quality, at the price or others characteristics goods, which they buy.

This definition allows us to analyze marketing management as a complex multifaceted process that covers all areas of the enterprise's economic activity. In addition, we propose to consider marketing management taking into account the moral and ethical side of this process. Marketing management must necessarily take into account the interests and needs of consumers, the motives of their behavior in the market, the specificity and uniqueness of the social psychology of target buyers, their moral and psychological state and direct social environment.

“marketing management ” proposed by us will allow us to consider this process

with taking into account the social responsibility of enterprises towards buyers (the enterprise is a member of society, and therefore the norms morality must necessarily control his behavior), which will create favorable conditions for the development of business entities in the long term perspective.

For a deeper understanding of the essence of the marketing management process, it is worth exploring its basic concepts (Fig. 1. 1).

The data in Fig. 1.1 show that the object of marketing management is marketing activities, that is, market research, development, distribution and promotion of goods and services through the implementation of purchase and sale transactions, thereby achieving the goals of the enterprise. The subject of marketing management is an individual owner or manager, a set of employees of the management staff of a particular enterprise.

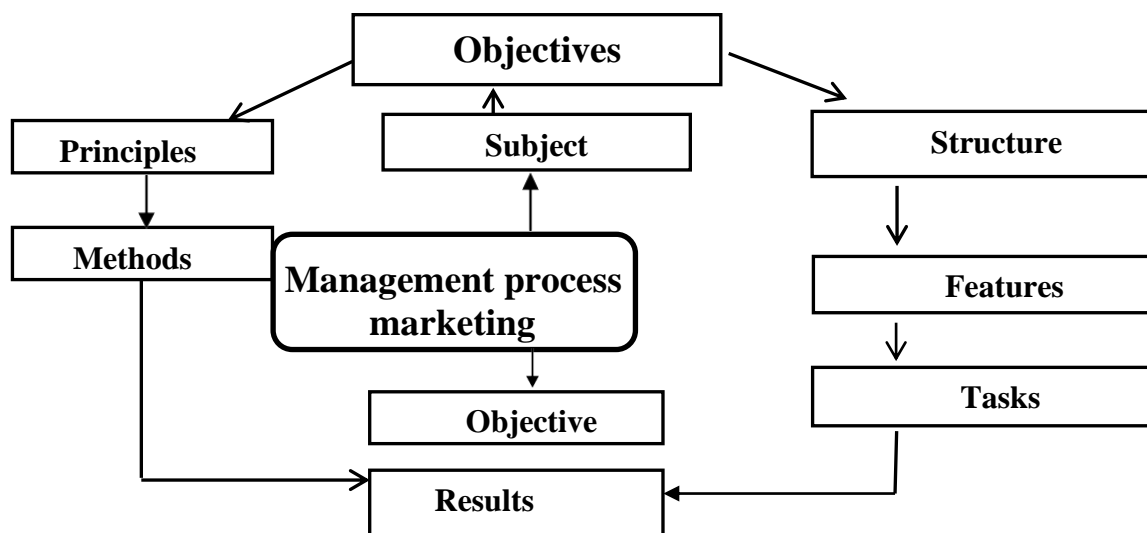


Fig. 1.1 . Basic concepts of the marketing management process

Based on the study and generalization of literary sources in the research process was identified and grouped The main tasks of marketing management in an enterprise are as follows:

- determining the key mission of the business entity - by identifying and analyzing the needs, tastes, and preferences of consumers;
- formulation of a system of activity goals (including main and additional goals

of various orders) - through structuring activities, establishing a range of manufactured products that meet consumer needs, and forming an implementation plan based on conducted marketing research and interpretation of consumer needs;

- justification foundations positioning enterprises and its products on market – on basis informing consumers about goods and its properties;

- formation of a production plan - with the aim of fulfilling it as completely as possible plan implementation, complete software demand on background preventing the accumulation of unsold product residues that are not in demand;

- formation of a financial plan - by drawing up a forecast estimate of costs for production and sales of products and ensuring a stable position of the business entity in the market, maintaining its image in front of consumers, forming sustainable competitive advantages , etc.

For a complete and clear understanding of the essence of the problem of managing the marketing activities of an enterprise, we offer its next model (Fig. 1.2).

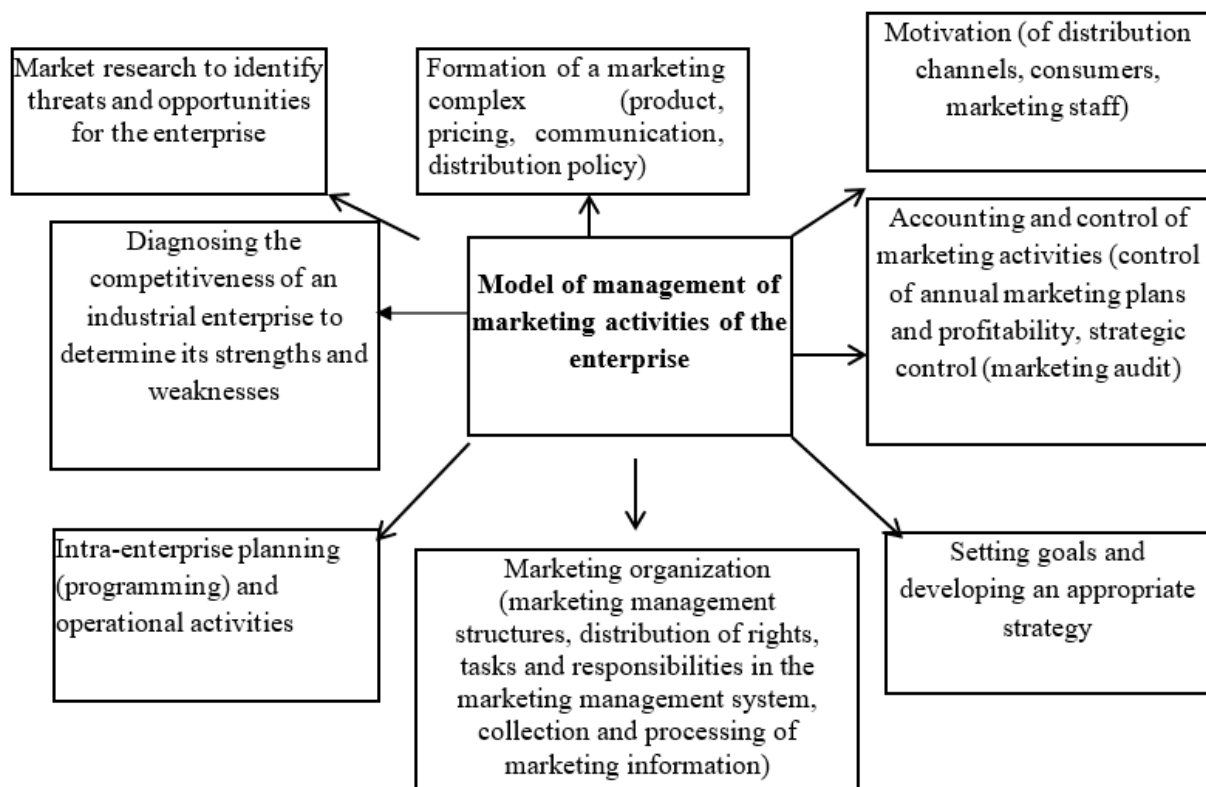


Fig. 1.2. Enterprise marketing management model

Interpreting the above marketing management tasks as a holistic system, we can conclude that marketing begins and ends with consumer, its needs, hopes, requirements, tastes, preferences. That is why an enterprise that wants to successfully carry out its activities on the market needs to systematically conduct marketing research. On the basis of such research, the enterprise receives information about the structure and other characteristics of consumption. This information, in turn, becomes subsoil for formation plan production products, its quantitative and quality parameters, and also the basis for implementation plan, including for forming pricing policy, determining optimal channels for promoting products to consumers, developing approaches to advertising products, etc.

Schematically, marketing research can be summarized into three stages:

Stage I is **preparatory**, which includes formulating the problem, needs and objectives of the research; determining your own positions in the market, your product or service; determining methodologies formation of the sample and data collection method, development of research tools (if necessary).

Stage II – **direct research** , which includes the collection of available information (secondary), the collection (if necessary) of primary information, and the analysis of the entire set of collected information.

III – **analytical** , which involves forming conclusions (reports) and planning actions based on the results of the study; constant monitoring of results.

The role of marketing research in the effective functioning of an enterprise in market conditions is difficult to overestimate. After all, to ensure effective management of marketing activities, the information obtained from marketing research results must be processed, systematized and summarized in a specific report. Based on this report, management enterprises maybe to predict financial and production costs of manufacturing products, determine the necessary marketing costs, etc. Ultimately, this approach makes it possible to create a layout, develop a design and carry out direct production of products. That is, marketing research, in essence, creates the basis for the functioning of the enterprise in the market.

Along with marketing research, marketing communications tools are also of great

importance, which the seller can use to inform the target audience, convey messages about the product or service, etc. In conditions of active marketing communications, the buyer is able to make an informed decision about whether to purchase or refuse to purchase a product or service.

Despite the differences in products and buyers, the basic principles, rules and methods of marketing remain the same. The research has summarized the main rules, which include the following provisions:

- the most valuable thing is to have information about the market and customer needs based on systematic marketing research;
- the needs of the buyer determine the main orientation of the entrepreneur-producer and seller;
- production and sales are integrated links in the organizational structure of each production activity, and the degree of compliance of decisions with economic feasibility is formed in the market during the implementation of operations;
- the marketing strategy is based on the expected product circulation cycle in the relevant market segment;
- Production cycle planning is a dynamic process that changes over time, starting from the decision to produce and sell products and ending with the fact of sale, oriented towards achieving the set business goal;
- The success of every entrepreneur's business depends on the skilled selection and effective use of marketing tools and methods for communicating with customers in the process of production and sales of products.

As the results of theoretical research show, starting from the middle of the 19th century, marketing began to be considered as one of the most important functions of management not only of trading enterprises, but also of agricultural enterprises. and industrial also. IN modern conditions Any enterprises, including agricultural ones, can practically not carry out their activities without the use of marketing tools. It is well known that people's needs are constantly changing. In such a situation, only those enterprises that are able to predict changes in tastes, requirements and expectations of consumers in advance survive on the market.

In general theoretical and practical approaches to implementation marketing in agriculture developed quite quickly. After all, marketing was primarily considered an effective tool for managing economic activities. In overall, as mechanism transition from narrow assortment policy to a broader one, but most importantly – as a method of identifying and meeting needs and preferences potential consumers. Strengthening significance agricultural marketing took place in conditions of aggravation and toughening of competition in the agricultural products market, increasing the influence of these products on the functioning of various sectors of the economy.

It is quite difficult for Ukrainian agricultural enterprises to implement yours activity in market conditions. Agrarians constantly face a number of problems, which include: inconsistency of state support in areas and volumes needs commodity producers, high rates loans, an imperfect management system, problems in pricing, difficulties in predicting and identifying consumer tastes and preferences, difficulties in organizing communication and product policies and determining effective distribution channels. The results of the research have shown that it is agromarketing, as an effective management system, that is capable of offer on macro- and microlevels balanced a mechanism for interaction between market entities, in particular through the coordination of consumer needs, on the one hand, and the capabilities of agricultural enterprises to satisfy them, on the other. It is the need for such balancing that makes the study of the agricultural products market, the study of its situation, relevant. prognostication trends changes, and also detection and assessing the demand for this product.

In conditions of developed market relations, marketing functions in agricultural enterprises are performed by a specialized service or marketing department. At the same time, the formation of short-term and long-term goals, missions and strategies of the enterprise are based on certain forecasts, recommendations or calculations of such a department or service. Failure to comply with their instructions often leads to negative consequences, and in some cases - to bankruptcy. That is why business entities recognize the importance of the work of the marketing department or service.

Moreover, as competition in agricultural markets intensifies, agricultural

enterprises are increasing their spending on marketing management systems. For example, in the USA, approximately \$500 billion is spent on such purposes every year. It should be noted that almost half of these resources are allocated to pay for the work of marketers.

However, in the realities of the work of agricultural enterprises in Ukraine, agromarketing has still not reached the level of development at which domestic producers of agricultural products could actively use all the marketing levers. influence. Exactly with this one reasons The competitiveness of domestic enterprises is often lower than that of foreign producers of similar products. Even taking into account the gradual entry of Ukrainian producers into international markets for plant and animal products, the increase in export volumes and the increase in their profitability, the competitiveness of domestic agricultural enterprises cannot yet be considered satisfactory. [16] .

Currently, quite different views on the interpretation of marketing in agriculture are widespread in the scientific literature, but the most commonly used concepts are “agromarketing”, “marketing in the agro-industrial sector”, “marketing in agriculture” [16. The concept of “agribusiness marketing” was first introduced by J. N. Davis, who interpreted it as "marketing" operations from the first buyer to final consumer” [17] .

Among Ukrainian scientists in development treatment the term "agrimarketing" considerable deposit did such scientists as WITH. IN. Twin [18], AT. Pitel [20], V.M. Tregubchuk [24], R.I. Trinko [25] and others. Mostly they treat agricultural marketing as a type of business activity or industry (sphere) economic management production and sales the activities of the enterprise . S.V. Twin notes, What "agrimarketing is totality all over business activity, which accompanies flow food goods and services from beginning of agricultural production to consumer groups” [18] .

However need to note, What, on difference from Ukrainian scientists, their foreign colleagues, in particular R. THERE ARE. Branson and D. G. Norvel, clearly distinguish between the concepts of "agricultural marketing" and "agromarketing". In their opinion, first has specific expression in activities manufacturers to meet consumer needs, while agrimarketing combines all activities related to the production and sale of

agricultural products, including the production of products, their transportation, storage, processing and delivery to the final consumer and even regarding consumer motivation and influence on his behavior [23, p. 8]. Such a distinction between interpretations of concepts is quite justified and methodologically correct, and in the future we will proceed from the fact that marketing in agriculture is a narrower concept, and agromarketing is much broader, because it includes such processes as planning the production cycle, direct production of food products, organization of distribution channels of goods at all levels of the agricultural sector.

We share the authors' opinion on the distinction between the concepts of marketing in agriculture and agromarketing. Based on the above, in our opinion, agromarketing is a large-scale activity that includes planning, forecasting consumer demand for agricultural products based on market conditions, implementing an effective policy for processing, production and storage of products, determining effective pricing, promotional activities, and selling products in order to ensure the profitability of the agricultural sector.

In our work, we will use the narrower concept of "marketing of agricultural enterprises", by which we understand business activities that have a direct impact on the flow of products from producers to consumers, satisfying the needs of consumers while simultaneously ensuring the achievement of the main economic goals of agricultural enterprises and their profit.

Marketing of agricultural enterprises, or marketing in rural areas economy, unique and deserves on significant attention primarily because of the importance of this industry to the economy of any country. Most of the products rural farms there are main food goods, their price and movement are considered strategic goals of the country's government.

IN market conditions exactly market there are motivator and catalyst for any activity. However, in most countries it is the state that regulates and controls markets in general and, in part, the marketing of agricultural products. Marketing activity in the village economy there are extremely important, it helps new agricultural enterprises to adapt to the market. After all, their success is ultimately determined by effective

participation in markets, not by increasing production volumes.

The successful implementation and implementation of agricultural marketing depends on the conditions, organization, and provision of resources and services. When this conditions implementation marketing activities there are those, which supported by all commercial agreements and exchanges. Among main with conditions, on our opinion, can be distinguished:

1) regulatory and legal support for production, economic, commercial, sales, including marketing activities;

2) financial and credit support for agricultural activities, availability of financial and credit resources for commodity producers;

3) the pricing system, in particular regarding the reasonableness of product pricing, preventing price disparities and significant fluctuations in price conditions;

4) a system of organization and control over production, economic and commercial activities, in particular regarding the arrangement of production processes, ensuring compliance with established standards and requirements, quality control , etc.

In addition, for the effective use of marketing in agricultural enterprises need solve number problems related to with its implementation. To main with them can to attribute:

- the need to study the efficiency and flexibility of production processes for various types of products, their post-harvest processing, storage, transportation, primary processing and deep processing, etc. in order to determine and assess the ability of various areas of agricultural enterprise activity and types of products to quickly respond to market changes;

- the need for analysis of entrepreneurial and technical skills in all aspects of the marketing process of the relevant products, including the ability to choose between different products, types, seasons, markets and processing options, etc., with the aim of maximizing agricultural income ;

- the feasibility of isolating and distributing various marketing channels, What include storage, processing, transportation, packaging, and retail infrastructure development;

- the importance of the distribution of public and private services that a manufacturer needs to sell products, such as marketing financing, information dissemination, market research, forecasting and assessment of the situation, and dispute resolution;

- the need to develop information and communication capabilities related to products, location, time, types, quantities, quality, prices and any another information, which necessary producers and consumers to make informed management and consumption decisions.

Marketing in agricultural enterprises begins from the moment when a farmer, entrepreneur or enterprise decides what exactly they should produce, what crops or products to grow, when and how to do it. In order to successfully operate in the market and get the highest possible profit, the management of agricultural enterprises must make the right management decisions. And although the means for producing products are created by agricultural land, financial, human, technological resources, it is the market for agricultural products that creates the motives for production. That is, it is market determines, which one products produce, in whose quantities, whose qualities that need to be used in product distribution channels for its delivery to the buyer, etc. That is why agricultural producers cannot do without without knowledge about market, its segments, requests consumers, goods etc., i.e. without knowledge and use of marketing.

And only where the state undertakes to purchase the grown agricultural products or the producer knows in advance the buyer of his products, he should not worry about marketing. In all other cases, marketing should become the core link of management activities.

The activities of an agricultural enterprise on a marketing basis include, in particular, the optimal movement of products to the end consumer in the right place, at the right time, with the right tools. marketing communication politicians, with optimal price of goods. In turn, marketing management at the enterprise should focus on its ability to produce the desired product, the ability to advertise, sell, etc. Therefore, the use of marketing management related with effective analysis, planning, implementation

and control over the fulfillment of set goals and objectives. This is a kind of art of combining production technologies, pricing policy, distribution of goods, product promotion and sales into one mechanism that functions taking into account economic, social, psychological and other factors.

In summary, marketing is a complex and broad concept of business. Competition forces sellers to adopt certain measures, which b satisfied market expectation consumers in accordance to the formed trends. Only those agricultural enterprises, who develop a specific marketing strategy and adapt their product portfolio to market requirements can effectively compete, develop, make a profit, and achieve their business goals.

1.2. Features marketing activities of agricultural enterprises

Over the years of our state's independence, the transformation of the economic system and the development of market principles of management through agrarian reforms, a mechanism has not been formed that would ensure the stability of the functioning of agricultural enterprises. In conditions of fierce competition in the agricultural products market, enterprises that are trying to improve their position are forced to search for those conditions that could ensure the stability of their profits and positions in the market. This issue has become particularly relevant in connection with Ukraine's accession to the WTO. After all, such membership, along with many positive aspects, led to complication works in in individual segments, in carrying out certain commercial transactions, ensuring effective state regulation, etc.

Ago for development agricultural enterprises in In an imperfect market environment, marketing levers have become particularly important as components of the overall 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 agricultural market, and therefore the specifics of conducting marketing policy on it.

The importance of the agricultural market is difficult to overestimate, because exactly this market forms and provides food safety each countries. Usually market

agricultural products, its functioning, saturation, supply-demand ratio, etc. are considered precisely from the position of forming an appropriate level of food security of the state. According to the Law of Ukraine "On the Fundamentals of National Security", food security is considered as "the protection of the vital interests of a person and a citizen, society and the state, under which the state guarantees the physical and economic availability and quality of vital food products to the population in accordance with scientifically based kits products nutrition, supports the stability of the population's food supply and ensures food independence."

According to V. Tregobchuk, ensuring the state's food security is associated with the stable and effective functioning of the national agro-industrial complex, in particular its agricultural sector, and the presence of a comprehensively developed and transparent agro-food market, saturating it with high-quality and environmentally friendly food products [24 , p. 157].

In turn, R. I. Trynko, emphasizing the significance of this category, notes that "food security is an important and special component of national security, and therefore it should be regarded not only as an internal component of the independence of the state, but also as an important external factor, since the food supply of the population at the level of rational consumption norms is testimony economic strength states" [25 , with. 14-15].

IN communication with hereby Yu. Lupenko indicates on another important aspect and notes that the main criterion in determining the level of food security is the formation containers market agricultural products and food. Estimating this level is an important stage in compiling actual and forecasted balances of demand and supply in agricultural and food markets [26 , p.20].

According to agricultural scientists, "the key characteristics of food security are the availability, possibility, sustainability and use of food, which largely depend not only on the growth of agricultural production, but also on trade policy, the development of trade relations in agricultural markets, which can strengthen these characteristics to a positive level." Therefore, understanding the importance and principles of food security begins with understanding the importance of marketing in agriculture .

Summarizing the work of researchers on food security issues, we can affirm, What today in Ukraine its necessary level not achieved, because it does not correspond to the level of developed countries. At the same time, the level of development of the domestic food market does not correspond to the socio-economic development of the country, and the low income of the population and the systematic increase in prices for consumer goods pose a threat to the food security of Ukraine. Although in recent years there have been certain positive developments in the agricultural goods market, which provides relative stabilization and makes it possible to increase exports, these changes are not yet enough. In order to determine the ways of further necessary transformations, it is advisable to study the essence of agricultural markets and determine the features of the marketing activities of agricultural enterprises on them.

The theoretical basis for interpreting the market was laid by the classics of political economy. IN different literary sources concept "Market" is defined in various ways, including: "any interaction in which people enter into trade one with one"; "mechanism, What unites proposal and demand for certain goods"; "place meetings offers and demand". At the same time, the following definitions have become most widespread in economic literary sources: "agricultural market", "agricultural products market", "agricultural products market", "agricultural market", etc.

These definitions are ambiguous, because the opinions of the authors do not always coincide, and certain disagreements or inaccuracies in the interpretation of the above concepts arise.

We share the opinion of scientists who, justifying the concept of an agricultural market, draw attention to the fact that such a market includes not only agricultural products and food, but also means of production, services, results of scientific developments and innovations, etc.

Systemic approach to treatment agricultural market applied and Y. Kovalenko, who justified its essence as:

- a system of institutions, methods and resources, where the main task is the coordination and management of the country's agro-industrial production based on exchange processes in order to meet consumer needs, noting its intended purpose as a

system for managing the said production, the functioning of which contributes to the satisfaction of the consumer needs of citizens, and exchange processes act as a means;

- relations that arise between agriculture and industrial enterprises and other consumers of its products, as well as from the set of exchange transactions between agricultural producers themselves [27 , pp. 10, 19,].

The structure of the agricultural market includes specialized markets: the agricultural products market, market land, market for funds production for agriculture. At the same time, recently in scientific thought there has been a tendency towards the division of the concepts of "agricultural market" and "agricultural products market". For these reasons, it is advisable to study in more detail the essence and components of the concept of the agricultural products market.

Since the ultimate purpose of consumer goods is consumption, it is natural that the market is the connecting link that brings together the buyer and the seller. Exactly market performs function exchange and distribution all goods and other material values, it is in this place that all the laws of material production are implemented. In the simplest sense, a market is a meeting place for a seller and a buyer, where one offers a product, and the other forms demand for this product, bargains and offers a price acceptable to both parties.

Yes, IN. G. Andriychuk believes, What market agricultural products required study by high-quality and quantitative signs, based on on ago, that the production of agricultural products and the formation of supply for them are carried out by a considerable number of enterprises from completely different sectors of the economy [28 , p. 66].

According to Yu. O. Lupenko, the formation of the agricultural market is a prerequisite for ensuring food security in Ukraine, and its state is the starting point for forecasting demand and supply in the agricultural market [26 , p.20].

However trace to note, What some authors identify concept agricultural and agricultural market. Yes, in dictionary foreign-speaking words, the term "agrarian" adopted with Latin words "agrarian" and means "landed".

Summarizing the above, it can be argued that such a variety of interpretations of

the concept of "agricultural products market" and derived categories conditioned different approaches scientists. After all methodical The basis for interpretations is the consideration of different activities and different goods circulating in this market.

Important prerequisite for development rural farms in Ukraine has organization and implementation marketing activities with taking into account all the features this one industry. IN communication with hereby tasks marketing in agriculture is: product selection, product definition consumer properties; installation quality parameters production; monitoring compliance with current environmental and methodological requirements; justification of volumes and terms of production of agricultural products; calculation necessity involvement additional financial means of indication sources their involvement; formation requirements to packaging products; development of a business plan and conditions for carrying out commercial transactions, etc. The tasks of marketing activities of agricultural enterprises are set out in detail in the works of many modern scientists.

Marketing there are key element management any, in ago number and agricultural enterprise. It is he who determines the leading position of the business entity, its mission and strategy. Thus, A. L. Dichenko substantiated the structural and logical combination of the mission and strategy of an agricultural enterprise. enterprises through relationship goals the enterprise as a whole and its marketing activities in particular, as well as the goals and objectives of product policy [29].

Generalization of the results of the analysis of literary sources, as well as rethinking entities and significance formation marketing strategies in activity agricultural enterprises gives grounds affirm, that a marketing strategy is a methodological way of preparing and conducting market events, directed on achievement delivered goals in certain conditions, that is, it is a certain time, place, market segment.

Given the above, it can be stated that the marketing strategy should mainly include:

- market analysis, which allows you to determine which products, of what quality, in what price range and in what quantity are needed by existing and potential

consumers on the market;

- approaches to rationalizing the production and sales structure of agricultural enterprises, determining the optimal size and specialization of an agricultural enterprise;

- increasing the specialization of an agricultural enterprise or diversifying its activities depending on market requirements, territorial, geographical and climatic features, and regional specifics;

- optimization of the structure and size of the employed population against the backdrop of increased mechanization and automation main production processes, and also harvesting, storing, transporting the crop, its primary processing etc;

- changes in production profiles agricultural enterprises,

primarily of the farm type, with the aim of producing more modern agricultural crops and breeding animal and poultry breeds, which is due to scientific and technological progress in agriculture, the spread of new knowledge regarding technologies, genetics, engineering, etc.;

- intensification of production of cash crops and livestock products.

Numerous marketing analysis tools are used in the marketing process, and the most important of them are: SWOT analysis (assessment of the company's resources, its strengths and weaknesses) and portfolio methods (used to assess the company's development opportunities and analyze competitors) (Table 1.1).

Table 1.1 presents a SWOT analysis, which presents strengths and weaknesses of the market, as well as the main problems and opportunities for further development. Strengths The agricultural market activity is characterized by an increase in demand for agricultural products, low cost, and high quality. Weaknesses include high EU standards, limited purchases of products on EU markets, and the raw material nature of exports.

Now on In agricultural markets, there is active competition with a real struggle for the client. Therefore, an enterprise that does not have a specific strategy and does not adapt its product portfolio to market requirements will sooner or later lose its competitive position, consumers and market share. Instead, only an agricultural

enterprise that knows its market position and the position of its competitors can take a leading position.

Selling agricultural products requires knowledge many conditions that influence consumer behavior related to the selection and purchase of products. Agricultural producers and marketers have no influence on a significant proportion of these conditions. However, one of the most effective forms of influence on the rest is conditions, What directly is marked on levels sales and economic results of agricultural enterprises, is precisely what marketing is. After all, marketing is a market activity carried out to sell goods and services with the maximum possible effect.

Table 1.1 – SWOT analysis market agricultural products in Ukrainians

	<i>Strong from the bottom (STRENGTHS)</i>	<i>Weaknesses</i>
Internal	<ul style="list-style-type: none"> - Capital and productivity of labor for conducting a business transaction; - Volatility with EC; - Ukraine is where production is exported; - Counting population in a Ukrainian production; - Low awareness of the meaning of the word "agriculture"; - Presence of Friday, Wednesday and Thursday production; - Good day to participate in the market; - Improvements in agricultural production. 	<ul style="list-style-type: none"> - Land depletion; - Dependence on imported fertilizers; - Fluctuations in production volumes; - Corruption and opacity; - The need to modernize old equipment; - Disadvantage number of from the included investment and technical costs ; - Disadvantage number of from the included investment and technical costs ; - Absence the defendant's bank information; - Low purchasing power population.
External environment	<i>Opportunities (OPPORTUNITIES)</i>	<i>THREATS</i>
	<ul style="list-style-type: none"> - Introduction to EC; - Urbanization can be catalyzed greeting card agriculture; - Creation financial policies (Strategy 2020); - Financial support programs for development agricultural; farms yes rural cooperation. 	<ul style="list-style-type: none"> - Infertility lands; - Low level of investment.

Most agricultural enterprises on the market are production-oriented, which is evidenced by their efforts to ensure the necessary product quality standards while reducing costs. However, quite often the definition of product quality standards and parameters, as well as the organization of their sale, are carried out by processing enterprises and intermediaries, which, unlike agricultural producers, mostly have market-oriented, rather than production-oriented approaches to their activities.

At the same time, the needs for the development of marketing activities in agricultural enterprises vary considerably depending on the organizational and legal forms of management and size. Thus, due to dynamic development, the availability of new technologies, investments in science and innovation, large agricultural enterprises require a special reorganization of the structure by creating or expanding marketing departments. This reorganization is necessary to support their market positions. Such producers require a significant marketing budget, seek to improve the quality of the product or service offer, etc. They increasingly invest funds in research market, that have information concerning needs and preferences of their customers. Therefore, their awareness is gradually increasing, which leads to to creation positive image. The main problem For large agricultural enterprises, the development of marketing activities requires the involvement of highly qualified personnel and the rational organization of marketing.

However, for small enterprises, such an approach to the separation and development of marketing departments is complicated, and sometimes impossible. For medium and small agricultural enterprises, the main problem in the development of marketing activities is the lack of resources for it. Therefore, it is necessary to develop new approaches to the organization of marketing, more adaptive to the requirements of the local market.

In general, the use of the marketing concept in all types of agricultural enterprises will ensure:

- obtaining realistic information about the market, consumer needs, frequency of purchases, advantages of individual products, etc.;
- creating organizational, economic and technical conditions in which this

information will become the basis for making rational management decisions at both the micro- and macroeconomic levels;

- creating effective marketing strategies aimed at intermediate and final buyers, which will allow manufacturers to adapt to consumer needs, strengthen their own competitive advantages, and effectively stimulate purchasing intentions through appropriate advertising.

When planning marketing activities, you should consider Features of agricultural production. Compared to other sectors of the economy, the production structure of agriculture in Ukraine is characterized by a large number of agricultural enterprises of various sizes. At the same time, a significant share of them produces and offers small parties goods for sale. Ago fragmented The structure of agricultural holdings has a number of limitations for carrying out marketing activities, namely:

- low financial ability farms not allows use a set of marketing tools and limits the ability to obtain information important for marketing;
- lack of knowledge and lack of marketing skills among people employed in agricultural production, What complicates use of complex marketing programs;
- The unsatisfactory production potential of individual farms does not allow for high efficiency of marketing activities in the case of cooperation with large consumers of agricultural products.

In each of the above cases The position of agricultural producers is improved if they operate in a group, since the group with its offer better responds to the needs of the recipient and meets the requirements of the market. It is precisely such approaches to group marketing activities based on the principles agricultural cooperation and appropriate develop for small and medium-sized agricultural enterprises, including farmers, private entrepreneurs, etc.

Along with this, for the introduction and further development of marketing activities in agricultural enterprises of all types, sizes and organizational and legal forms of business, it is necessary to take into account that agricultural production is distinguished by a number of specific features that can significantly affect the creation

of marketing communications, change the scope of implementation of marketing tools, require special approaches to organizing marketing and mechanisms for promotion in the market, etc. Such features include:

- dependence from soil, natural and climatic conditions and geographical location (in particular duration of the growing season, temperature regime, amount of precipitation; condition and soil fertility ; territorial location of production facilities) ;

- the importance of agricultural products for the consumer market and related sectors of the economy (agricultural products are food and goods first needs directly related to food and national security of the state, products serve raw material for recycling industry, therefore marketing regulated level of its development);

- dependence from biological factors (the use of living organisms of plants and animals as means and objects of labor);

- cyclicity of activity and pronounced seasonality of production (seasonality and cyclicity in cultivation animals and plants);

- the presence of multi-structure in organizational and legal forms of management (coexistence different sizes, forms ownership, forms organizations business, specialization, cooperation and integration of commodity producers);

- inertia of commodity producers , insufficient level of integration and cooperation (devotion to traditions, which sometimes leads to low maneuverability; negative attitude towards the development of the cooperative movement and integration due to the unsatisfactory experience of the "collective farm" past");

- significant variability in the organization of marketing activities (variety of approaches to the organization of production and sales activities; different financial, personnel, and material capabilities of commodity producers; differences in specialization and work in different markets);

- high sensitivity of agromarketing (with susceptibility to various kinds of influences; the ability to adapt, self-organize and self-manage the agromarketing system);

- specifics of regulatory and legal regulation (high dependence of agriculture on state influence; traditional state support for the industry even in conditions of market relations; differences in the conditions of regulation of economic processes and phenomena from other areas of the economy);

- features of the formation of human resources potential (combination of production with a rural lifestyle).

Dependence from soil, natural and climatic conditions and Geographical location directly affects the financial and economic results of activity. It is precisely on the fertility, quality and intensity of land use that the production of agricultural products depends. The rational use of chemical means of pest control, the application of ecological technologies make it possible to grow eco-products. At the same time, irrational land cultivation affects the level of crop productivity. In addition, there is a close connection between the use of land resources and the sphere of animal husbandry. This connection determines the quality, quantity and range of products. All these conditions, ultimately, determine the specifics of the organization of marketing activities of agricultural enterprises.

Agromarketing specialists deal with essential goods for the population. Therefore, they must meet the demand for agricultural products, taking into account the age, gender, national preferences, health status of the population, and also provide it in sufficient quantity and quality. If these are perishable goods, then specialists must promptly organize their delivery, ensure safe packaging. In addition, most of the products sold are raw materials for the buyer, who processes them in final products and outputs on market; it leads to that the agricultural producer responds to the needs of the intermediary, not the end consumer. It should also be taken into account that the main source of agricultural products is the land. Its fertility and quality should determine the product policy of the enterprise [214 , 215].

Crop products are usually obtained 1-2 times a year, while the production process is designed for the whole year. The same cyclicity is inherent to a certain extent in livestock products. In this regard, marketers must flexibly respond to market conditions and trends in changing population demand.

Exactly from seasonality production and receiving products related feature marketing study markets sales and promotion goods. Now there is a need for marketing activities regarding the processing of products directly manufacturers, because not excluded, What buyer may be final. It is the state of product processing, service and competitiveness with products agricultural enterprises that imported because of border, now not respond to everyone requirements buyers. This is explained such reasons: and) a lot agricultural manufacturers at to yours organizations not have enough financial and material resources; b) missing sufficient experience organizations and management marketing activities.

Diverse forms of ownership of land, means of production, and products result in multifaceted competition driven directly by demand. on products and his pleasure. It is this feature and determines variety and diversification marketing strategies, forms, methods, tactics agromarketing.

Taking into account the organizational forms of ownership and management, agromarketing systems are formed. They may differ in organization, management and functioning, but are undoubtedly aimed at realizing the interests of buyers. Agriculture is characterized by a large number of organizational and management forms, including: business partnerships, private enterprises, cooperatives, farms, state enterprises, enterprises of other forms of management. Hence the diversity of marketing forms, ranging from planning a marketing strategy to determining the effectiveness of activities. Therefore main task agromarketing there are creation on national the level of a holistic system of marketing principles, which will provide normal conditions for reproducing the capabilities of each agromarketing entity.

Different levels of marketing activities apply to the entire agribusiness marketing system, including production, processing, and sales. products. Insufficient level marketing events on at one level can ultimately lead to unsatisfactory marketing as a whole. As a result, this significantly reduces the efficiency of agribusiness.

More high sensitivity, susceptibility, adaptation, self-organization and self-management of the agromarketing system compared to other types of marketing are caused primarily by the existence of a high level of competition due to the uniformity

of products. Therefore, this system should be more flexible in adapting to policy decisions at the state level due to the diversity of organizational and legal forms.

The imperfect regulatory framework for all agricultural activities negatively affects the development of agromarketing, while uncertainty, constant changes, and amendments to legislation and regulations at the state level make its evolutionary path of development impossible.

The peculiarity of the formation of human resources lies primarily in the fact that employees of agricultural enterprises must mainly be rural residents, who, due to the territorial dispersion of land areas, must live near the enterprise itself. This complicates the management's maneuverability in terms of attracting qualified specialists.

It is worth noting that the level of education of personnel engaged in marketing activities of agricultural enterprises is unsatisfactory. Specialists do not have the necessary knowledge, and according to a study by S. G. Turchina, only 15.6% of marketers plan to work in the agricultural sector [30]. Marketing is now widely introduced into the sphere of education, and there is an urgent need for its implementation in the sphere of agricultural education [31, 32].

Under such conditions, there is a need to introduce a number of measures to support process build-up personnel potential in agricultural enterprises, state and regional support programs rural farms and agricultural spheres in whole. Now in Ukraine has the State Target Program for the Development of the Agrarian Sector of the Economy for the Period Until 2022, the Concept for the Development of Farms and Agricultural Cooperation for 2018-2020. According to these documents, it is assumed that appropriate measures at the state level will make it possible to realize the potential of agricultural enterprises, create opportunities for the development of rural areas, and allow for an increase in the cultivation of products rural farms with bigger added cost [33].

Also, the development of marketing activities in agricultural enterprises will be directly and indirectly facilitated by state support for farms implemented in Ukraine, reduction of interest rates on loans, provision of preferential loans, financial support for the development of livestock breeding, viticulture, horticulture, agricultural processing,

support for the cooperative movement, and other state measures.

Marketing activities in an agricultural enterprise should begin with the formulation of a marketing strategy, as it provides a justification for the market orientation of the enterprise. In this case, the peculiarities of the agricultural market should be taken into account, in particular, the fact that some types of agricultural products have common characteristics; most species products are collected time on year, and they are consumed unevenly throughout the year, which causes fluctuations in demand and, accordingly, seasonal fluctuations in prices; the presence of a large number of producers of similar products generates a level of competition, high price cyclicity of demand for agricultural products. In addition, the system of marketing complex tools is affected by changes in the behavior of potential consumers, since in addition to quality, safety indicators dominate the priorities for product selection and environmental friendliness, and also, to example, consumer maybe to be in online and offline, or simultaneously and etc.

Summarizing the above-mentioned features of the marketing activities of agricultural enterprises, it should be noted that the marketing management system should include such important components as cultivation, collection, storage, delivery, industrial processing of products and direct trade. For a significant number of producers of the same type of products, this requires the implementation and improvement of each element of marketing based on the use of certain innovations and achievements of technology and science.

IN those changes, which constantly present in marketing macroenvironment, it is essential to organize the activities of agricultural enterprises on marketing principles, taking into account all the peculiarities of the agricultural industry. Since Ukraine is a member of the WTO and is in a constant state of market globalization processes, marketing principles must be implemented on long-term perspective. Software profitability of agricultural producers is possible due to the availability of market information, systematic demand research, flexible product, price and communication policies, as well as the formation and annual establishment of a marketing plan. budget as strategic directly planning, organizations and activity control.

1.3. Methodical approaches to evaluation marketing activities of agricultural enterprises

Any agricultural enterprise in the process of its activities sets and tries to achieve certain strategic goals, to which it orients the formed production resources. Achieving commercial success in the market by an agricultural enterprise involves satisfying the needs of buyers in high-quality and safe products at relatively low prices. expenses, and also by conditions management environmentally friendly production activities, rational use of the environment and implementation of the principles of socially responsible business. The competitive struggle for key positions in the market forces every enterprise to justify marketing measures, which b raised positions in the market, as well as which would help to maintain previously achieved positions to ensure the implementation of the strategic goals of the enterprise. 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 [34]

To date, there is no universal approach in the scientific literature. to way analysis marketing activities different types organizations, enterprises, entrepreneurial entities. The impact of marketing activities on the overall production and economic activities of an enterprise can be determined at different levels: at the state level (satisfaction of market needs for quality goods), regional and on levels of individual agricultural enterprises, as well as at the level of individual consumer and separate households, partners on agribusiness and rural areas.

Foreign and domestic scientists consider the possibility of assessing the impact of marketing on general activities both as a whole and in terms of its individual components, such as: product policy, pricing policy, product distribution channels, communication policy, etc. The issue of assessing the effectiveness of marketing strategies and marketing activities at enterprises is revealed in the works of such domestic and foreign scientists, as: G. Assel, G. Armstrong, WITH. Dimitrova, V. Baklanova. AT. Kendyukhov, F. Kotler, K. Keller, WITH. Blacksmith, OK.

Savelieva, Paul W. Ferris [35; 36; 37; 38; 39; 40].

Thus, V. I. Baklanova believes that to assess the effectiveness of marketing activities agricultural enterprises trace use the following indicators:

- profitability sales agricultural products;
- marketability agricultural products;
- laboriousness production agricultural products;
- salary intensity production agricultural products [41].

In the scientific literature, four groups of methods for evaluating marketing activities are distinguished (Fig. 1.3):

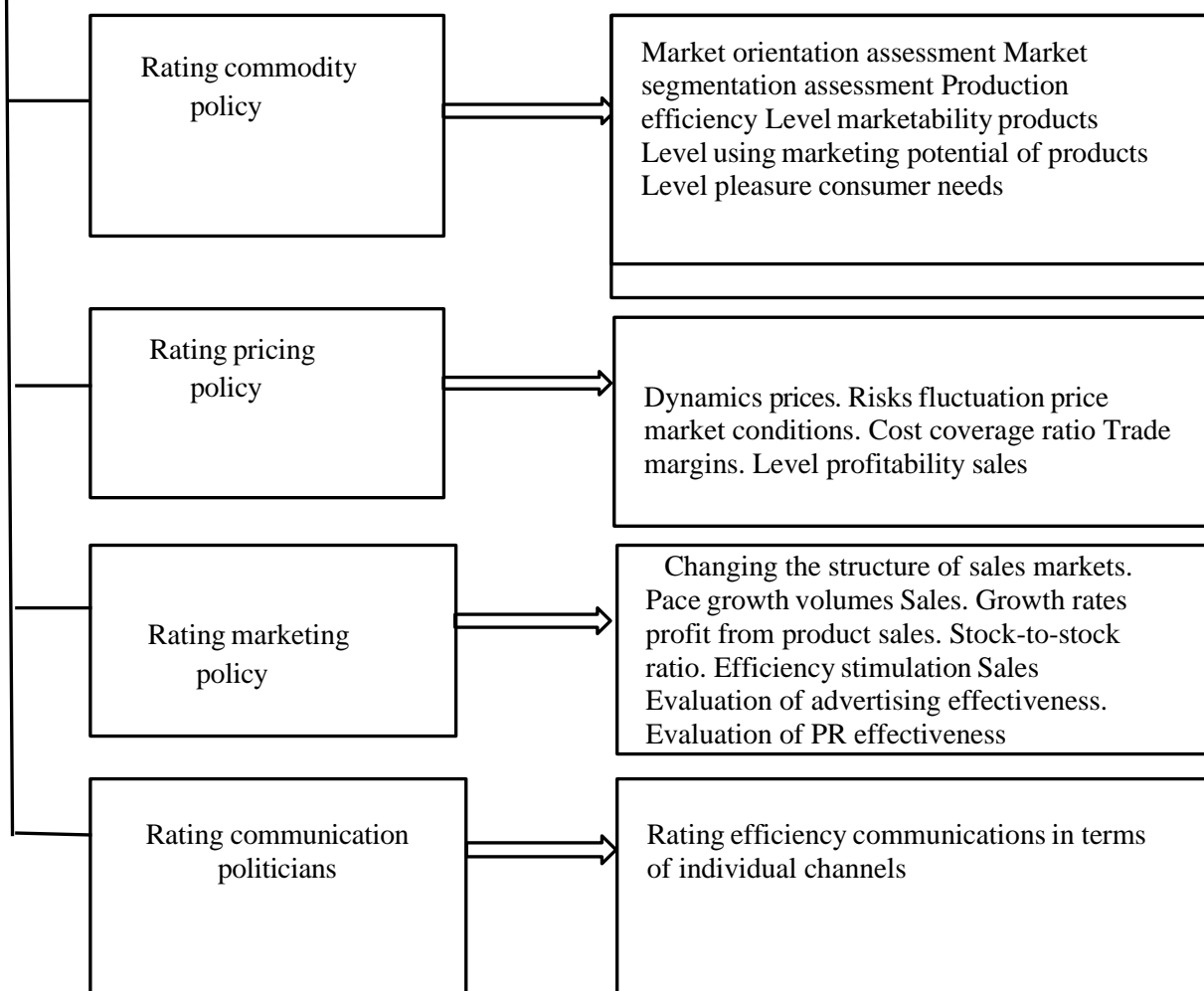
- quantitative – learned by identifying and comparing marketing performance indicators with marketing costs, may include the following criteria: profitability of investments in marketing activities, positions brand on market, assessment market success companies in zone competitors;

- sociological – founded on use sociological tools, in particular sociological surveys, conducting sociological research , etc.;

- expert (subjective) - involve the use of relevant knowledge, intuition, experience of experts or specialists, formulating general conclusions about the state and features of the enterprise's marketing activities, carried out mainly in the form of numerical indicators;

- qualitative methods – based on conducting a marketing audit, analyzing the external and internal operating environment, goals, strategies and means implementation marketing activities for enterprises in whole or for its individual structural divisions. Such an assessment is carried out by the company's own management or by external independent experts.

Rice. 1.3 – Directions evaluation marketing activities of agricultural enterprises



Qualitative research methods are carried out using sociological methods and assessment techniques that confirm or refute effectiveness marketing politicians by receiving information directly from consumers.

Therefore, the implementation of a balanced objective assessment of marketing activities is significantly complicated by the ambiguity of approaches and the lack of a single algorithm for carrying out such analysis and calculating coefficients. The methodology for analyzing marketing activities includes quantitative and qualitative methods, which complement each other in the research process, and are also reinforced by expert and sociological assessments. The group of such methods should include marketing audits of agricultural enterprises, identification of strengths and weaknesses, opportunities and threats of activity, conducting marketing research using the focus group method, in-depth interviews, filling out questionnaires by experts, and others.

The performance of agricultural enterprises and the adoption of management solutions significant to the extent depends from equal development marketing and the implementation of marketing tools in their activities. Decisions on the production of new products, expansion of the product range, setting prices for products, developing a system of price discounts, optimizing product distribution channels, bringing information about products or services to consumers - all these measures are within the competence of marketing policy. Making appropriate management decisions is impossible without knowledge of the market, the needs of potential consumers, the availability of information about competitors, suppliers, and effective means of communication with the contact audience. It is the marketing research system that is responsible for the implementation of these management decisions at the enterprise.

In Ukraine, marketing technologies for market research began to be used in the 80s-90s of the last century, when, after the collapse of the Soviet Union and with the beginning of the perestroika period, advanced and effective foreign technologies became available. However, experience has shown that the use of predefined "templates" did not justify itself. Most of the literature with marketing not took into account specificity and state of the then Ukrainian economy in conducting research. Gradually, an understanding came that marketing research should be

conducted as closely as possible to the specifics of each enterprise, market, and consumer.

A marketing research system is a set of effective tools, techniques, and methods for obtaining primary and exclusive information necessary to solve certain issues and problems of an enterprise.

The activities of any agricultural enterprise require constant improvement of the planning, organization, management and control system. production and economic activities, development new methods, and also solution such important tasks, as adaptation to needs and consumer preferences, expanding the range of products, constant flexibility and increasing production efficiency, improving the system of organizing the delivery of products from the manufacturer to the end consumer, improving sales promotion, improving pricing policy. This is what marketing activities are designed for. It is not for nothing that today at enterprises that are successfully operating in the market, marketing is the main one in the management system, as it influences decision-making by managers.

Marketing is a function that determines the policy, style and nature of management. The introduction of the marketing concept into the practice of agricultural enterprises allows them to form rational strategic programs, flexibly respond to changes in market conditions, and navigate in difficult conditions of market competition and other problems and features of market functioning.

Over a long period of time, the approach to conducting marketing activities has changed. According to American scientists, the share of marketing activities in total activities is now about 80% [42]. Therefore, marketing activities require significant capital investments.

Marketing as a management tool is always considered as highly costly means in overcome competitive struggle, and also or not only a means for market development in crisis conditions. Accordingly, its application is necessary in modern conditions in Ukraine [43].

Many works by foreign and domestic economist researchers are devoted to the theory and practical applications of marketing research.

The American Marketing Association defines marketing research as a function that connects the buyer and society with the marketing professional through information that is used to identify marketing opportunities and problems, collect, select, and evaluate marketing actions and processes, monitor marketing effectiveness, and improve the perception of marketing as a process.

J.-J. Lambin states that “marketing research involves diagnosing information needs and selecting relevant interrelated variables for which reliable information is collected, recorded, and analyzed” [44].

According to J. Evans and B. Berman [7], marketing research is primarily the systematic collection, display, and analysis of data about a problem related to a marketing product and service.

IN yours queue F. Kotler believes, What "marketing" research – it, essentially, the systematic determination of the range of data needed in connection with the marketing situation facing the firm, their collection, analysis, and reporting of the results” [1 , p. 118].

Summarizing and rethinking the work of scientists, we can argue that the main principles of conducting marketing research should be:

- systematicity: logic, sequence, periodicity carrying out;
- comprehensiveness: consideration and analysis of all elements and factors in their interrelationships and dynamics;
- purposefulness: orientation towards solving relevant, clearly defined, purely marketing problems;
- objectivity: independence from subjective grades and influences;
- reliability: information and methodological support, accuracy of the data obtained;
- economy: excess benefit from implementation received conclusions and recommendations on the costs associated with conducting marketing research;
- effectiveness: the presence of intermediate and final results that will help solve marketing problems;
- conformity to the bases conscientious competition.

When considering marketing research in the agricultural sector, it should be noted that it involves a rather labor-intensive process that requires certain resources, the identification of the main stages of implementation, and theoretical and practical experience.

Marketing research can be organized in the following ways:

- The first option assumes that all divisions of the enterprise, whose powers include, are responsible for collecting and analyzing information.

marketing. That is marketing service absent;

- The second option involves the existence of a localized marketing service at the enterprise. Each division is responsible for collecting and analyzing information within its competence, and the conclusions and recommendations are evaluated by the manager;

- The third option involves the presence of a separate marketing research unit within the marketing department. This is due to the large volume of research work;

- fourth option: research is conducted by specialized consulting firms;

- fifth option: combined research, in which, based on the specifics of the problem, employees investigate, for example, the profitability of the system sales, state selling, forms promotion goods, and specialized firm;

- market capacity, external marketing environment, etc.

The purpose of conducting marketing research is to collect and analyze data, which will later serve as the basis for making management decisions regarding the organization and optimization of marketing activities of agricultural enterprises.

Regardless of the nature of the industry in which the enterprise operates, the condition for effective and successful adoption decision there are accurate information and due its use. The existence of marketing problems necessitates the constant collection and processing of information.

The purpose of marketing research using the proposed approaches is to determine the state of development and level of use, implementation of marketing tools in activity agricultural enterprises, farms, households, as well as determining the level of impact marketing activities on consumers products. Trace to note, what farms population need

to study from two main reasons: Firstly, they are a key reserve and basis for the creation of new agricultural enterprises in the future, primarily by starting farming activities; secondly, the production of agricultural products is a mechanism for their self-sufficiency, it significantly affects the structure of sales and consumption structures in the region, and therefore is important.

The main ones tasks, which reached in walk conducted marketing research, there are:

1) to investigate the agricultural products market in a regional context, the number of producers, their organizational and legal form, the dynamics of development in general, the scope of activity, and indicators of financial and economic activity;

2) by with help method questionnaire, deep interview to find out about the state of development and implementation of marketing activities of agricultural entities, what tools they use, what budget is forecasted and spent on marketing activities, who is directly involved in marketing issues at the enterprise, identify channels sales products, to investigate role intermediaries in proven products to the end consumer, to investigate the costs associated with the sale of products;

3) to investigate consumer behavior by filling out questionnaires, namely: to analyze the structure of agricultural product consumption, frequency implementation purchases, amount funds, which one consumer in spends on average, what needs and activities motivate a purchase, what is the criterion or impulse for making a purchase, and identifying the places where consumers most often buy products.

IN research proposed use method deep interview in working with agricultural producers and use surveys by questionnaires in working with consumers of products. It is in sociology and psychology that the in-depth interview method has become widely used, and therefore in marketing research.

The main criteria are: price, product quality, organic and environmentally friendly products, packaging, shelf life or other factors.

Conclusions to section I

1. In essence, marketing is a mechanism for implementing the key idea of a business by intensifying the entire process of enterprise management, ensuring the continuity of its activities aimed at fulfilling the key mission and making a profit, based on identifying and meeting consumer needs. Agrimarketing is a large-scale activity that includes planning, forecasting consumer demand for agricultural products based on market conditions, implementing an effective policy for processing, production and storage of products, determining effective pricing, promotional activities, and selling products in order to ensure the profitability of the agricultural sector. Marketing of agricultural enterprises is part of agrimarketing, which is a business activity that has a direct impact on the flow of products from producers to consumers, satisfying consumer needs while simultaneously achieving the main economic goals of agricultural enterprises and making a profit.

2. Key tasks implementation agricultural enterprises of marketing activities are to determine the key mission of the business; formulate a system of activity goals; substantiate the principles of positioning in the market; form a production and financial plan, etc. The basic rules of marketing should be: recognition of the value of information about the market and the needs of buyers; orientation of the manufacturer and seller to the needs of the buyer; economic justification of decisions based on taking into account the integration of production and sales links; basing the marketing strategy on the expected cycle of product circulation in the relevant market segment; planning the production cycle based on marketing research; qualified selection and effective use of marketing tools and communication methods.

3. The conditions for effective marketing activities of agricultural enterprises are: regulatory and legal support for production, economic, commercial, and sales activities, financial and credit support, a rational pricing system, an effective system of organization and control over production, economic, and commercial activities. Along with this, it is necessary to solve a number of problems, in particular, to ensure research into the efficiency and flexibility of production processes of various types of products for rapid response and market changes; to develop entrepreneurial and technical skills

in all aspects of the marketing process; to expand marketing channels for product promotion; to expand the list of public and private services for producers; to develop information and communication capabilities, etc.

4. The marketing activities of agricultural enterprises are characterized by a number of specific features, which are due in particular to the dependence on soil, natural and climatic conditions and geographical location, the importance of agricultural products for the consumer market and related sectors of the economy. These features are also due to addition from biological factors, cyclicity activities and pronounced seasonality of production, the presence of multi-structure in organizational and legal forms management, inertia producers, insufficient level of integration and cooperation, significant variability in the organization of marketing activities, high sensitivity of agromarketing, specifics of regulatory and legal regulation and formation of human resources.

5. Certain features of the marketing activities of agricultural enterprises lead to the emergence of certain risks, simultaneously creating certain advantages. In particular among main The most significant risks are: the probability of loss of business results due to the influence of natural and climatic, geographical, biological factors; the possibility of market fluctuations caused by psychosocial, age factors, religious beliefs, national traditions, etc., as well as as a result of changes in the solvent demand of the population and the financial and economic status of processors; the formation of multifaceted competition, as well as the strengthening of unhealthy competition and market imbalances, etc. At the same time, the advantages are the possibilities for producing unique and environmentally friendly products; flexible logistics; advantages of territorial location; opportunities for increasing production capacity at rationalization land use and intensification activities; comparative market stability due to the impossibility of completely abandoning the industry's products; daily demand; a wide range of needs; the possibility of a significant impact on demand through socio-psychological influences on consumers; the formation of various competitive advantages, etc.

6. Since the main principle of marketing strategy is the movement from the buyer

to the company, and not vice versa, the first step towards its practical implementation is market segmentation, which means focusing the company's offer on the specific wishes and tastes of a certain group of consumers who form demand. Studies have shown that both in the public and in the individual sectors, the sale of pumpkin seeds in most cases is spontaneous, and no one is planning promising segments of sales of seeds and products of its processing, does not identify categories of buyers whose requests can be predicted both in terms of volume and types of products.

7. Prices on the market are not constant, they change according to time and territory, so the marketing service must constantly monitor this and be able to correctly predict them. Market prices are also affected by imports and deliveries of products from other countries and regions, so when forecasting prices, it is necessary to study the expected delivery of pumpkin seeds to the region and their distribution on farms. At the district level, it is necessary to study possible channels for selling products, their positive and negative sides.

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SECTION II

TOOLS FOR MARKETING SUPPORT OF AN ENTERPRISE

2.1. Determinants of the formation of marketing tools

Today, an important problem for any enterprise is survival in the current competitive environment and ensuring continuity of development. Due to different conditions and circumstances, this problem is solved by different organizations in their own way, but most often its solution is based on painstaking and labor-intensive work from creation and implementation competitive advantages, including the development of a marketing program.

Basic marketing tools are the various tools that marketers use to develop, improve, and promote products and services. These tools include methods, strategies, and resources. Many companies use email marketing, advertising, targeting, market research, and data collection to effectively promote products and increase sales . Today's marketing tools are complex and numerous, so it's important to understand what your marketing goal is and which tools will work best for your company.

The most powerful tool of a marketer is the marketing mix, which defines and coordinates all marketing activities. Developing a marketing mix is necessary, first of all, for a systematic understanding of the situation, for a clearer coordination of the company's efforts, for a more precise statement of the task, and for improved control.

Phrase "marketing mix" was for the first time used N. H. Borkom in 1948 year. This one phrase he wanted clearly to explain, What marketing company activities not can understand otherwise, than totality tools, What allows, in such a difficult industries, such as market activity, get a harmonious result from interconnected processes [1].

The term marketing mix was coined by James Calliton, which worked on department "Advertising" in Harvard University. In his works, the author described a marketer as a person who coordinates different processes and combines different elements in only complex, with to influence demand, i.e., an “ingredient mixer” [2].

IN 1953 p Nile Hopperrn Borden American academician, professor of the

Department of Advertising at Harvard University in his presidential address to American marketing associations publicly called and determined the concept of "marketing" mix. At this, Borden not denied, What used robots James Culliton. in whose specialist with marketing was described as a person who combines in his work various elements or ingredients that make up program marketing. In accordance under term marketing mix or marketing mix meant a certain combination of these elements. It was assumed that a diverse combination of elements could lead to different results activities on market. IN to his/her original marketing mix marketing mix, Borden had set from 12 elements, and exactly [3]:

- 1) planning products; 2) pricing; 3) branding; 4) distribution channels ; 5) personal sale; 6) advertising; 7) shares; 8) packaging; 9) display; 10) maintenance; 11) physical handling; 12) fact finding and analysis.

He not believed this list elements corrected or sacred, and suggested that others may have a different list to this. Other proposed frameworks include proposal Freya [4] about that, What marketing variables should be divided into two parts: offer (product, packaging, brand, price, service) and methods and tools (distribution channels, personal sales, advertising, stimulation sales and advertising). Laser and Kelly [5] on the other side, offer three elements: mixture goods and services, distribution mix and communication.

However, the most popular and enduring marketing mix structure was McCarthy's concept, which regrouped and shortened 12 elements Borden to popular now 4P, and namely: product, price, promotion and place [6]. Thus, the concept of marketing mix on McCarthy was determined set main marketing tools included in the marketing program: product policy (product), sales policy (place), price policy (price), communication policy or promotion policy (promotion). Each with these categories consists of with combination the elements themselves, and therefore, can speak about “product mix”, “thepromotion "mix" and other goods – it concerns that, What produces company (or then product, or service, or their combination) and developed for pleasure main customer needs – for example, need in transport is satisfied by car.

The challenge is to create the right “benefit set” that can satisfy this need.

Place is the “place” where customers make purchases. This can be in a physical store, through an app, or on a website. Some organizations have a physical space or online presence to deliver their product/service directly to the customer, while others have to work with intermediaries or “middlemen” who have location, storage, and/or sales information to assist in this distribution.

Price is the only element of the mix that generates revenue – all other marketing activities represent costs. So it is important for a company to set the right price to not only cover costs but also make a profit. Before setting prices, You need to study information about what customers are willing to pay and understand the demand for this product/service in the market.

Promotion – advertising, PR, sales promotion, personal selling, and more recently social media – are key means of communication for an organization. These tools trace use, that pass the organization's message to the correct audience in the way they would want to hear it, whether it is informative or appealing to their emotions.

The 4P formulation is so popular that some authors define the 4Ps as marketing mix, marketing complex, etc. Although Jerome McCarthy's 4P platform is popular, there is no "consensus" on what elements make up the marketing mix. In fact, the 4P framework has been subject to much criticism. Kent, for example, claims, What frames 4P too simplified and misleading [7].

Various other authors found the 4P system unsatisfactory and proposed their own modifications. For example, Nickels and Jolson, in 1976, suggested adding packaging as fifth P in marketing mixtures. Mindak and Fine, in 1981 proposed to include public relations as the fifth P. Kotler proposes to add power as well as public relations in the context of “megamarketing”. Payne and Ballantyne, in 1991, propose to add people, processes and customer service to relationship marketing. Judd, in 1987, proposes to add people as a method of differentiation in industrial marketing. These criticisms and suggestions for change arose due to specific marketing problems. Much more agreed criticism arrives from industrial and marketing services industries [3].

Proponents of the 4Ps argue that there is no need to change or extend the 4Ps, as the extensions proposed can be incorporated into the existing framework. Despite the

differing views, there is a consensus in the marketing literature that services marketing is different. continue use 4Ps for marketing. However There is some recognition of the need for change, so people are added to the traditional 4P marketing variables to form a marketing mix for services.

McCarthy's marketing mix was eventually widely adopted by managers. and scientists, having become key element theories and marketing practices. This classification used in to everything world and Business schools teach this concept in basic marketing classes.

2.2. Composition and characteristic marketing tools impact on meeting consumer demand

Tools that play an important role in shaping marketing influence on consumer behavior bind the consumer to the product (manufacturer), and also increase the likelihood of making repeat purchases.

Marketing tools for influencing consumer behavior are a set of levers with which a marketing specialist can to guide buyers towards purchasing goods/services. Marketing tools must be considered in conjunction with factors influencing consumer behavior. behavior. However, it should be noted that e they differ from each other (marketing tools indicate how consumer behavior can be changed in the direction desired by the seller, influencing factors - what it depends on).

Consumer behavior is determined by a complex system of marketing influence tools. Impact-defining tools consumer cause the primary reaction of consumers. That is why they are considered by most experts as shaping consumer behavior (Table 2.1).

One of the marketing tools influence on consumer behavior is the product, its quality and value to the consumer. Quality product implies its conformity properties to the needs and requirements of consumers.

The efficiency of the enterprise's functioning, its competitiveness in the market and the ability to influence consumer behavior to a large extent from the products sold, their assortment, level of optimality according to price-earnings ratio – consumer

satisfaction.

The viability of enterprises in modern conditions justifies the need to improve market orientations assortment politics. As known, the key to success enterprises on market there are ability maximum satisfaction of consumer needs.

Table 2. 1 – Significance marketing tools influence on behavior consumers

Types of marketing tools	Consumer markets	Markets for industrial and technical goods
1. Product	+++	+++
2. Price	+++	+++
3. Advertising	+++	++
4. Sales promotion	+++	++
5. Packaging	++	+
6. Corporate identity	++	+
7. Sponsorship	+	+
8. Direct marketing	++	+
9. Service	++	+
10. Merchandising	+++	+
11. Public relations	+	+
12. Corporate image	++	+
13. Exhibitions	+	+++

This ensures marketing orientation satisfaction consumer needs as an additional capacity achieving the most important tasks related to making a profit, conquering new markets, ensuring development of the enterprise, etc. A clear understanding of the essence and characteristics of the product range allows the enterprise to most It is profitable for you to work in the market, avoiding unfair competition. Therefore, the product range is a set of goods that the enterprise promotes to the market depending on its capabilities, taking into account the most complete satisfaction of consumer requirements, provided that the maximum additional effect is obtained for the enterprise.

When choosing a product, the consumer takes into account the operational quality of the product, compares its marginal utility (value) with the costs associated with the operation of the product.

Quality => Satisfaction consumer => Value / Cost

Given the importance price factor, the company should focus on coordinating its formation in accordance with the chosen marketing strategy. Particular attention needs to be paid to establishing price level, frequency of its change according to market goals..

Thus, for enabling formation of the desired consumer behavior patterns and thereby maintaining and increasing the level of competitiveness product, it is necessary to optimize all links of the enterprise's activity in such a way as to ensure optimal price-quality ratio products/services, and also necessary level service, and, accordingly, so that The product was interesting and accessible to the consumer.

For this purpose, in order to meeting consumer needs and the opportunity to obtain the desired profit, use various discount systems, while the price and value of a product are oriented towards its utility or satisfaction for consumers a company that produces and offers goods.

Important a tool for marketing influence on behavior There is also sales promotion. It involves encouraging consumers in the short term and has a specific purpose. Based on these factors, a classification of sales promotion methods is proposed (Table 2.2).

Price methods of sales promotion, which are important levers for forming a model of influence on consumer behavior, are characterized by low levels of relative attachment to the company's products.

Table 2.2 – Methods stimulation sales at forming marketing influence on behavior consumers

Price	Unpriced
1. Bonus programs	1. PR events
2. Discount programs	2. Work staff
3. Combined programs	3. Advertising

Under such circumstances, the choice of the best alternative is usually made in

favor of the offer that is most attractive to the consumer from a financial point of view. Using pricing tools Sales promotions based on discounts have 2 goals: "tying" the client to the company (provided that he is given a guaranteed discount); increase in views and number of purchases (buy from us, buy more and get discount). At the same time, among the pricing tools, discount and bonus and combined programs are distinguished, which, despite their the varieties are similar among themselves by those who exert influence on a rational model of consumer behavior.

In modern conditions, the role of discount programs and discounts in the fight for the buyer is growing. The discount card system today is one of the most common and effective tools for influencing consumer behavior, used to retain customers and attract new customers, which, with competent organization, can significantly increase sales and improve the image of the enterprise in the eyes of customers and competitors. Thus, there is a stimulation of regular customers, and the opportunity to expand the target audience by attracting new ones. Very often, the production of discount cards is necessary when conducting various advertising campaigns. Due to the presence of all the necessary information about the company on their surface, they serve as a direct means of advertising. In addition this, discount plastic cards with a barcode or magnetic stripe, allow you to conduct marketing research, determining the preferences of the target audience, and each client in particular.

Thus, it is necessary to encourage such consumers who we need our product and interesting promotional and entertainment events. For example, valuable prizes are appropriate to be played among discount card holders, thereby encouraging them to increase purchases.

The last one sometimes price tools influence on behavior consumers are exposed criticism, and often they become the cause of the opposite reaction - a decrease in loyalty. Considering such circumstances, bonus programs are becoming increasingly attractive among consumers, which, by their availability differences from discount ones, are still similar, since the consumer is financially encouraged.

By offering consumers the values that are most important to them, the company thereby forms a model of influence on consumer behavior, which provides him with a

reputation and trust among clients. At the same time, specialists are guided that, What formation models influence on behavior consumers consists of two parts - "material" and "psychological", with the psychological aspect prevailing over the material. Thus exert influence on the emotional component of consumer behavior, based on the fact that loyalty consumer is obtained only by conditions construction of certain relations with customers. Thus, the future prospects of non-price loyalty programs have been proven.

Note, What if price tools influence on behavior Consumers can be made to those who buy, while non-price ones can *also be made* to other groups of consumers. These can be business partners, employees, dealers, shareholders, investors and other stakeholders. Non-price instruments influence on consumer behavior is predicted, cooperation with the enterprise becomes a reward for the client in the form of receiving intangible benefits, such as an additional "privilege."

The basis for building long-term relationships with consumers based on the concept of values is sincerity, not the desire to embellish reality in a communication message. Therefore, an important aspect of the marketing activities of enterprises is the integration of marketing communications and consumer values.

J.J. Lambin describes marketing communications as "a process of interaction between the subjects of the marketing system, which is carried out through the use of a set of signals sent to different audiences (for example, consumers, partners, intermediaries, shareholders, competitors, management bodies , as well as the organization's own personnel)". In a narrower sense, marketing communications refers to activities aimed at forming and maintaining relationships with real and potential consumers of products and services [9, p.455] .

When planning a communication process, a marketer must understand what values he is appealing to and build his communication message accordingly. What on deeper level such a message gets through, the more stable the relationship between the consumer and the company will be

Corporate identity *is* the identity of the enterprise, an important component of influence on consumer behavior . The main The functions of corporate identity are as

follows:

1. Attracts consumers' attention to the company and its products with the help of an original corporate design, thereby stimulating purchasing interest.
2. Helps the consumer navigate the space of information resources, provides the company has an advantage above competitors.
3. Forms in consumer opinion about the solidity of the company and the quality of its products.
4. Forms a long-term consumer interest in the company and its products (provided that the price and quality satisfy the consumer).
5. Helps the company's new products enter a new market and attract the attention of consumers.
6. Advertising effectiveness increases due to the fact that corporate identity elements perform its function.

Packaging attracts consumers' attention, but it also incurs additional costs. (10% of the total cost of the product), because as a tool for influencing its behavior can to be used in cases where it has:

- functional benefits (ease of use, protection, preservation of the product)
- informational benefits (instruction with using goods);
- benefits perception.

Sponsorship is a system of mutually beneficial contractual relations between the sponsor and the party it subsidizes. Sponsorship aimed at the formation of a model of the impact on consumer behavior is ensured through information about the sponsoring company and creating its positive image. Sponsorship functions:

- software contact with audience specific consumers (sports, art) etc);
- implementation of marketing goals – strengthening the image, raising awareness, increasing sales);
- improvement marketing communications

Direct marketing (direct marketing) *is* a direct, without intermediate links, interaction between the seller (producer) and the consumer in the process of selling a

product. Direct marketing *is* a type of marketing communication in which which is based on personalization of the attitude towards the client, which involves close interaction, feedback, in the absence of information intermediaries. Thus, direct marketing is focused not on target groups, but on individual personalities. The goal of direct marketing *is* a planned response of the buyer, expressed in the purchase of the product.

It has been proven that an enterprise that provides service achieves significantly better sales performance. Thus, it is a significant marketing tool for influencing consumer purchasing behavior. At the same time, enterprise management must be guided by consumer needs for their service, be flexible to changes that affect service and identify the factors of their occurrence, possess and promote a culture of customer service; be able to engage the consumer in service, etc.

Merchandising is a component of marketing activities aimed at ensuring the most effective promotion of goods at the retail level; stimulating activities in the field of trade [20]. The importance of merchandising as tool influence on behavior consumers consists of in that most of them make their purchase decisions at the point of purchase. It also improves the chances of successful communication with the consumer, attracts the attention of buyers, arouses interest in the product and, as a result, helps to make a decision to purchase it.

As one with tools marketing influence on behavior consumers – exhibitions. Rarely does any other marketing tool for influencing consumer behavior have the ability to fully represent the company and its products, while providing the opportunity for personal contact with consumers. And if the company's activities at exhibitions were previously directly aimed at ensuring product sales, then at the present time participation in the exhibition for the enterprise is one of the most important means of communication with consumers and potential partners. The exhibition gives the enterprise an excellent opportunity to establish personal contacts with consumers and conduct an effective presentation. It is possible to distinguish the following marketing functions of the exhibition:

An exhibition is a concentrated reflection of the current situation in a particular

market area. By participating in an exhibition, an enterprise can clearly clarify the market situation for itself: the range and quality of products manufactured by them, the services available to buyers of similar goods, as well as the approximate number of competing organizations.

The company has the opportunity to track the dependence of the cost of goods presented at the exhibition on their quality. In many ways, this helps to adjust the pricing policy of the company itself.

Company analysts can clarify the situation at the exhibition. on market, that is, to determine which product niches are still not busy at market, and they also have the opportunity to calculate whether it is advisable to launch a new product line.

Unlike newspaper publications, radio and television stories, the exhibition is perceived by all visitors as an emotional event that affects all senses. human. Enterprise maybe more clearly to form attitude to of its products and to himself, at direct contact from their own consumers.

Exhibitions in the agricultural sector *are* one of the key elements of marketing, because it is here that "demand and supply" are simultaneously gathered in a concentrated form. At the same time, enterprises spend on average on exhibition activity close 40% his/her advertising budget. But these advertising costs are justified because in this sector, conventional media channels are ineffective.

Therefore, the information presented in this section convincingly demonstrates the possibility and feasibility of using marketing tools on consumer behavior. The tools available in various fields of science (psychology, economics, marketing, management) demonstrate significant results from their application in various marketing and other economic situations.

2.3. The place and role of marketing tools in ensuring the activities of industrial enterprises

Market development trends, changes occurring in the enterprise, are reflected in marketing tools and depend on the following main development trends: marketing: high

price sensitivity of buyers; reduction of budgets for marketing activities; intensification of competition; shift of focus to online tools and mobile solutions; shifting focus to evaluating the effectiveness of marketing activities.

Marketers identify the following five main groups of factors that influence marketing tools:

1. Changes in sales forms in industrial markets, caused by geographical division of territories, segmentation and categorization of customer expectations, automation of the sales process. In industrial markets, package market offers for customers, CRM system, sales funnel approach are used, key performance indicators (KPI) are introduced into the activity, loyalty programs for B2B customers are introduced.

2. Equipment for the production of industrial goods, which is identical at most enterprises. In the B2B market, the price and technical parameters of the equipment may differ, but such characteristics do not change the marketing environment.

3. Direct sales remain the most effective tool for promoting products and communicating with customers. Therefore, working with reference persons and opinion experts in their markets is of particular importance, as it affects the overall brand, consumer perception of the product, and the formation of the company's brand.

4. The competences of our own sales staff, which are the key to loyalty and long-term cooperation in industrial markets. Personal skills are becoming increasingly important contacts employees department marketing, sales with potential and existing buyers, as well as measures aimed at increasing the competence of our own sales staff.

5. Internet resources, without which it is impossible to promote your own products in modern conditions, are support sites in search engines, mandatory presence in target directories, which determines the so-called hygiene level. The percentage of using specialized media, participation in industry exhibitions, direct advertising, and sponsorship of individual events is increasing.

The first attempts to systematize marketing tools date back to the 1940s, when a new term, “marketing mix,” appeared in one of James Culliton’s publications. (marketing complex). He first applied the so-called prescription approach in the study

of marketing costs. The salesperson was defined by him as "the organizer of the marketing program with ingredients", since it is he who plans the competitive strategy, while being a manager capable of integrating all components into the marketing mix [8].

We agree with the opinion of scientists and marketing practitioners who note that the basic system of marketing tools consists of four main components, and new emerging concepts include tools that characterize traditional ones.

1. Product characterizes such elements as: Personnel, People, Process, Physical Evidence, Perceptual psychology, Probe, Package .
2. To Price (price) we can include Profit (profit).
3. Place (place) – Physical Premises (surrounding environment).
4. Promotion – Publicity, Purchase, Public Relations, Physical Evidence .

The marketing tools proposed by D. McCarthy in 1960 under the name "4P" are considered classic: Product ; Price; Place; Distribution; Promotion.

The typification of these tools led to the conclusion that all new marketing tools are either modifications of the classic "4Ps" or characteristics of the environment in which these tools are used.

One of the modern marketing tools is the use of Internet marketing, which today is a powerful tool for influencing the minds of consumers of products and which, in our opinion, has already emerged as an independent direction of marketing and marketing activities of enterprises.

Internet marketing is a new type of marketing that includes traditional elements (product, distribution, promotion, marketing research) implemented using the tools of the World Wide Web in a remote, interactive mode, and therefore provides the opportunity to accelerate, reduce costs, and improve the quality of all marketing processes.

It should be noted that in modern conditions, the use of Internet marketing tools allows business entities to obtain a larger number of customers, establish interaction with them, providing individual service, to carry out feedback, quickly receive

marketing information, create and promote your own brand.

There are two concepts that are distinguished - "marketing on the Internet" and "Internet marketing". Unlike marketing on the Internet, Internet marketing is aimed at creating mechanisms that will ensure constant interaction of the enterprise with customers in an interactive mode.

So we can conclude that today modern marketing tools in the activities of industrial enterprises are divided into two main groups: "Internet marketing" tools and "Internet marketing" tools.

Internet marketing is an integral part of an advertising campaign. Internet advertising is always part of the advertising campaign of leading companies.

Exploring tools industrial marketing enterprises, scientists highlights such main, dividing their on eight groups:

- 1) tools for collection primary information of state market, own positioning and study of competitors' activities;
- 2) tools formation commodity politicians;
- 3) tools formation price politicians;
- 4) tools formation sales politicians;
- 5) tools formation communication politicians;
- 6) tools advertising politicians and promotion;
- 7) tools after-sales and service service;
- 8) high-tech tools (including 3D marketing).

Thus, we can note that marketing tools are a set of intangible resources, market opportunities and products of intellectual activity of personnel available to an industrial enterprise. of this industrial enterprise, which constitute the added value of goods produced by this industrial enterprise and are capable of providing a higher level of long-term, trusting, mutually beneficial relationships and connections with consumers compared to competitors on the market due to the formation of unique competitive advantages of a particular industrial enterprise (Fig. 2.1).

The next marketing tool is branding and benchmarking. Branding – is an

extremely important marketing tool. Brands have become a strategic resource of an enterprise, determining its prospects development. They are perceived as advantageous object for investment and is a means of ensuring lasting impact on consumers. It is the brand that creates value.

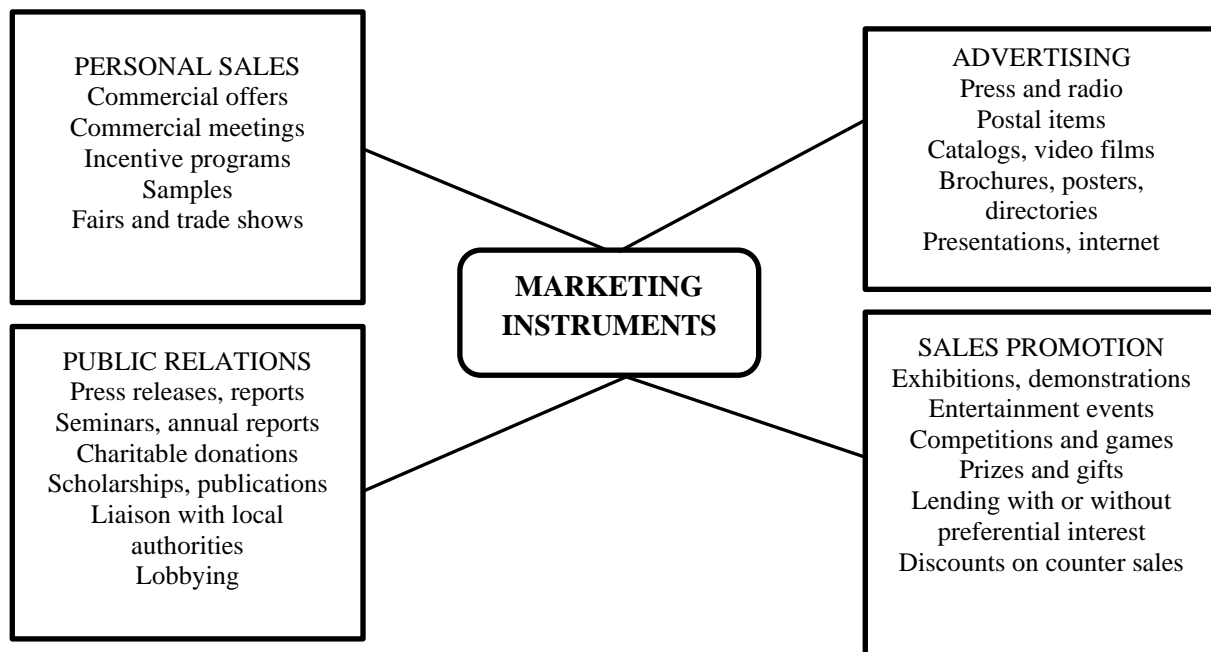


Fig. 2.1 Marketing tools for industrial enterprises

The next marketing tool is branding and benchmarking. Branding – is an extremely important marketing tool. Brands have become a strategic resource of an enterprise, determining its prospects development. They are perceived as advantageous object for investment and is a means of ensuring lasting impact on consumers. It is the brand that creates value.

Benchmarking is being held by such parameters: market share; quality products; price products; technology production; cost products, what is being produced; profitability products, output ; level productivity labor; amount sales; channels sales products; proximity to sources raw materials; quality managerial teams; new products; correlation world and internal prices; company reputation . Benchmarking allows you to adjust management, production and marketing functions, and lead to increased profitability of business with high efficiency, the creation of useful competition and pleasure needs of buyers.

Thus, having considered various scientific opinions on the formation of a system of marketing tools and the typology of marketing tools (in particular, industrial enterprises) by various authors, we can conclude that currently the basis for the use of marketing tools are the traditional marketing tools "4P": price, product, promotion and distribution (sales). All new marketing tools are either a modification classic "4Ps", or complement them. One of the modern marketing tools is the use of Internet marketing, an important tool of which, in turn, is the creation and development of your own website. Today, benchmarking, crowdsourcing, crowdfunding are also new tools and crowdmarketing.

Conclusions to Section II

1. Marketing tools are the methods, techniques and techniques of communication with a potential consumer for the purpose of offering him a new product or service. All marketing tools are combined into a coherent system, which is called the marketing mix (or marketing complex). The traditional list of marketing tools is described within the framework of the marketing complex or the classic formula of the "four Ps" of marketing: product (Product), price (Price), place (Place), promotion (Promotion). "4Ps" is a tactical scheme for implementing the marketing strategy of the enterprise, and it must be preceded by a definition of the strategic components of the marketing program of the manufacturing enterprise: segmentation, target market allocation and positioning (the concept of STP marketing).

2. The marketing complex "4P" is understood as a certain sum of controlled parameters of marketing activities, between the elements of which there is a stable internal connection, when any change in one of the elements causes a change in other elements. The marketing complex is considered as a more in-depth interpretation of the main marketing elements with a set of marketing tools that make up the program of the marketing strategy of the enterprise. This is not so much the product itself, price, place and promotion, as the product policy, sales policy, pricing policy, promotion policy, which becomes the systemic basis for the selection of effective marketing tools.

3. The components of the “4P” complex should be applied comprehensively, since the use of individual marketing tools does not give the desired results. The four components of the marketing mix are complete and effective tools for influencing buyers. Thus, the first group of marketing tools is aimed at satisfying consumer needs, the second at justifying consumer costs, the third at ensuring consumer convenience, and the fourth at communication between the manufacturer and the consumer.

4. Modern researchers are constantly expanding the list of “P”, thanks to which new concepts arise – “5P”, “6P”, “7P”, “12P” and “4C”. However, the generally accepted concept is “4P”. The key factor in this is that these four elements can be fully controlled by the marketing specialist of the manufacturing enterprise.

5. Today, leading scientists note that from the point of view of satisfying consumer needs, the “4C” complex is becoming more effective: the value of the product for the consumer (Customer-value), consumer costs (Customer-costs), the availability of the product for the consumer (Customer-convenience) and consumer awareness (Customer-communication). The content of this complex, which also uses a set of marketing tools, however, reflects the interests of the consumer, therefore its goal is to increase the benefits for the consumer. However, if each of the elements of the initial complex (“4P”) is decomposed into components, then it contains marketing operations that are embedded in the “4C” complex. Together, these complexes work in marketing programs through segmentation, forecasting, advertising, analysis and accounting.

6. Today, when enterprises are trying to operate in a crisis, when all processes of purchase, sale and service have been transferred to online mode, the promotion of goods/services (promotion) is being actualized through the use of modern Internet marketing tools.

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SECTION III

PROVIDING MANAGEMENT OF MARKETING ACTIVITIES OF ENTERPRISES

3.1. The essence of the concept of “marketing management”

Marketing management has gone through a complex development path since its inception. During this time, world science and practice have substantiated several basic marketing concepts depending on the production and demand for goods, which are determined mainly by the state and interaction in the market space of three parties: the manufacturer (seller), the consumer (buyer), the state (authorities).

In the economic literature, the idea of the existence of **five stages of marketing development and five of its concepts dominates**. F. Kotler was the first to put forward such a hypothesis. At the beginning of his marketing research, he singled out the following concepts: production improvement, product improvement, intensification of commercial efforts, marketing and socio-ethical marketing [19].

Marketing has been central to business for over a century. During that time, it has gone through several stages of development.

I. In 1860–1920, the central place belonged to the production of goods, and marketing was considered only as a service that supported it and created demand for goods.

II. In the 1920s and 1930s, emphasis was placed on product management – its improvement and the creation of operational features demanded by customers. characteristics.

III. In the period from 1930 to 1950, there were cardinal changes in the world economy: supply began to exceed demand (a consumer market appeared), competition intensified. This necessitated the strengthening of the sales policy of enterprises, intensive promotion of goods, and the creation of new product flows in order to transform the inert consumer into an active buyer.

The essence of marketing at that time was to sell goods, regardless of the needs of consumers. The market was mass - a large number of goods were produced in order to achieve minimal costs per unit of production. Marketing of this period is called 1.0 (the era of commodity-centrism). At this time, marketing is the ability to sell goods, convince and even deceive.

IV . The period 1950–1980 is characterized by economic recession and low demand, which led to the emergence of the marketing concept. Instead of a product-oriented philosophy (“make and sell”), the company’s activities are based on the buyer (“understand and respond”). To stimulate demand, companies move from product management to “customer management”. The emergence of the marketing concept marked the birth of marketing 2.0 – the era of customer-centricity. In the pursuit of profits, marketers resort to price manipulation, luring with promises and beautiful packaging.

V . Since the 1980s, marketing has become a “business function” and new opportunities have emerged to change the approach to marketing. F. Kotler and K. Keller considered the concept of holistic marketing as such an approach, in which an attempt is made to balance the different aspects of marketing in an enterprise with the help of such elements as: relationship marketing, integrated, internal and socially responsible marketing. Let us consider them in more detail. in detail.

3.2. Stages and concepts of marketing development and marketing management

In the economic literature, the idea of the existence of five stages of marketing development and five of its concepts dominates. The first to put forward such a hypothesis was F. Kotler. At the beginning of his marketing research, he singled out the following concepts: production improvement, product improvement, intensification of commercial efforts, marketing and socio-ethical marketing.

1. *Socially responsible* (socially ethical marketing) is an understanding of the ethical, environmental, legal and social context of marketing activities and programs.

Social responsibility requires market actors to pay attention to their role in ensuring well-being society.

The reasons for the emergence of socio-ethical marketing are: the contradiction between current desires and long-term interests of consumers, environmental degradation, increased problems of hunger and poverty, increasing the role of informatization of society, and a decrease in the quality of social services.

The concept of socially responsible marketing management aims the enterprise to identify the needs of target markets and meet them in effective ways. The success factors of the concept of socially ethical marketing are: refusal to sell goods that harm consumers; meeting customer needs; application of environmental technologies in production; adherence to social and ethical principles in decision-making.

In the activities of trading enterprises, socially and ethical marketing is manifested in the refusal to sell problematic goods, compliance with the requirements of standardization and certification of goods. For example, small trading enterprises interact with buyers directly, are the first to study their needs and interests and must influence manufacturers of goods in order to expand the range.

An important task of enterprises is the development, promotion and sale of goods created to improve the quality of people's lives. Therefore, special attention should be paid to the environmental component of ***holistic marketing***. Compliance with the principles of environmental marketing allows enterprises to direct their activities to meet environmentally-oriented customer demand, which, in general, solves the problems of humanity and puts consumers at the center of marketing policy.

2. Internal marketing ensures the acceptance of marketing principles by all personnel of the enterprise, and especially its management. Internal marketing covers the acceptance and training of employees, stimulating them to provide high-quality customer service, and creating a team of like-minded people.

This component of holistic marketing is *a two-level system*. ***Its first level*** implements marketing functions and is represented by sales, advertising, customer service and marketing research services, which are interconnected. ***The second level*** involves making marketing decisions by other departments of the enterprise, because

marketing is its orientation and it should be in all structural units.

3. Integrated marketing is based on *two principles* : *firstly*, various marketing activities are used to promote goods, *and secondly* , they are all coordinated to maximize their synergy effect. That is, the development and implementation of a certain marketing activity is carried out taking into account the marketing activities of the enterprise, and therefore it must have an integrated sales, resources and partner network management system.

4. Relationship marketing (partnership relationships) is an activity aimed at building long-term mutually beneficial relationships with market partners of the enterprise. *The formation of trusting and beneficial relationships between two equal people is the essence of relationship marketing* . It builds relationships where the consumer demonstrates his loyalty: he is served by one supplier, gives him advice and spreads positive feedback about him.

5. Relationship marketing . The main goal of relationship marketing is *to form a marketing partner network*. It covers both the enterprise and groups of people interested in its work.

The conditions for implementing this concept are the differentiation of consumer needs, the use of an effective communications system by the enterprise and the creation of a positive image. Trading enterprises directly interact with buyers, so they must focus their activities on the result they seek to obtain. consumers.

Currently, the dominant view among marketers is that in addition to the concepts defined by F. Kotler, the concept of interaction marketing has also been formed. Its goal is to satisfy the needs of consumers, the interests of partners and the state in the process of their commercial and non-commercial interaction.

The scientific opinion of the representative of the European marketing school, J.-J. Lambin, who identified three stages of development of marketing concepts and their corresponding forms is convincing: passive, operational and strategic marketing (Table 3.1) [23].

Table 3.1 – Development of marketing concepts according to J.-J. Lambin

Form marketing	Concept marketing	Features market	Specifics marketing
1. Passive marketing	Production and product concept	Limited supply, crazy demand	Lack of interaction with market and targeted consumers
2. Operational marketing	Marketing concept	Growing demand, geographical market expansion	Strengthening the role of the seller, active communication policy
3. Active (strategic) marketing	Marketing concept	Market saturation with goods, intensifying competition	Search for new market segments, positioning

Nowadays, the concept of marketing new ideas has been formed and is developing. Its essence is that, despite the great risk, one should invent something new, present it to the general public, and this will allow one to gain public recognition and significant demand.

The study of marketing concepts shows that their evolution and the development of the marketing management process occur together with the formation of market relations. Scientists solve this problem in different ways. question.

Thus, the research of one group of scientists on the stages of marketing management, based on the evaluation of various marketing management concepts, is thorough:

- “pre-scientific”, intuitive stage of the formation of marketing tools (late 19th – early 20th century) art.);
- the stage of formation and development of marketing management concepts (from the beginning to the middle of the 20th century art.);
- the stage of formation and development of concepts of marketing management by the subject (50s of the XX century - beginning of the XXI century) [107, p. 4] (Table 3.2).

Table 3.2 – Marketing management concepts of the second half of the twentieth century

Name	The main idea of the concept	Author
I Marketing concept	Achieving goals by the enterprise as a result of determining the needs of target markets and effectively satisfying the interests of consumers. This concept is based on 4 components: target-market, consumer needs, integrated marketing and profitability.	P. Drucker
II The concept of educated marketing	Marketing supports the optimal functioning of the product distribution system in the long term and is based on the following principles: consumer-oriented marketing; innovative marketing; marketing of product value advantages; marketing with awareness its mission; social and ethical marketing.	F. Kotler
III The concept of competitive rationality	The purpose of a corporation is to make a profit to satisfy its own interests, the interests of its employees, and its shareholders by producing goods that customers want to buy. Competitiveness is the main driving force of fat marketing concept.	P. Dixon
IV Strategic marketing concept	Distinguishing between strategic and operational marketing. Strategic marketing is a systematic analysis of market needs to develop products with special properties intended for certain groups of buyers, which will provide a sustainable competitive advantage to the enterprise.	J.- J. Lambin

The considered approach to the evolution of marketing management concepts has the right to exist. However, today the world is experiencing a period of rapid, dynamic, but at the same time painful changes (growth of poverty and unemployment) with which the world is struggling with the help of special programs to restore economic growth.

Many Western European countries are currently experiencing a period of low growth rates, while the center of economic power is shifting to the East. The latter is characterized by the transition from a mechanical to a digital world, which has a significant impact on the behavior of both producers and consumers. consumers.

All these developments are changing customer behavior, which requires a

rethinking of marketing. Over the past century, it has gone from product to consumer. But now marketing is changing again, which forces companies to expand their sphere of interests: first they were interested in products, then - consumers, and now - people and the problems of their existence. All this has led to the emergence of new management concepts of marketing: marketing 3.0 and intramarketing.

However, each of these concepts denies the possibility of the existence of another one similar to it, and this is their drawback. New marketing management concepts are somewhat “ideal”, and therefore they are difficult to implement in enterprises operating in real business conditions, especially in Ukraine. All this complicates the implementation of innovative marketing management concepts and requires their further in-depth study and analysis.

The end of the 1990s became a landmark for many countries of the world, as the widespread use of personal computers began, and the spread of the Internet became an additional tool of marketing policy. These events forced marketers to expand existing marketing concepts. The founders of new concepts were: S. Covey [17], F. Kotler, H. Kartajaya, A. Setiawan and R. Ufimtsev [19]. They substantiated the need to rethink marketing and transition to marketing, in the center of which is the person, his values and soul.

These transformations marked the beginning of the era of marketing 3.0 (Table 3.3).

Marketing 3.0 elevates the managerial concept of marketing to the level of human values and is based on the understanding that consumers are fully developed human beings, therefore their needs deserve special attention. To understand the essence of the concept of Marketing 3.0, the authors comprehensively explore its factors: technology, the paradoxes of globalization and the creative society. F. Kotler, H. Kartajaya and A. Setiawan believe that it is under the influence of these three forces that consumers have changed, become more spiritual and open to cooperation [21].

Table 3.3 – Comparative characteristics of marketing 1.0, 2.0 and 3.0

Characteristic	Marketing 1.0	Marketing 2.0	Marketing 3.0
1	2	3	4
1. Purpose	Sell goods	Satisfy consumer needs	Make the world a better place
2. Prerequisites	Industrial revolution	Informational technology	Innovative technology
3. Market view	Mass consumers with physiological needs	Informed consumers with opinions and emotions	Intelligent humans beings with emotions and a soul
4. Home concept	Development goods	Differentiation	Values
5. Interaction with consumers	“One of many”	“One on one”	“The collaboration of many with many”
6. Management	Goods	By the consumer	Man and his problems

Technology has a priority place in the external environment of enterprises, because it is it that contributes to the rapid and wide dissemination of information, ideas and opinions. Technology is the reason for the emergence of marketing 3.0, and its development has a significant impact on the political, legal, economic, social and cultural situation, thereby generating the paradoxes of globalization.

In the era of Marketing 3.0, in order to meet the expectations of customers, companies are forced to treat them as individuals. S. Covey claims that a person consists of four components: a physical body; a mind capable of thinking; a heart that feels emotions and a spirit as a philosophical center. The main task of marketers is to understand the anxieties and desires of consumers. In Marketing 3.0, addressing consumers began with an appeal to the mind, and the competitive struggle takes place in their minds. Over time, influencing the minds of consumers has become insufficient, you need to reach their hearts.

The second factor shaping Marketing 3.0 is globalization, generated by

technological development. Information technology has made it possible to exchange information between countries, businesses and individuals around the world. Globalization penetrates all corners of the world, creating an interdependent economy. In an attempt to balance the world, globalization creates paradoxes:

- along with the spread of democracy in the world, undemocratic China is powerful - the world's largest factory, playing a key role in global economy;
- Globalization generates economic integration, but does not equalize countries in terms of economic development. development;
- Globalization creates a worldwide universal culture, but at the same time, strengthens traditional culture.

This list of paradoxes is far from complete, but they also allow us to understand why consumer behavior is changing in the era of globalization and why Marketing 3.0 is needed to identify trends. Thanks to technology, the paradoxes of globalization significantly affect not only countries and businesses, but also people.

The third force contributing to the spread of Marketing 3.0 is the development of a creative society - people of creative professions. There are fewer of them than representatives of working professions, but they often occupy a dominant position in society. The lifestyle and beliefs of creative people often influence the entire society, and thoughts about the paradoxes of globalization and social problems shape the views of others. A feature of a developed society is that people strive for self-improvement, they are emotional and open to cooperation. Creative people are increasingly abandoning a number of material goods in favor of self-realization and are convinced that spiritual need is the strongest motive for a person, because it contributes to the manifestation and development of their creative abilities.

We are convinced that Ukrainian enterprises that strive to achieve success must understand that consumers today value joint creativity, the unification of buyers and bright characters. These three phenomena should be key in marketing practice, because they combine individuality, sincerity and image into a single whole. Under these conditions, the meaning of marketing is to identify a unique individuality, strengthen it with authentic sincerity and create a strong image.

The era of Marketing 3.0 is a time when marketing practices are influenced by changes in consumer behavior. Technologies are driving the globalization of social life, resulting in cultural paradoxes and, at the same time, contributing to the development of a creative market that is more spiritual in its vision of the world.

Today, the concept of Marketing 3.0 is the most appropriate approach to consumers who are feeling the strong impact of social, economic and environmental changes. Companies that apply Marketing 3.0 offer solutions to these problems and give hope, touching the deep strings of the soul of each consumer. This concept has a significant place in the management component, and it is focused on satisfying well-known needs in ways that are different from competitors.

Along with the concept of marketing 3.0, another concept has emerged and is rapidly spreading – intramarketing. R. Ufimtsev understands intramarketing (from the Greek “intra” – “inside”) as the practice of marketing from the inside, based on a holistic view of things. According to this concept, the success of an enterprise depends not only on effective advertising, product innovation or perfect business management, because success is a holistic state and a special atmosphere that manifests itself in all its links.

Two factors had a significant impact on the emergence of intramarketing:

- marketers began to consider the enterprise as a conditional area of a single “enterprise-market” system, because they are closely interconnected;
- Scientists have stopped distinguishing between objects and processes in an enterprise that are “important” or “unimportant” for the implementation of marketing.

A holistic view of enterprises and the market has led to the emergence of three models that can be a guide in solving a certain range of marketing tasks. The determinant model allows us to describe the “enterprise-market” system as a region of zones of stability, separated by dynamic, but narrow boundaries of instability. What happens on the unstable boundaries of the zones of stability affects the state of adjacent zones. Objects and processes in narrow zones of instability are determinants, and intervention in them affects the state of the “enterprise-market” system.

The second model of intramarketing is the model of amorphous communication

channels, which connects all links of the “enterprise-market” system with two types of information flow channels. The first type is explicit communication channels, organized and controlled by the participants of the “enterprise-market” system. However, there are also implicit, amorphous communication channels that remain beyond control (nonverbal behavior of people) and do not depend on the physical medium.

When enterprises use the third model – the cross-projection model, some actions that occur within the enterprises reflect what is happening in the market. This allows us to draw conclusions about the state of the market only by assessing what is happening inside the enterprise. The same thing that happens inside it affects the market, and therefore they cross-reflect each other. This is the most paradoxical idea of intramarketing.

So, the basis of intramarketing is holistic thinking, which does not depend on descriptions and reasoning, it creates models for a specific situation. The task of intramarketing is to indicate the boundaries of the practical application of marketing concepts and fill the gaps between them.

Intramarketing has only been around for a few years, but in the practice of enterprises it provides such positive results as: high rates of development in competitive conditions; formation of a favorable reputation and image of enterprises in business circles; achievement of a high degree of customer loyalty; creation of conditions for rapid resolution of strategic issues. questions.

The advantage of intramarketing is that its application allows you to get a clear picture that connects the development strategy, market situation and marketing. Intramarketing allows you to justify decision-making in complex situations, teaches beginners a way of thinking for successful practice. Based on the laws of the psychological field, intramarketing allows you to understand what is happening in the minds of consumers and creates conditions for increasing intellectual productivity, stimulating creative thinking.

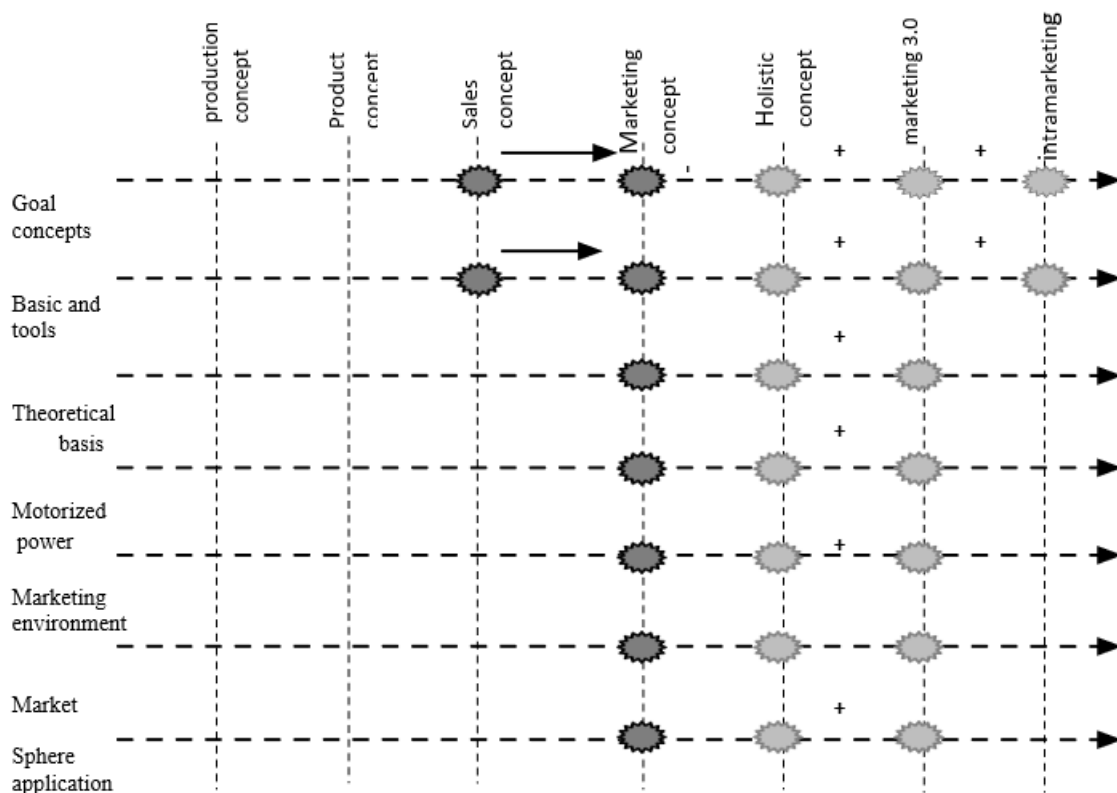
The new marketing management concepts considered are evidence that modern marketing is moving away from classical ideas formulated in the 20th century by F.

Kotler. What was good in the industrial era loses its meaning today, in the 21st century. This process began in the late 80s of the 20th century, and now F. Kotler, in his works, questions the foundations of classical marketing.

What is common in innovative marketing management concepts is a person, his thinking and behavior, orientation on knowledge of the principles of perception of people, their psychology and values. The considered marketing management concepts do not refute or reject traditional concepts, they only help to see the limits of their practical value and establish close connections between them (Fig. 3.1).

Today, the task of Ukrainian scientists is to develop methods for improving the marketing management process of enterprises in accordance with new marketing management concepts, taking into account foreign experience. In our opinion, knowledge of the theoretical foundations of marketing management allows, as a result of comparing different marketing concepts, to determine the one that is used in practice by Ukrainian enterprises.

The generalized results, which are reflected in the matrix in Fig. 1.1, indicate the use by Ukrainian enterprises of the principles of sales and marketing concepts and the establishment of the principles of the latter. The policy of intensification of sales of goods through marketing activities for product promotion is widespread among Ukrainian enterprises. Some Ukrainian enterprises pay due attention to identifying consumer needs and satisfying them. However, the latter has not yet become widespread.



● — elements of marketing concepts used by Ukrainian enterprises

● — elements of marketing concepts used by Ukrainian enterprises;

● — elements of marketing concepts used by enterprises in developed countries world;

— — transition from the principles of one concept to another;

+ — combination of the principles of one and the other concepts.

Fig. 3.1 . Matrix of marketing concepts and their principles

Many Western European countries are currently experiencing a period of low growth rates, while the center of economic power is shifting to the East. The latter is characterized by the transition from a mechanical to a digital world, which has a significant impact on the behavior of both producers and consumers.

Many Western European countries are currently experiencing a period of low growth rates, while the center of economic power is shifting to the East. The latter is characterized by the transition from a mechanical to a digital world, which has a significant impact on the behavior of both producers and consumers.

Ukrainian enterprises give priority to sales policy and the study of individual

aspects of demand among marketing tools. consumers and complex marketing. Universally w in In the world, along with the classic marketing mix, the emphasis is on customers (“people”), studying them “from the inside” and using various methods of coordination and integration.

In our country, marketing is considered as a recipe (instructions on the use of marketing tools) and a market concept of management. In this regard, Ukraine is behind the developed countries of the world, because for more than two decades there has been an emphasis on the doctrine of marketing as a tool of entrepreneurship, focused on social and environmental impact.

The marketing environment of Ukrainian enterprises is characterized by intensified competition and the formation of civil society institutions, while in countries with a high level of economic and social development, globalization processes are widely spreading, and a creative economy is being built. society.

The Ukrainian market is a consumer market in conditions of saturated supply, a wide range of goods and services, although Ukrainian consumers have not yet realized their leadership in commodity relations compared to sellers. At the same time, in the USA and Western European countries the market has already become a meeting place for entrepreneurs and smart consumers with their emotions and soul.

The development of a market economy in Ukraine requires a new approach to enterprise marketing management, which would contribute to accelerating the movement of goods, satisfying market needs and increasing profitability. But for this it is worth clarifying the economic essence of the concept of “marketing management” from the point of view of Ukrainian and foreign theorists and practitioners in the field marketing. The concept of “marketing management” is ambiguously interpreted in economic literature. There is still no unified understanding of this process, methodology for building and using marketing management by enterprises, among foreign and Ukrainian scientists.

In the twentieth century. such economists as A. Voiczak, P. Dixon, P. Drucker and S. Zemlyak, defining marketing management, tried to cover all marketing activities, but this created cumbersome definitions. To create a clear statement, they

had to be simplified. There were convincing definitions, but with the dominance of the preferences of individual authors, however, more specific definitions were required with the further development of economic sciences revision. Therefore, there is a need to compare the views of foreign and Ukrainian scientists on the essence of marketing management in order to create unambiguous interpretations that, without significant changes in the definition, could absorb the latest achievements of marketing thought. For a clear understanding of the concept of “marketing management”, it is advisable to clarify the essence of the terms “management” and “marketing”.

Management (from the English “management”) as a science appeared in the USA at the end of the 19th century. as a result of the industrial revolution. In 1881, J. Wharton developed the first systematic management course for teaching this discipline, and its widespread application began in 1911 with the publication of F. Taylor's book “Principles of Scientific Management”, the organization by H. Peirce of the first scientific conference on these problems, and the formation by A. Fayol of the principles of management.

The economic dictionary states that “management is the process of planning, organization, motivation and control necessary to form and achieve the goals of the organization”. In our opinion, the interpretation of the essence of management by M. Yermoshenko is meaningful: “management is a systemic set of the management process (a set of functions performed), the organization of management (organizational structure) and information that combines the first two components in the process of its use”.

The main task of management is active actions aimed at achieving the set goals and the purposeful influence of the subject on the object of market relations. However, for a more complete understanding of marketing management, it is necessary to study the theoretical foundations of marketing at the enterprise.

Marketing has always been inherent in barter transactions, but it was officially launched in the USA in 1902. At that time it meant studying customer needs. Marketing became widely used in the USA and Germany in the 1930s due to the lack of demand for goods during the Great Depression.

After World War II, the world was acutely aware of a shortage of goods, so marketing was not needed by anyone. As basic needs were met, the shortage of goods was replaced by a surplus. The prerequisites for using marketing were: the beginning of the formation of the global market, the transition of the world's leading countries to market conditions, the mechanization of production and the economic crisis.

During the twentieth century, thanks to the efforts of marketing specialists, this concept began to be understood more broadly and marketing went from “selling goods” to “business philosophy”. However, views on marketing and the interpretation of this definition by scientists remain ambiguous. In 1988, more than 2000 definitions of the category “marketing” were recorded at the Delhi Symposium of Marketing.

In the modern explanatory dictionary of the economist it is noted that marketing (from the English “marketing” from “market” – “market”) is “a complex system of organizing production, forming demand, marketing and selling goods, and providing services, aimed at maximum satisfaction of the needs of the population and obtaining profit...”. Such a definition of marketing was formed recently, and it was preceded by a real evolution of this concept. In 1960.

The American Marketing Association defined marketing as an organizational function. and the set of processes for creating, promoting and providing values consumers, management relationships with by them for the sake of benefits organizations and interested persons. This is definition makes possible the application of marketing only under market economic conditions.

However, marketing has not always focused on shaping conjuncture market. J.-J. Lambin defined it as “systematic and constant analysis of the needs and requirements of key consumer groups”, and F. Kotler claims that marketing is working with the market to achieve exchange,

whose goal is to satisfy human needs and desires.

The definitions we have considered and many others that are common in the economic literature are, in general, similar to each other. The main differences are that their authors approach the characteristics of the subject of marketing differently and each of the definitions captures different conditions in which marketing is

implemented.

The study of a number of approaches to interpreting the concept of “marketing” allowed us to generalize them into one, the most apt, in our opinion, in modern business conditions: marketing is a dynamic management process that involves a comprehensive study of the market and demand, active influence on them, stimulation of consumer needs, formation of competitive advantages of enterprises with the aim of timely and adequate changes and achievement of set goals. goals.

Management and marketing are closely related. On the one hand, these are two components of the enterprise's activities, and on the other hand, management involves a systematic, purposeful influence on marketing activities through planning, organization, motivation and control to achieve the enterprise's marketing goals. These two views are not contradictory.

In the economic literature there is no single view on the essence of the concept of “marketing management”. In Table 3.4. we consider a number of interpretations of this concept and grouped them into systemic, organizational and integrated approaches.

Within the framework of these approaches, there is a wide range of views of Ukrainian and foreign authors on marketing management - from journalistic articles to scientific developments of philosophers and economists.

Marketing management is part of the overall management system, the task of which is to balance internal capabilities and external requirements to ensure the success of the enterprise.

However, such a statement limits the functions and tasks of marketing management. In addition, the use of such an approach presupposes the understanding of the latter as a separate management system. ***One group of marketing scholars*** considers marketing management from the point of view of an organizational approach, as a way of organizing and managing certain areas of an enterprise's activity, designed to satisfy consumer needs and achieve set goals. However, by applying an organizational approach to interpreting the concept of "marketing management", scholars do not fully take into account key aspects of the enterprise's managerial activities.

Another group of scholars interpret the concept of “marketing management” within the framework of an integrated approach. For them, it is an enterprise activity aimed at adapting to changes in the marketing environment and meeting the needs of consumers. Specialists of the American Marketing Association also hold a similar opinion.

They insist that “marketing management is the process of planning and implementing policies for pricing, promoting, and distributing ideas, goods, and services to create exchanges that satisfy both individuals and organizations.”

This interpretation is, in our opinion, the most complete among those considered, but has inaccuracies that can lead to a misunderstanding of the place of marketing management in the activities of the enterprise.

Table 3.4 Basic definitions of the concept of “marketing management”

Author	Source	Interpretation of the concept
<i>Systemic approach</i>		
V. Pelishenko	Marketing Management	Marketing management is an important functional part of the overall enterprise management system, aimed at achieving coordination of the enterprise's internal capabilities with requirements of the external environment to ensure profit
I. Sinyaeva	Marketing Management	Marketing management is marketing activities in the marketing system, which are considered comprehensively and combine marketing decisions, plans and programs, and system types. activities
<i>Comprehensive approach</i>		
American Marketing Association	Marketing Management	Marketing management is the process of planning and implementing policies for pricing, promoting, and distributing ideas, goods, and services aimed at creating exchanges that satisfy both individuals and organizations
A. Wojczak	Marketing Management	Marketing management is the analysis, planning, implementation and control of activities designed to establish, strengthen and maintain mutually beneficial exchanges with the target market to achieve a specific objective of the organization.

Continuation of table Table 3.4

T. Danko	Marketing Management	Marketing management is a purposeful activity of a company to regulate its position in the market through planning, organization, accounting, and control of the implementation of each phase of the company's positional and active behavior, taking into account the influence of the natural development of the market space, competitive environment for achieving profitable and effective activity of the entity in the market
P. Doyle	Marketing-management and strategies	Marketing management – activities to identify target markets, study consumer needs on these markets, developing products, setting prices for them, choosing methods of promotion and distribution of products in order to carry out exchange, meet the needs of interested groups
F. Kotler	Marketing Basics	Marketing management is the analysis, planning, implementation, and control of activities designed to establish, consolidate, and maintain profitable exchanges with target customers to achieve certain organizational objectives, such as generating profits, increasing sales, increasing market share, etc.

The considered definitions of the concept of “marketing management” do not fully correspond to the modern activities of enterprises, therefore we consider it appropriate to give its own interpretation, taking into account the psychology and moral and ethical values of buyers, which will reflect the essence of *the marketing 3.0 concept spread in the world today*.

In addition, this is due to the growing role of moral and psychological factor in enterprise management, which is quite natural for a civilized society and a market economy. Taking into account the moral and ethical values of buyers actualizes their importance in the process of enterprise marketing management and prevents the appearance of destructive, demoralizing factors that distort the basic principles of entrepreneurial activity. activities.

Thus, in our opinion, marketing management is a systematic purposeful activity of an enterprise, which includes analysis, research, planning, implementation and control of measures aimed at studying the demand, needs and psychology of

consumers, the motives of their behavior, moral values, establishing trusting and ethical relationships in the “marketer-consumer” chain, using sales promotion methods, adapting to changes in the marketing environment and ensuring sustainable market positions.

This definition allows us to analyze marketing management as a complex multifaceted process that covers all areas of the enterprise's economic activity. In addition, we propose to consider marketing management taking into account the moral and ethical side of this process. Marketing management must necessarily take into account the interests and needs of consumers, the motives of their behavior in the market, the specificity and uniqueness of the social psychology of target buyers, their moral and psychological state and direct social environment.

Our proposed definition of the concept of “marketing management” will allow us to consider this process with taking into account the social responsibility of enterprises towards buyers (the enterprise is a member of society, and therefore the norms morality must necessarily control his behavior), which will create favorable conditions for the development of business entities in the long term perspective.

For a deeper understanding of the essence of the marketing management process, it is worth exploring its basic concepts (Fig. 3.2).

The object of marketing management is marketing activities, i.e. market research, development, distribution and promotion of goods and services through the implementation of purchase and sale transactions, thereby achieving the goals of the enterprise. The subject of marketing management is an individual owner or manager, a set of employees of the management staff of a particular enterprise.

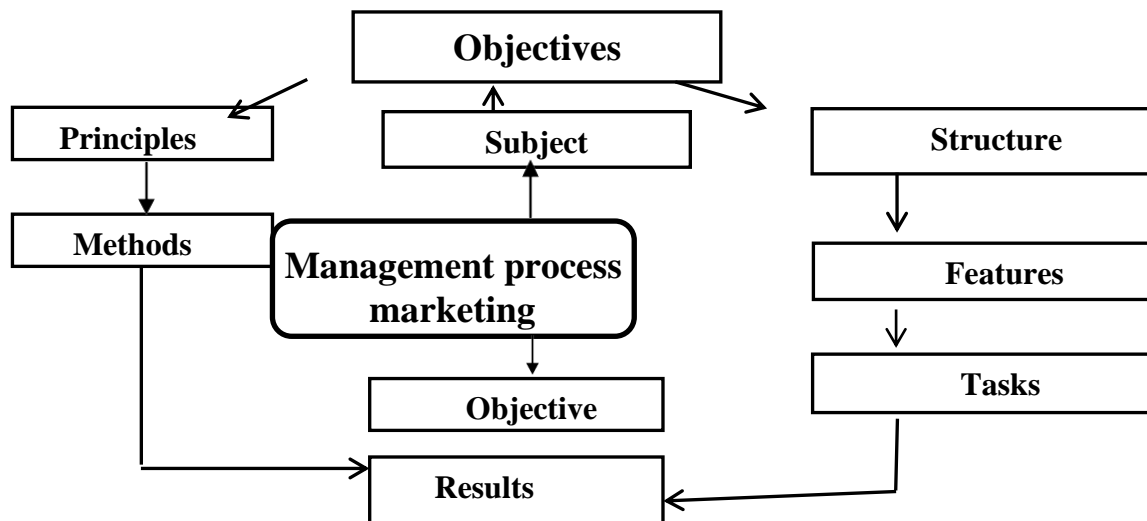


Fig. 3.2 . Basic concepts of the marketing management process

The goal of marketing management is to identify and satisfy the needs of target consumers in better ways than competitors in order to obtain maximum profit. Together with Therefore, the essence of marketing management is most accurately revealed through the actions performed by the enterprise. functions. Ukrainian scientist A. Voichak identifies such functions of marketing management as: analysis, planning, implementation and control. Another researcher – M. Yermoshenko, in addition to the above, identifies two more functions – organization and motivation. Let us consider in detail each of the functions and the tools with which they are implemented.

1. Analysis is a management function that involves analyzing the market (using strategic analysis tools), including its potential, capacity, market conditions, demand, enterprise capabilities, consumer behavior, the level of competition, and analyzing the level of management quality, the organizational structure of marketing, and the results of marketing activities.

2. Planning is a stage of the management process that includes programming and forecasting and involves defining the enterprise's mission, ways to achieve it in relation to marketing activities and managing it using the following tools: drawing up a business plan, forming plans and indicators.

3. The organization is aimed at streamlining the management structure, relationships between its components, forming the organizational structure of marketing of a particular enterprise, its internal hierarchy, tasks and powers of

employees for the implementation of marketing activities by forming a matrix. responsibility.

4. Motivation – it creation moral and material incentives for employees (by forming a motivational mechanism) to fully fulfill their duties.

5. Implementation involves the effective implementation of planned marketing activities and actions to improve enterprise marketing management, the use of available resources and staff.

6. Control involves comparing planned activities with achieved results.

The considered functions of marketing management are implemented in practice through specific tasks: defining the mission of the enterprise, developing areas of activity; identifying markets and positions that will ensure success; establishing close contacts with buyers; forming a sales plan for goods; determining distribution channels for goods; recruiting personnel; implementing a pricing policy; planning financial support; developing measures to improve marketing management.

The key task of marketing management is to influence the level, time and nature of demand in such a way as to help the enterprise achieve its goals, influence decision-making, and ensure effective sales in the long term. In our opinion, the priority tasks of marketing management are to ensure the conditions for the implementation of socially oriented activities of the enterprise, which will contribute to the formation of a developed business environment and a positive opinion about the enterprise in the country and abroad as a reliable business partner.

Along with the tasks of marketing management, it is also advisable to formulate its key goals. The main one is to ensure and maintain a stable market position of the enterprise through a balance between traditional products and the introduction of promising innovations. The specific goals of marketing management of enterprises are:

- ensuring satisfaction consumers;
- increasing well-being population;
- providing consumers with a wide range goods;
- achieving high financial results.

Principles of marketing management are rules that arise from the action of

objective laws of market development, its competitive manifestation in conditions of risk. The main principles of marketing management are: a systematic approach; scientificity; targeted focus on the final result; correct selection and rational placement of personnel; interest of personnel in the final results of the enterprise; orientation on an innovative path of development; cyclicity of marketing management; availability of information support; social orientation (Fig. 3.3).

Marketing principles assume that a company's achievement of its goals depends on identifying the needs and demands of target markets, as well as on satisfying consumers more effectively than competitors.

Considering the functions, principles and tasks of marketing management, it is advisable to characterize its methods that help achieve the set goal. Marketing management methods are ways of implementing marketing management. Their totality forms a system of methods that includes: research of the market space, management of communicative relations in marketing, assessment of psychological decisions in the market.



Fig. 3.3 . Basic principles of marketing management in an enterprise

To build a high-quality system for managing the marketing activities of an enterprise, it is also necessary to take into account the influence and interaction of factors of both the internal and external environment of its functioning (Fig. 3.4).

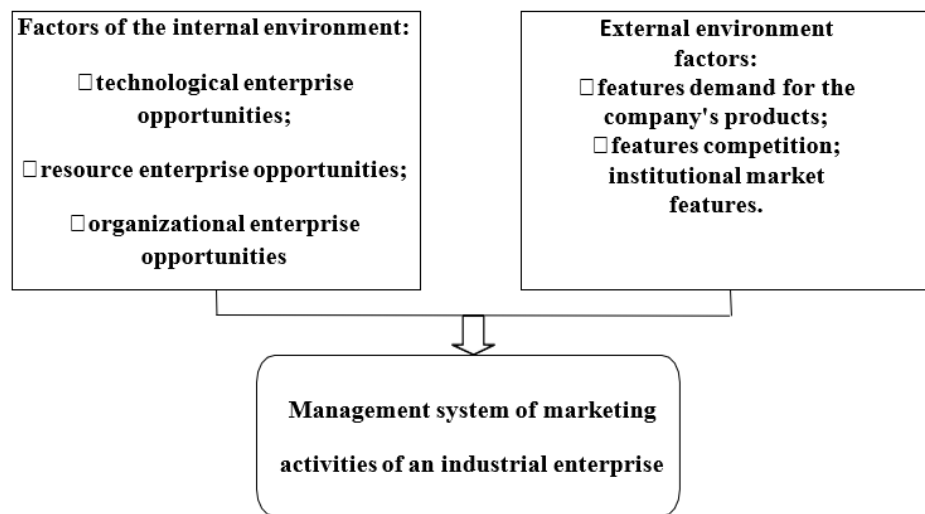


Fig. 3.4 . The influence of internal and external environmental factors on the enterprise's marketing management system

We propose the following model for managing the marketing activities of an enterprise (Fig. 3.5).

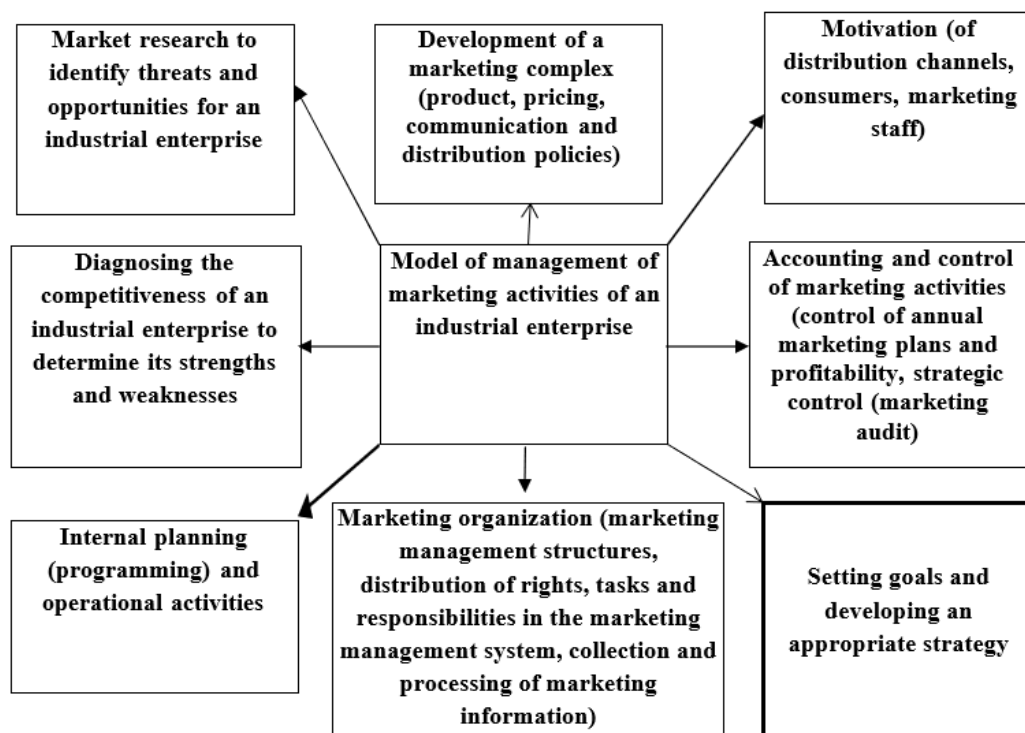


Fig.3.5. Enterprise marketing management model

Enterprises use the following methods:

- economic (pricing, lending, commercial settlement, economic stimulation);
- administrative (staffing in accordance with interests and abilities employees);
- socio-psychological (professional selection and training of personnel, formation of a work team, psychological motivation);
- technological (setting up devices, vehicles, devices and tools);
- ideological methods of marketing management (increasing the general educational and cultural level of employees, fostering work discipline and responsibility).

For a complete and clear understanding of the essence of the problem of managing the marketing activities of an industrial enterprise, we propose to study not only its economic essence, but also to analyze the fundamental principle, namely the philosophical vision of management. marketing.

From a philosophical point of view, any phenomenon, process or problem can be considered as a system (from a small organism to planets in outer space). In our case, we will focus on the process of marketing management in the epistemological aspect of the theory of knowledge and consider its three elements.

The first and main element is objective, direct knowledge, both historically and in the practice of modern cognition, cannot be completely isolated from the problems of interaction between the subject and the environment. However, the specific epistemological position, according to which the studied subject is presented as if *causa sui* (the cause of itself), does not allow within the framework of this form of cognition to objectively consider the entire range of issues that are related to this. Objective, direct knowledge, both historically and in the practice of modern cognition, cannot be completely isolated from the problems of interaction between the subject and the environment. However, the specific epistemological position, according to which the studied subject is presented as if *causa sui* (the cause of itself), does not allow within the framework of this form of cognition to objectively consider the entire range of issues that are related to this belong.

At this stage, cognition (subject knowledge) of marketing management is studied in itself as a separate phenomenon. Cognition approaches the subject phenomenologically, externally, does not yet reveal the essence and regularities of the development of the subject, its conditionality by the system in which it is a part, the genesis of its quality. That is, management in this sense concerns only commodity, price, distribution and promotion policies without taking into account the peculiarities of the work and functioning of the enterprise as a whole. Of course, we are also talking about a close connection between subjects and objects of management, as well as the corresponding clear tasks, principles, and tools for ensuring the functioning of the management process. The process of marketing management as the first element of cognition acquires the features of a peculiar subsystem.

The possibilities of cognition are not limited only to the framework of a single object and its immediate existence, because in its essence, objective knowledge still remains an element of the system in which it functions. From the level of direct knowledge with its natural “object-centrism” cognition moves to the next, higher level, when the phenomenon is known as an element of a system of phenomena. Therefore, the next element of cognition is system-centrism.

Within the framework of the systems approach, an object is conceived not only as having many properties, but also as being intrinsically multi-quality, since it embodies the qualities of various and heterogeneous systems of the real world. The change in each individual property of an object depends not only on itself, but also on the material systems of which it is an element; at the same time, each property can also affect the interaction of all elements and the entire system as a whole.

Considering the management of marketing activities of an enterprise as the second element of knowledge, it is worth considering it as an element of a multifaceted system, which, in this case, is the enterprise itself. After all, marketing management is part of the management of the enterprise as a whole and any changes in the activities of different departments (including marketing) will affect the activities of each other.

The two previous forms concentrated knowledge around the subject and the

system. The third element – metasystemic (concrete, synthetic, “real”) knowledge (from the Greek. meta – after) assumes a transition from a monocentric view of reality to the reproduction of the object in knowledge as a whole, that is, in all the diversity of its real forms and interactions with other objects. Dialectical materialism demands from the researcher not to limit himself to establishing a causal explanation of phenomena, which is revealed only by the general systemic dependence. Knowledge must necessarily reveal all the complex specificity of phenomena, their genesis, interaction with the outside world. The path to such knowledge lies through the analysis of the entire set of operating factors and conditions.

In practice, we are talking about the interaction of an enterprise with the relevant market, which includes not only the totality of enterprises in a given industry, but also the relationships and interconnections that arise between them in the process of economic activity, taking into account the peculiarities of managing the marketing activities of the enterprise. After all, the continuous development of any enterprise in a market economy directly depends on successful interaction with counterparties in the external environment and taking into account the interests of economic agents in the internal environment.

Having analyzed the economic and philosophical basis of the chosen problem, it can be argued that the management of an enterprise's marketing activities is its marketing philosophy, which is characterized by the following features:

- is a clear, well-thought-out process;
- is within the framework of the relevant organizational structures;
- is in a competitive environment ;
- is a high- level activity innovativeness;
- directed towards finding and using new opportunities.

The need for a promising competitive system for managing the marketing activities of an enterprise has never been more acute than today. When the market is stable or slowly evolving in such a way that its development can be easily predicted, and when the rules of competition are determined by all participants, it is quite possible to prosper using the trial and error method. A fairly plausible assumption was the

presence of a reactive management strategy, under which the enterprise supposedly can adapt to new conditions faster than changes occur in the external environment in which it operates. However, this assumption has never been reliable, and now its threat is constantly growing, if we take into account the factors that manifest themselves in competitive markets:

- markets are becoming increasingly fragmented, and the traditional boundaries between them are increasingly blurred;
- interconnected national markets are becoming part of global ones markets;
- Maintaining competitive advantages is much more difficult today, as product life cycles are shortening and global competitors are entering more and more markets. markets;
- Insufficient satisfaction of demand needs and oversaturation of supply leads to more intense competitive pressure, as a result of which consumers receive greater opportunities in the market to impose their conditions.

As a result, the marketing management system of an industrial enterprise largely does not meet the requirements of modern markets. Therefore, for the successful operation of an enterprise in conditions of market turbulence, the “marketing philosophy” (marketing management) must ensure the presence and functioning of the following three components:

- 1) strategic vision (the essence of the enterprise's activities and the focus of the energy of all its divisions on achieving higher indicators than in competitors);
- 2) in fact, market orientation (the consumer is always in the first place among all values and beliefs);
- 3) a rigorous process of forming and choosing the best strategy, taking into account all the problems faced by the industry enterprise.

The following research will be aimed at investigating the effectiveness of marketing management in an industrial enterprise and its evaluation.

An important component of the marketing management process is its structure, which establishes the forms of division of labor and establishes connections between employees who carry out marketing, types and forms of management organization.

Thus, the marketing management process increases the effectiveness of the enterprise's activities in stimulating sales, advertising, influencing consumers and obtaining profit.

In our opinion, the process of marketing management of enterprises should include: a strategic approach to their activities, based on the moral and ethical principles of marketing; orientation to market requirements; gaining leading positions in the market and ensuring competitive advantages.

Managers of enterprises that already use the principles of marketing management in their activities should direct their management decisions to the formation of product policy and make them taking into account the results of research into the needs of buyers and the capabilities of their own potential. The gradual and phased implementation of marketing management of enterprises is an objective necessity in the conditions of the development of market relations.

Given the current situation in the country's economy, Ukrainian enterprises should focus their activities on the needs of people, most of whom, being on the verge of poverty, seek to satisfy the most basic physical and social needs. At the same time, in developed countries of the world, marketing is oriented towards the needs of "middle class" people who seek to rise to a higher level of the life hierarchy and increase their social status.

Nowadays, marketing management has not yet received proper practical application at Ukrainian enterprises, which is due to the presence of a number of problems in their activities. That is why it is important to identify problematic issues and identify trends in the development of enterprises in order to assess the possibility of implementing marketing management at them, which is a necessary step towards successful activity, directing all opportunities to increase management efficiency and achieve set goals.

3.3. Modern concept of marketing

It is easy to notice that in later definitions of marketing there is less specificity and the emphasis is on the result. This is due to the fact that in the modern view

marketing covers all the activities of the company and the allocation of any separate areas loses its meaning. There are a number of witty and concise definitions of marketing, proposed by famous marketers and scientists:

- "Marketing is a movie in which the main character is the product" (D. Trout);
- "Marketing is selling a standard of living to a client" (P. Mazur);
- "Marketing is the right product in the right market" (S. Jane);
- "Marketing is a business philosophy that puts the customer at the center of business strategy" (P. Guntary).

You could say that marketing answers three main questions: "What to sell? Where to sell? How to sell?"

To answer these questions, a set of marketing activities is developed, with the help of which the main goal of marketing is achieved - long-term profit. *The marketing mix*, or the 4P concept, includes product policy (*product*), price policy (*price*), sales policy (*place*) and communication policy (promotion).

Within the framework of marketing activities, a hidden conflict of interest arises. The main goal of marketing activities is to maximize the satisfaction of people's needs while maintaining the most important goals of the organization, which include minimizing costs and maximizing profits. The consumer, in turn, is interested in saving money and getting better quality. This conflict is quite difficult to resolve, and therefore modern marketing uses all kinds of methods of manipulating the minds of consumers. The topic of psychological impact on the consumer and social responsibility of marketing activities are becoming increasingly relevant in the modern market.

Thus, summarizing all of the above, marketing can be defined as follows.

Marketing is a market concept of company management, applied to maximize profits by satisfying consumer preferences, based on the use of a complex marketing mix.

The concept of marketing has undergone a serious evolution. Marketing as a concept of company management is based on the basic elements of earlier approaches

to management. Let us consider the evolution of these approaches and the fundamental differences in marketing concepts.

In the conditions of the development of a market economy in Ukraine, the majority of operating SMEs still do not apply marketing strategies, do not develop operational measures in the field of marketing. The inability to quickly respond to changing market conditions and the traditional nature of entrepreneurial thinking are a kind of barrier to effective commercial activity of SMEs.

World experience shows the priority role of the Ministry of Economy in creating a favorable competitive environment, which ensures the formation of effective incentives for investment and the improvement of financial and credit mechanisms. For example, trading companies abroad invest significant funds in the marketing system: creating marketing services, ensuring their uninterrupted operation, developing and implementing rational marketing measures.

Trade, compared to other sectors of the economy, began to use marketing tools much later. However, in the conditions of dynamic restructuring of the economies of many countries of the world to market principles of management, it is trade that makes the most marketing decisions. ICCs abroad attach particular importance to market research, consumer demand, assessment of potential competitors and potential partners, strategic planning of activities, forecasting of trade turnover and profit.

Today, the dominant view is that marketing forms a special business philosophy and is a system of methods and measures for market research, demand formation and satisfaction of consumer needs. The results of the conducted studies allow us to state that many MTPs use only the sales component of marketing. It orients them not to achieve strategic goals and satisfy consumer demands, but only to make a profit in the near future and survive in conditions of increased competition (Table 3.5).

Table 3.5 Comparative characteristics of marketing management concepts of small and large trading enterprises in Ukraine

Elements of marketing concept	Large network trading company	ICC
Strategy	of using various marketing strategies	Limited number of used strategies
Marketing research	Systematic, comprehensive and deep field marketing research from involving costly technologies	Point-by-point desk marketing research, carried out by own forces
Commodity policy	It is characterized by width and depth of product range	It is marked by narrow product range
Pricing	Active pricing policy with a large number of pricing strategies and discount systems	Pricing is based on production costs
Clients	Discerning and affluent buyers who want special attention	Consumers seek to satisfy their needs for goods and services quickly and inexpensively
Advertising	Continuous large-scale advertising campaign using various ways and means of disseminating information	Periodic direct advertising at points of sale
Personnel	Qualified in the implementation marketing activities	Performance-oriented technological functions

However, in the conditions of development of market relations in Ukraine, marketing at the MTP does not yet meet the above requirements. In our opinion, the introduction of new theoretical and practical marketing recommendations at the MP is problematic, because the majority of operating enterprises do not apply modern concepts. marketing.

The activities of the Ukrainian MTPs are not aimed at strategic development guidelines, they do not conduct comprehensive market research, and consumers do not occupy a central place in their activities [86, p. 171]. All this exacerbates the inability of the MTPs to enter a stable path of growth and transition to innovative principles of management.

Marketing management is an important part of the overall management system of

the MTP, which is aimed at balancing the requirements of the marketing environment and internal capabilities to find competitive advantages in the market.

The task of marketing management of the MTP is to purposefully influence the level and nature of demand so that it contributes to the achievement of set goals, the implementation of management functions, and lays a solid foundation for the future.

In our opinion, the concept of marketing in small and large Ukrainian retail enterprises has a number of differences, which determine the specifics of marketing management in them.

3.4. Systems for managing marketing activities of enterprises

In a market economy, marketing strategy is the basis for managing an organization's activities. Marketing helps an organization determine its place in the market, where competition is fierce. It is no coincidence that in enterprises that successfully conduct market activities, the marketing department is one of the main ones in the management system and influences the preparation and decision-making of its managers.

In recent years, the approach to marketing activities and marketing management has changed. The following trends are noticeable: the mandatory development of marketing programs by professional marketers, not information workers, the direct participation of consumers of IPP in the development of the marketing program, the mandatory reflection of marketing priorities in the field of resource allocation in budgets; marketing managers are necessarily part of the company's top management.

The success of information services largely depends on the presence of feedback in the functioning system. In order to adjust your goal in time and recognize new values, you need to constantly study how the consumers of your products evaluate the activities of an information enterprise, and how much your own perception of your role in society coincides with official and public opinion.

Information services use consumer marketing techniques. This includes organizing free training courses, information desks, and using the press and television to promote and advertise PPIs, as well as to raise awareness among potential buyers.

The marketing department interacts with almost all divisions of the enterprise. Regardless of the structure, it contains the following main components:

- marketing information system;
- support system;
- marketing management system.

A marketing information system is a set of procedures and tools for processing technical and economic information, studying and forming demand for products, methodologies and using mass media and advertising.

Monitoring information is developed to continuously monitor marketing activities and quickly identify trends, problems, and opportunities. It allows you to anticipate problems, compare performance with the plan in more detail and in full, and obtain the necessary data faster.

Information for planning can be obtained by computer modeling the results of alternative plans. The "ideal system" of marketing planning should also include a system of field experiments that makes it possible to test in practice alternative marketing programs obtained by computer modeling.

Information for fundamental research should be used to develop and verify the correctness of decision-making and cause-and-effect relationships, which will increase the manager's ability to evaluate the results of activities and will allow for greater experience.

Marketing management procedures depend entirely on timely receipt of information from all sources that reflect changes in the firm's external and internal marketing environment.

Any marketing management process, regardless of the structure of the marketing department and the number of its employees, consists of the following procedures.

- Research into sources of information generation: collection of constant, periodic information on the state of the firm's functioning, the nature of the impact of changes and new trends in the external environment on the firm's activities, on deviations from planned or expected indicators, and the results of the impact of decisions made.

- Collection of supporting information for an objective and realistic analysis of the firm's performance indicators under the influence of external environmental factors. This procedure is systematic and purposeful in nature.

- Information storage. It should be gradually processed and accumulated in appropriate databases, knowledge bases and electronic repositories. As a rule, these are file repositories with directories associated with the performer or recipient to whom the file is intended, or with the date of creation, or by subject. Therefore, the procedure for structuring the information that is stored comes to the fore.

- Analysis of the information received: determining which parameters deviated from the norms and criteria, identifying the factors that caused these changes, identifying key parameters that can positively affect the elimination of negative changes, preparing alternative design solutions for selection and approval.

- Calculations and forecasting the impact of the chosen solution on achieving the planned goal by correcting deviations and adjusting this solution to obtain a more effective result, since forecast calculations only determine trends in changes in operating parameters and require further in-depth analysis.

- Implementation and control of the implementation of the decision, bringing it to the direct executors.

One of the problems that arise in the management process is that there is no methodologically unified set of marketing indicators for different types of enterprises. Therefore, this problem can be solved by identifying key parameters or indicators that affect the company's activities. Key parameters can be economic levers, which can be divided into three groups:

- stabilizing — helping to overcome a crisis;
- stimulating — cause the maintenance or growth of economic development rates;
- regulatory — maintain the balance of the firm's activities.

The interrelationship of the identified indicators constitutes a single system of information support for marketing management procedures.

The support system includes those activities and procedures that ensure the receipt, processing, documentation and transmission of information.

In the fast-paced information industry, situational analysis must be conducted twice a year using a written survey, where several questionnaires contain blocks of questions on all areas of research.

Thus, the scope of marketing management includes: analysis, planning, control over the implementation of activities designed to establish, strengthen and maintain beneficial exchanges through specific enterprise objectives such as profit generation, sales growth, and market share increase.

The marketing management model includes the following elements: collection (or input) and analysis of information (input), goal setting, strategy selection, program development, operational activities, and results monitoring.

Known concepts of marketing management: the concept of production improvement; the concept of product improvement; the concept of improving the intensification of commercial efforts.

Marketing management concepts: marketing concept; educated marketing concept; marketing management concept; strategic marketing concept; relationship marketing concept; maximarketing concept; competitive rationality concept; megamarketing concept. The marketing management process is the process of analyzing market opportunities, selecting target markets, etc.

3.5. Ensuring marketing process management and its features in the agricultural sector

As marketing practice and theory develop, it is necessary to distinguish an independent discipline within the general marketing theory - “marketing management”.

In the broadest sense, management is a purposeful influence of a subject on the object of management using a system of methods and technical means and using a certain technology to achieve the set goals. Thus, marketing management is a purposeful activity to regulate the positions of an enterprise in the market by planning, organizing, accounting, controlling, and implementing each phase of the enterprise's positional and operational

behavior, taking into account the influence of the laws of development of the market space and the competitive environment to achieve profitability and efficiency of the entity's activities in the market.

At the current stage of marketing development, the concept of “marketing management” is becoming widespread, acting as a philosophy and a means of intensifying marketing activities, the main purpose of which is not just sales and sales promotion, but demand management. At the same time, marketing management is a purposeful activity associated with the process of ensuring sustainable competitive advantages of an enterprise in the market, which includes such stages as analysis of the external environment, situational analysis and forecast of the market and enterprise capabilities, development of goals and strategies of behavior in the market, planning of marketing goals and tactics of behavior of the enterprise in a specific situation, development of a marketing complex, implementation of this complex, that is, organization, management, control over the implementation of marketing activities and assessment of the results of marketing activities.

Marketing management as a function of entrepreneurial activity plays the role of a regulator of cause-and-effect relationships between demand and supply based on continuous monitoring of consumer behavior and a mechanism for adapting the enterprise to the constantly changing economic situation in the market. The most important stages and feedback loops of the marketing management process are shown in Fig. 3.6.

Due to its epistemological beginning and communicative orientation, marketing management directs the motivation of the enterprise's interaction in competition to maximize its profit and at the same time ensures the maximization of the social product.

The concept of marketing process management is a consumer-oriented management doctrine, thanks to which consumer demand is satisfied within a certain market. It is the basis of the enterprise's activities, as well as the management of the production process, makes it possible to coordinate and balance production capabilities with the capabilities of selling goods and satisfying consumer demand. The concept of marketing process management determines the choice of the enterprise management system and the formation of an organizational structure.

The main elements of the marketing process management concept are: external environment (politics, culture, resources, markets, competitors, etc.); policy formation (concept, strategies, goals, models); policy implementation (plans, budgets, marketing activities); policy verification and control (results, processes, prerequisites for objective and subjective changes).

Marketing process management should be based on the following principles:

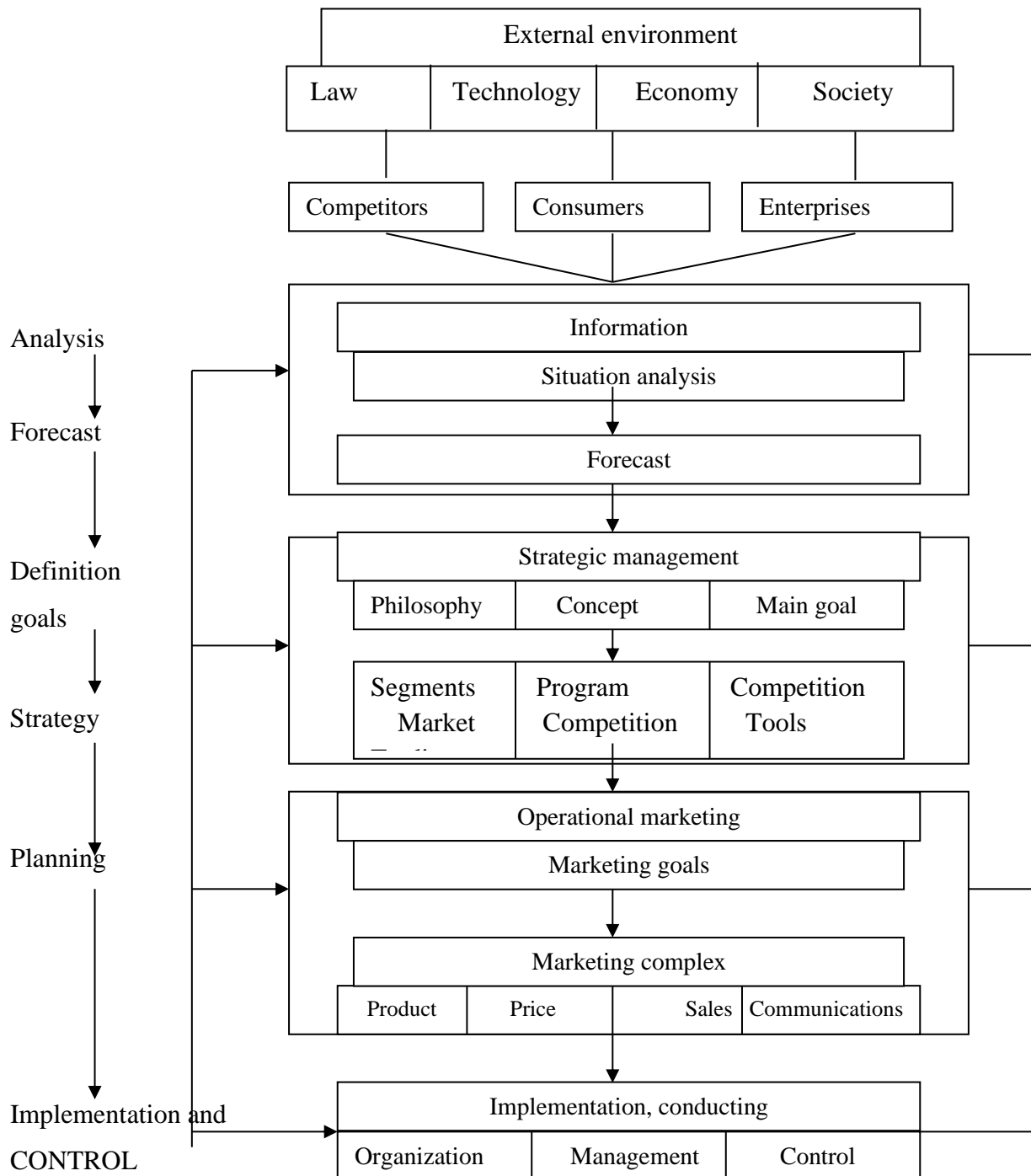


Fig. 3.6. Marketing management process

1. The principle of systematicity consists in forming, through marketing research, output parameters (the image of goods that, in terms of their quality, price and other indicators, will fully satisfy consumer needs and ensure the effectiveness of activities), determining input parameters (resource, information, personnel, technical and technological, financial support), ensuring the process in the system and feedback.

2. The principle of complexity involves taking into account technical, economic, organizational, environmental, social, psychological and other (for example, political, demographic) aspects of management and their interrelationships when managing marketing processes.

3. The principle of integration is aimed at strengthening the relationship: between marketing processes and other management objects (production, finance, personnel, etc.); between individual marketing processes; between vertical management levels and horizontal management entities.

4. The principle of functionality consists in ensuring targeted activities to regulate the enterprise's positions in the market by performing the entire set of management functions (planning, organization, coordination, regulation, motivation, control, etc.).

5. The principle of dynamism involves considering marketing processes as objects of management in dialectical development by establishing appropriate cause-and-effect relationships, taking into account the influence of the patterns of development of the market space and the competitive environment.

6. The principle of reproduction is focused on the constant renewal of the production and marketing of goods to meet the needs of a specific market with better quality parameters and lower total costs per unit of useful effect compared to other goods on this market.

7. The principle of situationality focuses on the fact that the suitability of various management methods is determined by the specific situation.

Marketing process management has its own characteristics:

1. Marketing planning involves constant review of plans, their adaptation and correction in accordance with changes in the external environment and consumer needs.

2. Planning of marketing activities should be interconnected with production and financial planning, in addition, the marketing plan is the starting point for the production and resource planning.

3. The organization of marketing processes should be flexible, mobile and adaptive.

4. Flexibility of organizational forms of marketing structures in accordance with changes in the external environment and enterprise strategies.

5. Compliance of the scale and structure of marketing services with the components of the marketing mix, such as the assortment, number and structure of sales channels, means of communication and methods of marketing logistics.

6. The application of the coordination function is aimed at ensuring coordinated activities both between the components of the marketing service (marketing research department, sales department, advertising department, etc.), and between the marketing service and other functional units (production, supply, service, economic).

7. The application of the motivation function in the marketing process management system consists in directing stimulating and motivating measures not only to one's own personnel, but also to intermediaries, consumers, and various contact audiences.

8. Control of marketing activities should be carried out in conjunction with production, economic, and financial control.

9. The decisive role in managing marketing processes of information support, as a function that ensures the efficiency, timeliness, validity and effectiveness of making management decisions in the field of marketing.

10. Establishing an effective communication system between departments, ensuring clear transfer of information and feedback.

One of the main functions of marketing management is planning.

Planning is the process of defining goals, strategies, and measures to achieve them over a specified period of time, based on predictions about future likely conditions for the implementation of the plan.

Marketing planning solves the following main tasks:

- defines the goals, basic principles and criteria for evaluating the planning process;
- sets the structure and reserves of plans, their mutual relationship;
- establishes initial data for planning;
- determines the general organization of the process and the boundaries of planning;
- aligns the enterprise's potential with the demands of consumers in selected target markets;
- optimally combines all types and areas of marketing activities of the enterprise;
- defines and justifies a list of marketing actions.

In general, we can talk about the development of strategic, usually long-term, plans and tactical, annual marketing plans.

A strategic, long-term marketing plan, developed for 3-5 years or more, describes the main factors and forces that are expected to affect the organization over several years, and also contains long-term goals and main marketing strategies with an indication of the resources necessary for their implementation. The long-term plan is reviewed and updated annually. On its basis, an annual plan is developed, which is more detailed.

The annual marketing plan describes the current marketing situation, marketing activity goals, and marketing strategies for the current year.

In most enterprises, regardless of the type of marketing activity plan used, its development is preceded by the development of a business plan for the enterprise as a whole.

Planning, including marketing, in market conditions is characterized by flexibility, dynamism, and a variety of organizational forms and methods. In

connection with changes in the external environment and the capabilities of the enterprise, marketing plans should be promptly revised.

In terms of formal structure, marketing plans typically consist of the following sections: executive summary, current marketing situation, threats and opportunities, marketing objectives, marketing strategies, action plan, marketing budget, and control.

Executive Summary – The initial section of a marketing plan that contains a brief summary of the main goals and provisions included in the plan.

Current marketing situation – a section of a marketing plan that describes the target market and the organization's position in it. It includes the following sections: market description, product overview, competition, distribution.

Threats and opportunities - a section of the marketing plan that assesses the potential level of each threat arising from adverse trends and events that, in the absence of targeted marketing efforts, can lead to the undermining of the viability of the product or even its demise, and each opportunity, that is, an attractive direction of marketing efforts in which the organization can gain advantages over competitors, should be assessed from the point of view of its prospects and the ability to successfully use it. When analyzing the environment, new opportunities and threats that may arise when operating in a particular market are identified. When conducting an internal audit, the strengths and weaknesses of the organization's activities are analyzed. It is advisable to conduct a comparative analysis of the strengths and weaknesses of the organization's activities and its most important competitors.

Marketing objectives are characterized by the targeted focus of the plan and formulate the desired results of activities in specific areas. The initial goals are passed through a triple filter: available resources, the environment and the internal capabilities of the organization.

Marketing strategies are the main directions of marketing activities, following which strategic business units try to achieve their marketing goals. A marketing strategy contains specific strategies for operating in target markets, the marketing mix used, and marketing costs. Marketing strategies are ways and means of achieving marketing goals and cover four main elements of the marketing mix: product, price,

product promotion methods, and incentive methods. It is necessary to integrate strategies that are developed for individual elements of the marketing mix.

An action plan is a detailed program that shows what needs to be done, who needs to do it and when, how much it will cost, and what decisions and actions need to be coordinated to implement the marketing plan. In other words, a program is a set of activities that marketing and other services of the organization must carry out so that the goals of the marketing plan can be achieved through the selected strategies.

Marketing budget – a section of a marketing plan that reflects projected amounts of revenue, costs, and profit. The amount of revenue is determined in terms of projected sales volumes and prices. Costs are defined as the sum of all production and marketing costs. The approved budget is the basis for purchasing materials, planning production and labor resources, and marketing activities.

The “Control” section describes the procedures and control methods that need to be implemented to assess the level of success of the plan. To this end, standards (criteria) are established against which progress in the implementation of marketing plans is measured.

All of the above sections characterize both strategic and tactical plans. The main difference between them is the degree of detail in the development of individual sections of the marketing plan.

Based on the above, it can be concluded that the purpose of marketing planning is to determine the current position of the organization, the directions of its activities and the means of achieving its goals. The marketing plan is central to the implementation of income-generating activities and is an effective management tool.

Based on the chosen strategy and prepared marketing activity plans, the organizational structure of marketing management is justified.

Marketing organization includes: building (improving) a marketing management structure; selecting marketing specialists with appropriate qualifications; distributing tasks, rights and responsibilities among marketing service employees; creating conditions for effective work of marketing service employees (organizing their

workplaces, providing necessary information, office equipment, etc.); establishing effective interaction between marketing and other services.

There are special requirements for marketing organization.

1. The structure of the organization should enable integrated marketing. There should be both effective coordination of all marketing activities and communication with other subsystems of the enterprise (supply, production, financing).

2. A marketing organization must satisfy the conditions of permanence, which means that, despite changes in the external environment, it must maintain its effective activities.

3. Preference should be given to those forms that increase the participants' ability to be creative and innovative.

4. The organizational structure should guarantee the specialization of organization members according to functions, product and consumer groups, and sales channels.

The optimal structure and form of marketing organization depends on various factors and the conditions of the situation the company is in. The determining factors are:

1. Enterprise goals (from a technical and economic point of view, the organization must ensure the fulfillment of tasks, facilitate enterprise management, minimize coordination problems; the organization's mobility, motivation of workers, and realization of their creative potential must be ensured).

2. External (competition; external sales channels; number and size of markets; number, structure of needs and purchasing power of consumers; legal norms; political and social relations) and internal environmental conditions (size of the enterprise; number and variety of products; qualifications of employees; financial potential; existing sales channels).

Based on this, small organizations that develop new products in rapidly changing conditions use flexible decentralized structures. Large organizations that operate in more stable markets, aiming to ensure greater integration, use more centralized structures. The following forms of organization of marketing departments are most

often used: functional, geographical, product, market and various combinations thereof.

Functional organization is a management structure in which the activities of specialists in marketing departments are organized based on the marketing functions they perform (marketing research, sales, advertising).

From the marketing perspective, sales is one of its functions, and the sales department may be part of the marketing service. However, in practice, the sales department, as a rule, forms an independent link in the organizational structure of the organization's management. This emphasizes the special importance of product sales. But salespeople are mainly engaged in operational, not analytical work. Therefore, the marketing department may have a sales department (specialist), which assesses the effectiveness of existing sales channels and makes recommendations for improving the distribution network. At the same time, practical sales are carried out in the sales department.

The functional organization of marketing is the simplest, but its effectiveness decreases as the range of products produced grows and the number of sales markets expands.

Geographic organization is a marketing management structure in which marketing specialists, primarily those involved in sales, are grouped into separate geographic areas. Such an organization allows sales specialists to be located within the territory served, know their customers well, and work effectively with minimal expenditure of time and money.

Product (commodity) organization – a marketing management structure in which a product manager is responsible for developing and implementing marketing strategies and plans for a specific product or group of products. It is used in the case of the production of multi-nomenclature products that are significantly different from each other.

The advantages of this type of organizational structure are that the manager who deals with a specific product has the opportunity to coordinate various activities throughout the marketing complex for this product, to quickly respond to market

requirements. However, this type of organizational structure also has certain disadvantages: the manager responsible for a specific product is not endowed with powers that would fully correspond to his activities; product organization often requires significant costs; employees of product departments may have dual lines of subordination: to their direct managers and to the heads of functional marketing services.

Market organization is a marketing management structure in which managers of individual markets are responsible for developing and implementing marketing strategies and plans in individual markets. It is used when an organization produces homogeneous products that are intended for different types of markets. The main advantage is the concentration of marketing activities around the needs of specific market segments, rather than around individual products. The disadvantages are similar to those of product marketing organization.

A combination of the above types of organizational structures is more often used: functional-product, functional-market, product-market, and functional-product-market marketing management structures.

In such organizational structures, functional marketing services develop and coordinate the implementation of marketing goals and objectives that are common to the enterprise. At the same time, product managers or managers responsible for working in specific markets are responsible for developing and implementing marketing strategies and plans for a particular product (group of products) or market. They also formulate tasks for the enterprise's functional marketing services regarding the marketing of certain products and activities in certain markets and monitor their implementation. It is used by organizations that produce a variety of products that are sold in many markets and differ significantly from each other. The advantages of these types of marketing organization are that managerial attention is paid to each product and market. However, this marketing management organization increases management costs, does not have sufficient organizational flexibility and generates conflicts.

In addition to the considered approaches to organizing marketing management, a matrix management organizational structure can be distinguished.

The essence of the relationship in the formation of matrix organizational structures of management is that the head of the program for the development of a certain market for a certain product is transferred from the top manager of the enterprise the necessary powers to allocate resources, as well as to implement the measures that make up the program. The head of the marketing program is temporarily subordinated to the employees of the relevant marketing services and divisions that are engaged in the development and production of the relevant product. At the same time, in order to limit the scope of control of the program manager and not to violate the relationships that have developed in the existing linear-functional structure of the enterprise, the institution of responsible executors of program measures is introduced. Responsible executors are in double subordination. On the issues of content, deadlines and results of the relevant tasks and measures, they are subordinate to the program managers, on all other issues of their activities - to permanent managers in accordance with the current hierarchy. However, the problem of dual leadership is inherent in the matrix-type organizational structure of management. If problems arise with the implementation of the program, it is very difficult for the management of the enterprise to establish who is to blame and what is the essence of the difficulties that have arisen. These problems are solved by establishing clear boundaries of authority and responsibility of functional managers and program managers. In general, due to such an organization of the activities of functional managers and program managers, most of the problems associated with the lack of unity of command are solved. Matrix management organizational structures are arranged in a linear-functional structure of management of the enterprise as a whole.

In the marketing system of an enterprise, information is of key importance, since any marketing activity is based on knowledge of the specific situation that has developed in the goods market. Most marketing research and activities are informational. The implementation of these activities requires initial knowledge about the object of activity, and the implementation process itself generates new data that are necessary for establishing feedback with the object in order to adjust the current impact and develop future marketing programs.

The main principles of forming and using information in the marketing management system are: relevance, reliability, completeness of reflection, data targeting, consistency and information unity (Fig. 3.7).

The lack of necessary marketing information, the use of inaccurate or irrelevant data can cause serious economic miscalculations. The purpose of using marketing information is to reduce uncertainty in the process of making management decisions. This requires the collection, transmission, storage, processing and issuance of significant volumes of information of various nature. Therefore, marketing activities should be considered as part of an objectively existing and constantly functioning information process. Based on information and generating new information needs, modern marketing cannot work effectively without the use of computer technologies, the creation of a developed information base and communication systems.

The need to use a variety of and quite large amounts of information in the marketing activities of an enterprise requires a systematic approach to organizing its receipt, processing and analysis in the process of developing management decisions. In this regard, the marketing information system (MIS) should be built on the basis of the complexity and connection of all components of its subject area, which is achieved by the use of modern computing and information technology.

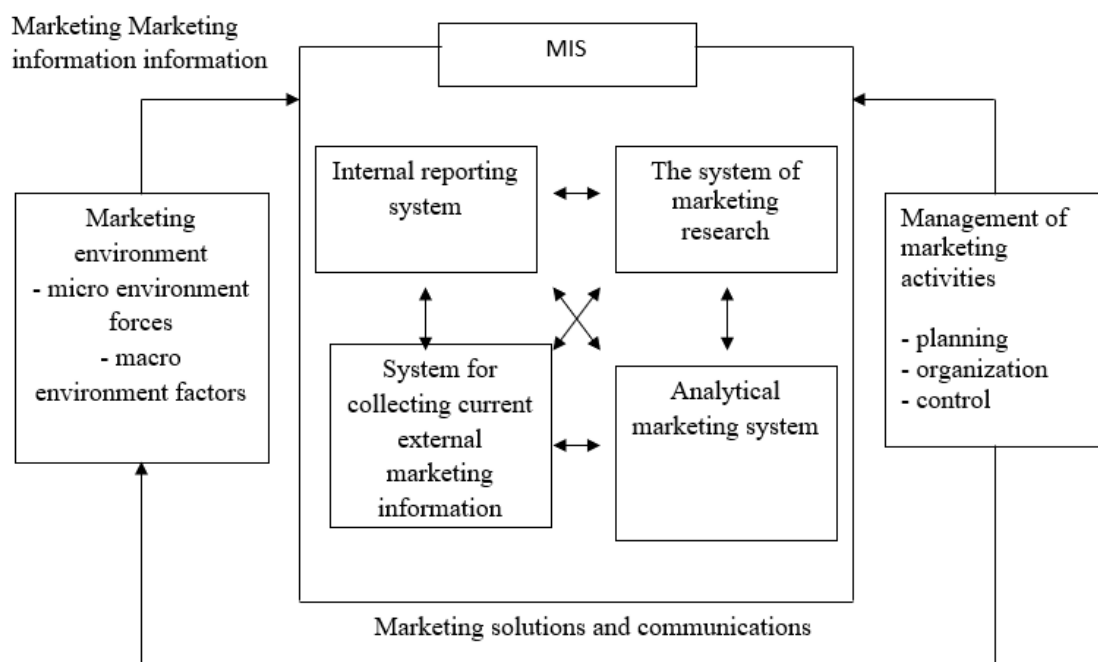


Fig. 3.7. Marketing information system

A marketing information system is a continuously operating system designed to collect, process, analyze, evaluate, and distribute information necessary for making marketing decisions regarding the planning, implementation, and monitoring of marketing activities.

The manager constantly monitors the components of the marketing environment. Management functions are performed on the basis of information received through the action of subsystems for collecting, processing, analyzing and researching information. The blocks are interconnected through decisions and communications. The information flows that come to the manager help him in planning, implementing and monitoring the implementation of marketing activities. Return flows towards the market consist of marketing activities and other communications.

The internal reporting system of the enterprise allows you to monitor indicators that reflect the level of current sales, the amount of expenses, the volume of inventories, cash flow, data on receivables and payables, and other internal reporting indicators. The system for collecting current marketing information is a set of sources and procedures used to obtain daily information about various events occurring in the market. The marketing research system allows you to operate with information that requires a separate study to obtain. The fourth component of the MIS is the analytical marketing system, which includes advanced tools for analyzing data and problem situations. It consists of a statistical bank and a model bank.

Statistical bank – a set of modern statistical methods of information processing that allow to separate the most important information. The function of a statistical bank is to process statistical data, analyze them and generalize them.

A model bank is a set of mathematical models that help a marketing manager make optimal marketing decisions. It includes models for product creation, pricing, distribution channels, place of sale selection, and advertising budget development. Each model consists of a set of interdependent variables that reflect a specific real system. The task of any model is to help choose the appropriate solution in a specific situation and to model the likely consequences of such a decision.

An important role in marketing is played by control as one of the functions of managing the activities of the enterprise. First of all, it is a form of targeted influence on the enterprise's staff, systematic monitoring of the enterprise's activities, comparison of actual results of activity with planned ones. The final result of control is the development of corrective action on controllable factors and recommendations for adapting the enterprise's activities to uncontrollable factors.

Marketing control is a deep analytical work, as a result of which the enterprise abandons ineffective marketing management methods and finds new ways and tools to influence controllable factors and adapt to uncontrollable factors of the marketing environment.

The main objects of control are sales volume, profit and loss figures, customer reaction to new goods and services offered by the enterprise, and the correspondence between planned and real (actual) results of production and commercial activities.

The adopted control system does not necessarily have to maintain marketing management at a constant level and within the selected standards. Enterprise management should be flexible, adaptive, and the control system should contribute to the search for new methods and ways of managing production and sales activities that correspond to changes in the external environment.

Marketing control usually takes place in 4 stages: setting planned values and standards (goals and norms); setting real values of indicators; comparison; analysis of comparison results.

Tasks and objectives of marketing control: to establish the degree of goal achievement (variance analysis); to identify opportunities for improvement (feedback); to check how well the enterprise's adaptability to changing environmental conditions meets the requirements.

Within the framework of marketing management at an enterprise, three main areas should be monitored to create the most favorable production conditions and achieve commercial goals.

I. Strategic control. Every enterprise should periodically review its marketing strategy to make it more responsive to changing external conditions. Therefore, it is

necessary to periodically carry out control checks of the entire marketing system. The verification of the marketing system should be standardized and meet four conditions: periodicity, comprehensiveness, consistency, objectivity.

Control can be carried out according to a scheme consisting of three stages.

The first stage analyzes the external conditions of the organization's activities and the prospects for their changes. This stage involves studying markets, consumers, competitors and infrastructure. The second stage reveals the compliance of the organization's marketing system with external conditions. This stage involves reviewing marketing goals and programs. The third stage examines the main elements of marketing of this organization: products, prices, distribution, advertising, sales promotion activities.

II. Annual planned control. In order to be sure of the implementation of the annual plan, the organization must develop a system of annual planned control. The central point in annual planned control is the control of the set goals. The total sales and profit volumes in the plan should be expressed in the form of specific goals for each division of the organization. If the actual results are lower than the established ones, it is necessary to analyze the reasons for such deviation. The conclusions obtained are the basis for drawing up an adjustment plan.

Various methods are used to control the implementation of the annual plan:

1. Analysis of sales volume consists of comparing the actual sales volume and the annual plan (indicators such as the number of products sold in general and in different markets, price are compared).

2. Analysis of the share occupied by the enterprise in the market (identification of the enterprise's position in comparison with competitors). This indicator makes it possible to determine whether changes in the volume of sales of goods were due to external factors or shortcomings of the marketing program. If the volume of sales of goods of the enterprise has decreased, but the market share does not decrease, then this means that the entire industry is experiencing the influence of similar factors. If the enterprise's management cannot ensure the maintenance of its market share, then this means that the marketing program has serious shortcomings.

3. The ratio of costs to sales volume (how the company invests within the limit of funds allocated to achieve the planned sales volume).

If the actual performance results differ significantly from the planned ones, it is necessary to develop a number of measures to correct the current situation.

III. Profitability control. In addition to strategic control and control over the implementation of the annual plan, the enterprise conducts periodic checks of actual profitability for various products, territorial markets, groups of buyers, sales channels. Solving this problem requires the distribution of total marketing costs by individual items. Analysis of marketing costs is necessary so that marketing specialists can decide whether a given marketing event should be discontinued, supplemented with another one, or its scale should be changed. Based on this information, various options for marketing decisions are developed and decisions on corrective measures are made.

Summarizing the above, we can conclude that control is the final stage of the marketing management cycle, the final link in the decision-making and implementation process. However, control as an element of the entire marketing management process should be applied at other stages of the management cycle. Control allows not only to detect, but also to prevent various deviations, errors and shortcomings, to find reserves and opportunities for development, adaptation to environmental conditions.

The marketing process management system in the agricultural sector has a number of important features that must be taken into account when implementing or improving marketing management at agro-industrial enterprises.

The agribusiness system functions as a result of a combination of processes of agricultural raw material production, its processing, storage, transportation and delivery to the consumer. Various types of entrepreneurial activities that contribute to such a combination form a complex of economic relations, which is called food marketing.

Marketing as a special form of activity has not yet become widespread in agricultural formations. Most enterprise managers still believe that the importance of marketing in the current conditions is insignificant. However, the target orientation and the very philosophy of business in marketing and production and sales orientation are

different. In the first case, the goal of the enterprise team is to satisfy the needs, requirements and interests of consumers, in the second - to implement the production program.

Currently, the terms “agricultural marketing”, “food marketing”, “agrimarketing” and “agribusiness marketing” are used in the literature and practice. For example, Robert E. Branson and Douglas G. Norwell write: “Agricultural marketing basically means marketing from the producer to the first consumer”. They also give the following definition of agrimarketing: “... this is all activities related to agricultural production and food, harvesting, processing and delivery to the final consumer, including the analysis of consumer needs, motivation, purchases and consumer behavior”.

In 1957, J. N. Davis and Roy A. Goldberg introduced the concept of “agribusiness marketing”, which includes marketing operations from the first buyer to the final consumer. Marketing in this case is not limited to the first consumer. The consumer (primary, secondary, etc.) on the basis of cooperation, various forms of cooperation between entrepreneurs and marketers becomes an integrated consumer entity.

In agrimarketing, the first consumer can also be the final consumer, since many agricultural products either do not require processing or are processed by the producers themselves. In addition, when products pass from the first to the final consumer, other types of marketing (industrial, commercial, etc.) are often used, not agrimarketing.

Marketing related to agricultural products is more complex than industrial and other types of marketing. The complexity of agrimarketing is determined by the variety of methods, techniques and ways of its implementation due to the large number of products produced, their intended purpose and importance for consumers.

The features of agromarketing are determined by the specifics of agriculture: the dependence of economic results on natural conditions; the special importance of food products; the mismatch of the production period and the sales period; the seasonality of production and receipt of products; the variety of forms of ownership and organizational forms of management; the influence of the world market; the

participation of state bodies in the development of the agro-industrial complex and its individual branches.

The peculiarities of agromarketing are also determined by the fact that the production of agricultural products is associated with the use of land as the main means of production. Land can be improved if it is properly treated and used carefully. There is a close connection between land use and the development of livestock industries: it largely determines the volume, assortment and quality of products.

An important feature of agromarketing is that its services often deal with essential goods. Therefore, marketers must meet the needs of consumers in a timely manner, in the required volume and assortment. The goods here, as a rule, spoil quickly, so prompt deliveries, high-quality packaging, and excellent service are necessary.

Due to the fact that most agro-industrial complexes produce intermediate products, not final products, marketing activities for their processing are of particular importance.

Most of the features of agrimarketing are related to the variety of forms of ownership of land, means of production, and goods sold. Hence the variety of marketing strategies, tactics, methods, and techniques used.

Another feature of agrimarketing is the unevenness, inequity and different levels of development of marketing activities at different stages (production - processing - sale) of the goods' passage to the final consumer. Failures in only one link of this chain lead to unsatisfactory marketing as a whole, which significantly reduces the efficiency of agribusiness.

It is very difficult to respond in a timely manner to the prospects of changing consumer demand at the stage of determining the production program. Because the process of producing agricultural products lasts months, and sometimes years. Consumer demands for product quality, service and aesthetic marketing support are constantly growing, but it is very difficult for domestic agricultural producers to satisfy them due to the general underdevelopment of entrepreneurship, marketing and agribusiness in Ukraine.

Marketing departments are just beginning to be created in agricultural and processing enterprises, which are forced to work more by inertia and on an intuitive-empirical basis. Only in the early 1990s did educational institutions begin training relevant specialists, but curricula and training programs are still very imperfect.

So, speaking about the features of food marketing, it is necessary to emphasize its distinctive features in comparison with marketing in other industries. The specificity of marketing as a tool of the consumer market of food products consists of the following main factors:

1. Features of productive forces and production relations in the agro-industrial complex in general and in the consumer food market in particular.
2. The uniqueness of the complex of individual needs in food products and the “social portrait” of the consumer determined by these needs.
3. Specificity of food products compared to other market goods.
4. The role of marketing in ensuring food security in the region.
5. Features of marketing strategies in the food market.

The specifics of the productive forces and production relations in the agro-industrial complex affect the implementation of marketing activities in the consumer market of food products. Summarizing the data of a number of studies, it is necessary to highlight a set of factors that influence agribusiness and agrimarketing:

- the dependence of economic results of labor in the agricultural sector on climatic, geographical and other natural conditions;
- limited supply of natural resources and agricultural raw materials;
- a large share of labor costs throughout the entire product chain;
- the existence of a large number of independent manufacturers who supply the market with a limited range of highly standardized goods;
- the presence of a significant number of intermediaries in the food chain between producers of agricultural raw materials and consumers of processed products;
- the complexity and diversity of ownership forms in agriculture;
- the presence of a significant time lag between the periods of production and processing of agricultural raw materials;

- seasonality of agricultural raw material production and obtaining products of its processing;

- high correlation between the quality of the final product and the terms and conditions of storage, transportation and sale;

- the primary importance of food products in meeting basic human needs;

- the fundamental role of food in the economic security of the state.

The peculiarities of marketing activities at agricultural enterprises are primarily associated with the great differentiation of their sizes (agricultural land area, capital volumes, number of employees). Thus, large agro-industrial and agricultural enterprises, joint-stock companies create marketing departments. Medium-sized agricultural enterprises distribute marketing responsibilities among farm specialists with the possible allocation of a special marketing employee. In farms and personal households, these responsibilities are performed by the owner.

One of the central places in the food marketing system is occupied by agriculture. Compared with most goods, agricultural products are characterized by increased bulkiness and a tendency to spoil quickly. A significant volume affects the marketing functions related to physical manipulation. Products that take up a lot of space, when compared with their value, are relatively more expensive to transport and store. Even the most stable agricultural products usually spoil more than industrial goods. These properties determine the means necessary for marketing agricultural products. Bulky products require spacious storage facilities. Due to rapid spoilage, urgent loading, delivery, unloading and, possibly, special cooling are required. Quality control and preservation often become a real and expensive problem. Therefore, the best way out for the manufacturer is quick sale (Table 3.6).

The target function of agribusiness is realized as a result of the population's consumption of final agricultural products. In terms of physical form, final products reach the consumer in three main types: agricultural products that have not undergone processing (potatoes, vegetables, berries, fruits); products of the processing industry (bread, confectionery, canned goods, dairy products, oil, sausage, meat products, etc.);

public catering products (semi-finished products, culinary products, ready-made meals).

Accordingly, the main channels for the production and sale of food products are agriculture, the processing industry, and public catering.

The above-listed features of the agricultural sector determine the specific features of marketing the consumer market of food products, which is expressed primarily in the uniqueness of the components of the marketing complex.

The peculiarities of marketing activities at agricultural enterprises, compared with industrial ones, are associated with a relatively high stability of the product range. Therefore, if most industrial enterprises, when developing a marketing product policy, pay primary attention to planning the production of new goods, then agricultural enterprises are forced to pay primary attention to improving the product and its service. The main thing in this part of the marketing product policy is to control the quality of products, timely informing the manufacturer about the need for its improvement, preserving the characteristics of goods in the processes of distribution and sales. In the implementation of marketing product policy measures, the main thing is to manage the quality and competitiveness of products.

The problem of quality is multifaceted, because it concerns not only the final products used to satisfy personal needs, but also the means of production (feed, seeds, fertilizers, etc.) and the labor itself. Therefore, its solution must be comprehensive. In this regard, effective are comprehensive systems of quality management of agricultural products, which are used in a number of farms and are aimed at ensuring the fullest use of advanced forms and methods of organizing production and its main elements (labor, its means and objects), as well as improving the management structure to improve product quality.

Table 3.6 – The impact of industry characteristics on the consumer market marketing mix food products

Components of the marketing mix	Main specific features of the components industry marketing complex
Goods	<ul style="list-style-type: none"> - satisfies basic needs - more than any other consumer goods, it is determined by social habits, traditions and culture - has a limited consumption volume - perishable, has a limited shelf life - characterized by a relatively large depth and breadth of assortment, which provides the consumer with sufficient choice
Price	<ul style="list-style-type: none"> - has a low average level for a commodity unit of agricultural raw materials due to its entry into the market in large batches - for processed products, it is characterized by a value that rarely requires a full cycle of the purchasing decision process - varies widely depending on the season - determined by the shelf life and quality of the product - has a weak correlation with consumer demand
Marketing	<ul style="list-style-type: none"> - characterized by a zero-level distribution channel for the agricultural raw materials market and a one-three-level channel for processed products - has both vertical and horizontal distribution channels - characterized by almost perfect competition in the agricultural raw materials market and oligopoly in the processed products market - determined by a fairly high speed of goods movement due to limited product storage times - has high costs associated with the storage and transportation of agricultural raw materials and food products

An important place in the food marketing system is occupied by raw material processors and food producers, who fundamentally change the form of agricultural raw materials, making them more convenient and useful for consumption.

Food processing and manufacturing companies transform bulky, perishable agricultural products into storable and more attractive food products. Thus, raw material processors occupy a strategic position in the food chain. As a result of purchasing agricultural products, their activities are closely linked to agriculture. They

also have close contact with the consumer market, being the main advertisers in the food industry and initiating many new products.

One of the determining factors in food marketing is the geographical location of processing plants. As a rule, if the raw material is quite voluminous compared to the final product of processing, and the final product is relatively more expensive than the original, the enterprise is likely to be located near the source of the raw material. If the final product loses quality faster than the raw material, then the processing plant is most often located closer to the consumer.

Processors determine the size of the market area served by each enterprise and the center of sales of products in accordance with the law of market zones. The essence of this law is that the territorial boundary between two or more markets or production enterprises is the locus of points where the prices of the final product, including transportation costs, are equal for sellers in each of the markets.

Thus, from the standpoint of economic theory, marketing of the consumer market of food products is a complex socio-economic discipline that studies the patterns of manifestation, formation, development and satisfaction of the set of individual needs for food products in the process of production, distribution, exchange and consumption of food products in order to meet the needs of individuals and society as a whole.

3.6. Providing marketing information in enterprise management

Marketing management is a dynamic process associated with the use of significant amounts of diverse information, characterized by constant changes in parameters and indicators that reflect the external and internal environment of the object. Timely detection of these changes, the ability to predict and promptly respond to them, as well as seeing the future for making the right decisions is the main goal of marketing management.

Marketing management is based on the use of diverse information necessary for decision-making. The quality of these decisions largely depends on the information

used. At each stage, marketing specialists need specific input information, while simultaneously forming the resulting output information, which is used as input at other stages of management.

The need for information for making marketing decisions has increased significantly under the conditions of the formation of a market economy in Ukraine, especially in conditions of uncertainty, the search for ways to reduce risk, the need to promptly identify changes in the external environment and respond to them in a timely manner.

The transition to a marketing-oriented activity has led to the use of a wider range of indicators and data that need to be collected through various channels: legislation, international codes and regulations, information about the market, products, competitors, prices in other countries, etc. At the same time, it is necessary to study the needs of consumers and their motivations in choosing products, not just demand.

Today, the resource approach to information is widespread. As a resource, information has the properties of a commodity and can be sold, bought, accumulated, etc. The lack of information can lead to serious financial and economic consequences for the enterprise. The presence of current information allows you to quickly monitor the state of the external environment and assess the internal situation, coordinate the marketing strategy taking into account changes.

Marketing management uses significant amounts of information, there are complex information relationships between indicators, there are tendencies to a constant increase in the amount of information processed. This necessitates the organization of automated systems for collecting, transmitting, accumulating and processing information. Marketing management is characterized by the heterogeneity of data and sources where they are formed or displayed (accounting and statistical reporting of the enterprise, publications, surveys, databases of information services, etc.). At the same time, it is necessary to ensure the efficiency and relevance of information. This necessitates the organization of local, regional and global information and computing networks, the construction of a distributed data processing

system, the creation of databases and data banks that contain information for performing marketing management functions.

The transition of Ukraine's agro-industrial production to market relations and the implementation of agrarian reform led to the emergence of citizens legally endowed with ownership rights to land and property, independent in matters of production and financial activities of collective agricultural enterprises of various types, farms and private farms, and the development of service units serving agriculture.

In the new conditions, agricultural producers need to be clearly oriented in the legislative field, forecast indicators regarding production and sales conditions, geography of prices for products and resources in order to correctly determine the strategy for the development of farms and the introduction of new technologies, tactically correctly build production, procurement and sales and financial relationships. State administration bodies need data on the state of production in enterprises of different zones, regions, the results of market analysis, etc. in order to develop substantiated proposals and make informed decisions when determining the principles of tax, price, credit policy, and the implementation of state and regional programs for the development of agriculture. Integration of the agricultural sector of the Ukrainian economy into the world economic space requires the transition to international standards, the establishment of ties with domestic and foreign market, scientific and information centers.

Thus, informatization becomes one of the important tools for implementing state policy on the development of agriculture, and the information system is the chain that connects numerous production and agro-service formations, management structures, and agricultural science.

The food market is an important structural component of the existence of any state with market relations. All countries of the world establish constant monitoring of its condition, although this is a rather laborious process. It is necessary to constantly monitor the movement of a large number of goods, the relationship between “buyer and seller”, the dynamics of prices for goods, and ensure the updating of the market data system, distributed in time and territorially, on a state-wide scale.

It is necessary to ensure timely processing of the received data, their systematization and structuring, prompt delivery to market operators, producers, other users. At the state and regional levels, it is necessary to ensure a high scientific level of analyses and forecasts of the state and prospects for the development of the food market. All this makes sense when a reliable communication link with information users is established. In this regard, the systems for organizing information monitoring of food markets in France and the USA are illustrative.

In the system of the Ministry of Agriculture and Fisheries of France, as its structural unit, the state information agency SNM (SERVUIS DES NOUVELLES DES MARCUES) - the market news service - was created. The main task of the agency is to monitor the movement of food products, analytical processing and forecast market development. The agency also provides expert and consulting services to consumers on the development of the French food market. SNM consists of a central office and 25 service and consulting centers, united in seven regional centers at wholesale markets.

The central office unites the following groups: economic forecasts, consultants, computer and telecommunications support, administrative and financial support. The staff of the regional centers is small. For example, the staff of the RUNGIS center is about 20 people, of which 14 are information agents. It should be noted that the RUNGIS wholesale market is the flow of goods for the life support of approximately 15 million French people in the central part of the country.

Although SNM, as a government agency, investigates trade transactions, their authenticity and quality, it does not participate in them. Neutrality and independence from the economic interests of market operators make the agency an objective partner.

Prices published by SNM are analyzed and commented on at each stage of formation. Information agents record producer prices, transportation, wholesale prices, expert prices in three types: maximum, minimum and median. For each product, not only the price is recorded, but also the quality category, country or region, supplier of the product, type of batch, packaging, method of transportation, etc.

Every day after the end of the trading, the results obtained are immediately transmitted via telecommunication channels to the central bureau of the SNM at the ministry, where they are entered into the database of the national information system MINITEL. In addition, prices can be found out by calling directly to the central or regional bureau of the SNM, receiving the bulletin by fax or in printed form by mail. The objective data obtained allow for analysis and forecasting. If necessary, using its network of experts, the agency can fulfill a special order for information support of the market operator.

The organization of food monitoring in the United States is somewhat different, due to its larger territory and tradition. The main monitoring work here is carried out by the Agricultural Marketing Service (AMS) of the United States Department of Agriculture under the Market News Program, established by the Agricultural Marketing Act of 1940 to “collect and disseminate market information, including appropriate prospective information based on market areas, for the purpose of anticipating and satisfying consumer demands, assisting in maintaining farm incomes, and maintaining a balance between the production and use of agricultural products.”

Information for market news is collected, analyzed and disseminated at the local, regional and national levels. Information for market news is collected by full-time employees (reporters) of the federal service and specialized offices of this service, which are located in places of concentration of commodity flows: exchanges, auctions, wholesale markets, transshipment points, customs, etc.

Reporters obtain information on current supply conditions, demand, prices, movement of goods, and other information from buyers and sellers during personal meetings and by telephone, as well as through personal observation. The information collected is transmitted by e-mail or other channels of operational communication to regional offices, where it is combined into final regional state or zone summaries, as well as to the marketing research service of the ministry for consolidation into national summaries. In short and understandable summaries, data are given by zones, regions, centers of market activity on the quality, location and volume of production, supplies, with prices of producers, wholesale and local markets of agricultural products of more

than 300 names. The prepared summaries are instantly distributed through the satellite market news system, which unites all information offices in the United States. They are also made public through radio and television, and are published in newspapers, magazines, and other government and public publications.

A common terminology and reporting standards allow producers and buyers to compare prices, trends, supply and demand conditions in a realistic manner. As a result, no group (farmers, suppliers, processors, transport companies, financial institutions, traders, consultants) will be disadvantaged due to a lack of market information.

The current state of entrepreneurship in the agricultural sector of Ukraine is characterized by the existence of small business structures (collective agricultural enterprises, small cooperatives, farms and subsidiary farms). Such agricultural enterprises cannot perform the full range of marketing functions. The majority of managers and specialists of small agricultural enterprises and small entrepreneurs are not familiar with the basics of marketing and are not able to use the possibilities of marketing policy in practical activities. Most of them are oriented in the market situation intuitively, based on acquired experience, which does not always provide positive results.

However, in practice, every agricultural producer faces a number of complex problems related to the marketing of their products. In particular, they absolutely need to have complete information about existing demand, prices, forms, methods and channels of product sales, methods of production of existing and new types of food, experience in marketing, analytical and forecasting activities related to production, formation of commodity resources and sale of food products.

Objective reality requires the management of agricultural enterprises to focus on the marketing concept, that is, to focus production on a specific market segment, on a specific consumer. There is a need to adapt internal business activities to the requirements of the external environment through marketing research and the implementation of a marketing complex. It is important for enterprise managers to realize that their efforts should not be limited only to selling the finished product. However, under current conditions, most agricultural producers are faced with the

question of how to generally establish the production of a certain product, given the unsatisfactory provision of material and financial resources. The issue of selling and finding buyers is postponed for later. As a result, the enterprise incurs additional losses during the sale of goods in the absence of the necessary information about the market situation, preliminary forecasts, and unforeseen demand for goods. Under such conditions, intermediary structures, which have much better information, receive most of the profits.

In the conditions of transition to the market, marketing information is a scarce and rather expensive commodity. We are talking about high-quality, reliable and competently processed information for the analysis of economic activity, the development of production programs and marketing strategies of the agro-industrial complex as a whole and its individual entities. Given the difficult financial situation of agricultural producers, the solution is seen in the creation of joint information centers that would be engaged in marketing research both at the regional level and on a national and global scale. The state should in every way contribute to the development of this process.

Based on marketing information, enterprises could abandon passive adaptation to market conditions and switch to a policy of active demand formation, search for new ideas and implement them in a timely manner. Based on marketing information, agricultural producers could plan and forecast their production, taking into account demand and prices for individual types of agricultural products.

In Ukraine, the disparate elements of the existing infrastructure of the agro-industrial complex information system are unable to meet the rapidly growing needs of production and service formations, scientific and educational institutions, administrative structures, and the population of rural areas for marketing information.

The state should make its contribution to the reform of the information system of agro-industrial production. One of the main functions of public administration in market conditions is the scientific and information support of agricultural production, the creation of an information environment most favorable for the effective activities of agricultural producers [120].

This is due to the fact that the management of business structures in a market environment involves such an organization of production and promotion of goods to the market that ensures the receipt of the highest possible profits. Therefore, success in competition depends primarily on the speed of mastering new production technologies and well-designed marketing activities. In these components, farm and collective agricultural enterprises are in unequal conditions compared to other business entities. The territorial dispersion and seasonal nature of agricultural production, the significant influence of agro-climatic conditions on its results do not allow for the prompt readjustment of production in accordance with the situations in the markets of raw materials or agricultural products. At the same time, most agricultural products are perishable goods, and in this regard, the possibilities of their sale in order to obtain equal profits compared to industrial goods are too limited. For these reasons, processing, industrial, supply and trade enterprises and associations have greater opportunities compared to small-sized farms, collective and personal farms in terms of investment costs and marketing activities, and they use this to dictate the rules of the game.

The organization of price monitoring and wide information about the situation in the markets using all available means of information technology is of paramount importance. The establishment of such a system will provide wider opportunities for profitable trade in agricultural products on local, regional, national or international markets, depending on the situation, and thereby stimulate marketing activities, strengthen the positions of agricultural producers. They will be able to receive a larger share of the final consumer prices, reduce interregional “scissors” between prices due to the stimulation of counter-trade flows, regulate supply in accordance with demand, and influence the growth of foreign trade volumes.

Given the crucial role of information in the marketing of agricultural products and the experience of countries with developed market economies in the field of information support for agricultural producers, it is advisable to create a unified marketing information system (UMIS) in the agricultural sector in Ukraine.

The purpose of creating the EMIS is to ensure the effective functioning of the agricultural sector of the economy as a whole and individual entities in particular, based on the creation of a modern integrated system for collecting, transmitting, accumulating and processing marketing information at all levels of management (industry, region, district, commodity producer), including the spheres of production and processing, science, personnel training and commercial activity.

The tasks of the EMIS in the agricultural sector are:

- research of the external macro- and microenvironment in which agricultural enterprises operate (politics, law, economics, technology, socio-cultural and demographic changes; suppliers, competitors, elements of existing infrastructure, contact audiences);

- analysis of international food markets;
- research of sales markets, capital, labor and material resources;
- research into consumer needs, sales, product distribution, advertising;
- demand and sales forecast, etc.

The main conceptual provisions for the creation of the EMIS are:

1. A unified marketing information system should cover the areas of agricultural production, processing, trade, marketing, research and development, personnel training, and agricultural production services.

2. The organizational basis for the informatization of marketing activities is specialized automated information systems, the nodes of which are created on the basis of existing regional and district departments of agriculture, research institutions, units of the Ministry of Agrarian Policy of Ukraine, the Ukrainian Academy of Sciences and other departments of the agro-industrial complex, subject to their re-equipment and further development.

3. The information basis is marketing knowledge bases, including scientific recommendations and achievements, data on similar and competing products, market prices, methods of product form and channels, methods of demand formation and sales promotion, forecast, planning, accounting and market information.

4. The technical basis for the creation of the EMIS is global, regional and local computer networks. Computer networks in agriculture are created according to international standards and can be integrated into other computer networks, that is, they are an integral part of the information system of Ukraine, which will provide access to domestic and foreign global electronic structures, scientific centers, information banks, libraries and the exchange of scientific, technical, technological, economic, legal and other information. The exchange of information between network subscribers should be carried out on the principle of “e-mail”, which will allow receiving, analyzing or sending information at a convenient time and with minimal costs for the functioning of the system.

5. For processing and analyzing information, software packages are developed and transferred to users to equip automated workplaces (AWs) of agricultural production specialists, managers, scientists, and consultants. AWs include software systems and tools for processing information when a specialist performs his or her direct duties, including tools for situational analysis, forecasting, and optimization in the form of expert systems for the purpose of preparing invariant management decisions.

In technological terms, four clearly defined macrofunctions of the information system can be distinguished, the implementation of which must be adjusted on an industry scale:

- organization of a marketing monitoring system food and material and technical resources (goods, prices, market conditions, consumers, suppliers, competitors, infrastructure);
- improving the system for distributing market and scientific and technical information;
- organization of information and consulting services for agricultural producers on marketing issues;
- ensuring effective communications between components of the agro-industrial complex.

These works should be accompanied by the formation of special services in the departments of agriculture, agrosience, agro-industrial complex service associations, the formation of a set of national and regional information funds, databases (banks) of scientific, technical and market information, systems for their collection, systematization and distribution, which will allow satisfying the basic needs for marketing information.

The need to create marketing monitoring systems of food and resources is caused by the fact that with the elimination of the planned distribution management system, a large number of individual and farm households and collective agricultural enterprises, supply, processing, trade and marketing enterprises, and exchange structures have appeared as buyers and sellers in the food market. Each of them is interested in obtaining objective and operational information about the state of food and resource markets at the local, regional, national and global levels.

Marketing monitoring can be defined as continuous observation of the market situation based on the collection, classification, analysis, evaluation and dissemination of marketing information for the purpose of using it in making management decisions.

The extreme urgency of forming mechanisms that ensure the functioning of the marketing monitoring system for food markets is due to three main reasons. First, under the conditions of the liquidation of the state order system, which determined the volumes of production and sales of products, purchase prices for raw materials, prices for finished food products, commodity producers were left with practically no guidelines for profitable product marketing channels for them, real prices for them, which seriously complicated the planning of their current and future activities. Therefore, commodity producers need timely, reliable and complete information to make independent effective economic decisions in accordance with the situation in the market. Secondly, state administration bodies need information about production at enterprises of various forms of ownership and the state of food markets in different regions of the country to develop substantiated proposals and make balanced decisions when determining tax, credit, and pricing policies and implementing state and regional economic programs. Thirdly, all business entities in the food complex need objective

and timely information about the state of food markets not only at the local but also global levels.

A unified marketing information system in the agricultural sector will allow combining the efforts of enterprises of all spheres of the agricultural complex, district, regional and national services conducting market research, into a single system. It will collect primary information at the level of enterprises, districts and regions of the country and ensure its receipt in a single center. The creation of the Unified Marketing Information System will allow conducting constant monitoring of all market information on a scientifically sound basis and providing analytical reviews, proposals, recommendations, forecasts to all interested state and non-state structures.

EMIS will develop a marketing strategy for the agricultural sector, regions and individual business entities, provide methodological and methodological support for the functioning of regional, district marketing services and services of individual enterprises, concentrate, process and analyze incoming information, and provide it to all interested legal entities and individuals.

The EMIS also includes scientific institutions serving the agro-industrial complex of Ukraine, which are engaged in scientific support for the functioning of the system, participate in research into its individual aspects. The system should also include information and marketing centers of the all-Ukrainian level.

At the state level, the functions of the EMIS are as follows: processing and dissemination of market information; preparation and dissemination of analyses of the state and forecasts of the development of food markets; formation and maintenance of databases of information received from regional divisions of the service; development of methodological and instructional materials on the collection, systematization, analysis and dissemination of market information; provision of information and consulting services to state administration bodies.

At the third level of the EMIS, regional structures of the agricultural complex, economic and marketing services of the regions should be located, whose responsibilities are: collection, processing and transfer to a higher level of agricultural market information summarized by region; preparation and dissemination of analyses

of the state of local and regional markets; provision of information and consulting services to regional government bodies, regional-level mass media and interested farms and commercial structures; organization of personnel training, etc.

At the second level of the system, economic and marketing services of districts should be located. Their responsibilities are as follows: collection, processing and transmission of agricultural market information to a higher level; provision of information and consulting services to district agricultural management bodies, the media and market participants on marketing monitoring issues; provision of information services on special orders of state management bodies and economic entities for an additional fee.

And at the first level of the system there should be marketing and sales departments of enterprises that work with marketing information about the quantity and assortment of agricultural products, prices, needs for means of production, energy resources, raw materials, materials, etc.

It is very important that the EMIS can be formed on the basis of concentration and rational use of existing equipment, personnel and infrastructure. The state will not have to allocate large resources from the budget. The system will allow to coordinate the interests of all sectoral ministries, regions and agro-industrial enterprises in the field of marketing. Not one of the subjects of the system is a monopolist, as it performs its clearly defined functions without duplicating others; all subjects are united by a common interest. EMIS subjects, which supply primary information, receive analytical notes, reviews, proposals, recommendations, forecasts in return. All economic agents who are not EMIS subjects, purchase information at market prices. The funds received are one of the sources of financing the system.

Financing the creation and operation of the EMIS can be carried out in several ways:

- state funding – allocation of funds from the budget subject to the development of a State Program for the creation and functioning of the EMIS for the purpose of information support for agricultural production and regulation of market relations in the agricultural sector;

- start-up fees and subscription fees for use paid by EMIS entities - to connect to EMIS, business entities pay a start-up fee; for using EMIS, business entities pay a monthly subscription fee;

- funds of non-EMIS entities that purchase information and pay for services for posting their own information in EMIS at market prices.

The technical aspect of the organization of interaction between the levels of the EMIS involves the establishment of document exchange at all levels of the hierarchy and includes modern achievements in the field of telecommunications, authorized access systems and information storage. The task of the EMIS in this aspect is to ensure the efficiency of the exchange of market information between hierarchical levels in two directions: bottom-up and top-down. From the bottom up, data on the state of the markets collected by the marketing monitoring service employees are transmitted, from the top down – systematized and accessible summaries and analytical reviews.

The creation and maintenance of the functioning of the EMIS involves the preparation of a number of documents, including: development of the EMIS concept, Regulations on the EMIS, determination of the list of EMIS subjects, formation of the EMIS structure, a mechanism for coordinating the interests of subjects and determining their functional responsibilities, development of unified program documents for methodological support of the EMIS (typical forms, criteria, system of indicators), an activity program, etc.

Thus, EMIS becomes a powerful tool for regulating and marketing services in the modern market.

A single marketing information system can be supplemented by a set of information systems, funds, and databases that will comprehensively satisfy the basic needs for information for production purposes. Such a set can consist of:

- land resources monitoring systems;
- information and reference systems that contain data on variety renewal, breeding and selection, technologies for the production of crop and livestock products, storage and processing of agricultural products;

- resource databases “Plant protection products”, “Biological preparations and medicines”, “Mineral fertilizers”, “Fuels and lubricants”, “Systems of machines and mechanisms”;

- the “Metemovi” database, etc.

Information support for the production sector through the use of the above-listed information and reference systems and databases will allow:

- scientists, developers and sellers of new varieties and hybrids, breeding and selection materials, machinery and equipment, technologies and material resources:

- a) get as close as possible to agricultural producers (i.e. consumers of their products);

- b) accelerate the introduction of their inventions into production;

- c) advertise their inventions and products (EMIS allows you to reach a wide audience);

- d) obtain information about the needs of producers;

- agricultural producers:

- a) have wide access to modern scientific inventions;

- b) have the opportunity to choose the optimal one from many alternative options, taking into account its characteristics, payback period, and the peculiarities of one's own management;

- c) have the opportunity to receive professional advice on the implementation and use of these inventions and products.

The effectiveness of the EMS is directly related to the organization of the internal information base. Approaches to the organization of a machine database depend on the type and size of the enterprise, the requirements for marketing activities, the number of tasks and methods for their solution. Modern information technologies for processing economic information, the organization of workstations and computer networks are focused on the organization of databases and data banks that operate under the control of a DBMS (database management system). The created workstations should provide the specialist with the opportunity to: promptly process primary documents, create and constantly update databases and knowledge bases; form, print,

edit the necessary settlement documents and business correspondence; conduct expert assessments based on simulation models; optimize the parameters of the controlled production process according to specified criteria with recommendations for decision-making; form operational and statistical reporting.

Thus, the creation of a unified marketing information system in the agricultural sector in combination with the development of integration processes is a determining factor in the development of marketing processes in the agro-industrial complex. With the help of such a Unified Marketing Information System, producers of products are able to constantly have at their disposal timely, complete and reliable information about the state of the external environment and use it to ensure the effectiveness of their activities.

3.7. Ways to improve the efficiency of marketing management in the agricultural sector

The efficiency of production at agricultural (agro-industrial) enterprises, in agribusiness and entrepreneurship formations, in farming and cooperative collectives is largely determined by marketing activities.

As noted in the previous sections, the main areas of development of marketing processes in the agricultural sector are:

- development of marketing processes based on vertical integration with processing enterprises and trade;
- cooperation of agricultural producers and the creation of marketing cooperatives on this basis;
- development of marketing processes subject to state support, in particular, the creation of a unified marketing information system in the agricultural sector.

All of the listed areas of development of marketing processes should be applied in conditions when agricultural producers are not able to independently engage in marketing in full. This is especially relevant in the conditions of the new agrarian policy, which is currently being implemented by the country's leadership. The

distribution of land, the creation of new business structures in the countryside, mainly small in size, require the intensification of group actions of agricultural producers in the agricultural sector in general, and in agromarketing in particular.

However, the merits of the new agrarian policy should not be exaggerated. It is necessary to create the prerequisites for the optimal, harmonious development of both large agrarian business structures (based on collective ownership of land and means of production) and small private enterprises. This is confirmed by foreign practice of conducting agribusiness. In developed countries of the world, there is a tendency towards the consolidation of agricultural enterprises.

In our opinion, the development of large, highly diversified agricultural enterprises based on scientifically based concentration and specialization of production, with developed storage and processing of agricultural products and a powerful marketing service is one of the prerequisites for increasing the efficiency of the functioning of the agro-industrial complex of Ukraine.

In a saturated market that develops in conditions of uncertainty and risk, in the organizational structure of agricultural enterprises, one of the main places should be occupied by a marketing service staffed by highly qualified specialists. The creation of a marketing service should be the result of adapting the internal economic mechanism of the enterprise by improving its organizational structure.

In all farms, traditional divisions should be retained, but their status should be radically changed. In foreign practice, schemes for structuring an enterprise based on the so-called responsibility centers have been proposed (Fig. 3.9).

This approach is based on the marketing concept of the enterprise and requires the creation, first of all, of powerful and efficient profit centers. As a rule, their role is played by the marketing departments of the agricultural enterprise. The profit center is responsible for the successful sale of manufactured products and obtaining net income. Cost centers are responsible for the efficient use of resource potential and the implementation of project indicators from the cost of production. They are represented by the main production units.

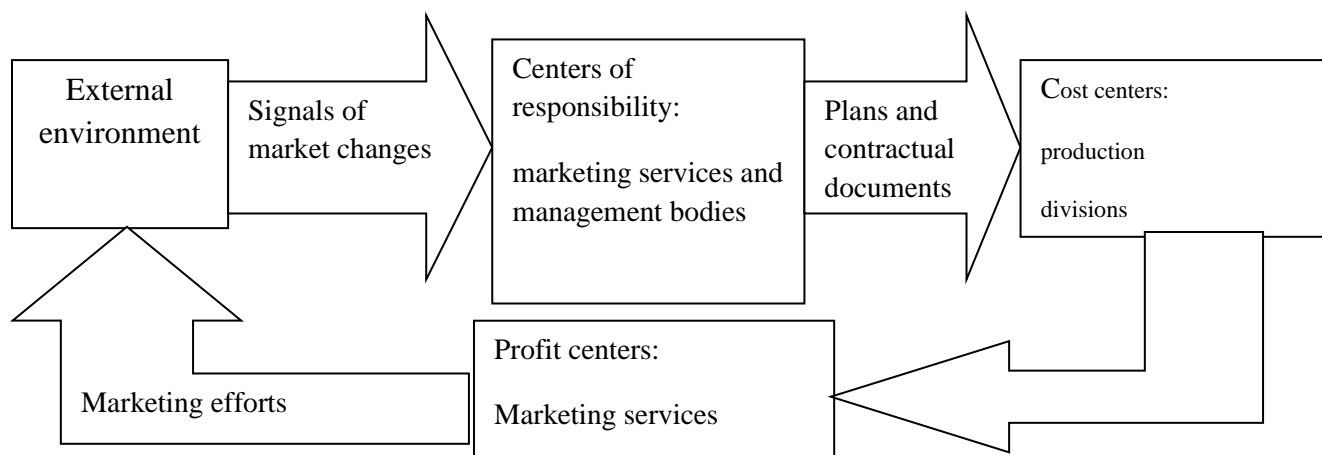


Fig. 3.9. Enterprise structuring scheme based on responsibility centers

This approach is based on the marketing concept of the enterprise and requires the creation, first of all, of powerful and efficient profit centers. As a rule, their role is played by the marketing departments of the agricultural enterprise. The profit center is responsible for the successful sale of manufactured products and obtaining net income. Cost centers are responsible for the efficient use of resource potential and the implementation of project indicators from the cost of production. They are represented by the main production units.

Management centers are traditional management units that, in the new conditions, perform the functions of marketing, technological management, coordination and coordination of the work of the enterprise as a whole. Such changes in the organizational structure allow protecting direct producers, i.e. employees of technological lines of crop production and animal husbandry, from the direct influence of the market environment. Its price signals are directly perceived only by the management and marketing units of the economy and are communicated to employees through the relevant internal planning or contractual documents. Management and marketing units become market operators and only they can acquire the status of revenue (cash receipts) or profit centers.

The main feature of the marketing concept of Ukrainian agribusiness enterprises is that it has to be implemented in conditions of a deep systemic transformational crisis, which is due to a change in the enterprise management strategy: from organizational

management to administrative and innovative management and, finally, to marketing management (Fig. 3.10).

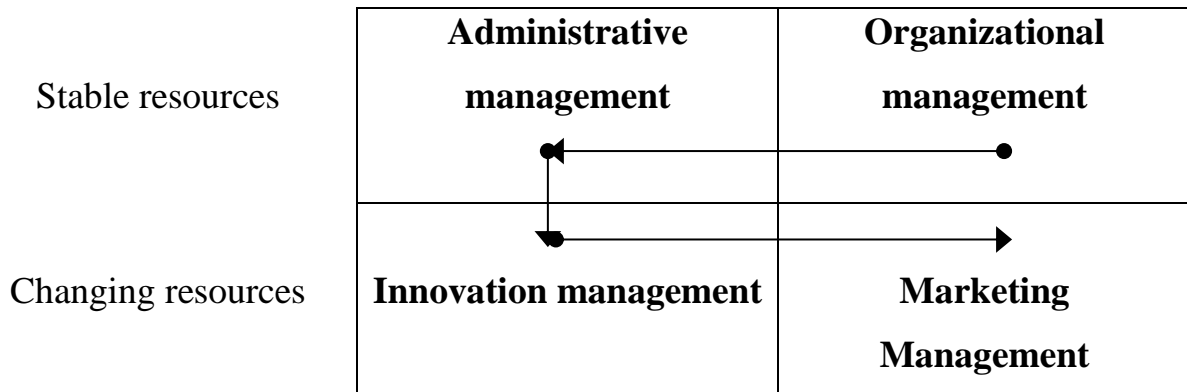


Fig. 3.10. Vector of development of the management strategy of agricultural enterprises

The completeness of adaptation of agricultural producers is determined not by a change in ownership and management forms, but by the transition to a new economic concept - from production to marketing.

It is the concept of marketing management that best corresponds to the modern conditions of functioning of agro-industrial complex enterprises - on the one hand, a significantly changing resource base, or rather, a declining dynamics of changes in financial, material and technical, labor and even natural (land, water) resources, and, on the other hand, activity in markets that are changing (narrowing) under the pressure of state-subsidized competitors with a higher level of productivity of production, processing, efficiency of distribution and marketing of agricultural products.

The implementation of the marketing concept is carried out using various marketing tools. These include: 1) marketing research (collection and analysis of information about the macro- and microenvironment of the enterprise, analysis of the current position of the enterprise in the market); 2) planning (definition of goals and development of a strategy for further development); 3) market segmentation; 4) marketing mix (development of product, pricing, sales and promotion policies); 5) control.

Marketing objectively occupies the position of one of the leading functions of

strategic management. Moreover, with the transition to the philosophy according to which the enterprise should be fully oriented towards the needs of the consumer in its activities, marketing is increasingly becoming the substance of business, penetrating all areas of the enterprise's activity. Enterprise strategies, which act as means to achieve the enterprise's goals, act as goals in relation to the marketing service. And marketing strategies act as means to their implementation. In this regard, marketing performs two functions in strategic management:

- a means of collecting and processing information for developing and determining the enterprise's strategy;
- a means of implementing enterprise strategies.

Marketing management allows you to coordinate the implementation of all marketing activities with the overall management system of the enterprise, which makes it possible to organically combine marketing and management. The introduction of the concepts of external efficiency (the efficiency of using the external capabilities of the enterprise) and internal efficiency (the efficiency of using the internal capabilities of the enterprise) made it possible to define the task of marketing as increasing external efficiency, and the task of management as increasing internal efficiency.

Therefore, marketing plays an extremely important role in strategic management. Permeating all its processes, marketing makes it possible to focus the enterprise on the needs of consumers and thereby ensures a more flexible and adaptive entry of the enterprise into the environment.

The success of enterprise management lies not only in the delimitation of the spheres of influence of marketing and management, but also in the organization of their interaction in order to solve a common problem - ensuring the competitiveness of the enterprise in difficult market conditions (Fig. 3.11).

To master the marketing concept, the marketing policy of the enterprise must be transformed into a marketing plan. At the same time, each position: total demand, market segment, price elasticity of consumption, income elasticity, enterprise share in the market, sales program and many other indicators must receive sufficient

quantitative justification. Mistakes made by the enterprise at the stage of drawing up the marketing plan are strategic and can lead to negative consequences. In addition, marketing research is expensive. Therefore, organizational options for developing marketing programs can be different. The most expensive and therefore undesirable option is the development of marketing policies and marketing plans as separate ones by each enterprise. More acceptable is the development of the necessary documents by the integrator enterprise. For example, a dairy processing enterprise develops a marketing program for all farms in its raw material zone.

The marketing plan must be coordinated with the financial and production plan. First of all, it is necessary to convincingly argue the choice of the product with which the enterprise intends to enter the market. After substantiating the type of product, it is necessary to analyze in detail the state of the relevant market and the capabilities of competitors. The analysis of the market and the capabilities of competitors is completed by developing a sales forecast and its features in terms of seasonality and the nature of the sale of the product in individual territories.

Marketing environment

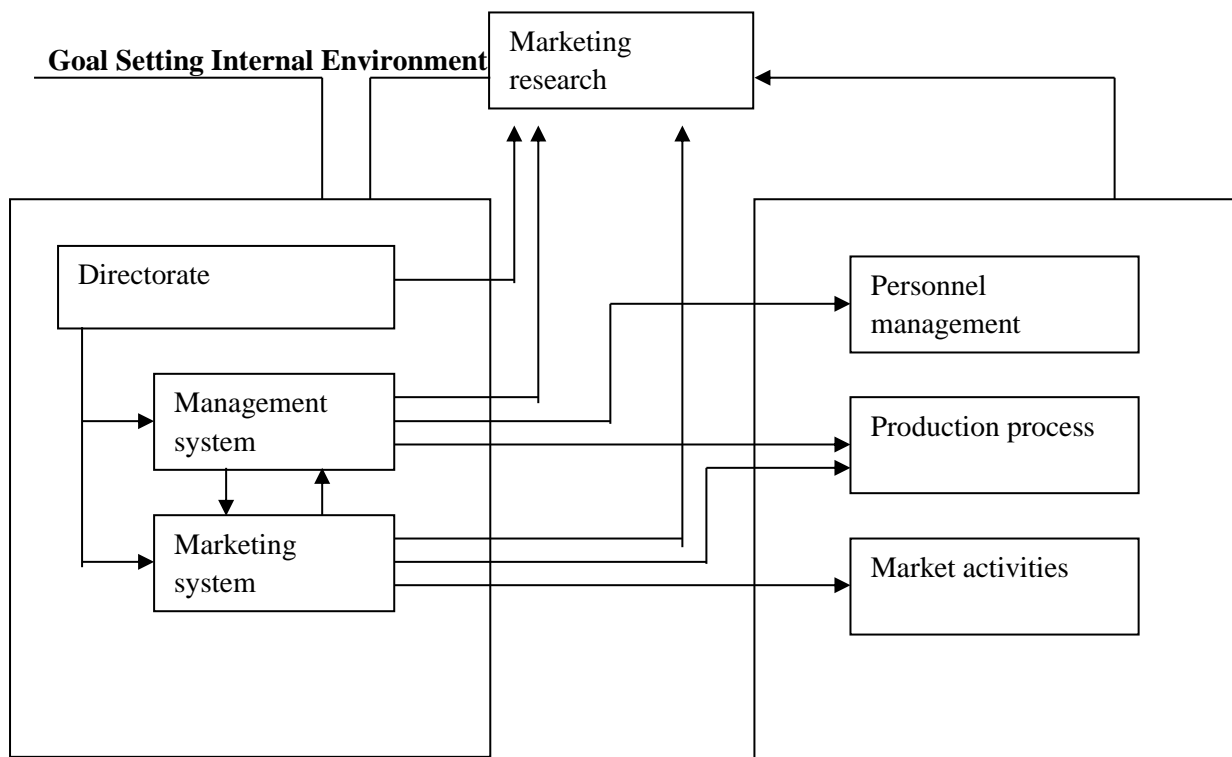


Fig. 3.11. Model of enterprise management with coordination of marketing and management systems

The next stage is the justification of the product sales program. A detailed sales plan includes a detailed sales plan broken down by channels (exchanges, own sales network, direct deals, etc.) and sales forms (wholesale, small wholesale, retail), pricing strategy, nature of advertising, methods of stimulating buyers, and public relations to strengthen the company's reputation.

Marketing activities have a systematic cyclical nature, which consists in the constant collection and analysis of market information, adaptation of the marketing plan in accordance with changes in the marketing environment and control over the level of achievement of the set goal. Control over the input and output factors of production and sales is achieved through marketing research. Thus, the enterprise prepares in advance for the appearance of possible market signals.

L. Khudoly offers the following marketing research scheme:

- characteristics of the product under study. The product is characterized by a set of qualities that have a certain market value and distinguish it from others;

- situational analysis, which is advisable to conduct in relation to individual markets that have their own specifics of development and regulation. Special attention at this stage is paid to segmenting markets by the level of production and consumption of products, as well as the economic situation of each market. This allows us to recreate the state of development of the main markets in a specific base period and determine their development trends for the future;

- situational analysis is supplemented by elements of institutional, behavioral and functional analysis. The first shows which entities operate on the market as producers and as consumers, their status, where they are territorially concentrated, what production capacities they have. The second determines the degree of freedom of market relations entities in making decisions regarding the use of manufactured (purchased) products, sales volumes, channels and terms of sale. The third makes it possible to assess the cost of performing marketing functions by various market entities; determines which functions in the market process are performed, and for the implementation of which there are no appropriate institutions and therefore continuity

and, therefore, maximum efficiency of delivering goods from the producer to the consumer is not achieved.

Good knowledge of the current state of markets, as well as the availability of reliable forecasts of their development in the near or distant future, are important for taking effective measures at all levels - business, regional and state. When developing a marketing program, the enterprise analyzes the markets for the agricultural products it specializes in or plans to produce and sell in the future.

An effective marketing method is market segmentation, which involves dividing buyers of products according to common demand characteristics. The agricultural market can be segmented according to the following criteria: belonging to the domestic or foreign market; distance from the producer; industry affiliation; demand features (quality requirements due to processing technology, tradition, etc.); purpose of purchase (production needs, commercial activity); volume of purchase (depends on the size and capacity of enterprises); price; type of payment (cash, non-cash payment, barter); financial condition; risk; consumer reviews.

At the heart of marketing is the concept of the “marketing complex,” which consists of four components: product, pricing, sales policy, and promotion policy.

The components of commodity policy in agricultural enterprises are:

- production of new types of products and updating existing ones;
- formation and optimization of the product range;
- ensuring the quality of agricultural products.

Marketing product policy in agriculture is closely related to the organization of production. Thus, the production of new types of products and the formation of the product range are decisively influenced by the location and size of the enterprise, its specialization, natural and climatic conditions, availability of resources, and the state of inter-industry relations with procurement, processing, and trading enterprises.

Commodity policy includes determining the form of product sales (raw materials or processed products), organizing its production according to the marginal cost and volume, sales volume, optimal price. It is advisable to assess the possibility of processing based on cost recovery and sales potential.

At the current stage of development, agricultural enterprises are trying to expand their product range by establishing processing of agricultural products within the farm. On the one hand, the transfer of processing to the village is a positive phenomenon, as it contributes to increased competition at the regional level. On the other hand, this leads to incomplete use of the production capacities of existing processing enterprises. The creation of processing enterprises in the village requires a thorough economic and marketing justification, since most farms engaged in processing have a lack of qualified personnel, outdated technology, high losses of raw materials, high cost of manufactured products, low return on investment and competitiveness of products in the market.

The activities of agricultural enterprises in the field of forming a marketing product policy are characterized by a high stability of the product range. If most industrial enterprises, when developing a product policy, pay main attention to planning the production of new goods, then agricultural enterprises are forced to pay main attention to improving the product and its service. The improvement of existing types of products occurs by introducing into production new high-yielding varieties and hybrids of agricultural crops and high-yielding breeds and lines of animals.

Product maintenance means ensuring the stability of the relevant characteristics of products that are introduced to the market and are in demand. The main thing in this part of the marketing product policy is to control the quality of products, timely inform the manufacturer about the need for its improvement, and preserve the characteristics of the products in the distribution and sales processes.

Agricultural products have different intended uses. According to this criterion, they are divided into three types: final consumption, intermediate and raw materials. The final products include those products that, due to their biological quality characteristics, are directly used for personal consumption (fresh vegetables, fruits, berries, whole milk, etc.). Products intended for further use in agricultural production in subsequent reproduction cycles are called intermediate (seeds, planting material, feed). Agricultural raw materials are represented by those types of products that are

used for industrial processing (sugar beets, technical varieties of potatoes, a significant proportion of grain, flax products, sunflower, milk, meat, etc.).

When justifying quality indicators and establishing their specific levels for certain types of products, it is necessary to comprehensively take into account the following four factors: 1) the requirements of direct consumers: the population, processing enterprises, agricultural enterprises that use intermediate products; 2) the real possibilities of achieving the established quality indicators at a given level of development of productive forces (equipment, technology, personnel qualifications); 3) the availability of developed methodologies, methods, techniques for determining quality indicators and controlling their formation; 4) ensuring material incentives for producers for achieving better quality indicators and establishing material responsibility for their reduction.

An important task of marketing product policy is to ensure the appropriate value of the following quality indicators: biological indicators (characterize the suitability of agricultural products for human consumption); manufacturability indicators (characterize such properties of agricultural products that are necessary for their effective industrial processing or for production use in subsequent cycles of agricultural production); transportability indicators (characterize the degree of their suitability for transportation and loading and unloading operations); environmental indicators (ecological purity of products and their suitability for human consumption or for feeding animals from the point of view of the harmlessness of their impact on the state of a living organism); aesthetic indicators (characterize the presentation of products, the presence of turgor, size, color, and for consumer goods: the integrity of the composition, rationality of forms, etc.).

In a market economy, product quality plays an extremely important role in increasing its competitiveness. Economic rivalry of enterprises, their struggle for sales markets is focused not only on price, but also to a large extent on non-price factors. Among non-price factors, product quality occupies a special place. At the same price, a product with better quality will be in greater demand. At the same time, a significant improvement in the quality of products by an enterprise compared to similar products

of competitors gives it the opportunity to increase the price for it without losing its consumers. Thanks to improved quality and rational use of other non-price factors, an enterprise can obtain not temporary advantages over competitors, as when reducing prices, but long-term ones, since the latter need quite a lot of time to improve the product and make changes to the technology of its production.

The quality of products has a significant impact on the economy of enterprises, since with an increase in its level, the price of the product increases, other things being equal, and vice versa. A feature of agricultural products is that for many of its types, improving quality is equivalent to increasing production volume. Thus, increasing the sugar content of sugar beets by 1% allows Ukraine to obtain approximately 400 thousand tons of sugar, increasing the fat content in seeds by 1% provides an increase in vegetable oil production by 230-250 thousand tons, each 0.1 percentage point of additional fat and protein in milk is equivalent to increasing milk production by 650-670 thousand tons. If 34 kg of butter can be obtained from 1 ton of milk with a fat content of 3%, then 46 and 60 kg with a fat content of 4 and 5%, respectively.

In the implementation of marketing product policy measures, the management of product quality and competitiveness is of great importance. To ensure competitive product quality, each enterprise must reasonably implement quality management, focusing on modern trends in its improvement. One of the most important trends is the orientation towards consumer demands, taking into account the law of growing needs.

Given the specifics of agriculture, it is possible to ensure the competitiveness of products in terms of quality primarily through meaningful compliance with the requirements of the production technology of its individual types. This primarily concerns the performance of agricultural work in optimal terms and with high quality, sowing with good-quality seeds and timely care for crops, ensuring optimal harvest times, compliance with the requirements for the fertilizer and plant protection system, as well as for product storage. In livestock farming, a strong and balanced feed base plays a special role. It is also important to know that in improving the quality of agricultural products, new varieties and hybrids of crops, as well as new breeds and lines of animals that have better genetic properties compared to existing ones, are of

particular importance. Therefore, agricultural enterprises need to carry out variety renewal in a timely manner and actively conduct breeding work in livestock farming.

In a saturated market, therefore, quality management should become the main element of the marketing management system of production. In this regard, complex quality management systems for agricultural products are effective. These quality management systems provide for a clear definition and comprehensive use of all possible ways to improve the quality of products, which can be combined into three interrelated groups: technical, organizational and socio-economic. Among the technical ways to improve the quality of products, the determining place belongs to the constant improvement of the technical and technological base of the enterprise. Improving the quality of products, its competitiveness at the global and national levels is facilitated by improving standardization as the main tool for fixing and ensuring a given level of quality. The organizational factors for improving the quality of products include: the introduction of modern forms and methods of organizing production and managing it, which enable the effective use of progressive technology; improving technical control methods and developing mass self-control at all stages of product manufacturing. Socio-economic measures include a system of forecasting and planning product quality, setting prices for certain types of goods that are acceptable to producers and consumers, sufficiently strong motivation for the work of all categories of employees of the enterprise, and social activation of the human factor.

Thus, to ensure the improvement of the quality characteristics of agricultural products and their competitiveness, it is necessary to:

- improve the system of technical, technological and agrotechnical measures for production and marketing;
- introduce new energy-saving technologies for growing, transporting, storing, processing and selling products into production;
- exercise proper control over product quality at all stages of its production and distribution;
- implement modern product quality management systems;

- introduce new high-yielding varieties and hybrids of agricultural crops and highly productive breeds and lines of animals into production.

The next component of the marketing complex is pricing policy, which consists in setting a price level that corresponds to the quality and cost of non-price criteria of the product. The leading place in pricing policy belongs to the definition of the price model, which is the most adequate reflection of real economic relations and performs the function of a regulator of production and turnover of goods.

Price policy in the agricultural sector is one of the defining problems for both agricultural producers and the state as a whole. Thus, according to the Law of Ukraine “On Prices and Pricing”, free prices should prevail in commodity-monetary relations between agriculture and related industries, that is, those that are formed under the influence of supply and demand. This is fully consistent with the economic rules of the functioning of a market economy. However, for the Ukrainian economy at the transition stage to the market, this position turned out to be unacceptable due to the low level of solvency of the vast majority of the population. Free prices caused huge losses to agriculture, which led to the non-equivalence of trade between the city and the countryside.

The current state of pricing in agriculture is characterized by a very strong dependence on other sectors of the national economy. On the one hand, the cost of manufactured products is decisively influenced by industry prices for material and technical resources, energy, etc., and on the other hand, the purchase prices of agricultural products by procurement, processing and trading enterprises. Thus, agricultural producers have found themselves under double price pressure from related industries.

According to the Institute of Agrarian Economics, the shortfall in cash income by agricultural producers due to price disparities in the agro-industrial complex for 1991-1999 amounted to about 100 billion hryvnias.

Many of the main pricing methods (cost method, supply and demand method, pricing according to competitors' prices) are currently not used in agriculture. Agricultural producers are forced to sell their products at prices dictated by

monopolized processing enterprises, or even give them away as part of debts for material and technical resources, energy sources, and services provided to producers.

Pricing in industry and agriculture has been based on different methodological bases in recent years. For agriculture, so-called indicative prices were determined, based on the average actual cost price in the country. In industry and in industries providing services to agriculture, when calculating wholesale prices, the basis, as a rule, was not average industry costs, but the individual cost price of products of a particular enterprise with all its negative phenomena and the individual level of profitability within 15-25% .

Based on the above, we can conclude that the scope of solving the problems of pricing policy of agricultural enterprises goes far beyond the enterprises themselves, as it requires active scientifically based state intervention.

Pricing policy in the agricultural sector should be implemented on the basis of free pricing in combination with state regulation and strengthening of antimonopoly control over prices for material and technical resources, energy carriers and services provided to producers, and under the conditions of introducing a single pricing methodology based on the concept of production price in the country. Pricing policy should solve the main task - to bring agriculture to a break-even point - and should be aimed at:

- at the first stage (in conditions of limited state capabilities) to ensure, at least, simple reproduction of production in the main branches of agriculture based on the introduction of support prices (pledged prices) for agricultural products quotas within the framework of the country's food security;

- at the second stage (as financial opportunities are created) to stabilize and create economic prerequisites for expanded reproduction based on maintaining price parity through free pricing and introducing equivalent prices (expanded reproduction prices) if necessary;

- at the third stage, to implement a gradual transition from direct regulation through the equivalent price mechanism to the introduction of indirect influence on the

incomes of agricultural producers through instruments of financial, credit and insurance regulation.

In raw material processing zones or corresponding integrated formations (sugar refineries, dairy plants, etc.), coordination commissions on prices and incomes should be created to maintain equivalence of relations between agricultural and processing enterprises.

In addition, it should be taken into account that the formation of prices on the domestic market is influenced by the ratio of supply and demand, and depends on the world price level. In conditions of price fluctuations during the marketing year, there is a risk of receiving the lowest price. Therefore, the optimal marketing plan is one that involves selling goods in parts - during the harvest period (spot market), and after a few months during the marketing year. Particularly effective in this aspect is the conclusion of forward and futures contracts, which are elements of insurance of business risk regarding price and sales .

Sales policy is of crucial importance in ensuring the competitiveness of the enterprise and implementing an effective marketing strategy. The effectiveness of the marketing movement of products and production and sales activities of the enterprise. Sales involves the use of direct or intermediary sales methods. In the first case, the products are sold directly by the manufacturer, in the second - with the involvement of intermediaries. In this case, the enterprise is freed from the problem of finding a buyer. The choice of the optimal sales channel affects not only the maximum profit, but also the speed of payback of working capital. Therefore, the choice of buyers should provide for the possibility of timely payment and reliability.

If the product has the required form (quality, convenience of consumption, packaging, packaging), but is produced and sold in a place remote from the buyer, then not all potential buyers will be able to buy it. The seller should sell his product in a place as close as possible to the consumer, which will reduce the latter's costs of searching for the product, and for the seller this will speed up the exchange rate.

If previously farms were legally assigned to the raw material zones of specific processing enterprises and had to sell all their products only to these enterprises, now they have gained complete freedom in this matter.

In the conditions of a spontaneous market, the volumes and forms of agricultural product sales are determined by the situation that develops and are accompanied by the emergence of a significant number of new agents and sales channels for products and raw materials processed directly on the farms themselves or at industrial processing enterprises on a toll basis. As a result, a significant part of the products are sold by commodity producers in the markets, from vehicles, directly through their own retail network and catering enterprises, exchanged by barter, etc.

In marketing policy, the creation of a market system for the sale and marketing of manufactured products is of great importance. The formation of such a system is based on the free movement of goods, competition, and a pricing mechanism that takes into account supply and demand.

The system of promoting agricultural products and food from the producer to the end consumer includes: cooperatives for the sale of products, wholesale food markets, agricultural exchanges, auctions, wholesale bases, agro-industrial companies and combines, supermarkets, trading houses and shops.

The sale of the bulk of agricultural products and food is envisaged with their preliminary commodity processing through direct contacts between producers and consumers on the basis of price-offer. Promising are associations, agricultural firms and agricultural combines for the production, processing, transportation and sale of agricultural products, which form a reproductive process on an integrated and cooperative basis.

Choosing the most profitable sales channel is the main task of marketing and sales policy.

In the interests of the formation and functioning of the agro-industrial market in Ukraine, it would be beneficial for agricultural products to undergo industrial processing and reach consumers in the form of high-quality and standardized food products. However, the monopolism of the processing industry and low purchase prices

for agricultural products force agricultural enterprises to look for other ways to sell their products.

When choosing forms and methods of product sales, the following criteria should be used: costs of sales operations through various channels; sales prices through various sales channels; contiguity (interrelationship) of the selected forms and methods of sales with other components of the marketing complex; consumer reaction to the selected sales strategy of the enterprise.

An important role in the marketing policy of the enterprise is played by ensuring the storage and transportation of products. A characteristic feature of agricultural products is that they are very bulky and perishable. Therefore, establishing an effective system of product storage and using modern vehicles for their transportation is one of the important tasks of the marketing policy of the enterprise.

Thus, to increase the effectiveness of sales policy, it is necessary to:

- activate vertical integration processes with procurement, processing, transportation and trading enterprises;
- creation of marketing cooperatives with other agricultural enterprises to ensure effective marketing, storage and transportation of products;
- construction of processing enterprises and warehouses for storing products on farms;
- formation of its own sales network.

The components of marketing promotion policy (communication policy) in the agricultural sector are: advertising; public relations; sales promotion; personal selling; specialized exhibitions and fairs.

Demand for agricultural products always exists and does not depend on the seasonal nature of production. However, it, like any other product, requires a sales promotion system. It involves the use of methods of influencing the formation and stimulation of demand, in particular: providing samples and organizing exhibitions to familiarize yourself with the properties of products and their advantages over similar ones offered by competitors, advertising, propaganda, etc. Such a policy is especially relevant for export activities, since foreign buyers do not know the principles and

features of domestic standardization, which significantly complicates the exchange process.

Advertising plays an important role in ensuring the competitiveness of an enterprise. However, agricultural products are mainly used as raw materials for industry, therefore they are not considered products of wide consumption and mass demand. Therefore, the use of advertising in agriculture has its own characteristics. In particular, advertising of agricultural products does not have such properties of mass coverage of consumers as, for example, advertising of ready-made food products. Advertising activities should be directed at procurement, processing and trading enterprises, commercial intermediaries, partners abroad.

The main means of distributing advertising information are specialized magazines, directories, and other printed publications. In such advertising publications as “Business. Price Lists”, “Market Panorama”, and “Offer”, there are special sections dedicated to agricultural products where you can place your advertising.

Along with advertising, a form of communication such as personal selling is becoming widespread in agriculture. In this case, a company representative (a marketing (sales) department employee) directly contacts buyers of agricultural products, informing them about the products themselves, their quality, volumes, and delivery terms. Such contacts may end with the signing of a supply agreement.

Sales promotion should be aimed at consumers, commodity intermediaries, and in-house sales staff in order to accelerate the sale of products (especially perishable products), improve settlements (discounts for advance payment), achieve more complete market coverage (discounts and deferred payments for regular customers, wholesale buyers), etc.

An important component of communication policy are specialized exhibitions and fairs. By exhibiting their products at exhibitions, enterprises have the opportunity, firstly, to find buyers for them, and secondly, to advertise their enterprise, to disseminate information about their activities, products, and work methods. Examples include holding annual exhibitions-fairs in the village of Chubynske, Boryspil district, Kyiv region, “Sorochynsky fair” in Poltava region, etc.

Thus, the successful selection and combination of the components of product, price, sales and communication policy in the marketing complex are methods of competitive struggle at the micromarketing level of enterprises, consisting of price and non-price advantages of products over the products of other competitors. The components of the marketing complex must periodically adapt to changes in the business environment (politics, economics, legislation, competition, demography, technology, etc.). These factors do not depend on the producers of goods, but affect their activities.

To implement the entire range of marketing activities, the enterprise needs to form a marketing-oriented enterprise management structure (Fig. 3.12).

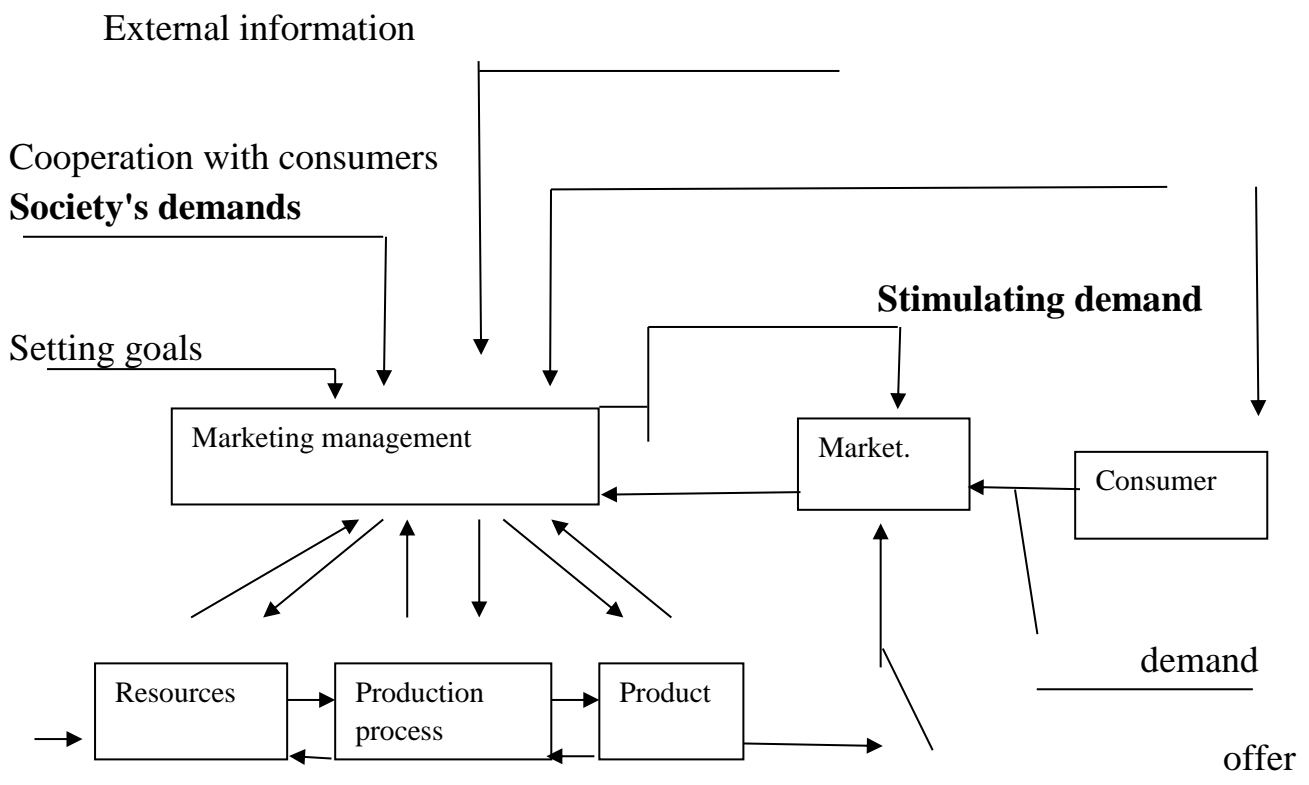


Fig. 3.12. Model for ensuring management of a marketing-oriented enterprise

In a marketing-oriented enterprise, all structures must be focused on the client and work together to meet his consumer needs.

Thus, the main ways to improve the management of marketing processes in the agricultural sector are:

- implementation of marketing planning, which should be interconnected with financial and production planning, in addition, the marketing plan should be the basis for developing a production plan;

- formation of marketing departments in the structure of enterprises, which should act as the main profit centers (responsibility);

- conducting marketing research to track changes in the external environment and prepare recommendations for adapting to or influencing such changes;

- conducting market segmentation and positioning of its products in order to determine the company's position in the market;

- formation of the enterprise's product policy, which should include the formation and optimization of the assortment, ensuring the quality of agricultural products, introducing new types of goods and updating existing ones;

- implementing an effective pricing policy, which, in combination with state price regulation, would ensure the effectiveness of the enterprise's activities;

- setting up product sales through the selection of the most profitable sales channels, forms, methods and sales terms;

- development of communication policy through the widespread use of advertising, public relations, sales promotion, as well as participation in specialized exhibitions.

Based on the above, to ensure the transition of agricultural enterprises to the marketing concept of farming, it is necessary to form an effective system for managing marketing processes.

An effective marketing process management system should be market-oriented and represent a balanced set of all types of enterprise activities aimed at satisfying consumer demand and achieving the planned result. To ensure the effectiveness of marketing process management, it is necessary to develop principles and criteria for evaluating marketing process management, set goals that need to be achieved, develop strategies for achieving them, take into account the features of the application of management subsystems, and develop mechanisms for organizational and economic support for the development of marketing processes.

The formation of an effective marketing process management system should be based on the following principles:

1. The principle of consumer orientation consists in focusing the marketing process management system on the real requirements and wishes of consumers.
2. The principle of strategic direction is to focus on the prospect of development, innovation, ensuring long-term results, and full use of the system's potential.
3. The principle of adaptability is based on active adaptation to the requirements of the external environment combined with targeted influence on its components by all available means.
4. The principle of a sufficient information base is based on providing the process of making management decisions with relevant, complete and reliable information, the main source of which should be marketing research.
5. The principle of integrated marketing consists, on the one hand, in ensuring the interconnection and coordinated performance of all marketing functions, and, on the other hand, in coordinating the work of all divisions of the enterprise to achieve the planned result.

The ultimate goal of effective management of marketing processes is the rational interaction of the external and internal environment, the skillful use of their factors as the basis for the formation of marketing capabilities of business structures (Table 3.7).

To ensure the development of marketing processes in the agricultural sector, it is necessary to develop an organizational and economic mechanism for the application of marketing by agricultural enterprises.

The organizational mechanism for ensuring the development of marketing processes is determined by the organizational and legal forms of the organizational formations of the agro-industrial complex, their size, specialization, territorial location, the presence of marketing units in the organizational structure, the presence and qualification of personnel, the level of development of inter-farm relations with procurement, processing, trade, service and other enterprises.

Table 3. 7 – Organizational and economic mechanism for ensuring the development of marketing processes in the agricultural sector

Ways to develop marketing processes	Organizational mechanism	Economic mechanism	Marketing development
Development of marketing processes based on vertical integration	Formation of integration formations with the participation of agricultural producers, processing and trading enterprises	Distribution of the results of the sale of final products to consumers in proportion to the costs of each participant in the marketing chain	Corporate marketing: joint marketing strategies; expansion of the range and ensuring product quality at all stages of production, processing and distribution; vertical sales systems of a coordinated type; joint communication policy
Development of marketing processes based on horizontal integration	Creating marketing cooperatives with other agricultural enterprises	Distribution of income among cooperative members, taking into account their labor participation	Creation of joint marketing services and sales networks; creation of own processing enterprises
The manufacturer as an independent marketing entity	Marketing development in highly diversified forged enterprises by allocating profit centers in their structure, the role of which is performed by marketing services	Transforming effective demand into planned profit by fully satisfying consumer needs	Independent development of marketing strategies and ways of forming and operating a marketing management system

The economic mechanism for ensuring the development of marketing processes is a tactical means of achieving the strategic goals of the activities of agricultural enterprises and is determined by the organizational mechanism. When using vertical integration and cooperation, the economic mechanism is based on the distribution of

the final results of the activities of newly formed formations. When developing marketing processes in large, highly diversified enterprises, the economic mechanism and the economic results of their activities are directly dependent on meeting the needs of consumers.

When forming an effective marketing process management system, it is necessary to take into account both the influence of the external environment as a whole and the influence of the market, as the main element of the external environment to which the organization's marketing efforts are directed. Here it is necessary to take into account the factors of influence on such market components as producers, consumers, demand, supply, prices, competition, infrastructure, regulation.

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SECTION IV

STATUS AND TRENDS IN THE DEVELOPMENT OF MARKETING ACTIVITIES OF ENTERPRISES ON THE PUMPKIN SEEDS MARKET

4.1. Analysis of the operating conditions of enterprises and trends in the development of the corn seed market

Topicality assessments trends development pumpkin seed market with taking into account globalization changes and trends, improve infrastructure elements, directions formation food security caused the choice of this study and its content.

Pumpkin has long been known not only in Ukraine, but also throughout the world. Every year the number of connoisseurs of pumpkin and products that can be obtained from it, in particular oil and seeds, is growing. Foreign countries often import this product, which grows well on our land, so we have every chance to conquer the export market.

Question production of pumpkin seeds and their processing products given significant attention domestic scientists. In particular, Boyko L.O. notes that arise question related with new niches in entrepreneurial activities and development production melons crops, including pumpkin seeds, which need consideration and research [1, 2, 3]. Semen D.T. [4, 5], justifies the need and economic expediency production seed and pumpkin fruit for dietary nutrition. Lymar A.O. [18, 19] – focuses on marketing research of the melon crops market and on industrial waste-free technology of pumpkin seed production for food and pharmaceutical purposes. Khareba V.V. and Kokoiko V.V. [21] characterize the economic assessment of elements of the technology of growing varieties of muskmelon.

Ukrainian and foreign scientists are researching application new raw materials with seed pumpkins in technologies functional food about- ducts[11,12,13].

Nowadays, the demand for pumpkin seeds and pumpkin oil has increased significantly. To get 1 t seeds, needed to sow 1 ha of land with this crop. Under

favorable conditions, its hybrid varieties can yield up to 1.5 t/ha. In On average, seeds account for 1-2 % of the pumpkin's mass, so up to 800 kg of seeds can be obtained from 1 hectare, provided there is irrigation [1]. The nutritional value of pumpkin seed processing products is given in Table 4.1.

Table 4.1 – Nutritious value products processing seed pumpkins

Indicator qualities	In 100 product			
	oil	protein powder	flour	cellulose
Energy value (calorie content), kJ/kcal	3747/896	1555/372	1396/334	1338/320
Squirrels, g	0	61 – 63	39 – 40	44 – 46
Carbohydrates, g	0	11 – 12	19 – 21	15 – 16
Fats, g	99.5 – 99.6	7 – 8	9 – 10	7 – 8
Cellulose, g	0	9 – 10	12 – 13	30 – 32
Target seed processing products, %	34	by-product (cake)		
		15	5	46

Kalina V., Lutsenko M. V. Science, technology, innovations. 2022.№ 1.P. 22-28

In this regard, scientists from many countries are working on the development of new seed varieties and hybrids. The most interesting in this direction are gymnosperms. Austrian specialists have obtained a hybrid of the Styrian pumpkin (*Cucurbita pepo styriaca*), which has increased productivity. Such pumpkins grow several on one stem. The main value of Styrian pumpkins is in the unshelled seeds. They are very expensive and useful. Pumpkin oil from such seeds has been produced in Austria for many years, and the demand for it does not decrease, on the contrary, the valuable oil has received wide recognition throughout the world. The areas on which pumpkins can be grown in Austria are very limited - the fields are small, about 15 thousand hectares are sown in the country every year to obtain pumpkin seeds. To maintain its status as the homeland and the largest producer of "black gold" (pumpkin seed oil is almost black in color and commands a high price on the world market) and to load existing production capacities and meet growing demand, Austria has to

purchase raw materials abroad, and in recent years there has been a constant shortage of them.

Therefore, Ukrainian farmers have a real chance to enter the European market with pumpkin seeds and earn good money. There is enough sown area for this, and the profitability of growing pumpkins is unmatched by any other crop and can be, according to experts, about 100-150%, depending on the variety and soil and climatic conditions. All three types of pumpkin can be used for seeds: butternut, hard-skinned and large-fruited. Hard-skinned pumpkin varieties are more suitable for oil, the seeds of which contain an increased amount of oleic acid, because they are more resistant to oxidation. Such oil will be stored for a long time. Of the gymnosperm varieties, the Pivdennyi and Hamlet varieties are recommended for cultivation; processing such seeds into oil will be lower in cost.

Another feature of pumpkin is that it has edible flowers. “Flower cooking” is especially valuable for vegetarians, because each plant includes a large number of substances necessary for the body. Pumpkin flowers are ideal for stuffing, have a weak aroma. Before using the flowers, you need to remove the stamens. The benefits of pumpkin flowers have been known since ancient times. They are used to treat hypotension, cholecystitis, gout, for neuroses and to reduce the risk of developing cardiovascular diseases. Pumpkin flowers contain a large number of useful trace elements and vitamins.

Since 2000, Ukrainian farmers have increased the area sown with pumpkin by almost 1.8 times (from 401 to 713 thousand hectares). In addition to Austria, buyers of this crop include France, Spain, Italy, Turkey, Greece, etc. Ukraine's closest competitors in this market are Moldova and Romania.

The main importing countries of pumpkins and squash in 2020 were: the USA – 555 thousand tons (37% of total world imports) and France – 168 thousand tons (11% of total world imports). They are followed by: Germany (8.3%), the United Kingdom (6.3%), Japan (6%) and the Netherlands (5.5%). The total share of imports of Canada (60 thousand tons), Spain (38 thousand tons), Italy (35 thousand tons), Belgium (28

thousand tons) and South Korea (25 thousand tons) in 2020 amounted to 12% of world imports [14].

The comparative economics of gymnosperm and common pumpkin, according to market operators, is given in Table 4.2.

Table 4.2 – Comparative economics of pumpkins [15]

Indicator	Regular pumpkin	Gymnocalycium
Seeding rate per 1 ha, kg	4 – 5	4 – 5
Seed costs per 1 hectare	28 – 35 dollars.	78 – 90 euros
Costs for sowing, fertilizers and cultivation per 1 ha, euros	400 – 450	400 – 450
Costs for mechanized harvesting and drying with own equipment per 1 ton, euros	300	650
Seed yield per 1 ha, t	0.3 – 1.5	1.0 – 1.5
Purchase price of 1 ton of seeds	1000 dollars	2000-2500 euros (with logistics)
Profit from 1 ton, euros	300 – 400 dollars (provided that domestic equipment is used)	500 – 800 (if you have your own foreign equipment)

From the data of table 4.2 we can conclude that at the price of finished raw materials on average 5 dollars per 1 kg it is possible to obtain a profitability of 30 - 35%. Therefore, such costs will be returned in 4 - 5 months. Currently, the demand for seeds is stable, and for oil is continuously growing. Therefore, the pumpkin business should immediately be oriented towards export, since such products are valued higher abroad.

Increased demand for pumpkin cultivation is currently observed not only among professional producers, but also also in small private (household) farms, so the sown areas fluctuate in different ranges from 0.2 ha to hundreds of hectares (Table 4.3).

Table 4.3 – Pumpkin seed production in different categories of farms in Ukraine, 2019-2020 [1]

Indicator	On average per year		2020 in % to 2019
	2019	2020	
All categories of farms			
Area sowing, thousand Ha	3.7	7.3	197.3
Amount production, thousand c	22.8	40.9	179.4
Crop capacity, c/ha	6.4	5.7	89.1
Enterprises			
Area sowing, thousand Ha	1.6	4.7	293.8
Amount production, thousand c	8.6	29.7	345.3
Crop capacity, c/ha	5.6	6.4	114.3
Households of the population			
Area sowing, thousand Ha	2.1	2.6	123.8
Amount production, thousand c	14.2	11.2	78.9
Crop capacity, c/ha	7.0	4.4	62.9

As for the production of table pumpkins, the share of households in Ukraine also prevails here (Table 4.4).

Table 4.4 – Production of table pumpkins in Ukraine by main groups producers

	On average per year								2023 in % to 2015
	2015	2016	2018	2019	2020	2021	2022	2023	
Area, thousand Ha									
All categories farms	25.9	28.3	29. 2	30. 6	29.8	30.7	25.1	24.7	95.4
IN including agricultural enterprises	0.7	0.5	0.4	0.5	0.3	0.6	0.1	0.1	14.3
Farms population	25.2	27.8	28. 8	30. 1	29.5	30.1	25.0	24.6	97.6
Gross collection, thousand c									
All categories farms	5650. 6	6137.5	6926.4	7129.7	6495.9	6751. 5	5510. 0	5639. 8	99.8
IN including agricultural enterprises	81.1	68.5	110.6	127.2	99.7	112.0	37.3	54.5	67.2
Farms population	5569. 5	6069.0	6815.8	7002.5	6396.2	6639. 5	5472. 9	5582. 3	100.2

Crop capacity, c from 1 ha									
All categories farms	218.0	216.1	234.8	232.6	217.6	194.3	202.2	226.0	103.7
IN including agricultural enterprises	123.3	111.4	192.7	194.9	181.5	158.8	174.8	199.9	162.1
Farms population	220.5	218.4	235.6	233.4	218.3	221.0	219.1	226.3	102.6

1. **Source:** State service statistics Ukraine. [Electronic resource]: Official website State services statistics Ukraine. URL: <http://ukrstat.gov.ua>

Pumpkin seed oil is one of the most expensive, it is obtained by cold pressing. The product has brown, dark green, or almost black in color. Pumpkin seed oil has a special specific aroma and quite pleasant taste, It is mainly used as a food additive to improve and strengthen health. organism.

Based on the results of a marketing study of the pumpkin market and its processed products and determining the degree of investment attractiveness of this business area, scientists from the Research Institute of Vegetable and Melon Growing of the NAAS developed an innovative business project for pumpkin production under organic production conditions (Table 4.5) [20].

Implementation given project in production will provide: increase quality characteristics products; rational using land resources, preservation and playbacksoil fertility organic methods agriculture; increase areas organic lands; create new workers places; satisfy need in high-quality organic products.

Present business project maybe be applied in production and at folding industry and regional complex programs development industriesvegetable growing, complex programs socio-economic developmentterritorial communities.

Due to their unique composition, pumpkin seeds are the most popular seeds in the world. They are especially valuable as a source of protein for people who cannot tolerate animal proteins and vegetarians.

Due to the crisis, the production of this product in our country has decreased in recent years. Therefore, now is a good time for new enterprises to enter the market for processing pumpkin seeds with subsequent export sales. High and stable demand for

this product in foreign markets will provide such an enterprise with the conditions for successful activity.

The main export destinations for pumpkin seeds from Ukraine are Europe and the Middle East.

In our country, most pumpkins are grown in Donetsk, Dnipropetrovsk, Poltava, Odessa, Kharkiv, Zaporizhia, and Kyiv regions.

Given the favorable conditions, scientists at the Research Institute of Vegetable and Melon Growing of the NAAS developed a business project for the production of pumpkins under the conditions of organic production. The design took into account that the technologies for growing, harvesting and storing this crop must comply with current state standards.

Table 4.5 – Economical efficiency innovative business – project growing pumpkin for commercial purposes (without irrigation) under organic conditions production

Sort Mozolievsky 15
Crop capacity – 40 t/ha
Norm sowing – 6 kg/ha

Name expenses	Calculation expenses, UAH			Structure production self-made toast, %
	on 10ha	per 1 hectare	per 1 t	
Costs labor, man-hour	11742.3	1174.23	29.4	x
Salary with accruals	2263788.8	22637.9	565.9	49.5
Amortization techniques	16132.2	1613.2	40.3	3.5
Current repair	10754.8	1075.5	26.9	2.4
Organic fertilizers	40945.7	4094.6	102.4	8.9
Biological means protection	19500.0	1950.0	48.8	4.3
Seed	3600.0	360.0	9.0	0.8
Fuel and lubricants	57079.5	5707.9	142.7	12.5
Electricity	340.0	34.0	0.9	0.1
Together direct expenses	374730.9	37473.1	936.8	81.9
Others straight costs	35499.9	3549.9	88.8	7.8
Total direct expenses	410230.8	41023.1	1025.6	89.7

Continuation of table Table 4.5

Insurance payments	27586.9	2758.7	68.9	6.0
General production costs	19704.9	1970.5	49.3	4.3
Production costs total	457522.6	45752.3	1143.8	100.0
Costs on advertising (10%)	45752.3	4575.2	114.4	
Costs on implementation (10%)	45752.3	4575.2	114.4	
Complete cost	549027.1	54902.7	1372.6	
Economical efficiency project				
Price implementation, UAH	3 UAH/kg	3000.0		
Receipts at marketability 80%		96000.0		
Profit, UAH/ha		41097.3		
Profitability, %		74.9		

Pumpkin goes well with beans and potatoes, which allows you to harvest several crops from one field. The best predecessors for pumpkin are legumes, root crops, potatoes, winter cereals, cabbage, onions, and annual forage grasses. To prevent the crop from being affected by diseases common to the pumpkin family, in particular powdery mildew, do not use beds where zucchini, squash, or cucumbers previously grew. It is advisable to re-grow pumpkins on the same plot no earlier than after 5–6 years.

he can add pumpkin oil production to his two areas of activity – the production of seed and seeds as raw materials.

4.2. Marketing strategy to stimulate sales of pumpkin seeds

General process assessments efficiency marketing strategy support Stimulating the sales of the company's products can be conditionally divided into four stages: to spend diagnostics market environmentfunctioning enterprises; reveal opportunities and threats marketing environment; to evaluate influence partners and contact audiences on economic and organizational performance enterprises; evaluate the effectiveness of the marketing strategy to stimulate product sales enterprises (Fig. 4.2).

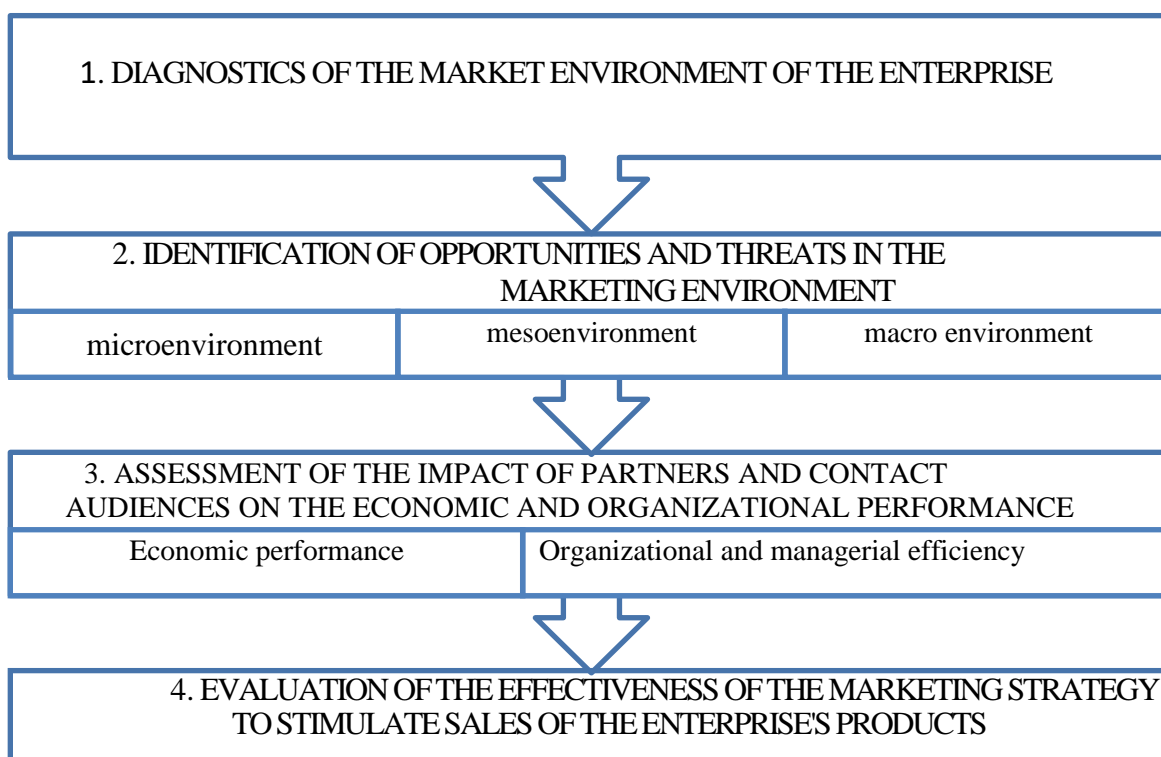


Fig. 4.2 – Methodology for assessing the effectiveness of a marketing strategy stimulation sales products enterprises

In accordance, system analytical software sales becomes important an element that enables an objective analysis of the market situation market in order to determine its real and potential capacity, as well as research demand, offers, forecast volumes sales (Fig. 4.3).

A review of the current socio-economic and political situation in Ukraine, as well as the current state of martial law, affects the way in which pumpkin seed production enterprises organize their work. The success of such enterprises in significant measure depends from the situation on market and is determined the situation this market.

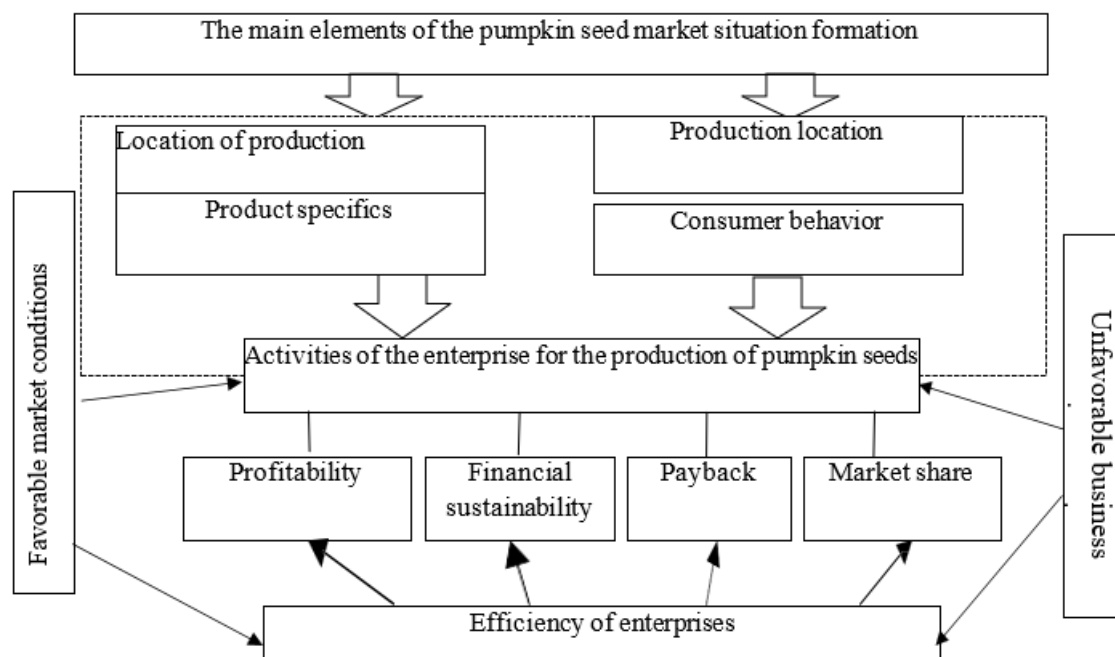


Fig. 4.3 . Features conjuncture pumpkin seed market and its influence on the efficiency of producers*

From the conducted research it was found that under the evaluation system efficiency marketing strategies stimulation sales products enterprises should be understood as an interconnected set of objects and entities management in unity total list functions in the only one complex with using mechanisms informational and organizational software[40, with. 105]. (Table 4.6).

Table 4.6 – Elements of assessing the effectiveness of a marketing strategy stimulation sales products enterprises

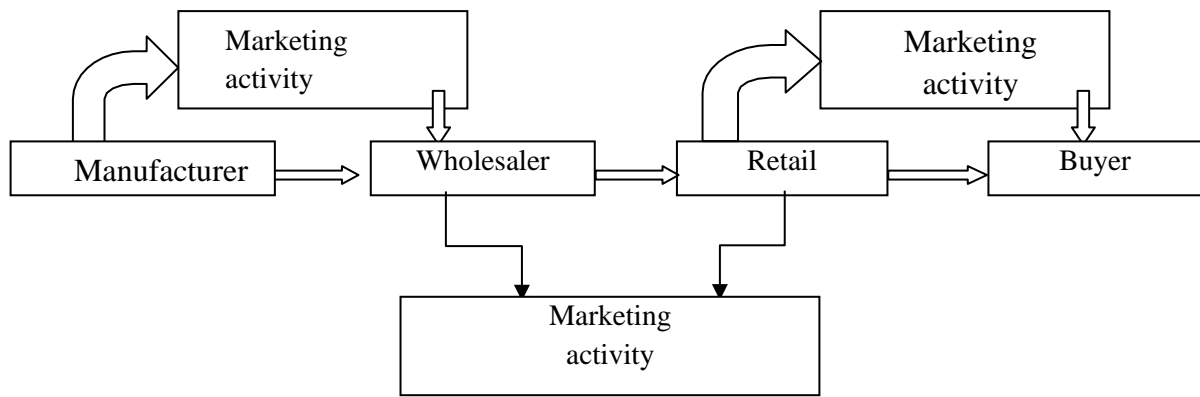
Elements	Content of elements
Goal	increase efficiency functioning domestic enterprises by reducing the level of costs for organizing sales promotionproducts
Principles	<p>applying a systemic approach to organizing incentive processes sales products in the only one complex;</p> <p>implementation of the entire list of complex management functions consistently accomplished processes stimulation sales products;</p> <p>The organization of product sales promotion should be based onimplementation informational technologies;</p> <p>partner relationship domestic enterprises from consumers</p>

Subjects	linear leaders (director with economy, head department with organizations sales promotion products); functional managers (heads of relevant departments with organizations processes sales promotion products); specialists departments (planning and analytical, transport, with contractual operations, marketing and sales promotion risk management products, control and accounting); participants sales networks
Objects	complex processes stimulation sales products and various services, on which the subject is affected management
Subsystems	planning and organization of a system for stimulating product sales; realization processes sales promotion systems products; analysis functioning systems stimulation sales products; regulation processes systems stimulation sales products
Structure management	integrated linear-functional organizational structure stimulation sales products.

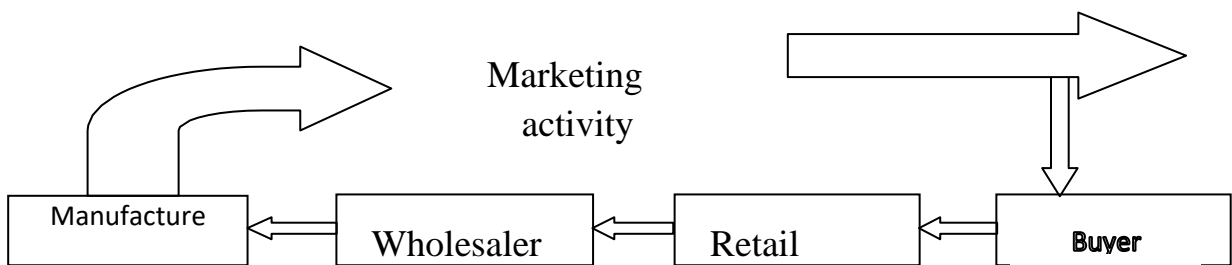
As a result of the study, it was found that the main internal factors influencing the effectiveness marketing support strategies stimulation sales products The company specializing in growing pumpkin seeds includes: service, quality service, organizational factors, price policy; assortment policy, sales area, state of logistics bases, network size, staff quality, management structure. Based on the listed factors, it is concluded that it is necessary to evaluate features of internal environmental factors and take them into account when assessing efficiency stimulation pumpkin seed sales.

The main ones tasks organizations marketing strategies stimulation pumpkin seed sales there are: definition complex sales functions and their content; definition of functional relationships between employees, which implement functions marketing on enterprise; creation systems interactions specialists, which respond by marketing orientation of the enterprise, with other specialists responsible for ensuring coordination of sales, marketing and other functional spheres activities enterprises.

For promotion goods channels distribution, as rule, are used 2 main technologies: PUSH ("push" – in translated as "to push") and PULL ("pull") – in translation "pull"), which are presented on Fig. 4.4.



PUSH strategies stimulation sales



PULL strategies stimulation sales

Fig. 4.4 – The process of implementing PUSH and PULL marketing technologies stimulation sales products enterprises (formed by on basis [41; 37]

PUSH technology allows you to "push" the product through the sales funnel chain by stimulating intermediaries, sales staff. PULL- technology seems to "pull" products through the distribution chain by stimulation final demand, consumers.

The formation of an effective technology marketing stimulation pumpkin seed sales need implementation such conditions: allocation functions logistical management; separation link stimulation sales by functions management with purpose implementation global goals stimulation sales; availability relations logistical management (coordination, integration, agreement) between the selected stimulation linkssales. A feature stimulating sales, the formation and development of an enterprise is something that almost each link in sales promotion is a synthesis of the object and subject of management, moreover separate links can be functionally isolated logistical subsystems, What have your goals and local criteria optimization [40, with. 105].

When using PULL technology, the main task of the seller product becomes a guarantee loyalty consumer exactly to of yours companies. For such kind stimulation demand best suitable exclusive products and complex services. To everyone with stages process the formation of demand in a given market according to the PUSH strategy is preceded by a conducted or ongoing marketing communication.

Critical review theoretical and applied achievements with questions sales activities allowed to systematize a wide range of solutions that are adopted in the field of marketing policy, and to highlight the following main directions of its implementation:

- development and implementation strategies distribution – provides choice type of distribution channel (marketing sales system), determining the degree distribution intensity and distribution channel structure, and therefore, adoption political solutions in areas cooperation with intermediaries and management relationships in channel;

- choice strategies promotion products through channel distribution – outlines the type of communication policy in the sales channel (PUSH- and PULL-strategies) concentration efforts regarding encouragement and stimulation or on final consumers, or on sales intermediaries;

- software processes marketing-logistics – covers implementation policies for order processing, warehousing and product formation stocks, transportation of products, etc.;

- motivation of sales staff – determines the implementation of principles management sales staff and there are basis formation cultures sales, systems development staff and material and intangible incentives, corporate communications, approaches to performance evaluation labor.

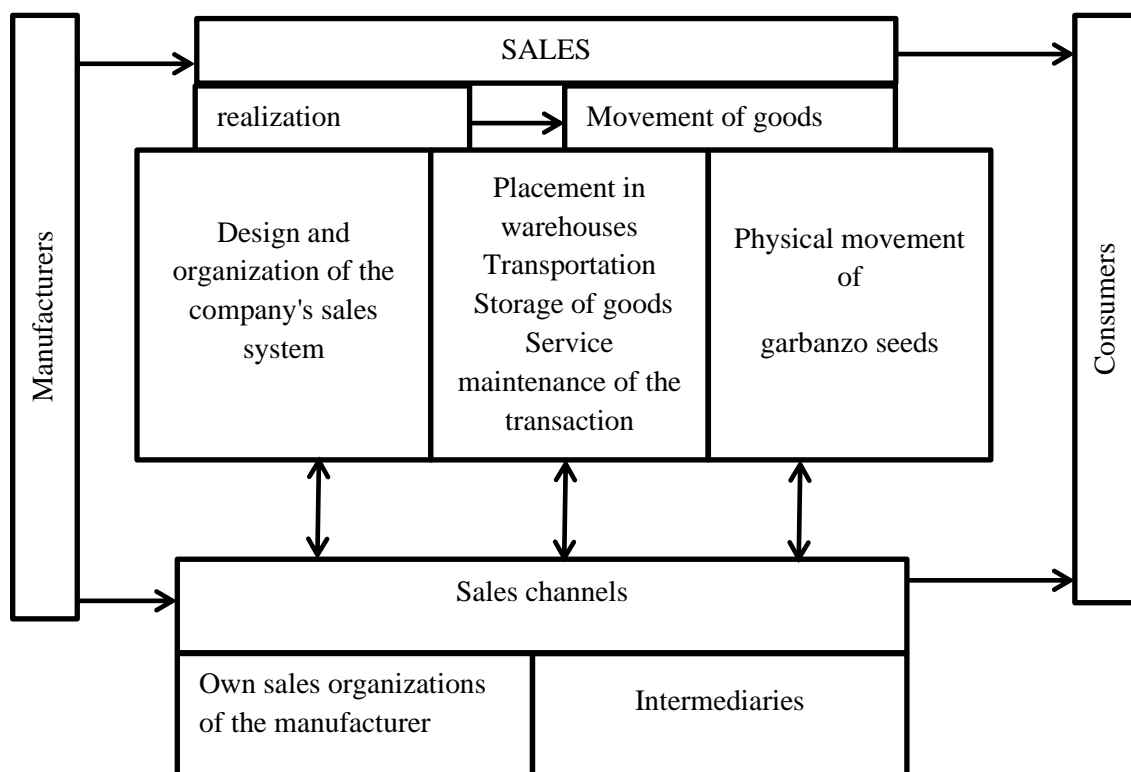


Fig.4.5 – Model the process of forming a marketing strategy to stimulate the sale of pumpkin seeds

Thus, it was established that the marketing activities of enterprises occupies leading place in system management, in particular has purpose, subordinate management strategic development enterprises, directed on formation systems software, consideration industry features, problems internal and external character. We offer consider process formation marketing strategies stimulation pumpkin seed sales , as complex economic- organizational mechanism, which allows reveal economic performance activities economic subject on market, on whose affect number factors. (Fig. 4.5).

On our view, channel implementation (sales) pumpkin seeds represent by yourselfa collection of organizations (or individuals), activities, and resources that provide orcan provide circulation, What is being designed, and gives possibility implementation marketing functions of the enterprise. Let us note what is the interpretation of the concept mainly suitable to a large commodity producer , What uses vertical distribution channels that emerged as a means of control behavior channel. Such structure there are economical and excludes duplication functions by channel participants.

According to marketing research, there is a growing demand for pumpkin seed oil worldwide.

Austria is considered the main producer of pumpkin seed oil in Europe. Over the past 2 years, sales of the so- called "green gold of Styria" (a province of Austria) have increased by 30% (Table 4.7.)

Table 4.7 – Cultivation of gymnosperms in Austria, 2015-2022*

Indicator	On average per year		
	2015-2017	2020-2022	2020-2022 in % to 2015-2017
	Styria		
Area, thousand hectares	13,949	10,799	77.4
	Total Austria		
Area, thousand hectares	31,376	36,185	115.3
Yield, c/ha	6.67	6.16	92.4
Gross yield, thousand tons	20,933	22,284	106.5
Share of Styria's area,%	44.5	29.8	-14.7

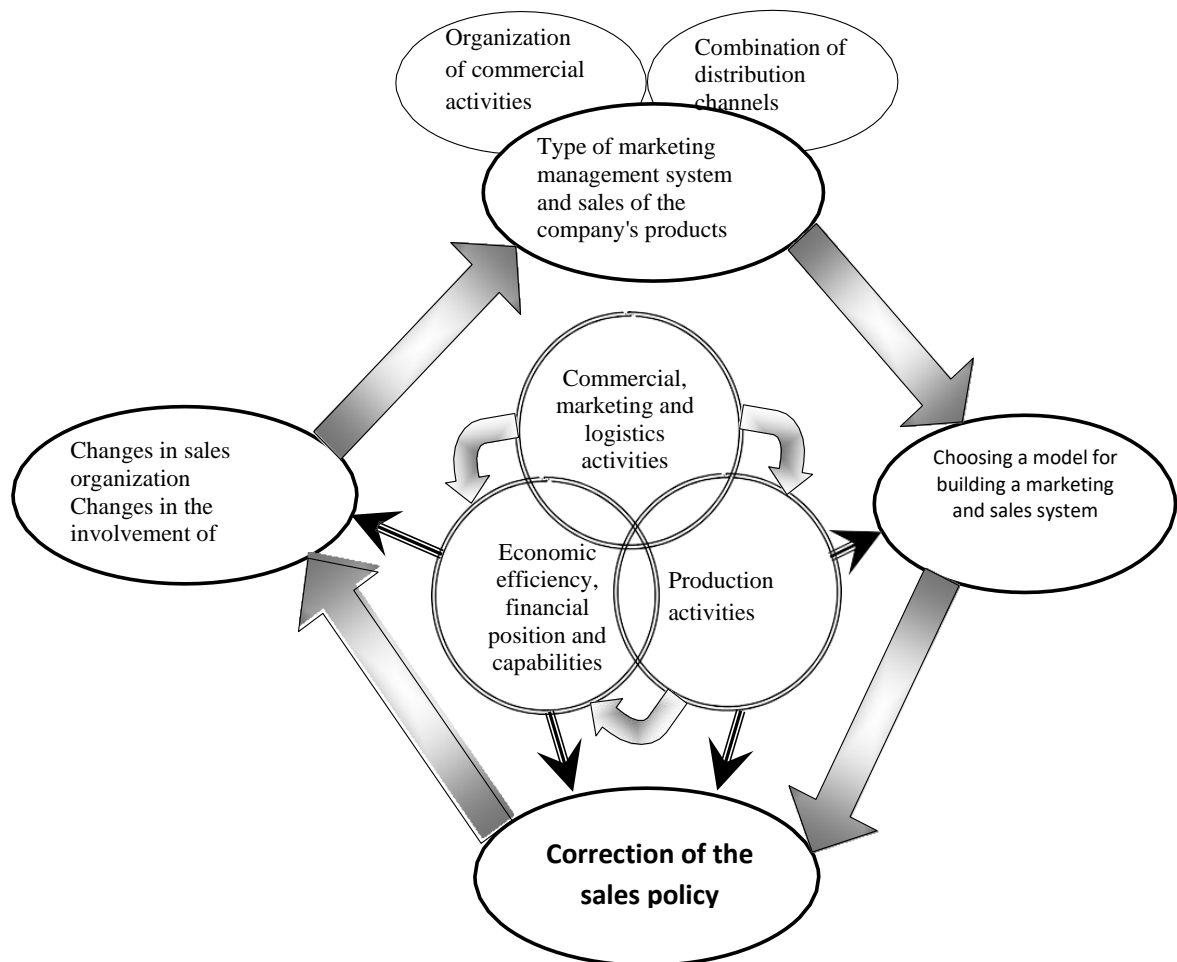
*Author's calculations

As can be seen from Table 4.6, the share of the area under gymnosperms in the province of Styria in the studied period reached about 45%.

Pumpkin seed oil production is 1.5 million liters. Approximately 20% of the oil produced is exported to Germany. Promising target markets for such oil are the USA and Japan.

The study also identified priority areas for the development of marketing and sales activities in the pumpkin seed market, creating competitive advantages through the development of production of products with limited demand with unique characteristics and their sale at high prices, and entering foreign markets.

A model has been developed for building a system for managing the marketing and sales activities of agricultural enterprises, which takes into account the strategic direction their development (Table 3.5). This model provides implementing management measures aimed at bringing the system to a static state and, thus, regulating the market dynamics of pumpkin seeds.



Economic efficiency, financial position and capabilities Fig. 3.5. **Model of functioning and transformation of the strategic management system management marketing and sales pumpkin seed market activities**

The proposed scheme of interaction of the subjects of the integration association provides for, What commercial intermediaries, as main participants, What engaged in the purchase and sale of products will have the opportunity to purchase products at the same prices or even at lower prices.

This will help increase the competitiveness of products in the domestic market. In other words, thanks to this scheme, resellers will be able to receive products by more

profitable conditions that will help make their products more attractive and competitive for buyers in both the domestic and foreign markets.

We have established that in fact, the agribusiness of growing pumpkins for seeds is mostly carried out in households, where the main part of them - the pulp - is also used for animal feed. However, in recent years, individual farms and agricultural enterprises have also become interested in them, which have begun to use specialized varieties for this purpose. The demand for the production of both seeds and oil from them is rapidly growing on the world market, because pumpkin is very useful culture, and everything that useful, very useful now popular. To get 1 t seeds, needed to sow 1 ha of land with this crop. Under favorable conditions, its hybrid varieties can yield up to 1.5 t/ha. According to NUBiP, the average yield of pumpkins is 40 t/ha on irrigated lands, and 25 - 30 t/ha on lands without irrigation. In On average, seeds account for 1-2 % of the pumpkin's mass, so up to 800 kg of seeds can be obtained from 1 hectare, provided there is irrigation [39].

In Ukraine, almost all collected bare-grain seeds are exported to Austria for further processing. We make natural juices, purees, dressings and sauces from ordinary pumpkin, and are also used for livestock feed, and traditional seeds are used in the baking industry. Pumpkins are sold not only on the domestic market, but also exported. The main foreign market for Ukrainian pumpkin remains in the EU countries. Organic and dried products from pumpkins. Price implementation such products in EU countries Ukrainian producers can reach 0.8 – 1 euro/kg [38].

By the standard pumpkin oils consider products, produced in the federal state of Styria (Austria) and in the historical regions of Prekmurje and Lower Styria (Slovenia). In 1996 and 2012 the European Commission granted them PGI status, i.e. protected geographical indication. Demand for seeds stable, and for oil it is constantly growing. Therefore, the pumpkin growing business should be focused on export, because such products are highly valued abroad.

Thus, growing both table and oil pumpkins on fertile lands of various regions of Ukraine has high economic efficiency and economic value. Farms of any size and land use can effectively grow pumpkins on seed, and mentioned direction agricultural

economic activities, as rule, there are profitable and provides relatively ambulance return investment and there are new niche entrepreneurial activities in agricultural industry.

Because the basis of successful implementation products (sales) are consumer needs, we will consider the issue of forming consumer demand for pumpkin seeds and first of all we need to define the concept of “demand” (Table 4.8).

Table 4.8 – The essence of the concept of “demand”

Author	Definition content
Pavlenko A.F., Wojcik A.V.	Demand – it wish consumers with taking into account theirs purchasing capabilities [41, with. 19].
Vatamanyuk 3.I., Panchyshyn S.M.	Demand is needs of people, represented on the market and provided with money; others In other words, demand is the solvent needs of people. Speaking of demand, economists always mean effective demand. As scientific concept, demand characterizes the relationship between price and quantity goods and services, which one consumers wish and capable buy on market within certain time by others identical conditions [40].
Forest AB	Market demand is the sum of individual demands at a certain level prices. The desire of different consumers to purchase a product at the same prices will differ because they have different preferences and incomes. In other in words, market demand – it number goods, which one all consumers ready buy by those or others prices [42].
Beet P.Yu.	Demand – this is the number product, which one consumers wish and capable to buy [37, with. 31].

Having analyzed the above definitions of "demand", we can conclude that demand is the ability of consumers to realize the desired purchase of a product or service in a certain period of time. This concept reflects the amount of a product in which there is a need, which can be purchased within a certain time frame, supported by the solvency of consumers.

Ukrainian scientists, studying market development, link changes in demand and supply to indicators efficiency production and implementation products. It is in

interactions demand, offers and prices are revealed full to the extent mechanisms market functioning. Dynamic interaction of demand, supply and price always has one of two consequences – or on market is being installed state equilibrium, When demand and offer balanced and not occurs surpluses or shortages of products, or the market is out of equilibrium when demand exceeds supply and there is deficit, or When offer exceeds demand and market oversaturated goods.

Summarizing thoughts scientists, to summarize, What main factors market demand for pumpkin seeds there are: number consumers and individual demand.

Pumpkin is of great importance for organic production. It is resistant to diseases and pests, and thanks to the rapid growth of stems and leaf surface, the development of weeds in crop rotation is suppressed. In addition, pumpkin is a good predecessor for most crops. The world leaders in pumpkin production are the USA and China, so their selection is currently the strongest and most widely used. The demand for seed and oil production is rapidly growing on the world market, because pumpkin is a very useful crop, and everything that is useful is now very popular. It should be noted that the demand for pumpkins is growing every year. Half of the farm's harvest is sold in Ukraine, the rest is exported.

The niche of growing oil-bearing gymnosperms in Ukraine is underdeveloped, but the seed sales market is crazy. Almost 99% of the total volume of gymnosperms grown here is exported to EU countries: Austria, Poland, Germany. Pumpkin oil is in demand both for consumption and for use in medicine and the confectionery industry in the manufacture of various sweets. And the price of gymnosperm seeds is 1.5 times higher than for regular ones.

It is advisable, in our opinion, to dwell in more detail on the gymnosperm pumpkin, its importance and cultivation technology.

It is believed that the gymnosperm appeared in the 1880s, when, as a result of a spontaneous mutation, the seeds lost their hard shell. For the first time, “bare” seeds were discovered in the fruits of the hard-shelled pumpkin, which was traditionally grown by Austrian farmers to obtain pumpkin oil. Therefore, the gymnosperm is also called Styrian pumpkin - from the name of the federal state of Styria in Austria.

The first mention of such a pumpkin in Ukraine dates back to 1911. Then, the journal "Khozyaystvo" published a note that "a miracle appeared at the Verkhnyodneprovsk Experimental Station - a gymnosperm pumpkin." In 1927, the Poltava Experimental Station conducted variety testing of pumpkins, among which was a gymnosperm. In 1935, the famous cucurbitologist K. I. Pangalo made a complete description of the gymnosperm pumpkin population and noted the high prospects of this subspecies for the oilseed industry.

However, until the early 2000s, the gymnosperm pumpkin did not become widespread in Ukraine. However, over the past 15 years, our agricultural producers have become interested in this crop, and its industrial cultivation for seed production has begun. A characteristic feature of this type of business is that only a small proportion of commercial seeds remains for use in Ukraine - almost the entire harvest is sold abroad, mainly to Austria, for the production of pumpkin oil.

It is believed that the best pumpkin oil with a pronounced spicy "nutty" smell has been produced in Styria for many centuries. This oil is called cold-pressed black gold. Black - because of the dark color of the seeds from which it is made (from olive and dark green to almost black), and gold - because in the Middle Ages a small bottle of such oil cost as much as a gold ring. Today, the cost of Styrian pumpkin oil on the European market is also quite high - over 20 euros per liter.

Gymnocalycium seeds and especially their oil have undeniable therapeutic and preventive properties.

According to EU regulations aimed at protecting against counterfeiting, the name *Steierisches Kürbiskernöl* can only be used for oil produced in Styria or by verified producers (such as the Italian company Prosciutto di Parma). The high-protein waste (meal, cake) from its production is also used, in particular, for the production of food paste, which is a biologically active additive in various food products, including those for functional purposes.

The composition of pumpkin seeds on average is as follows: water - 6-6.5%, lipids - 34.1-38%, protein (N×6.25) - 31-32.5%, cellulose - 13.6-18.1%, soluble carbohydrates - 9-10.4%. The oil content in the seeds is 47.4-54.6%.

Pumpkin seeds, especially pumpkin oil, have undeniable healing and preventive properties. This is explained by the fact that pumpkin oil consists mainly of polyunsaturated (essential) fatty acids: an average of 51% linoleic (Omega 6) and 3% alpha-linoleic (Omega 3), and they have a positive effect on the condition of the heart and blood vessels, regulate blood pressure and strengthen immunity. It also contains powerful antioxidants selenium and vitamin E, as well as phytosterol cucurbitol, hydrocarbon melena and oxycerotic acid. And the cake and meal that remain after pressing the oil contain more than 32% protein.

The richness and balance of pumpkin seed oil composition make it possible to use it for the prevention and treatment of diseases of the liver, kidneys, and digestive organs. It helps improve metabolism, reduce body weight in case of obesity, improve skin health, inhibit the development of prostate adenoma, and has antihelminthic and antidiabetic properties.

A particularly valuable fact is the presence of zinc in pumpkin seeds and oil, which the male body needs 6–8 times more than the female body. This element affects the activity of the sex and prostate glands, normalizes the secretion of testosterone, and helps the pancreas produce insulin. With its deficiency, new cells are not formed and damaged cells, including immune cells, are not restored, so adults age quickly and children develop slowly. And excess body weight is often associated with a lack of zinc, when glucose is converted not into energy, but into fat deposits

In general, pumpkin seed oil *is* a concentrated healing product created by nature itself. To achieve a noticeable preventive effect, it is enough to consume one teaspoon per day.

The gymnosperm belongs to the Cucurbitaceae family (*Cucurbitaceae* Juss.), which has about 100 genera. The largest number of cultivated plants from this family belongs to the genus *Cucurbita* (pumpkin), which includes 22 species. Three of them are widely cultivated in Ukraine: *C. maxima* (large-fruited pumpkin), *C. moschata* (muscat pumpkin) and *C. repo* (hard-skinned pumpkin).

Since the biological characteristics of pumpkin plants of different species are almost the same, the requirements for their growing conditions are also very similar.

Pumpkin is slightly less demanding on heat than watermelon and melon - its seeds begin to germinate at a temperature of 12...13°C. Even small short-term frosts can be detrimental to plants, but they tolerate high air and soil temperatures well. Thanks to its powerful root system, this crop is quite drought-resistant, but more demanding on soil moisture than watermelon. This is due to the significant assimilation surface of plants, which evaporates a significant amount of water. Pumpkin consumes water unevenly. It needs the greatest amount of moisture during the period of intensive growth of vegetative and generative organs, and with the end of crop formation, water consumption decreases. The best conditions for plant growth and development are created with soil moisture not lower than 70-75% RH in the period from germination to fruit formation and 65-70% RH - during fruit ripening. The optimal relative humidity of the air is 45-60%.

The main provisions of the technology for growing melon crops from seeds are set out in the current DSTU 5046:2008 "Watermelon, melon, pumpkin seeds. Cultivation technology. Basic provisions". The standard was developed by the Institute of Vegetable and Melon Growing of the NAAS together with specialists from the Institute of Vegetable and Melon Growing of the NAAS.

Requirements for conditions and main elements of the basic technology for growing pumpkin from seeds.

Pumpkins grow in all types of soil, provided they have good aeration .

The best predecessors for pumpkin are winter wheat, legumes, corn for silage and green fodder, barley is acceptable . Pumpkin crops can be returned to their previous place, as well as placed after other crops of the Cucurbitaceae family, no earlier than after 5–8 years. The gymnosperm pumpkin itself is an excellent predecessor for most crops in crop rotation, because after its harvesting and the separation of seeds by a combine harvester, more than 95% of the grown crop remains in the field as organic fertilizer.

Analysis of the total energy costs for growing melon crops on non-irrigated lands shows that the most energy-intensive element of the technology is the main soil

cultivation. At the same time, it has the greatest impact on the creation, preservation and rational use of productive moisture reserves, on which the harvest largely depends.

Immediately after harvesting the predecessor, the stubble (soil) should be peeled with disk peelers to a depth of 8–10 cm in two directions. Fields on which perennial grasses were grown or littered with rhizomatous weeds should be peeled a second time to a depth of 14–16 cm with coulter peelers after 10–12 days. Stubble plowing is carried out after applying fertilizers on sandy soils to a depth of at least 23–25 cm, on ordinary and southern black earths - 25–27 cm. When weeds appear, the stubble is cultivated 1–2 times in the fall to a depth of 10–12 cm.

According to the Institute of Irrigated Agriculture of the NAAS, in spring, in dry, windy weather, up to 90 m³ of water evaporates from 1 ha of unprotected wintering per day. Therefore, the field designated for pumpkin is harrowed as early as possible with heavy tines. Spring cultivation is carried out to the depth of seed wrapping on the eve or on the day of sowing to destroy weed seedlings and ensure better conditions for the operation of seed drills.

To optimize the doses of fertilizer application and ensure their payback in terms of yield growth, an analysis of the nutrient content in the soil and the needs of plants for nutrients helps. To halve the cost of fertilizers without reducing yield, local application in rows allows. In this case, it is enough to apply half the recommended dose of mineral fertilizers under the pumpkin - N₃₀ P₄₅ K₃₀. They are applied in the spring, before sowing the pumpkin, to a depth of 8–12 cm in strips (in the area of the future row) using chisel cultivators and plant nutrition cultivators. Then the fertilizers remain in the moist soil layer for a longer time, in the area where the bulk of the plant root system will be located, and the nutrients are more fully used by the plants to form the crop.

In terms of sowing qualities, pumpkin seeds must meet the requirements of DSTU 7160:2010 “Seeds of vegetable, melon, fodder and spicy-aromatic crops. Varietal and sowing qualities. Technical conditions”. According to it, for sowing it is necessary to take full seeds of high sowing and varietal conditions. Special attention is paid to the mass of 1000 seeds, which determines their sowing quality, sowing rate and ultimately

yield. It has been proven that the mass of the seed fraction affects the uniformity of germination, plant development during the growing season and the simultaneous ripening of fruits. Therefore, one of the components of seed preparation for sowing is calibration.

For sowing, you should take full seeds of high sowing and varietal quality .

Given the vulnerability and insecurity of gymnosperm seeds, their treatment is a must. Encrustation is also an effective measure, which makes it possible to sow seeds earlier, and they will germinate after favorable conditions are established.

The decisive factor in choosing the sowing date for gymnosperms is soil temperature, because due to the lack of a protective coating in cold soil, the seeds may begin to rot. Optimal conditions for sowing are when the soil at a depth of 10 cm warms up to 12...14°C. The depth of seed placement is 5–6 cm.

For normal growth and development on non-irrigated lands, gymnosperm plants need a feeding area of at least 2 m², so the recommended sowing patterns are 140 × 140, 180 × 110, 210 × 100 or 280 × 70 cm. In irrigated conditions, the feeding area of plants can be smaller – from 2 to 1 m². With its decrease, the fruits grow smaller, but their number per unit area increases, and therefore the seed yield.

The assortment of gymnosperm pumpkin is small. For domestic consumption, both the old proven variety Holonasinny 14 and the somewhat newer Hamlet, Pivdennyi, Danaya, Junona, Holonasinka, etc. are used. For selling seeds abroad, foreign varieties Styriaca (Styrian), Wies, Gleisdorfer, Herakl, Miranda, etc. are grown.

Sowing pumpkin with wide row spacings makes it possible to care for plants throughout the growing season. For this, row-cultivators KRN-4.2, KRN-5.6A, UKR-5.6, etc. are used. Soil cultivation under the stems (cowberry) is carried out with wide-grip flat cutters. In non-irrigated conditions, one row spacing cultivation with flat cutters is usually sufficient, and in wet years, repeated cultivation may be necessary.

In addition, manual weeding should be carried out in rows: the first - after cultivation after the full emergence of seedlings, thinning them and forming the optimal density of plants, and the second - at the beginning of stem formation.

Pumpkins need the greatest amount of moisture during the period of intensive growth of vegetative and generative organs .

The integrated system of plant protection against weeds, pests and diseases is based on the biocenotic principle, which involves regulating the number of harmful organisms through an optimal combination of agrotechnological, biological, immunological, chemical and other modern methods, taking into account the economic feasibility of their application, provided that beneficial natural organisms are preserved as much as possible.

Harvesting of pumpkins begins in the phase of physiological ripeness of fruits, which occurs 60–70 days after the beginning of their setting. Signs of ripening of fruits are hardening of their bark and corking of fruit stalks. First, ripe fruits are rolled into rolls using windrowers (such as Rollmax from the Austrian company Kröpfel , domestic UPV-8 or made by artisanal methods).

After ripening for 15–20 days, seeds are extracted from the fruits using a combine harvester. Extraction of gymnosperm seeds without ripening is allowed provided that the moisture content in them at the time of harvesting does not exceed 35%. The line of combines for extracting seeds is represented by foreign companies MOTY, DMM, CLAAS and a domestic manufacturer - Kakhovka Experimental Mechanical Plant (combines VK-KT-0.1, V-VD.004, etc.).

The collected seeds are subject to post-harvest processing: washing, during which sour pulp and large organic impurities are separated from the total mass, drying and cleaning on a separator from organic impurities. Special washing plants and dryers are supplied to the Ukrainian market by the company MOTY (Austria). The conditioned humidity of the seeds prepared for sale is 9–10%.

The Ukrainian hybrid of gymnosperm pumpkin – Beppo – deserves special attention. It early-ripening hybrid of gymnosperm oil pumpkin with a growing season of 115-120 **days** , seed yield potential of 0.6-0.9 t/ha and oil content in the grain of 37-44 % . The oil yield from 2.4 kg of seeds is on average 1 l . Among the features of the Beppo hybrid, which are noted by Ukrainian producers, **is** ripening 20-25 **days** earlier than other standard varieties of Austrian selection, and a high mass of 1000 seeds (220-

280 g). In addition, the hybrid is characterized by high (8 points) resistance to drought and diseases.

In Ukraine, the Beppo hybrid has been grown for several years, both under intensive technology with the use of fertilizers and pesticides, and organically in Khmelnytskyi, Ternopil, Kyiv and Kharkiv regions. Over the years of testing, Beppo has confirmed the indicators declared by the manufacturer. For the period 2018-2020 , the yield of Beppo oil pumpkin was from 0.6 to 1.0 t/ha of dry seeds. Therefore, the producer recommends growing Beppo watermelon in almost all regions of Ukraine, even in the southern part.

Scientists from the Kherson State Agrarian and Economic University have calculated the cost of growing and earning money from gymnosperms. Thus, provided that they have their own equipment, farmers can receive from €500-800 from 1 hectare of gymnosperms. If we compare the costs of sowing and harvesting regular and gymnosperms, they are significantly higher for the production of gymnosperms, but the profit is twice as high,” **the** scientists concluded.

According to their calculations, the costs of growing "naked" pumpkins in 2022 amounted to the following main items:

Seeds. The price in the studied period was up to €25/kg, if you order original seeds from Austria. (Ukrainian farmers sell their own Styrian seeds for less than €10/kg). Therefore, with an average sowing rate of 5 kg/ha, seed costs will be €125/ha;

Fertilizers. Their amount varies depending on the region and soil type. On average, 1 hectare requires: 20 tons of humus or other organic fertilizer, nitrogen - 50 kg, superphosphate - 60 kg, potassium - 50 kg. After calculating all this together, it turned out - €320/hectare.

Field work if you have your own equipment. Costs for plowing and cultivation – €250.

Costs for mechanical harvesting and drying if you have your own equipment – €650.

Average yield – within 0.5 – 0.7 t/ha, although some farmers call the figure more than 1 t/ha.

The purchase price of seeds varies greatly depending on the region - it ranges from 120 to 160 UAH/kg or approximately €3/kg.

Gymnocean pumpkin fully justifies its name - inside its juicy pulp are seeds that do not have the usual hard shell.

Of course, pumpkin is not exotic and new for the Ukrainian consumer, but it remains a so-called niche crop. However, as already noted, Ukraine has become one of the leading countries in growing Styrian pumpkin. In Austria, where this hybrid was actually bred, there are limited opportunities for growing pumpkins; it is sown and cultivated in valley areas in the southeast of the country (Styria) and other regions of the country (Table 4.9).

This is not enough to produce oil, the consumption of which has grown rapidly in the world. Therefore, Austrians usually import useful seeds to their country. Ukraine has become one of the leading countries in growing this crop.

It should be understood that the Styrian pumpkin, like all gymnosperms, is an industrial crop. The taste and condition of the shell are not important for it. The most valuable thing is the seeds, which are processed into oil. Pumpkin seeds are also used in the food industry, medicine and pharmacology.

Table 4.9 – Cultivation of gymnosperm seeds in Austria, 2015-2022.

Growing area	Year					
	2015	2016	2017	2020	2021	2022
	Styria					
Area, hectares	15619	16762	9467	13295	11218	7886
	Lower Austria					
Area, hectares	12676	17191	10833	21449	22315	18125
	Burgenland					
Area, hectares	2357	2957	1462	2386	2194	1362
	Other Austria					
Area, hectares	1161	2538	1105	2621	4048	1657
	Total Austria					
Area, hectares	31813	39448	22867	39751	39775	29030
Yield, kg/ha	565	755	656	600	704	517
Gross tonnage, tons	18000	29800	15000	23850	28000	15000

*Author's calculations

Shelled seeds **are** a very narrow sector and its the world market is only 170 thousand tons, of which half is produced in China. In Ukraine, almost all harvested naked seed is exported to Austria for further processing. We make natural juices, purees, dressings and sauces from ordinary pumpkin, and are also used for livestock feed, and traditional seeds are used in the baking industry. However by the last years interested in table pumpkins also separate farm farms and something larger agricultural enterprises, which started use relevant high-performance specialized varieties this one culture.

Table pumpkins are sold not only on the domestic market, but also exported. The main foreign market for Ukrainian pumpkin remains in the EU countries. Organic and dried products from pumpkins.

Pumpkin goes well with beans and potatoes, which allows you to harvest several crops from one field. The best predecessors for pumpkin are legumes, root crops, potatoes, winter cereals, cabbage, onions, and annual forage grasses. To prevent the crop from being affected by diseases common to the pumpkin family, in particular powdery mildew, do not use beds where zucchini, squash, or cucumbers previously grew. It is advisable to re-grow pumpkins on the same plot no earlier than after 5–6 years.

Competitive struggle on seminal market pushes majority firms before implementation advanced achievements scientific and technological progress in every link of marketing, primarily the commercial processing of seed material and its packaging. Practice shows that What most in demand in consumers uses sowing material from high conditioning characteristics that can only be achieved by using the latest technological scheme of post-harvest processing and the corresponding system of equipment, mechanisms and materials. Of course, all this is significantly is getting more expensive seed, but high productivity of varieties and hybrids on commercial crops is significant to the extent contributes increasing yield by conditions compliance with the requirements of technological discipline ciplins at growing these varieties. In order to compete with foreign firms and companies, it is necessary to introduce the

latest technologies for seed processing and finishing, as well as packaging lines, which by technical and technological characteristics were not inferior foreign analogues.

Wide dissemination acquired selling pumpkin seeds through direct contacts with agricultural producers and the population, as well as large companies, which are engaged in agricultural production entrepreneurship on basis contracts growing pumpkin seeds.

4.3. Pumpkin as a niche crop: new prospects for small businesses

Today, the trend of the so-called middle-class consumption model, which is already characteristic of developed countries and is growing at a tremendous pace in China, India and other developing countries, is gaining more and more popularity in the world. This means that the number of people who want to consume high-quality and healthy food is increasing. A similar trend is observed and in Ukraine [43] . In accordance is growing demand on products food from added consumer value – organic products, bioproducts, farm products, superfoods, fitness products, other healthy food products, the basis of which is niche products .

Question efficiency and The prospects for the production of niche crops, including pumpkin seeds, currently remain debatable. On opinion domestic scientists and analysts market, niche cultures capable much diversify grain and oilseed direction, to lower dominance in crop rotation of sunflower and rapeseed, the cultivation of which beyond the regulatory limits significantly depletes the upper layers of the soil.

The term "niche crops" appeared in the agricultural lexicon not so long ago, although these crops have been grown in Ukraine for a long time, in small quantities and mainly for personal needs. There is no consensus on which crops to consider as niche. In agricultural production, niche crops are crops that are used in crop rotation as predecessors of the main crops, as well as substitute crops for reseeding dead grain or oilseed crops. They are usually not traded and are not intended for the mass consumer, therefore they have limited demand and low price elasticity of demand. In the market, niche crops are crops for which there is a situational or constant increased commercial

or social demand, or products that are needed by a narrow segment of consumers [44]. Pumpkin is one of such crops.

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It is worth noting that there are 32 thousand small farms in Ukraine. Almost half of them have a land bank size of 20 hectares to 100 hectares. And the most important thing for such farms is the choice of specialization of their production, and the cultivation of niche crops has many prospects. Therefore, farmers are already thinking about what niche to occupy in order to get decent profits. The data in Table 4.10 show the effectiveness of growing pumpkin products.

Table 4.10. – Economic efficiency growing commodity fruits and pumpkin seeds by 2021 year (sort Ukrainian multiple)

Indicators	Main product	
	fruits	seed
Crop capacity main products, c/ha	400.00	4.00
Production costs, UAH/ha	5106.0 0	6629.00
Production cost, UAH/t	12.80	1657.00
Complete costs (together with expenses on implementation), UAH/ha	7965.0 0	8154.00
Complete cost, UAH/t	19.90	2039.00
Medium implementation price main products, tons/t	30.00	6000.00
Cost main products, UAH/ha	12000.00	24000.0 0
Profit, UAH/ha	4035.0 0	15846.0 0
Profitability production, %	51.00	194.00
Costs labor on 1 Ha, man-hour/ha	269.00	291.00
Costs labor on 1 c, man-hour/day	0.70	72.80

In recent years, the pumpkin business in Ukraine has become quite attractive for small businesses, because the price of seeds, for which farmers willingly sow this crop, is over \$3/kg. And although the issue of yield is acute for most producers, there is practical experience that is impressive in its results.

Indeed, over a long period of time, even the best practices manage to obtain pumpkin seed yields at the level of 0.5 t/ha. No matter how hard farmers try, in 99% of cases no one succeeds in significantly increasing yields.

However, at one of the winter conferences, we managed to meet a farmer who, in 2021, obtained a gross yield of pumpkin seeds of around 40 tons from an area of 18 hectares.

If you calculate, then on average from one hectare the owner managed to get 2.2 t/ha. And this is not a joke, because according to the practitioner, no one believed him until they visited his field. And after what they saw, the farmers were very surprised and were practically in a state of mild shock [45] .

Pumpkin seed producers identify three key factors for a high pumpkin seed yield. These are:

First, seed quality . The key to a high yield is the quality of the seed material, that is, the seeds.

Secondly, high-quality soil cultivation . Pumpkin requires high-quality soil cultivation. The main cultivation on the farm is autumn plowing to a depth of 23–25 cm. Before plowing, granulated chicken manure is usually applied at a rate of 25–30 kg/ha.

Thirdly, high-quality protection of pumpkin crops.

An important feature of pumpkin as a niche crop There is also the fact that it is usually quite resource-intensive to produce. That is, its production is in most cases difficult or impossible to scale.

Therefore, the production of pumpkin seeds cannot become the prerogative of agricultural holdings, because they operate significant areas lands in cultivation in under conditions of limited capabilities, namely natural and weather conditions, the use of wide-ranging equipment, automated management and logistics control systems.

Small business entities are quite capable of applying those agronomic measures aimed at maximum disclosure and realization of the potential of a land plot, plant, or animal, which agricultural holdings will not resort to.

By conditions complex competitive fight against large agricultural enterprises solution for small farms maybe become orientation on receiving profit not so much on the volume, but on the quality and exclusivity of the product, which will form their competitive advantages in the domestic and foreign markets. Such an area of activity is the production and sale of niche goods, for which interest in the global agri-food market has been growing in recent years (Table 4.11).

Table 4.11 – Efficiency production seed watermelon, melons and pumpkins in 2010 and 2021

Indicators	Watermelon		Melon		Pumpkin	
	2010	2021	2010	2021	2010	2021
Costs on 1 Ha, UAH	9243.00	11750.63	9671.00	9703.86	8154.00	9123.11
Crop capacity seed, c/ha	2.00	2.11	1.50	1.43	4.00	4.20
Cost 1 c seed, UAH	4622.00	5569.02	6447.00	6785.92	2039.00	2172.17
Received profit on 1 ha, UAH	6757.00	6110.44	27829.00	16140.30	15846.00	17686.20
Profitability seed, %	73.00	52.00	287.00	166.32	291.00	193.86
Fraction salary pay in structure cost price, %	27.90	26.76	32.20	30.99	22.40	25.76
Costs labor on 1 Ha, man-hour	355.00	322.09	285.00	278.67	291.00	274.21
Costs labor on 1 c, man-hours	178.00	152.65	190.00	194.87	72.80	6.53

Since the economic efficiency of growing niche crops is characterized by two important indicators - the level of costs and profitability of production , the data in Table 4.11 show that the mentioned indicators for pumpkin production practically remained at the level of 2010.

There are many reasons for the transition to niche crops. In particular, Academician of the NAAS O. Ivashchenko focused on two important reasons for growing niche crops in domestic fields: sowing monotonous plants depletes the upper layers of the soil, as a result of which the yield drops significantly; in the south of Ukraine, droughts are increasing every year, which does not contribute to a high yield [46].

Pumpkin seed production, as a niche crop, has its advantages and disadvantages. The advantages include: high profitability of the crop; diversification of crop rotation and, as a result, improvement of the phytosanitary condition in the fields and the condition of the soil (especially when it comes to growing legumes); diversification of production as a way to reduce the financial risks of the enterprise in the event of a crop failure of the main crops on the farm .

The disadvantages include: high costs of harvesting pumpkins, high cost of seeds and growing technologies; instability of demand; difficulty in finding a market for niche products; the fact that real profitability may be lower than expected.

In order to balance the positive and negative aspects of growing pumpkin seeds, it is necessary to thoroughly research the sales markets to determine the most popular ones; develop a clear and detailed investment plan; study the technologies for growing pumpkin seeds and their processed products.

Thus, most small and medium-sized farmers in Ukraine believe that the pumpkin business is one of the winning options. That is, when you invest a minimum in the land, and you can get a maximum of money. In addition, if pumpkins grow in almost everyone's garden without special care, then why wouldn't they grow in the field? In fact, this business has its own "stumbling blocks."

- Pumpkin should not be returned to the same field for at least five to six years, as more frequent sowing can cause the crop to be severely affected by powdery mildew.

- One of the mandatory techniques when growing pumpkin for seeds is its pollination. The biological peculiarity of the crop is that for every four male flowers of this plant there is one female. What will be the order of formation — the first or the fifth — no one knows. Therefore, from the appearance of the first flower and during the next three weeks, there must be pollinating insects in the field.

- Pumpkin plants can be affected by late frosts, which can occur on the soil surface, which also causes crop losses.

Since high-quality seeds are the basis for obtaining marketable products with high indicators and, given the risks that arise when growing niche crops, it is imperative

to check the availability of certificates certifying the varietal and sowing qualities of the seeds of the selected crop using the Certificate Register.

In the State Register of Plant Varieties Suitable for Distribution in Ukraine as of August 19, 2019, there are 21 varieties and hybrids of common pumpkin, 9 of butternut squash, and 13 of large-fruited pumpkin.

According to the State Register of Seed and Nursery Entities for 2019, pumpkin seed producers in Ukraine are enterprises of Dnipropetrovsk and Kharkiv regions.

The specialization of small businesses in growing pumpkin seeds allows them to expand their own product markets. Small farms lack the ability to enter foreign markets with traditional crops, as this is mostly stock exchange product and its realization requires the formation of large batches of goods. However, these farms can improve their own profitability and enter foreign markets not due to the quantity of products sold (since it is impossible to compete with agricultural holdings here), but due to the quality and niche nature of the products produced. Such products, due to limited demand or supply, are not sold in large batches and have a favorable price environment (Table 4.12; 4.13).

Thus, the development of new technologies for growing niche crops increases competitiveness and serves as a driver for small businesses. At the same time, the process of introducing niche crops is restrained due to shortage quality seed material, lack of effective plant protection products and producers' uncertainty about sales. Although none of the niche crops will be able to replace traditional oilseeds or grains, the gradual expansion of their production will allow diversifying the sources of income for small business entities.

Table 4.12 – Implementation niche cultures agricultural enterprises, 2016-2020.

Cultures	2016	2018	2019	2020	2010 in % until 2016
	thou sand tons				
Cultures legumes dried,	404.0	727.4	481.3	402.3	99.6
Seed mustard	24.5	14.2	25.4	14.2	57,
Seed long-stemmed flax	6.1	2.5	1.8	0.3	3.5
Plants essential oils	8.5	7.0	3.7	3.3	38.8
Plants medicinal	2.4	2.0	1.9	1.0	41.7
Pumpkins dining rooms	2.8	5.9	3.9	4.3	153. 6
Garlic	0.2	0.5	0.5	1.4	7 ri v er

Source: Sales of agricultural products by enterprises and farms population in 2020 year: stat. bulletin. State service statistics Ukraine: website. URL: <http://www.ukrstat.gov.ua/> (date appeal: 06/22/2021).; Sale of agricultural products by enterprises and farms population in 2019 year: stat. bulletin. State service statistics Ukraine: website. URL: <http://www.ukrstat.gov.ua/> (date request: 06/22/2021); Sale of agricultural products by enterprises and farms population in 2018 year: stat. bulletin. State service statistics Ukraine: website. URL: <http://www.ukrstat.gov.ua/> (date request: 06/22/2021); Sale of agricultural products agricultural enterprises in 2016 year : Statistical bulletin. State service statistics Ukraine: website. URL: <http://www.ukrstat.gov.ua/> (date appeal: 06/22/2021).

Niche crops can also be a solution to the problems of crop rotation and soil depletion that arise due to their oversaturation with several major agricultural crops.

Niche crop production can increase the competitiveness and efficiency of small-scale producers, who need to unite into cooperatives, associations, and groups of agricultural producers to sell their products. This facilitates access to financial instruments, improves opportunities for processing, storage, and the producer's access to foreign markets.

Table 4.13 – Average sales prices of niche crops by agricultural enterprises, UAH/t

Cultures	2016	2018	2019	2020	2020 in % to 2016 river
Cultures legumes dried,	6524.1	5394.5	5337.7	6224.1	95.4
IN including pea	6442.4	5064.3	4914.4	5589.9	86.8
Seed mustard	9565.3	16093.1	11568.3	13785.7	145.0
Seed long-stemmed flax	6994.7	7953.0	8665.8	12510.3	178.8
Plants essential oils	7929.4	7770.7	9500.6	15199.9	210.2
Plants medicinal	16025.1	24471.6	21467.3	26183.9	163.4
Pumpkins dining rooms	2631.0	3302.3	3512.9	6864.2	260.9
Garlic	43776.2	29823.5	26570.4	25103.7	57.3

Source: by data Table 4.

Growing pumpkin seeds as a niche crop is one of the most promising directions development small agribusiness, to whom difficult compete with large agricultural enterprises in the production of traditional oilseed crops, but with niche crops it is realistic. In addition to the above, niche crops, if production technology is followed, allow you to get a much higher income from 1 hectare of harvested area, even in comparison with certain highly liquid grain and oilseed crops.

Pumpkin is a niche crop important direction build-up export potential of pumpkin seeds and products of its processing. Under the conditions of its effective use, it is quite possible to ensure the diversification of domestic agricultural exports and significantly increase export foreign exchange earnings, as well as reduce dependence on the global agri-food market and the risks of price volatility.

For states niche agricultural cultures there are one from strategic directions diversification agricultural export and increase profitability of the whole industries rural economy. Effectively develop economic The potential for growing niche crops

can be realized by applying modern innovative technologies for their cultivation, using high-quality certified seed material of high-yielding varieties under the conditions of an optimal system of fertilization and plant protection from pests and diseases.

4.4. Improving the organization and management of marketing at pumpkin seed production enterprises

In the modern business world, built on the principles of a market economy, significant changes are taking place. When Ukrainian economy moved to market conditions management, all more relevant. The problem for businesses is providing services to meet consumer needs. To improve works enterprises appropriate to create departments or services marketing. Success the company's market entry is properly organized marketing activity organizations. Using marketing is an important element of achieving success in business, but in practice majority enterprises small devotes attention management marketing activity. For small businesses businesses and households engaged in the production of pumpkin seeds for marketing events there are quite expensive and impractical; and enterprises that have been operating on the market for a long time have not yet need significant marketing influence.

Question systems and management marketing enterprises were studied in scientific works many scientists. It is worth noting that marketing management is responsible for the mechanism for implementing these management decisions. (Fig. 4.6).

However, the problems of improving marketing management and organizing the marketing system are quite relevant today. activities of pumpkin seed producers.

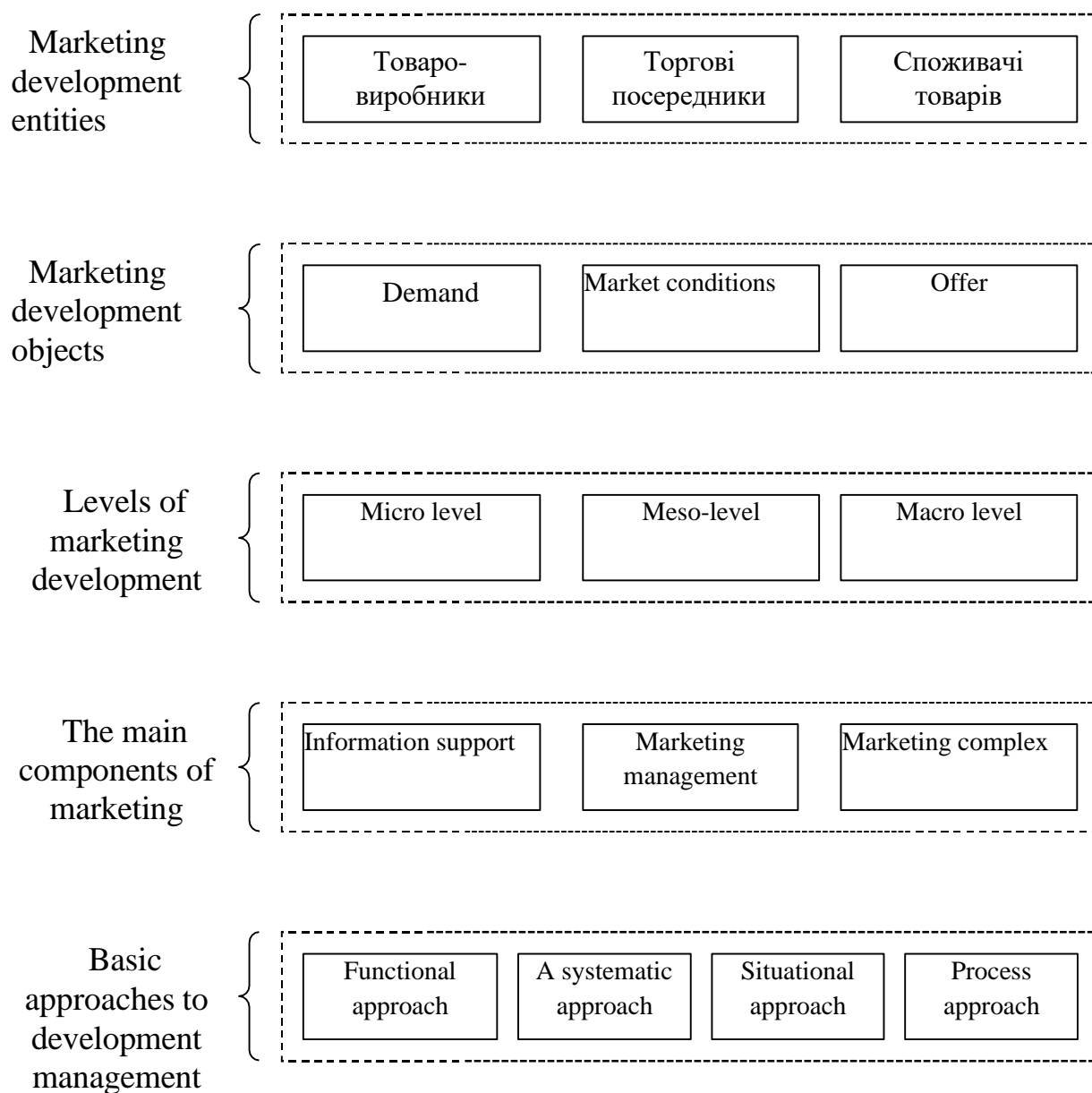


Fig.4.6 Logical-structural system organizational and economic principles of marketing development

Application elements marketing is increasingly being used, but not all forms of marketing management at the enterprise. Such shortcomings slow down the increase in competitiveness of enterprises, do not allow them to adapt to the micro-, macro-environment and market conditions, and also worsen financial stability.

Philip Kotler, the famous "father" of marketing, believes in its system of different types of activities of the enterprise, which are interconnected and cover planning, pricing, sales, delivery of goods and provision of services required by existing or potential consumers, as well as human activities, directed at pleasure needs.

through exchange [57, with. 19].

In general marketing – it managerial a concept that guarantees market orientation of production and sales activities enterprises on market, and also managerial system, which provides concentrated activities related to research of product sales markets, promotion, active the influence of the enterprise on opportunistic processes, in order to increase sales volumes and obtaining maximum profit.

Required distinguish concept "management marketing" ("marketing management") and "management of a marketing department or service." Of marketing services, then it there area separate division of the enterprise that operates on the basis of marketing principles and methods for market research, ensuring continuous sales of products and orientation of production in accordance with market conditions. Management of the same marketing service is a clear program, which under development on basis accepted managerial marketing decisions and strategic vector of enterprise development. Therefore, management marketing, or Marketing Management (MD) on in an enterprise, is a system of actions of a strategic and tactical nature aimed at effective running a business and achieving the main goal, which consists in meeting the demand of the population and receiving maximum profit. Main problems marketing are shown in Fig. 4.7.

Solving management problems marketing pumpkin seed producers have take place in five areas, such as improving production, improve goods, increasing production intensification, application of marketing methods and socio-ethical marketing.

The concept of improving pumpkin seed production is that that consumers prefer seeds that are widely available and affordable price, in result what enterprise has to perfect production, raise quality and efficiency of the distribution system.

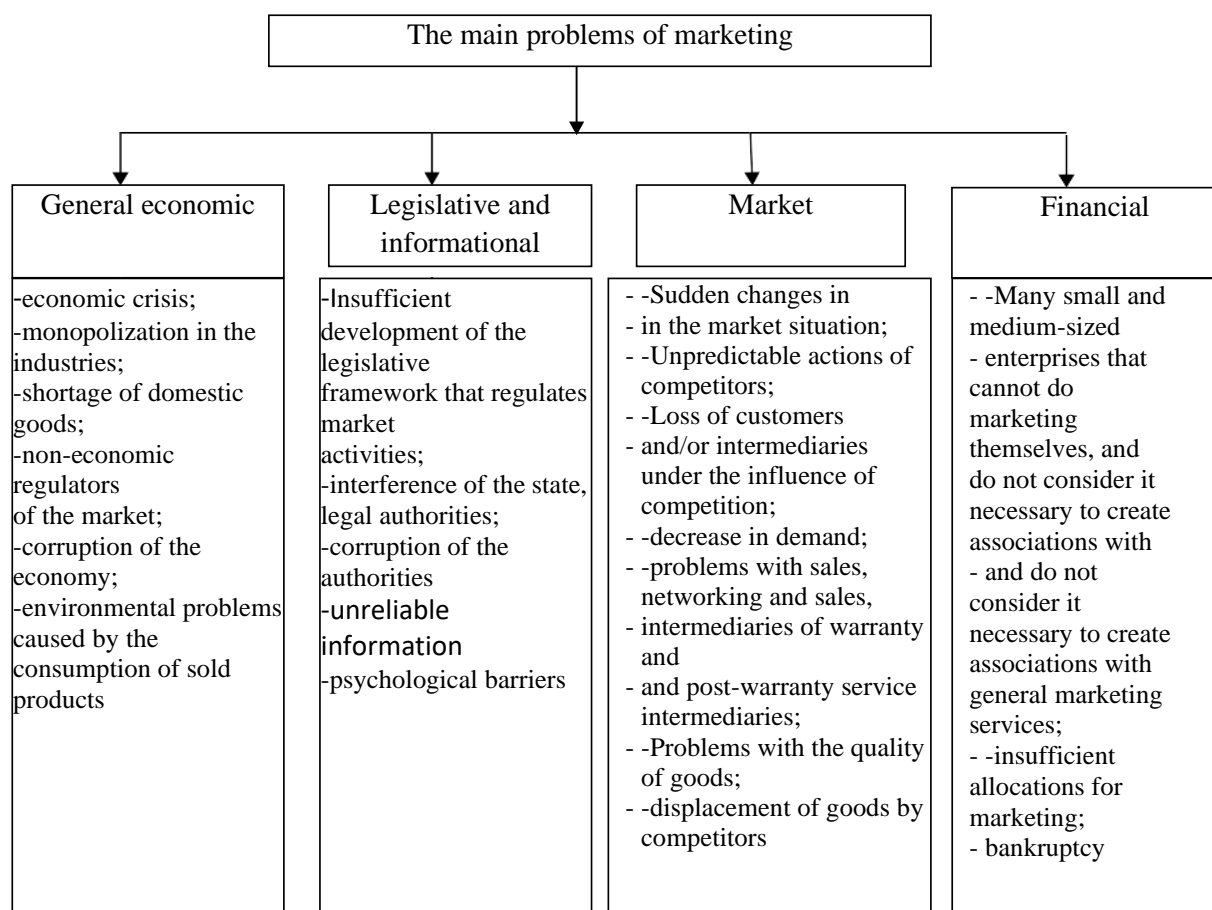


Fig. 4.7 . Typical problems under time applicationmarketing pumpkin seed production enterprises

Such a conceptapplies in two cases: When demand exceeds proposal, and also if cost of seeds enough high, stands problem of itsreduction due to increased productivity. Concept improve goods consists of in permanent increase qualities goods, in result what consumers give away advantage goods with the highest quality and the best operational properties. IN result definition named conceptsThe main principles of management can be distinguished marketing activities (see Fig. 3.3).

The main functions of marketing management at pumpkin seed production enterprises include analysis, planning, organizationimplementation plans, CONTROL (Fig. 4.8).

The concept of increasing production intensification is that enterprises have make efforts to market products and methods of promoting them. Under such conditions, consumers will be willing to purchase goods in sufficient quantities and relevant quality.

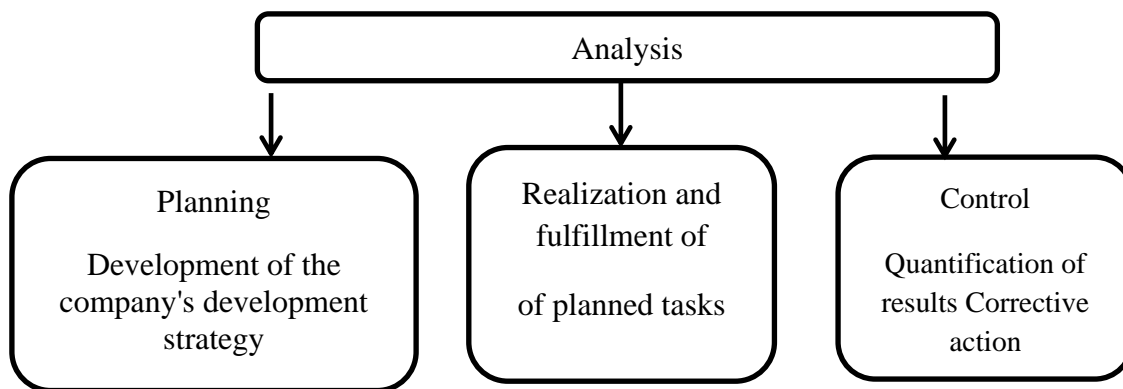


Fig. 4. 8 . Interconnection general functions marketing management enterprise [56, c. 294]

The concept of marketing is to define market needs and customer demand for pumpkin seeds.

Concept socio-ethical marketing claims, What main tasks enterprises is to strengthen consumer welfare, pleasure needs and interests market.

The above principles show real directions functioning of the enterprise on the basis of marketing. In modern scientific research, there is no under consideration classification functions marketing complex. As a result, it was found that marketing functions are formed under the influence of production and sales volumes, competitive conditions, availability of product range, features of formation demand and offers on goods.

In the marketing management system of an enterprise, certain methods of marketing can be identified. research, such as :

- research micro- and macroenvironments;
- research available assortment and its prognostication;
- logistical software on enterprise;
- research of sales channels and promotion methods sales;
- research price politicians;
- research on the level of safety of use goods and consumer properties of the product [57, c. 48–49].

Marketing management enterprises usually starts with marketing research market. Components marketing research there are research behavior consumers, their

needs, tastes, and motives, which encourage before purchasing the product.

Marketing research Pumpkin seeds market also includes the study and forecasting demand and offers, research price monitoring and assortment competitors, calculation capacity market and market particles enterprises. Such marketing research evaluates attractive market opportunities and directions marketing activities. Model marketing activity (MD) is presented in Fig. 4.10.

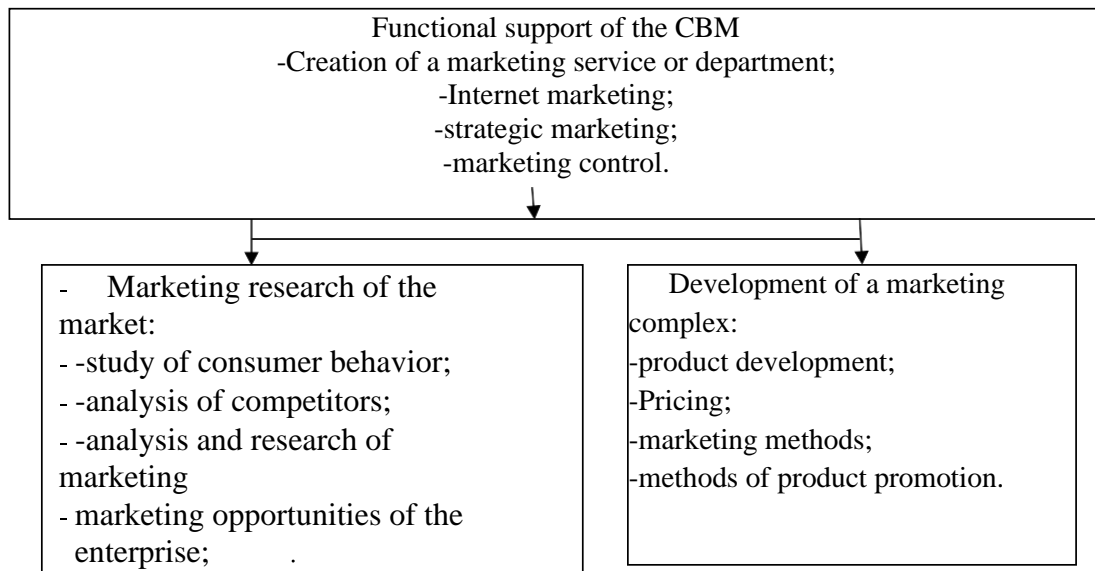


Fig. 4.10 . Model functional software marketing activities of pumpkin seed producers

These traditional elements in interaction make up the marketing complex, or marketing mix, that is, the marketing mix. The components of the marketing mix include the following.

1. Product – pumpkin seeds (quality characteristics, assortment, service service). Everyone goods has your properties that can meet the needs consumer by design, expiration date, reliability, that is, it has certain quality characteristics. Bigger to the extent encouragement to purchase of goods is the assortment range, its depth and latitude.

2. Pumpkin seed price (discount formation, markups, terms) payments). Formation prices on goods there are one with main tasks of pumpkin seed producers (marketing mix). Price must be acceptable to both the consumer and the producer, providing the enterprise with profit. The methodology for determining the price of pumpkin seeds is determined by the following stages:

- determine the cost of each type of product;
- establish the level of possible demand for seeds (goods) for determining the appropriate price;
- predict competitors' actions on established prices on market;
- verify correctness installation prices on pumpkin seeds and its conformity normativedocuments;
- install price for pumpkin seeds .

3. Transportation of pumpkin seeds to consumers, What includes definition optimal schemesdeliveries goods from manufacturer to end consumer and its physical implementation (transportation, storage, delivery of goods), as well as after-sales preparation.

4. Promotion of the product on the market, which includes effective relationships with consumers and provides creation positive image enterprises, taking communication measures, personal selling [58, with. 66–67].

Development marketing related with appearance new products goods, new ideas, trends fashion etc. Life marketing events on enterprise depends from methods management on enterprise and forms property. IN Ukraine in modernconditions using marketing as one with elements market management not common. However, on enterprises must widely apply marketing methods and means.

It should be noted that the situation that is developing on enterprise, maybe be improved thanks to increasing the volume of services provided by reducing coefficient clean profit in parallelfrom growth turnover and particles market. Also this one indicator maybe be enlarged through growth clean profit, What achieved thanks to more perfect planning marketing and efficient communication politics enterprises. For example, budgeting for advertising has to direct on detection most effective means of promotion, which allows to reduce "extra" marketing costs. Businesses to increase demand for their marketing tools opportunity to obtain a greater economic effect than by their separate using.

Thus, the role of marketing activities is truly great, as it ensures the development of the enterprise, promotes the growth of the service have to use a variety of tools

marketing communications. Optimal combination different tools marketing communications contributes adjustment more close connections from subjects external and internal among the top of the enterprise. Their union leads to obtain a synergy effect when simultaneously application profits, determines the structure and quality services provided, affects the solution of other economic problems of the enterprise. Well-organized marketing activities contribute to the economic growth of the enterprise, the analysis of market opportunities, expansion market provided services.

4.5. Experience of business entities in the production of pumpkin seeds

Pumpkin seeds are a strategic market product for our country and a serious source of income. According to scientific research, the actual volume of pumpkin seeds could be much higher if land use is stabilized and intensive technologies are introduced.

The following methods were used in the research process: comparative analysis - to compare data, determine changes in market indicators in time and space; abstract-logical - to form assumptions, hypotheses, as well as conclusions and generalizations; analysis and synthesis - to assess the state of the research object and substantiate proposals for its improvement and ensuring full development in the future.

For the successful functioning of the market, it is necessary that all elements of the market mechanism are in close interrelation and interaction. The most important elements of the functioning of the market mechanism are demand and supply. In addition, they are the driving force of the market economy and thanks to them the quantity of goods produced, the behavior of buyers, as well as the price at which the goods are sold are determined. According to Harvard University professor N. Gregory Mankiw, the economy is governed by two types of laws: supply and demand and laws established by the government [55]. P. Samuelson wrote: "Agriculture is a sphere of important problems... No one, perhaps, will be able to understand the main aspects in this field without first understanding the basic economic concepts of supply and demand" [56]. In the works of K. Marx, demand is defined as the demand for goods

presented by the market [57]. According to the formulations of I. Puriga, demand is the solvent demand for goods presented by the market, a form of manifestation of society's needs for goods [58].

As in other areas of the economy, market relations regarding pumpkin seeds and products of their processing are subject to scientifically based management through such levers as price, tax, finance, credit, etc. Thus, demand and supply are two specific categories that illustrate the interaction of production and consumption in market conditions. economy.

In recent years, the demand for caraway seeds and oil has increased significantly both in the domestic and foreign markets. Caraway seeds and oil from them have become an item of export in the 6th century. countries of the world. The largest producer of this product in Europe is Austria [59]. It annually produces and exports 1.5 million liters of vegetable oil, mainly in Himachal Pradesh, USA, Japan, and everyone peak ïï production it will increase 15 – 20%.

The standard of pumpkin oil is considered to be products produced in the federal state of Styria (Austria) and in the historical regions of Prekmurje and Lower Styria (Slovenia). Pumpkin oil has long been considered black gold for two reasons: in color and consistency, it is similar to oil and it is expensive. Previously, a small bottle of it was paid about as much as a gold wedding ring, and the oil itself was pledged in banking institutions as a financial guarantee of solvency. Nowadays, by the way, a liter of pumpkin seed oil costs at least 650-750 hryvnias .

In Ukraine, for the rest of the year, the area under pumpkins grown for sale has also grown significantly, the total area under its cultivation reaches over 25 thousand hectares . Most pumpkins are grown in Donetsk, Dnipropetrovsk, Poltava, Odessa, Kharkiv, Zaporizhia and Kyiv regions. Main directions export pumpkin seed – Europe and countries Medium East.

It is worth noting that in fact, the agribusiness of growing pumpkins for seeds is mostly carried out by households, where the main part of them - the pulp - is also used for animal feed. However, in recent years, individual farms and agricultural enterprises have also become interested in them, which have begun to use specialized varieties for

this purpose.

Is it easy to do business with pumpkins, and what is needed for this? According to Grigory Shvets, a marketing specialist at Enza Zaden Ukraine LLC, the pumpkin seed market was quite stable for a long time and experienced a significant decline in the 2021/22 season, since a significant part of the territory where pumpkins were grown was occupied or there were hostilities. However, in 2023, against the backdrop of a shortage of products, farmers increased pumpkin plantings and almost reached the 2020/21 season in terms of sown areas.

Oleh Pivovar, a sole proprietor, is harvesting his first pumpkin crop in the Zhytomyr region. He planted 2.5 hectares in the first year, but was disappointed with the crop.

In his opinion, given the increase in the cost of plowing, fuel, etc., the price of pumpkin seeds should be at least 100 UAH/kg. Of course, there are buyers who offer a good price. Vinnytsia, for example, accepts 75-78 UAH/kg, but they charge based on the volume. It should be at least 2-3 tons, and to get 3 tons, you need to plant 4-5 hectares. If we talk about processing, Oleg notes, then it is worth choosing a gymnosperm pumpkin, given its yield. In Zhytomyr region, such a pumpkin is grown by one agricultural holding, and they have a yield of 700 kg/ha. But we should not forget that they have their own growing technology, equipment, and agronomist. An agricultural holding has more opportunities than ordinary sole proprietors. If I were to take on growing such a pumpkin myself, I would probably get 400-500 kg/ha, but I haven't planted it or tried it [60].

An instructive example of pumpkin growing can be the experience of the family farm of Natalia Chub from the village of Zapillia, Lubomlska hromada, in Volyn, which has been specializing in pumpkin growing for several years. Having studied the demand for pumpkin seeds and familiarized itself with the market conditions in the pumpkin market, the family decided to expand their land holdings. Natalia Chub said: "The idea of going out of their vegetable gardens to wider spaces had been brewing for a long time. And we decided to register as a legal entity three years ago." Currently, Natalia Chub's family farm cultivates 40 hectares. They have their own tractor, which Natalia's husband modernized, equipping it with a unit for collecting pumpkin seeds. The husband also made equipment for drying the harvested crop with his own hands.

The family practices crop rotation to avoid depleting the soil. In addition to pumpkins, the farmers grow grains.

While running the family business, they resorted to various experiments. At one time, they grew milk thistle, a medicinal plant used to treat the liver. However, the demand for it is not stable. Therefore, not finding customers, the farmers were forced to simply plow the crops.

“Calculating the cost of fresh pumpkin seeds is still difficult,” says Natalia. “I’m not sure how many kilograms of seeds I’ll harvest in a season.” On the one hand, the family farm tries to produce as much as possible to keep the cost low, on the other hand, it has to find enough sales channels. Promoting pumpkin seeds to the market, the head of the family farm believes, is a big challenge [61].

The global and domestic market for pumpkin seeds and its processing products has tended to transition from a niche position to market competition in recent years, as a result - the number of firms and organizations in the pumpkin seed market is increasing; requirements for standardization of its processing products are increasing; the market demand for seeds of gymnosperm varieties bred by genetic engineering and biotechnology is growing; however, the entry of new producers into the pumpkin seed system is becoming more difficult every year due to economic and legislative restrictions, the role of price is weakening, and creative methods of non-price competition are developing more widely. As experience shows, demand and prices for pumpkin seeds and its processing products can be high due to advertising.

That is why the process of forming the pumpkin seed and oil market should be considered as a complex integrated category, with functional features of production, distribution, exchange and promotion products to the end consumer.

4.6. World pumpkin seed market: development trends

Research and consulting company Data Bridge Market Research ¹ analyses that the global pumpkin seeds market was valued at US\$ 3.6 billion in 2021 and is expected to reach a value of US\$ 4.81 billion by 2029 at a CAGR of 3.7% during the forecast

period (Table 4.14; 4.15) [62]. In addition to information on market scenarios such as market value, growth rate, segmentation, geographical coverage and major players, market reports prepared by Data Bridge Market Research, also include in-depth expert analysis, geographically represented production by company and capacity, a diagram of the network of distributors and partners, detailed and updated analysis of price trends and analysis of supply chain shortages and demand.

Meanwhile, the main driver of the pumpkin seeds market is the growing health consciousness and wider use of high-quality oils and food products. Pumpkin seeds are considered superfoods as they have numerous health benefits and contain high amounts of zinc and other minerals. The market demand for pumpkin seeds and products made from them is increasing due to their high health benefits. Pumpkin seed flour and extract are rich in protein and healthy calories and are used in various culinary dishes.

The growing demand for bread, pastries, and healthy snacks is leading to an increase in demand for pumpkin seeds and pumpkin products. These factors are expected to drive the demand for pumpkin seeds in the global pumpkin seeds market during the forecast period.

Table 4.14 – Size of the global pumpkin seed market

Forecast period	2021–2029
Market size (base year - 2021), billion USD	3.60
Market size (forecast year - 2029), billion USD	4.81
Average annual growth rate, %	3.70

1Base data contains thousands statistical data and in depth analysis more than 200 industries and more than 5000 markets in 75 the largest countries world. Except In addition , DBMR serves more 40% of companies from Fortune 500 list on to everything world and has network from over 3000 customers. More than 500 full-time employees Data Bridge Market Research analysts use wide spectrum models that allow actively to cooperate with customers , classify new sources additional income , to provide planning income and get advantages pioneer relatively innovations...

Data Bridge Market Research offers high-level market analysis and provides insights into the impact and current market situation related to raw material shortages

and delivery delays. This means assessing strategic opportunities, creating effective action plans, and helping businesses make important decisions.

The report form looks like this:

Pumpkin Market Report

Content

1. INTRODUCTION

1.1 Research assumptions and market definition

1.2 Scope of the study

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

4.1. Market overview

4.2. Market drivers

4.3. Market restrictions

4.4. Value chain analysis

5. MARKET SEGMENTATION

6. MARKET OPPORTUNITIES AND FUTURE TRENDS.

In addition to the standard report, we also offer in-depth purchasing level analysis, including forecasted delivery delays, distributor mapping by region, product analysis, production analysis, price mapping trends, supplier search, analysis category performance, supply chain risk management solutions, enhanced capabilities, benchmarking, and other procurement and strategic support services.

North America dominates the pumpkin seeds market due to the increasing vegan population and the prevalence of various manufacturers in the region, while Asia Pacific is expected to witness growth from 2022 to 2029 due to the rise in disposable income and increasing awareness among the population about the health benefits of pumpkin seeds.

The report covers the demand for pumpkin market and is segmented by geography (North America, Europe, Asia-Pacific, South America, and Africa). The report

includes production analysis (volume), consumption analysis (value and volume), export analysis (value and volume), import analysis (value and volume), and price trend analysis. Market size and forecasts are presented in value terms (in millions of US dollars) for all the above-mentioned segments (Table 4.15).

Table 4.15 – Volume and segmentation of the global pumpkin market

MATRIX REPORT	DETAILED ANALYSIS
Segments covered	Form (raw, liquid and powder), Nature (organic, conventional), Use (cooking, medicine), End-user (nutraceuticals, food and beverages, animal and pet food, cosmetics and personal care and healthcare), Distribution channel. (Modern trade, 24-hour store, online stores and others)
Countries covered	USA, Canada and Mexico in North America, Germany, France, UK, Netherlands, Switzerland, Belgium, Russia, Italy, Spain, Turkey, Rest of Europe in Europe, China, Japan, India, South Korea, Singapore, Malaysia, Australia, Thailand, Indonesia, Finland Asia Pacific (APAC) in Asia Pacific (APAC), Saudi Arabia, UAE, Israel, Egypt, South Africa, Rest of the Middle East and Africa (MEA) as part of Middle East and Africa (MEA), Brazil, Argentina and Rest of South America as part of South America.
Market players covered	Dupont . (USA), Monsanto Company (USA), Syngenta Crop Protection AG (Switzerland), Bayer AG (Germany), Land O'Lakes, Inc. (USA), DLF Seeds A/S (Denmark), Sakata Seed America. (USA), TAKII & CO., LTD (Japan), Adama (Israel), KWS SAT SE & Co. KGaA (Germany), Rijk Zwan Zadtelt and Zadhandel BV (Netherlands), VILMORIN & CIE (France)
Opportunities	<ul style="list-style-type: none"> • Pumpkin seeds are one such product that has gained recognition in the market. • Pumpkin seeds play an important role in the market due to their numerous benefits and ease of availability. • Growth in consumer disposable income

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Pumpkin Market Analysis

The fresh pumpkin market is projected to grow at a CAGR of 2.8% during the forecast period.

- The driving forces identified in the market are an increase

the use of pumpkin in restaurant dishes, increased use of seeds for snacking, favorable prices for producers, and increased awareness of the nutritional value of pumpkin.

- Due to their high nutrient and mineral content, the use of pumpkin seeds as an ingredient in salads has increased, which has increased the demand for pumpkin. Farmers have seen pumpkin as a profitable opportunity, which has led to a boom in the pumpkin market, with China dominating global pumpkin production. China has a high level of domestic production, most of which is consumed to meet local demand. The United States is the largest importer of pumpkin, and Mexico is the largest exporter to the United States.

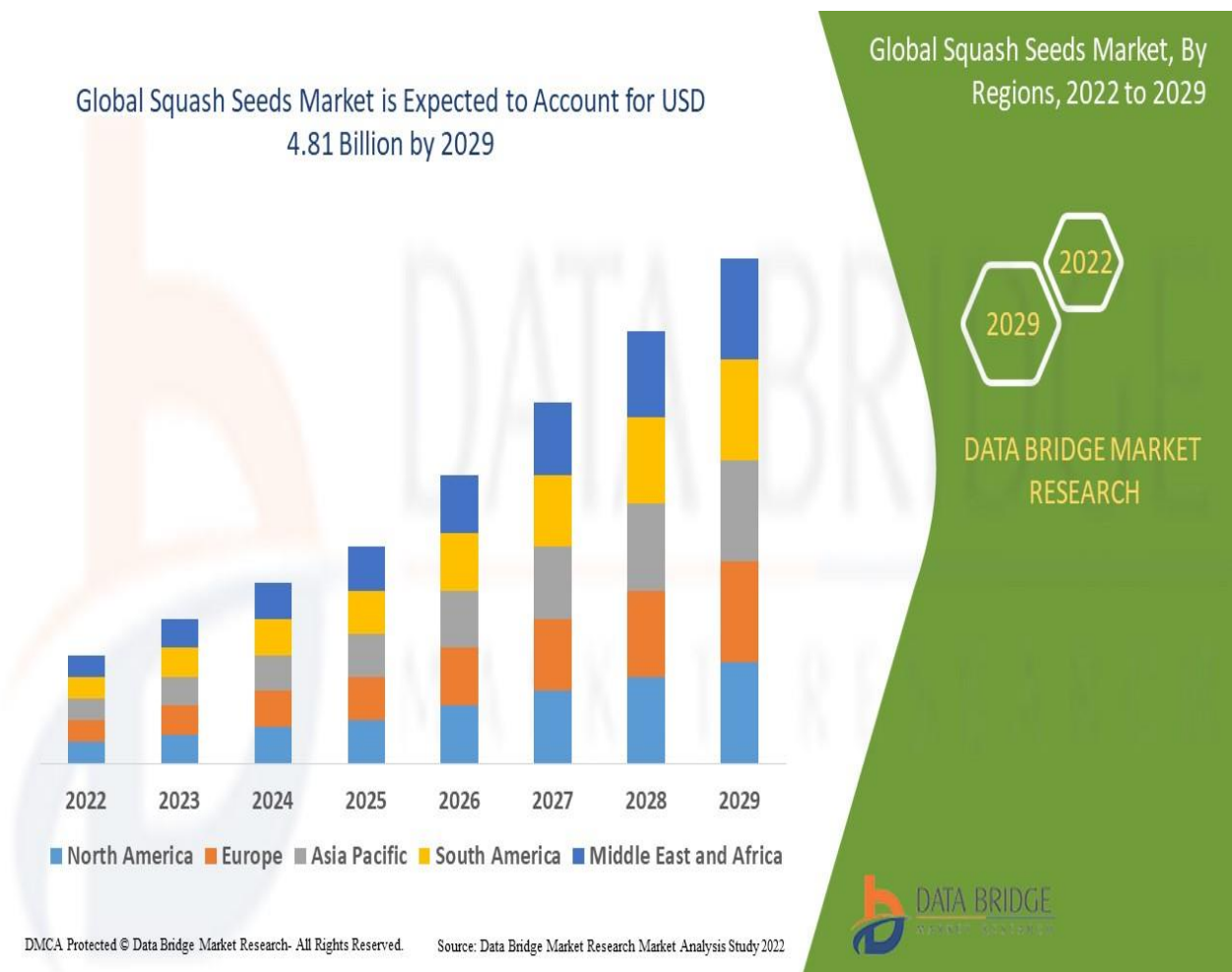
- The United States is the largest importer of pumpkins, while Mexico is the largest exporter to the United States. The main exporters to the United States are Mexico, Canada, New Zealand, and Guatemala. However, strong domestic production is offset by imports from other countries. In 2021, pumpkin seed imports into the United States were \$414.9 thousand. The demand for fresh pumpkins will remain high during the forecast period due to strong demand from processing industries.

In addition to the standard report, we also offer in-depth purchasing level analysis, including forecasted delivery delays, distributor mapping by region, product analysis, production analysis, price mapping trends, supplier search, analysis category performance, supply chain risk management solutions, enhanced capabilities, benchmarking, and other procurement and strategic support services.

North America dominates the pumpkin seeds market due to the increasing vegan population and the prevalence of various manufacturers in the region, while Asia Pacific is expected to witness growth from 2022 to 2029 due to the rise in disposable income and increasing awareness among the population about the health benefits of pumpkin seeds.

The report covers the demand for pumpkin market and is segmented by geography (North America, Europe, Asia-Pacific, South America, and Africa). The report includes production analysis (volume), consumption analysis (value and volume), export analysis (value and volume), import analysis (value and volume), and price trend analysis. Market size and forecasts are presented in value terms (in millions of US dollars) for all the above-mentioned segments.

As shown in Figure 4.15, the global pumpkin seed market is expected to be worth \$4.8 billion.



Get Exclusive Sample Copy of this Report Here [62]

Fig. 4.15 . World pumpkin seed market

Asia-Pacific region dominates global pumpkin production

The Chinese pumpkin market is growing at a steady pace. China accounts for almost half of the world's pumpkin production, but it consumes most of its domestic

production. To stimulate vegetable production, the Chinese government has launched several vegetable programs that are contributing to the growth of the market in this region. The second largest producer of pumpkin in the world is India, as it has ideal climatic conditions and soil. For example, in 2021, 7.5 million tons of pumpkin were produced in China, and the sown area was 401.6 thousand tons . hectares.

In India, production has increased due to high prices, as prices have increased by 10-15% and government subsidies for seed procurement. The Indian government and companies operating in developing countries such as Thailand are providing advanced seed varieties to farmers to encourage them to grow pumpkin instead of other crops. For example, in 2021, Enza Zaden released a new seed variety for increasing pumpkin yields and increasing return on investment (ROI). Thus, availability of improved seed varieties, high production levels, and government support in the form of subsidies are expected to help drive the market in Asia Pacific during the forecast period.

It should be noted that the fresh pumpkin market is segmented by geography (North America, Europe, Asia-Pacific, South America, and Africa). The report includes production analysis (volume), consumption analysis (value and volume), export analysis (value and volume), import analysis (value and volume), and price analysis trends. The report presents market size and forecasts in terms of value in US\$ million and volume in metric tons for all the segments mentioned above.

It is worth noting that in 2024, the largest share of the fresh pumpkin market will be produced in the Asia-Pacific region.

Conclusions to the section IV

1. The most important task of the agro-industrial complex of Ukraine is to provide the population with full and quality food products. A significant place in the implementation of this task belongs to the melon growing industry, whose products we consume not only fresh, but also from which we can obtain exquisite and various dishes. One of the most productive and profitable melon crops is pumpkins – which have recently become increasingly popular. more acquire popularity among

consumers. The nutritional properties of pumpkin seeds are widely known on the world market. They are an easily accessible source of protein and other nutrients.

2. Scientists from many countries are working on developing new seed varieties and hybrids. The most interesting in this area are gymnosperms. Austrian specialists have obtained a hybrid of the Styrian pumpkin (*Cucurbita pepo styriaca*), which has increased productivity. Such pumpkins grow several on one stem. The main value of Styrian pumpkins is in the unshelled seeds. They are very expensive and useful. Pumpkin oil from such seeds has been produced in Austria for many years, and the demand for it does not decrease, on the contrary, the valuable oil has received wide recognition throughout the world. The areas on which pumpkins can be grown in Austria are very limited - the fields are small, about 15 thousand hectares are sown in the country every year to obtain pumpkin seeds. In order to load the existing production capacity and meet the growing demand, Austria has to purchase raw materials abroad, and in recent years there has been a constant shortage of it. The main representative in Ukraine is the Austrian company Goldenkern, which is engaged in growing Styrian gymnosperms to obtain high-quality seeds - with their subsequent shipment to Austria for oil processing. It should be understood that Styrian pumpkin, like all gymnosperms, **is** an industrial crop. Taste and shell condition are not important for it. The most valuable **are** the seeds, which are processed into oil. Pumpkin seeds are also used in the food industry, medicine and pharmacology.

3. Farmers and households of the rural population of Ukraine have real chances to enter the European market with pumpkin seeds and earn good money. There is enough sown area for this, and the profitability of growing pumpkin is unmatched by any other agricultural crop and can be, according to experts, about 100-150%, depending on the variety and soil and climatic conditions. All three types of pumpkin can be used for seeds: nutmeg, hard-skinned and large-fruited. Hard-skinned pumpkin varieties are more suitable for oil, the seeds of which contain an increased amount of oleic acid, because they are more resistant to oxidation. Such oil will be stored for a long time. Of the gymnosperm varieties, the Pivdennyi and Hamlet varieties are recommended for cultivation; processing such seeds into oil will be lower in cost.

4. The main importing countries of pumpkins and squash in 2020 were: the USA – 555 thousand tons (37% of total world imports) and France – 168 thousand tons (11% of total world imports). They are followed by: Germany (8.3%), the UK (6.3%), Japan (6%) and the Netherlands (5.5%). The total share of imports of Canada (60 thousand tons), Spain (38 thousand tons), Italy (35 thousand tons), Belgium (28 thousand tons) and South Korea (25 thousand tons) in 2020 amounted to 12% of world imports.

Thus, increased demand for pumpkin cultivation is currently observed not only among professional producers, but also in small private (household) farms, so the sown areas fluctuate in different ranges from 0.2 ha to hundreds of hectares. Pumpkins bear fruit well, and in addition, this vegetable completes the harvest year, is the oldest among other crops in the garden, and has long been a Ukrainian symbol of family well-being, prosperity, and harmony.

5. Pumpkin goes well with beans and potatoes in plantings, which will allow you to harvest several crops from one field. The best predecessors for pumpkin are legumes, root crops, potatoes, winter cereals, cabbage, onions, and annual forage grasses. To prevent the crop from being affected by diseases common to the pumpkin family, in particular powdery mildew, you should not use beds where zucchini, squash, or cucumbers previously grew. It is advisable to re-grow pumpkins on the same plot no earlier than after 5–6 years. Today, the agrarian is studying the pumpkin oil market and looking for a press for future production in order to add pumpkin oil production to the two areas of activity already in place — the production of seed material and seeds as raw materials.

6. The global and domestic market for pumpkin seeds and its processing products has tended to transition from a niche position to market competition in recent years, as a result - the number of firms and organizations in the pumpkin seed market is increasing; requirements for standardization of its processing products are increasing; the market is growing in demand for seeds of gymnosperm varieties bred by genetic engineering and biotechnology methods; however, the entry of new producers into the pumpkin seed system is becoming more difficult every year due to economic and legislative restrictions, the role of price is weakening, and creative methods of non-

price competition are developing more widely. As experience shows, demand and prices for pumpkin seeds and its processing products can be high due to advertising.

7. Among the problems faced by farmers is the cultivation of pumpkins by private households. Sometimes, not appreciating their own work and not having access to trade networks, they sell pumpkins to resellers at minimal prices, up to one hryvnia per kilogram, just to sell the crop. Such producers, it is unclear what they are doing in the market and inadvertently collapse it.

8. Experience in growing seeds of gymnosperm varieties of pumpkin shows that in order to obtain a good harvest, it is necessary to follow several simple but effective rules for growing pumpkin seeds:

1) Correct site selection. Good predecessors for pumpkin are: corn, silage, beans, green beans, peas, potatoes. It is not recommended to sow pumpkin seeds after tomatoes, carrots, zucchini and cucumbers.

2) Sowing is carried out only in the warm season. It is important that the soil warms up to at least +15 ° C. A feature of gymnosperm seeds is their increased susceptibility to low temperatures. When frosts occur, the seeds simply stop developing.

3) Pumpkins are sown with a distance of at least 1.40-2 meters between rows.

4) Fruits are very susceptible to rotting. With abundant watering or high humidity, it is better to lay dry grass under the fruits.

5) The crop requires regular feeding. Choose fertilizers based on nitrogen, phosphorus and potassium. A total of 3 treatments will be required: before flowering, during and during fruit ripening. In no case should drought be allowed!

9. Those who decide to grow regular pumpkin seeds, i.e. with a seed coat, should know that the production technology is virtually identical, but the requirements for seed processing are not as strict. However, it should be borne in mind that the price of such seeds is 1 euro cheaper.

So, as we can see, growing pumpkins for seeds is a fairly profitable business. But, like all agricultural crops, it has its own characteristics and risks. And there is one more important factor that you should definitely (if not primarily) consider when taking up

this business: no matter how economically profitable the grown products are, the main thing is to find a client who will pay the expected price for them. So look, grow and earn!

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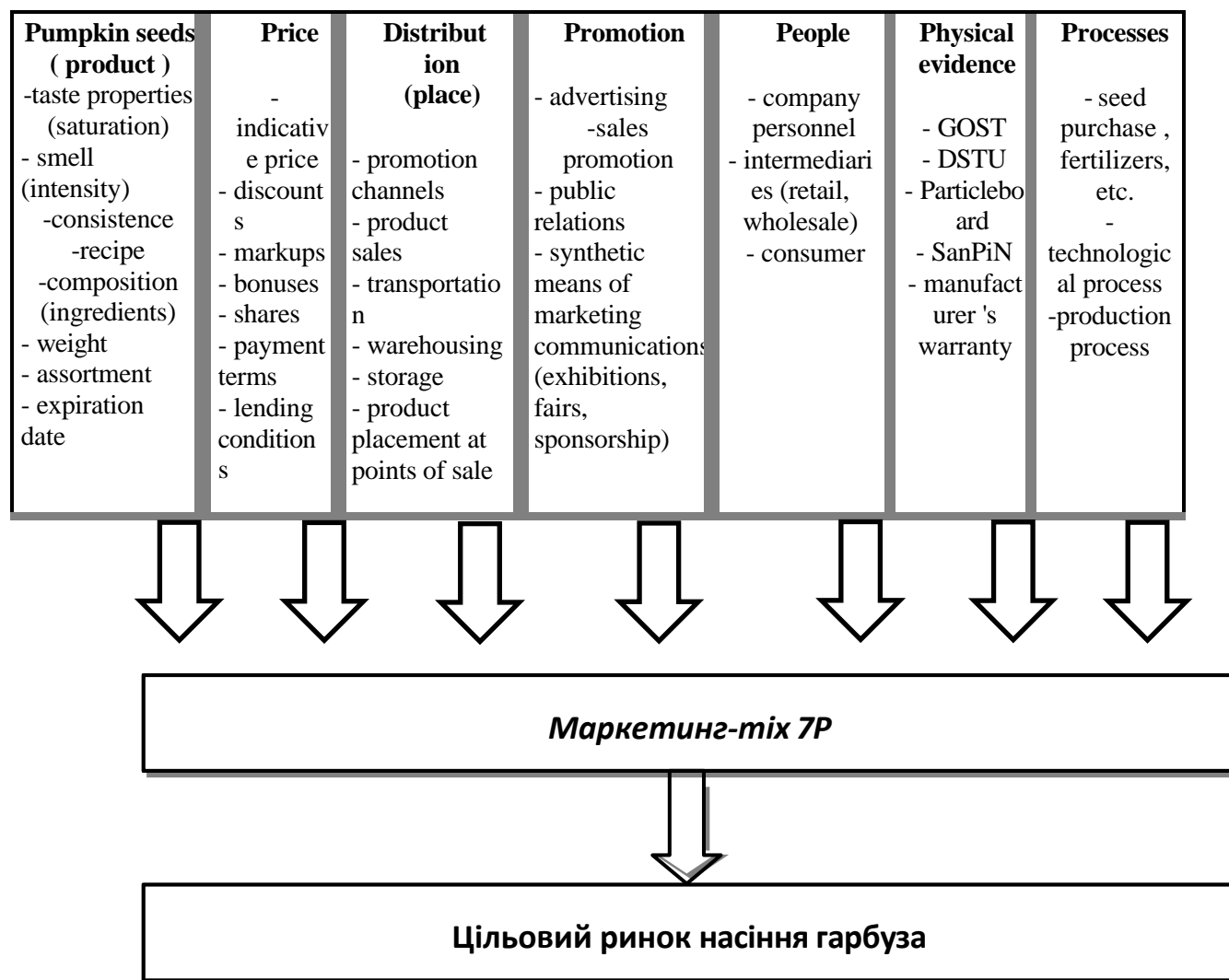
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Key position approaches management changes in marketing activities of commodity producers in the pumpkin market

Approach	Essence
Systemic	Development mechanisms interactions enterprises from external environment to ensure a timely response to its changes by implementing methods based on basic principles, adhering to the laws of development in accordance with a set of interrelated functions, where marketing activities play a key role, ensuring a direct connection with the external environment primarily in the person of consumers, intermediaries, and also others stakeholders.
Informative	Analysis of business processes of marketing activities to identify those that require improvement or complete reform, as well as their belonging to structural divisions of the enterprise with their respective owners. Except that has be installed conformity between strategy , key goals activities , basic competencies personnel , system motivation and implicit knowledge organizations and characteristics business processes marketing activities .
Contextual	<p>Analysis state implementation marketing activities on enterprise by its components (processes or functions) with the identification of "bottlenecks" that can serve as an impetus for organizational changes.</p> <p>Analysis of potential and resources for implementing changes and possible failures in case of mismatch between change goals and potential.</p> <p>Monitoring of external environmental factors as explicit and implicit risks that may trigger change requirements environment to enterprises and force its to implementation changes.</p>
Process	Development of an algorithm for implementing changes in the marketing activities of the enterprise by appropriate in stages from by definition criteria making management decisions in each of them, taking into account the available resource potential, opportunities and threats of the external environment and by involving change agents as key managers and owners of this process.
Situational	Formation plurals strategies marketing activities in dependencies from the available resource potential and the possibilities of its expansion depending on the configuration of external environmental conditions. Development of algorithms for selecting the best scenarios in the relevant conditions, which involves the formation of sustainable criteria interconnected with the management system efficiency enterprises.
Behavioral and competency - based approaches	Analysis perception staff changes in activities enterprises in whole and in marketing field in particular and development systems motivation, which takes into account the achievement of desired results in marketing activities, the degree motivation personnel to development and career growth.



Rice. Marketing mix (7P) on market of pumpkin seeds and its processed products

By data State services statistics Ukraine and State Enterprise "National informational systems» as of as of 01.01.2023, the total number of business entities in the agro-industrial complex amounted to 91,007 units, of which: legal entities - 73,182 units, including farms - 49,567; individuals - entrepreneurs – 17825 units, in including family farms – 1995 units.

According to the norms of Article 55 of the Commercial Code of Ukraine, small enterprises are those in which the average number of employees for the reporting period (calendar year) does not exceed 50 people and the annual income from any activities not exceeds amount, equivalent 10 million euros, determined at the average annual rate of the National bank Ukraine.



Rice. 4.2. Marketing tools, What form an image industrial enterprises