



FEATURES OF MARKETING ACTIVITIES AND THE IMPACT OF ITS DEVELOPMENT ON AGROLOGISTICS SERVICES

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Abstract

The article explores the theoretical aspects of the terms “agricultural marketing”, “agricultural marketing” as one of the components of marketing. The purpose of this article is to identify and analyze the main features of the use of marketing by agricultural enterprises and impact of agricultural marketing on agrologistics services. It has been revealed that the distinctive characteristics of agricultural marketing are: the dependence of the volume of agricultural production on natural and climatic conditions, the importance of the product for consumers in terms of food security, the seasonality of agricultural production, the existence of enterprises of various forms of ownership and management in the agricultural production system, different levels of marketing activities, imperfection of the regulatory framework in the field of regulation of marketing activities. Taking into account the identified features, a model was developed that covers not only agricultural policy, but also agrologistic and agricultural marketing. Circumstances have been established that make it possible to improve the marketing activities of agrologistics services.

Keywords: Marketing, agriculture, agrologistics services, enterprise, agromarketing.

Introduction

Marketing is a philosophy of market relations, strategic and tactical means not only for producers, but also for intermediaries operating in the market, for consumers, suppliers, academic practitioners, as well as for many enterprises and organizations, and its agrologistics services, including government one. Effective marketing activities guarantee the company's development and success for many years.

In the modern economy, the use of marketing tools plays a key role, as it helps to increase the competitiveness of agricultural products and increase the efficiency of financial and economic activities of agricultural enterprises.

While business marketing developed as a philosophy of business and management (i.e., concerned primarily with management decisions, goals, and business strategies), agricultural marketing developed as the study of economic structure, the performance of the agricultural marketing sector, and the role of government in intervening to ensuring the



efficiency of agricultural products, ensuring food security and development agrologistics services in agriculture.

The works of scientists examine the issues of determining the essence of agricultural marketing, the use of marketing tools in agriculture, the factors of its influence and development problems. However, there are still a number of unresolved problems in determining the characteristics of the marketing activities of agricultural enterprises and the application of marketing principles in agrologistics in general, which necessitated the need for this article.

Currently, agricultural producers are faced with the problem of the competitiveness of their activities, but even this does not push them to introduce marketing management technologies into their work. They are forced to work in an uncontrolled, volatile, high-risk environment. In these conditions, an important task is to adapt the internal conditions of the enterprise to the changes that constantly occur in the external environment, and this, in turn, will significantly improve the performance of enterprises. It is the creation and implementation of agricultural marketing levers that is an urgent goal for agriculture as a whole.

A condition for the successful development of agricultural marketing is the flexible reorientation of agricultural enterprises to ensure a competitive environment¹ (Kovaleva, 2019).

In the works of famous economists, there are very diverse interpretations of the term “marketing”, and sometimes it is even identified with the term “market”. From a theoretical and practical point of view, it is extremely important to explore, clarify, and differentiate the concepts of marketing in the agro-industrial complex.

At the theoretical level, marketing as an economic category is considered at the macro and micro levels. At the macro level, marketing refers to the process of movement of products, goods and services from the manufacturer to the final consumer. At the micro level, that is, at the enterprise level, marketing is a system that performs the functions of production planning, pricing, distribution and redistribution of products² (Belyaeva, 2020).

The process of creating a modern management system, organizing the production process, and selling high-quality agricultural products are determined, first of all, by the transition of agricultural enterprises to fundamentally new economic market relations, which have developed in conditions of increasing competition among agricultural producers both within the country and on the world market. These relationships involve not only the direct production of products, but also the study of issues related to the organization of sales, the search for new channels of distribution of products, the search for new markets, positioning in existing markets, carrying out a balanced pricing policy, carrying out certain advertising

¹ Kovaleva I.V. Marketing technologies for optimizing commodity markets for agricultural products // International Journal of Humanities and Natural Sciences. 2019. No. 3-2. pp. 60-63.

² Belyaeva A.A. Features of marketing activities of enterprises in the agricultural industry // Bulletin of youth science. 2020. No. 3 (25). P. 6.

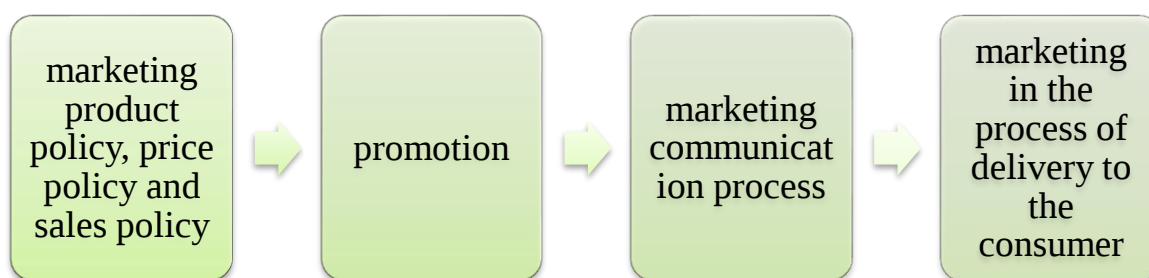


events, that is, there is a process of focusing on marketing activities.³ (Kabanenko, Dubrova, 2020) .

In the context of constant economic turmoil in the country and the world, and therefore the agricultural component of the economy in particular, the development of an effective mechanism for creating demand for products and stimulating sales in agricultural markets is extremely important⁴(Kovaleva, 2015).

It can be seen from the above opinions and comments that the use of modern tools of agricultural marketing and the acceleration of digital marketing processes will have a positive effect on the development of not only agriculture, but also the field of agrologistics. As a proof of this, the similarities of agromarketing and agrologistics processes can be compared in the following picture. (Figure-1.)

1. Movement of marketing processes in agriculture



2. Movement of agrologistics services in agriculture

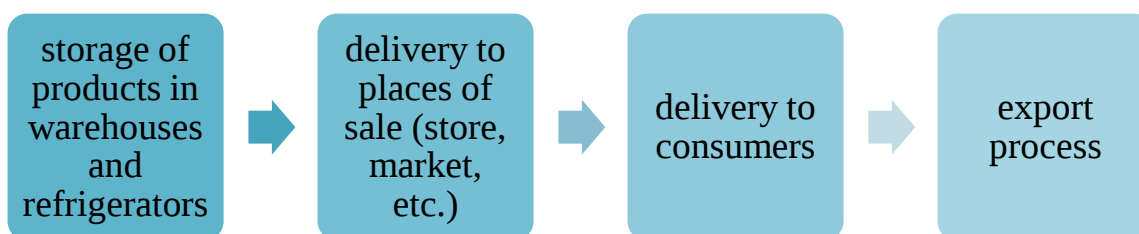


Figure-1. Interdependence of agromarketing and agrologistics.

Source: developed by the author.

Let us consider the features indicated in Figure 1 in more detail. The first feature shows, the use of marketing tools of the first stage in the production of agricultural products. Here, the sales policy of marketing includes the processes of agrologistics: storage of products in warehouses and freezers, as well as sales processes. The second, third and fourth movements of marketing processes cover all types of agrologistics services.

Therefore, if we activate marketing services in agriculture, speed up digital marketing processes, conduct marketing research in the production of products, the quality of agrologistics services and the efficiency of farms operating in agriculture will increase.

³ Kabanenko M.N., Dubrova L.I. Sectoral and territorial transformation of Russian agriculture // Economic relations. 2020. Volume 10. No. 2. P. 527-542. doi: 10.18334/eo.10.2.110152

⁴ Kovaleva I.V. On the issue of development of marketing cooperation in agriculture: International experience // Bulletin of the ASAU. 2015. No. 2 (124). pp. 129-132.



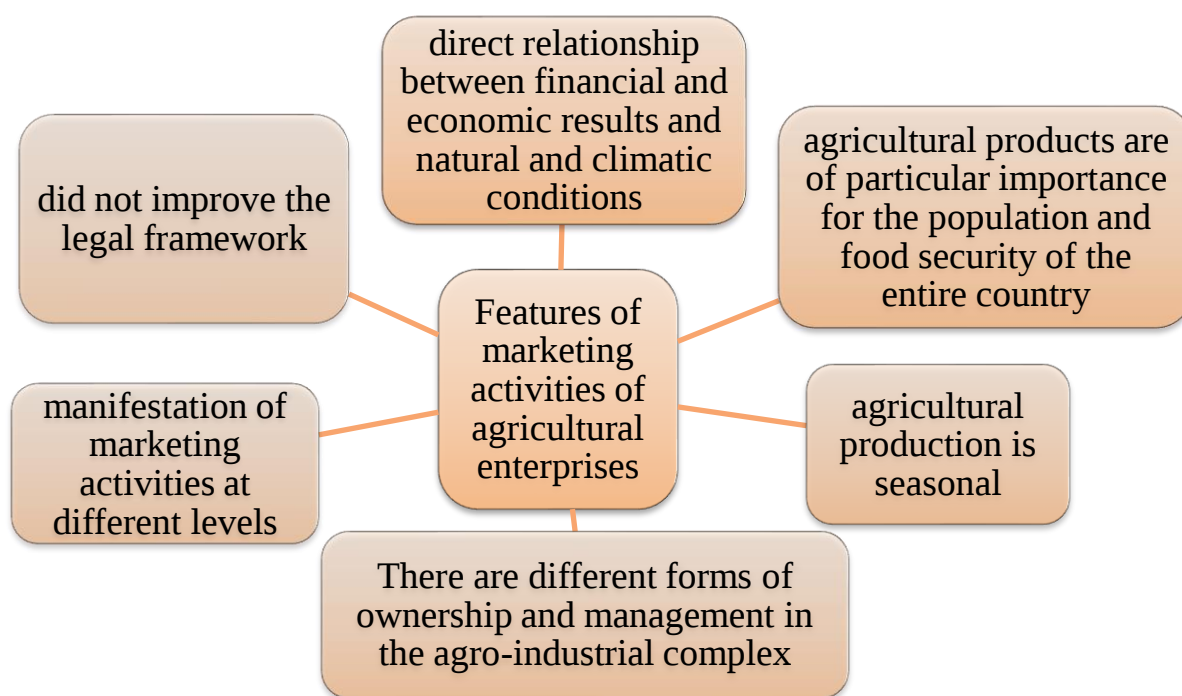
It is well known that marketing activities are a basic component that market-oriented enterprises should use. However, the vast majority of agricultural enterprises do not use marketing tools in organizing their production and sales of finished products.

Consequently, the specifics of the production, promotion and sale of agricultural products determine the existing features of the functioning mechanism of agricultural marketing. The basic principles on the basis of which the mechanism for the functioning of agricultural marketing is developed are:

- adoption and implementation of management decisions based on analysis of market conditions;
- increasing the efficiency of agricultural enterprises based on the orientation of the production program to market requirements;
- use of profit as an effective indicator of financial and economic activity;
- stimulating consumer demand using marketing communications tools, including advertising.

The features of the marketing activities of agricultural enterprises are determined, first of all, by the features of markets for agricultural products and the features of pricing policy, supply and demand for these products.

Agricultural marketing includes such components as the production of agricultural products, agricultural machinery, fertilizers, chemical protection products, feed, and the like. The marketing component includes all areas that ensure the movement of agricultural



products from the manufacturer to the final consumer (agrologistics), that is, the process of collecting, storing, processing and selling products.



Under these conditions, agricultural enterprises must take into account certain features when organizing marketing activities (Figure-2).

Figure-2. Features of marketing activities of agricultural enterprises

Source: developed by the author.

Let us consider the features indicated in *Figure-2* in more detail. The first feature shows a direct relationship between financial and economic results and natural and climatic conditions. The production of agricultural products depends on the fertility, quality and intensity of land use.

Rational use of land resources and the use of environmental technologies make it possible to obtain agricultural products of the required quality and quantity. At the same time, there is an inverse relationship - with irrational use of land, its fertility decreases and further degradation occurs. A similar connection can be traced in the use of land resources by the livestock sector. This connection determines the quality, quantity and range of products.

The second feature of agricultural marketing is that agricultural products are of particular importance for the population and food security of the country as a whole. When meeting the demand for agricultural products, age, gender, national preferences, the state of health of the population are taken into account, as well as ensuring it in sufficient quantity and quality. If these are perishable goods, then it is necessary to quickly organize the delivery of goods and ensure safe packaging.

The third feature of agricultural marketing is related to the seasonality of agricultural production. Crop products are received, as a rule, 1–2 times a year, while the production process is designed for the whole year. In this regard, marketers must respond to market conditions and respond flexibly to trends in changes in population demand. It is with the seasonality of production and receipt of products that the peculiarity of marketing studies of sales markets and promotion of agricultural products is associated⁵(Muradova, Lyamin, Dudakov, 2018) .

The fourth feature of agricultural marketing is manifested in the existence of various forms of ownership and management in the agro-industrial complex. The variety of marketing technologies, market strategies, forms and methods of agricultural marketing is determined by the enterprise's belonging to one or another form of management. Each form of business has its own characteristics of management, organization and functioning of the marketing system, which also determines the multidimensional nature of competition in agriculture.

Agriculture is characterized by a large number of organizational and legal forms of management, including: business societies, cooperatives, farms, state enterprises, enterprises of other forms of management.

Hence the variety of forms of marketing, ranging from planning a marketing strategy to determining the effectiveness of activities. The main task of agricultural marketing is the creation, both at the regional and national level, of an integral system of marketing

⁵ Muradova S.Sh., Lyamin B.M., Dudakov G.S. Merchandising as an innovative tool for the trading industry // Innovative economics: prospects for development and improvement. 2018. No. 5 (31). pp. 107-114.



foundations that will provide normal conditions for the reproduction of the capabilities of each agricultural marketing entity⁶(*Diulina, Vasilev, 2017*) .

The fifth feature of the agricultural marketing system is its branched and multi-level nature, since it includes production, processing and sale of products. At the same time, the multi-level nature of the agricultural marketing system implies that shortcomings and errors at one level lead to a decrease in the effectiveness of the marketing system as a whole.

The sixth feature of agricultural marketing is associated with the imperfection of the country's regulatory framework in the field of regulation of marketing activities, which negatively affects the development of agricultural marketing in general. Uncertainty, constant changes, amendments at the state level make it impossible to develop marketing of agricultural enterprises.

Conclusion

Thus, we can say that agricultural marketing has many facets. It can be seen as a link between food producers and consumers in terms of both physical distribution and economic distribution, designed to facilitate the exchange of goods from producer to consumer.

Agricultural marketing is the execution of all business activities associated with the flow of food products and services from initial agricultural production to the final consumer, that is, agrolistics process.

Having analyzed the features of the marketing activities of agricultural enterprises, we can say that the successful use of modern marketing principles and technologies is impossible without taking measures adequate to the current situation at the state level. The marketing system of the domestic agro-industrial complex requires transformation, implying the revival of information and consulting services (ICS) at the federal and regional levels, as well as the development of market thinking among all agribusiness structures.

To ensure the stable development of agricultural enterprises in modern conditions, it is necessary to develop a strategic plan based on marketing research and taking into account all the features of the marketing activities of agricultural enterprises.

The need to introduce marketing technologies into agricultural activities is also due to the current state of the country's economy. Marketing activities can be aimed at achieving certain results (increasing production, sales volumes, improving the enterprise management system, etc.) only if they respond flexibly to market changes.

In conclusion, it can be noted that agricultural marketing, in order to maximize the profits of agricultural producers and meet consumer demand, is based on the analysis, forecast and implementation of business activities at the stages of production, storage, processing, transportation and distribution of agricultural products.

⁶ Diulina I.E., Vasiliev M.P. Agricultural marketing: determining factors and directions of use in agricultural production // Skif. 2017. No. 14. pp. 5-10.



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