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PECULIARITIES OF MARKETING RESEARCH OF AGRICULTURAL MARKETS IN UKRAINE

A prerequisite for optimizing the activities, improving and accelerating the development of agricultural enterprises is the choice of an effective marketing research system that serves as a basis for the development of the marketing basis for conducting agricultural business. It should be noted that the system of agricultural marketing has its own differences compared to other types of marketing, which are related to the specifics of agricultural production and, of course, affect the specifics of marketing research in the agricultural market.

1. Agriculture is an industry with perfect competition, which is almost never found in other sectors of the economy. Market participants with perfect competition can increase their profits only by reducing costs. This situation encourages agricultural producers to look for cost-cutting measures (application of advanced production technologies, use of new machinery, improvement of labor skills of their employees, application of marketing principles at all stages of the product life cycle), i.e. to search for innovative solutions to increase farm profits.

2. Underdeveloped of the Ukrainian land and resource market, as well as insufficient and uneven development of market information. The underdeveloped information infrastructure in rural areas prevents agricultural producers from receiving timely, accurate and up-to-date information on demand, market saturation, prices, competitors' supply and other data.

3. Natural and economic processes in agribusiness are integrating and creating new conditions for production and marketing.

4. Agricultural marketing services deal with short-lived essential commodities that have consumer, aesthetic and moral value. Therefore, the task of ensuring timely and careful harvesting, high-quality packaging and timely transportation of products is very important for the crop production industry.

5. Agriculture is characterized by seasonality of production and harvesting, as well as differences in the working period and the production period. This determines the specifics of market research for sales and product promotion.

6. The agribusiness marketing system, which includes production, processing and delivery of the product to the end consumer, has the feature of unevenness, unequal value and different levels of marketing of marketing activities.

Thus, the functioning of agricultural marketing due to the peculiarities of agricultural production and marketing of agricultural products is characterised by a variety of specific marketing schemes. However, at the same time, there are its basic principles on the basis of which these schemes are developed and the process of conducting marketing research is carried out:

1) studying the state of consumer demand in the dynamics, taking into account expected development trends, using demand data in the development, adoption and implementation of business decisions

2) maximum orientation of production to market requirements in order to improve the efficiency of the enterprise; in this case, the enterprise's profit is a generalized indicator of its performance;

3) influence on the consumer market and demand for products and their formation in the direction required by the enterprise through the use of such means as, in particular, advertising, sales promotion, and propaganda.

The results of marketing research provide feedback to the market and consumers and are one of the key means of competing for the market. Based on the defined goal, we can summaries several tasks facing market research in the agricultural market:

1) To attract your target customers, you need to know who they are and what their general characteristics are. Are they companies or individuals? Are they in a certain demographic group in terms of age, geographic location, and income level? Do they buy the products of the company in question?

2) It is also necessary to analyse your place in the overall market situation: do you have enough resources to implement your plans, what kind of market situation can facilitate their implementation and what kind of market situation can harm them? Therefore, it is important to conduct a SWOT analysis, that is, to identify your internal strengths and weaknesses, external opportunities and threats.

3) Competitor analysis: how many producers in the area (region) grow the same products? What is their quality? At what price and where do they sell it? It is necessary to make sure that the target market is large enough to support the planned commercial goals. You should not assume who the target market is, but clearly define its size through research. You should contact trade organizations, review market data, use demographic information from the census and other possible sources.

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