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MAIN GOALS OF MARKETING MANAGEMENT OF ECONOMIC AND ENVIRONMENTAL SAFETY OF THE CONSUMER MARKET

Abstract. The article substantiates the need for marketing management of economic and environmental safety of the country's consumer market. The main task of providing the population with consumer goods should be solved by achieving commodity self-sufficiency and preserving the economic and environmental safety of goods. At the same time, the primary task of marketing impact is to study the needs of the market, effective demand and link them with ensuring economic and environmental safety.

Keywords: consumer market of goods, effective demand, quality of goods, management of economic and environmental safety, importers and manufacturers of goods, needs of the population, high-quality and economically affordable products.

I. Introduction

Taking into account that in 2022–2026 the development strategy of new Uzbekistan, within the framework of modernization and accelerated development of agriculture, provides for priority areas for the development and liberalization of the economy, deepening structural transformations and consistent development of agricultural production, further strengthening the country's food security within the framework of the state program, are accepted measures to ensure food safety, increase the production of fruits and vegetables, potatoes and grapes [1]. The scientific study of achieving this goal simultaneously demonstrates the competitiveness of national consumer goods in domestic and foreign markets and the relevance of the issue of ensuring the safety of consumer products imported into our territory.

Marketing plays an important role in the development of the consumer market of goods, which is carried out taking into account socio-economic, natural, demographic and other factors. It allows taking into account the needs, state and dynamics of

effective demand and market conditions, the nature of development of foreign trade relations, as well as creating conditions for maximum adaptation of production to market requirements.

The objective need to spread marketing in consumer markets of goods is due to the following factors:

- first, this market contains, along with the most important vital need, a variety of interests: social, economic, environmental and others, the features of which must be taken into account when implementing national policy in general;
- secondly, to justify the concept of consumer market development, it is necessary to use the tools of marketing research that allow you to most effectively study and predict the state and development of the market [2].

II. Literature Review

Studying the experience of foreign countries in managing the economic and environmental safety of the consumer market is significant for modern national conditions, since a developed market, an effective system of support for its participants, as

well as a modern management system based, among other things, on the use of marketing tools, can be rethought and implemented in our country. At the same time, the greatest attention should be paid to the processes of integration, information support and product promotion, as well as the development of a social orientation of marketing.

In almost all developed countries, the consumer market is dominated by large corporations and financial and industrial groups. Integration in the agro-industrial complex, which is the consolidation of firms by combining additional marketing functions and activities under a single management, can be dictated by various motives: reducing risk, improving market positions, prospects for influencing prices, reducing costs by increasing production efficiency – with vertical integration; reduce competition, increase market share, save costs through efficient business management and specialization – with horizontal integration; reduce risk through diversification and create additional financial leverage – with conglomerate-type integration.

III. Analysis and results

Summarizing the experience of agro-industrial integration in economically developed countries, researchers distinguish the following models [3]: a contract system of relations between agricultural producers, processing, marketing and other organizations; agro-industrial formations created by combining the capital and labor of legal entities and individuals (corporations, cooperatives, etc.); plants that represent the entire technological cycle from the production of agricultural products, its processing and sales to the final consumer; associations created without the formation of an additional legal entity, headed by an integrator firm that carries out relations with other members of the association on a contractual basis or by participating in the formation of their ownership; holding companies.

For example, in the United States, up to 25% of all wholesale commercial products, 90% of broilers, and 30% of beef are sold under a contract system in which the supplier and consumer agree in advance on the

size of batches, product quality, price, or method of calculating prices. Especially such relations are developed between producers of agricultural products and processing enterprises. For example, 99% of pigs in the United States, 98% in Germany, and 100% in France are slaughtered in meat processing plants. The share of direct links between meat processing enterprises and producers has significantly increased – more than 78% of livestock in Germany, 60% in France, and more than 70% in the United States are processed through direct links [4]. The advantages of this model for farmers are guaranteed sales and prices, as well as loans and technical assistance, and for processors-guaranteed supplies of agricultural products. Sales by contracts and direct connections are the most important forms of organization that ensure market stability and are created with the assistance of the state, which sets certain requirements for product quality. This makes the market predictable and regulated.

In the food market of many developed countries, cooperatives play an important role, which, depending on the tasks performed, are divided into marketing, purchasing, service and processing. In the Nordic countries, up to 80% of farmer's products are sold through the system of agricultural cooperatives. In particular, in Finland, up to 90% of all commercial milk is sold through cooperatives, in Sweden and Norway, cooperatives carry out up to 90% of the slaughter and processing of livestock, and about 80% of the sale of grain, eggs and other products. In Sweden, cooperative enterprises account for up to 70–80% of food production. In Germany and Italy, agro-industrial integration is defined by cooperatives for the production of feed, seeds, agricultural machinery, and chemicals. The processing industry and trade have a high degree of concentration and monopolization [3].

In the United States, agro-industrial integration has reached a very high level, which has made it increasingly difficult for small producers to compete with large corporations. Some States have laws that prohibit so-called corporate agricultural production,

while some States only allow family-owned firms to operate (Nebraska, South Dakota, and Iowa).

The US food industry has a high level of concentration: the share of the 8 largest companies in the total production of the meat – canning industry is 38%, cheese – making-51%, dairy (without canning) – 30%, flour-46%, cereals –97%, beet-sugar-96%, soy oil production-70% [3].

An important place in the us agribusiness is occupied by food trade, where there is also a concentration of wholesale trade. So, one of the largest companies “Great Atlantic and Pacific» has more than 3,500 stores in 33 us States, about 40 different food processing plants, purchasing offices and warehouses.

In the food markets of many developed countries (USA, Great Britain, Sweden, etc.), along with the above, there are consumer cooperatives created for the purpose of purchasing food and reducing food costs, as well as more active participation of consumers in the organization of retail trade. For example, in the United States in the 70–80 years several thousand clubs were organized for the purchase of food in the form of cooperatives, consisting of consumers who jointly make orders for food to wholesalers and distribute it among the members of the cooperative. It should be noted that consumer cooperatives are an alternative form of distribution, but do not replace its traditional forms.

Market promotion measures – a wide range of marketing activities aimed at increasing the value of products to consumers-are important elements of consumer product marketing in market economies. Marketing tools are advertising, packaging, quality control, personal sales, trademarks, coupons, etc. The importance of marketing activities in food markets is especially enhanced in the competition between individual products (beef – pork), types of food (fresh products – against frozen), and distribution channels (retail stores – catering), which forces manufacturers to increasingly use marketing methods. In particular, advertising is an important marketing tool at all stages of the food movement. In the United States, food processors account for about

half of advertising costs in the food industry and 25% of advertising costs in all manufacturing industries. The share of food retailers is 30% of the total cost of advertising the food complex; in terms of costs, it is ahead of any other group of retailers. The rest of the cost of advertising food products is covered by farmers, commercial groups and other food companies.

An important aspect of marketing in food markets is information support. For example, in the United States, Canada and a number of other countries, there are information centers that, based on government statistics, publish collections containing information about the quantity and quality of products produced in the country and its individual regions. Producers can report their offers for sale free of charge, as well as receive free information about the state of crops, market threats, weather forecasts, and so on. For buyers, the information is paid at the established rates. Thus, the availability of available information has a positive impact on the market situation and contributes to making motivated decisions in the field of food production and sale.

Analysis of foreign experience shows that marketing as a system of management decisions and activities is very effectively used in countries with developed economies within the framework of the general concept of market management. States, using all possible levers of influence on the market, actively operate marketing tools, thus increasing the information security of market participants, promoting the development of partnerships between them, supporting national agriculture and production, protecting and stimulating the consumer.

The implementation of the strategy for the development of the consumer market, in particular, involves solving the problem of providing the population with food, mainly through self-sufficiency. Achieving food self-sufficiency is the most acceptable option for the development of the country’s food market as a whole, which is reflected in many programs [5].

Linking food resources to market needs, rapid response of production to changes in effective demand

with high quality of goods and low costs are the main directions of marketing impact on the consumer market.

We believe that the marketing approach to managing the economic and environmental safety of the consumer market involves the study of this market and the implementation of its full potential, aimed at meeting both internal and external needs. In addition, the normal development of society implies the need to manage the development of needs by implementing the main management functions (Fig. 1).

To effectively manage the development of needs for consumer goods, it is necessary to use the results of needs research obtained at the level of micromarketing, namely:

- structuring needs for consumer goods and assessing their significance for individual groups of the population;
- determination of consumer characteristics of goods;
- segmentation of consumers in accordance with the level of satisfaction of needs for consumer goods.

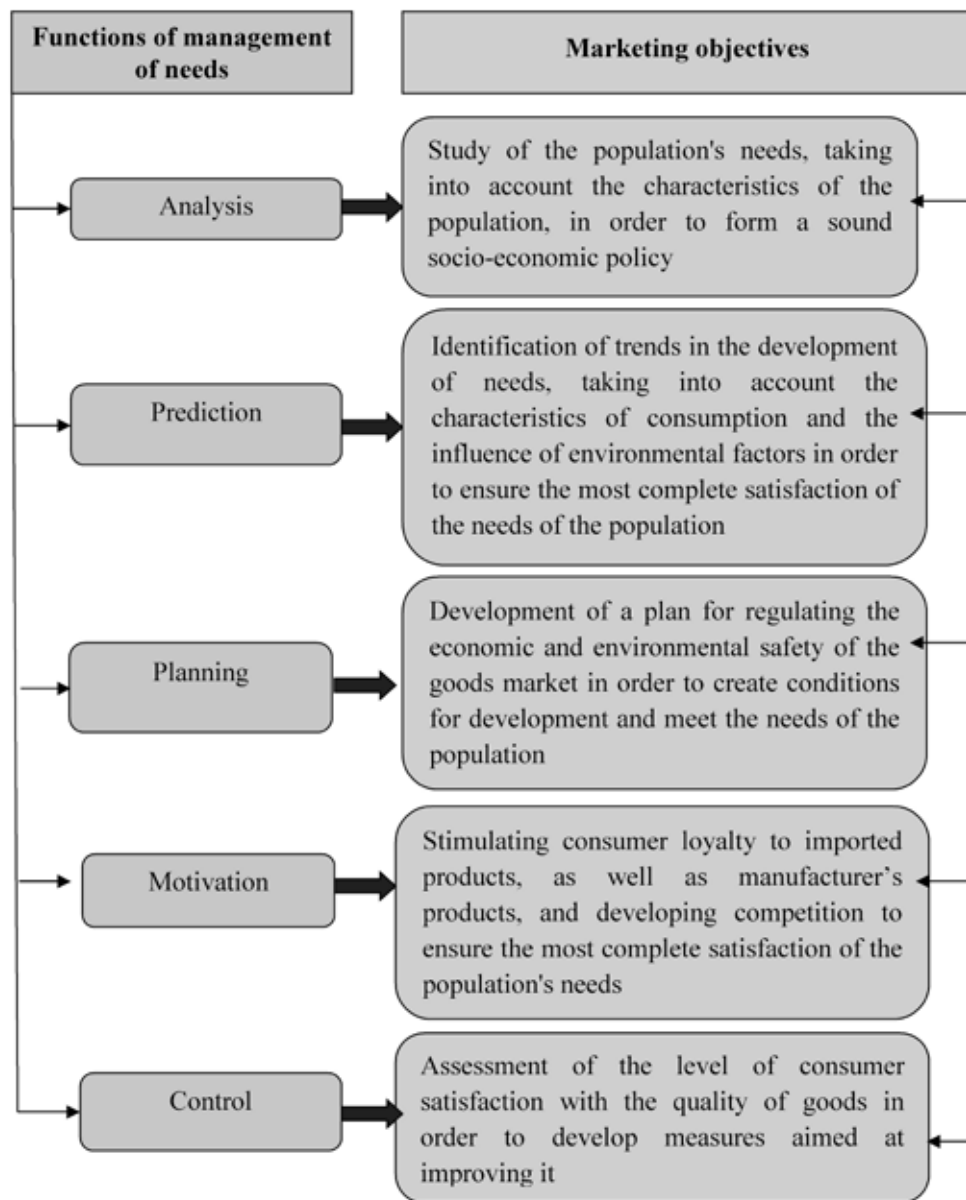


Figure 1. Functions of marketing management of needs in the food market

Taking these positions into account in the management of economic and environmental safety of the consumer market will help to increase the economic and social orientation of state policy, create prerequisites for increasing consumer satisfaction with the quality of goods, and develop sound measures for state regulation of the consumer market and its balanced development [6].

Importers and producers of goods, acting on the principles of modern marketing, can achieve their commercial goals by meeting the needs of carriers of effective demand to the fullest extent possible, which implies harmonization of relations with consumers and orientation to their priorities.

IV. Conclusion and discussions

Based on our research of the consumer market of goods and the need for its regulation using marketing approaches, we can identify the following main goals of marketing in the consumer market of goods:

1) the most complete satisfaction of the population's needs for high-quality and economically ac-

cessible products through the most effective use of resource, production and labor potential, ensuring the profitability of producers of goods;

2) determining the directions of development of the consumer market based on the analysis of changes in effective demand and forecasting the situation on the goods market;

3) formation of consumer culture and consumer culture aimed at preserving the health and improving the quality of life of the population.

In the consumer market of goods, there is an objective need to align the goals of importers and manufacturers with state goals, which should be ensured through marketing, since it is a link between management structures and manufacturers. This process is carried out through information exchange, on the one hand, about the possibilities of importing or producing goods and their needs, on the other – about the situation in consumer markets, which, ultimately, allows to make the most correct management decisions regarding the development of the country's consumer market.

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