

UDC 339:63.003

PROBLEMS OF INFLUENCE OF MARKETING RESEARCH ON OWNERSHIP ACTIVITY IN THE SPHERE GRAIN — GROWING

N. S. Mirzayev, Ph.D. on Economics

Azerbaijan, Lankaran State Universiti

mirzoev.n@mail.ru

Under the market economy conditions, in the field of grain — grower the most important duty of owners is to provide the increasing and potential need for grain. We can't forget that we face a lot of problems. In the process we can only find the solution of these problems by investigation of marketing. Marketing investigation is learning the problems purposefully investigating them and applying the system of offers that may provide the solution of their cases. In this article, we investigate the main goal and importance of carrying and marketing researches in the sphere of grain — growing. Moreover, we discuss the problems of the creation of marketing information system of ownership subjects in grain — growing and its influence on production and the sale process. At the same time the influence aspects of marketing on efficient activity of ownership subjects in the direction of development of grain-growing have been investigated. As a result in agricultural and grain market, marketing is of big importance of carrying out of production constantly increasing of product and quality and at the same time solving the problems at times of delivering the product to the consumer, so the main duty of marketing service is carrying out of forming and methods of product selling and expressing the selling place and expressing the service sphere.

Keywords: agrarian sector, grain-growing, ownerships, marketing, market, quality, competition, price.

В умовах ринкової економіки основне завдання щодо підприємців в галузі зерноводства, полягає в задоволенні потенційно зростаючих потреб населення в зерновій продукції. Безсумнівно, при цьому виникають багато проблем, вирішення яких можна здійснити тільки за допомогою маркетингових досліджень. Маркетингове дослідження — це цілеспрямоване вивчення, аналіз проблеми, на підставі подальшого комплексного розроблення та впровадження системи пропозицій, що забезпечують вирішення цих питань. У статті проаналізовано основні цілі та значення маркетингових досліджень в галузі зерноводства. Відзначено створення маркетингової інформаційної системи підприємницьких суб'єктів у зерноводстві і їх вплив на процес виробництва і продажу зернових продукції. А також досліджено аспекти впливу маркетингу на ефективну діяльність підприємницьких суб'єктів у розвитку зерноводства. У підсумку можна сказати, що маркетингова діяльність на ринку сільськогосподарської та зернової продукції відіграє важливу роль у регулярному виробництві даної продукції, підвищення її якості та послуг, а також має важливе значення в ліквідації проблем при здійсненні доставки продукції споживачеві. Тобто, головне завдання маркетингових послуг це здійснення форм і методів організації продажу даної продукції, відображення місця, терміну реалізації продукції і сфери обслуговування з метою доведення до споживача.

Ключові слова: аграрний сектор, зерноводство, підприємництво, маркетинг, ринок, якість, конкуренція, ціна.

Agrarian sector, being the main sphere the population is busy with in some countries, provides great part of important consumer goods for a man's life. Important part of these productions contain productions of grain-growing sphere. From this point of view the formation of feeding system on the basis of geographical conditions and cultural factors, taking into consideration the strategic importance of supply of population with food, carrying out marketing research in this sphere in each country shows itself as an important duty.

“Marketing — being a function of management, to investigate the relations of demand — supply in the market, to clear up important production caused by this relation, to provide to put production into life, as a result is an activity to get income and directing meeting of requirements” [1, p. 125].

Marketing as an operation taking part in the processes before and after the production. The main

function of marketing, together with the investigating of demand — supply relations, decides the amount and price of any production of a real market, also is to recommend the organization of the production according to demand. Marketing serves to provide quality in endurance either in price or in competition in the atmosphere of marketing economics. Marketing service, taking into consideration all the factors before and after production, at the same time must absolutely take into consideration natural atmosphere and social factors, too.

Territorial organization of production in the development of grain — growing must be put into practice taking into consideration the regional factors of natural — climatic potential. In corresponding literature distinguished as initial and reproductive the following factors can be about in grain — growing:

1. Initial factors: natural — climatic atmosphere, proximity to the sources of water and labour skills; the situation of ways and communication, the distance till the market and processing enterprises; relief, the configuration and measures of plot of land, height above sea level; ecological situation;

2. Reproductive factors: the level of becoming intensified and specialization; innovation tendency; development level of cooperation and integration ties, financial situation of owner is economy, efficiency of agromarketing etc.

The chance to provide the internal market on the account of grain production of local produce including the importance of soil, climate, landscape, marketing and management must be studied in a complex form, the weak points of grain growers attitude must be analyzed, in order to avoid them theoretical — methodological and institutional perfection directions must be grounded. It is known as a result of marketing result, to gain advantage in the market one of the criteria is the factor of quality. It can't be forgotten that the main source of food of the population is grain-growing. According to approximate calculation the population being provided with complete qualitative food "across the world is 35 %, those who can't use enough food are 15–20 % those who use food not containing definite substances are 20 %. The food that the rest of the population uses is considered to be completely low qualitative" [3].

To prevent the reaction of the suggestion of a grain grower's to the diminishing of demand is a question of vital importance. The level datum of preserving expenses in practice has an important role.

The point is that the preserving expenses of increasing grain stock in the situation meeting the requirements of without loss and quality demands are more than the loss because of situation deterioration, current management steps can be directed to the limitation of the stock. The fact of competition plays a significant role. So in any case increasing expenses are accompanied by the diminishing of competition ability. The evaluation of competition atmosphere conditioning strategically success takes into consideration the approach related to the market that forces competing are able to ground the attractiveness of agrarian sphere significantly. Of course, anybody including owner economy busy in grain-growing the competition level and attractiveness of the sphere are factors changing in inverse relativeness.

In the approach based on sale the structure within an enterprise the activity of personnel the strategy as resource guarantee directly influencing on realization of the factors are not paid enough

attention. The factors of the institutional models of activity strategy are not regarded.

On the base of resource tendentious approach the idea of realization of maneuver possibilities with the resources with the body stands. Resource potential in that approach is considered to be one the main conditions to gain advantage in the market.

The dynamics correlation intervals of demand — supply in the grain market mainly it turns out well to control. The development perspectives of owner economy producing grain. Together with the amount of resources and quality they use depend on the possibilities to gain advantage in the market.

That's why strategically analysis is always obliged to take into consideration the conditions of competition atmosphere. From this point of view the meeting of the requirements of financial demand must be in the centre of attention.

The main factor conditioning the expediency of borrowing for an owner is the growth of demand for goods production and being reliable perspectives of sale broadening.

The process of coordinating the competition strategy to the demands of marketing the prognostication of forthcoming conduct of the competitor party, including perspective: based on the motives and aims of sale — production policy, the main parameters of previous and present strategy of sale, the structural data of expenses on production, the dynamics of profit necessitates carrying out calculation. To ground the competition strategy of ownership, the strong and weak points of position of the opposite side in grain market must be studied, the dynamics of resource parameter of strategical potential must be investigated.

Together with objectively appreciating the reality, it must be stated that even a record result for our republic lags more behind than the productivity in European countries. At the same time it must be stated that there are many owners in Azerbaijan gaining high results.

Grounding these facts it can be told that the agro climatic potential of some regions of our country enables to get high production in grain — growing. Investigations carried out analysis on enough representative empiric information base shows that to improve productivity in grain-growing in our country in the first turn qualitative seed, effective fight against weeds, application of fertilizer in necessary amount and optimal regime, effective organization of irrigation work and so on are necessary. Favorable atmosphere must be created for grain — growers to meet these requirements.

Provisions' with qualitative seed in grain-growing is of actual problems. Some researchers consider that provision with qualitative seed in the

country is a factor that enables to create serious positive changes in the volume and structure of production. So as it is known from the researches, not changing existing cultivation technologies using only class seed gives the opportunity to develop productivity on average 30 %.

In other words, using qualitative seed in all grain fields across the country, it is possible to reach the level at least 28–30 centers [2, p.47].

As main food production of men, growing more productive sorts of wheat spacious use of reproductive and certificated seeds involving genetic stodes to economical use is an important direction. Forming selection work at the level of modern demands, actively joining strengthening international integration processes in the direction of solving food problem has turned into a decisive factor in the development and raising the quality of production of wheat and other grain plants. The world experience shows that the main factor conditioning economical efficiency of use genetic stocks of grain — growing is the perfect scientific guarantee of innovative intensive development. To develop the efficiency of the ownership activity in grain — growing, the level of acceptable correspondence between the quality of production and processes and the demands towards it must be gained. In other words, the level of agrarian technological knowledge must enable to efficient use of machines and mechanisms, the acquisition of necessary technical aids must be guaranteed.

The efficiency of use of agrarian technical guarantee realizing in the marketing relationships atmosphere, economical and technical potentials of the country in its turn is conditioned by the technological level of production of agricultural products, the statement of foreign economical ties and other factors.

As it is seen from foreign experience, the priority of development of innovative agrotechnologies must be one of the important attributes of ownership in grain — growing. The harmony of energy guarantee in agrarian ownership acquires necessary importance in the efficiency of production activity. Expenses on energy occupy an important place in prime cost of wheat and difficulties in provision of some remot areas with continuous energy becomes a factor limiting the development speed of grain — growing. Use of alternative energy sources in solving the problem being a perspective direction, acquires importance as an actual direction of innovative development strategy.

Efficiency of ownership activity in grain — growing demands maximum use of opportunities of risk — management. Efficient use of resources turns the investigation into objective necessity within the

demand framework the risk and loss categories. Throwing about financial resources, mistakes in credits, the difference between the production gathered and passed the infrastructure, the loss during the period delivering the last consumer and other datum like this denote the importance of approach in large perspective the loss notion and matter of its minimization.

An owner, acting independently has the right to enter the market, use material and financial, labour information and natural resources. Economical independence, at the same time considers entirely responsible action, fulfilling and other obligations in time.

Protection of agrarian market is almost an important direction of state policy of all countries and in internal what market balance development is decisively achieved by creating favourable activity atmosphere for owners. Stability and abundance, in wheat market, being an important condition of solving problems of social — economical development, is an important direction of national agrarian strategy. Activeness of development potential of agriculture and spheres being in close mutual relation with it beginning with the attitude to the favourableness of soil involves a large spectre including perfection of normative — legal base. It must not be forgotten that is some countries that export increase of what production sometimes is provided on the account of damage. In this case the quality, being the major criterion promotes unilateral innovations. The process of export to developing countries must be the theme of serious ecological expertise.

Innovation ownership and carrying out active marketing innovation makes it necessary to programme production and sale activity of ownership subjects busy in grain — growing. Dynamic character of relations among innovations and economical efficiency demands active attitude towards business activity ether at micro or macro level. The relation between innovative development opportunities in grain — growing and economical activity level have enough density. Because of this in owners producing grain desire towards innovations strengthens when there is initial opportunities to increase production.

Managing quality more efficiently is the important direction of perfection state regulation system of development grain — growing. It is necessary to take into consideration that reliable food guarantee, including growing ecologically healthy food production and delivering to the last consumer is a process of great labour and financial capacity. Intensity paying no attention to ecological requirements, including in the situation of

chemicalization, mechanization and automation in the agricultural production, sometimes economical — ecological standards are rejected. To avoid those undesirable cases the efficiency of mechanism managing quality must be increased.

At the same time it cannot be forgotten that improving ecological parameters of grain labour capacity mustn if considerably be increased on the producing of the production. Otherwise rise of prime cost of grain can cause not only economical but also discomfort of other character.

The opportunities to provide the internal market on the account of development of ownership must be thoroughly investigated, to support competition ability thanks to investigations of marketing and management directions theoretical — methodological and methodical recommendations must be prepared.

We can came to the following conclusion according to the analysis carried out:

– in agrarian sector, as well as in grain — growing, being its important sphere, in the processes

before production and after production carrying out researches is one of the important operations;

– especially owners in grain — growing subjects must create marketing information system to act more efficiently;

– by the help of marketing operations appreciating the competition atmosphere appropriately, corresponding to the market and demand qualitative grain production will be achieved to put into practice. And this is an important condition for the development of ownership subjects in the field;

– from the aspect of competition sustainability in the ownership economies busy in grain — growing the application of innovations will create initial opportunities to strengthen production.

LITERATURE

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Стаття надійшла до редакції 27.05.2016