



OPPORTUNITIES INCREASING THE ECONOMIC EFFICIENCY OF AGRICULTURE THROUGH MARKETING DEVELOPMENT

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Article history:	Abstract:
Received: 6 th January 2023 Accepted: 6 th February 2023 Published: 11 th March 2023	The article examines the processes of marketing management within the framework of agriculture, international marketing, the fundamentals of legislation, the achievements of domestic and foreign science in the field of marketing management, an analysis was made and a methodology was proposed for factors determining the development of the market, an assessment of employees of the marketing service.
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Today, it is quite difficult for agricultural enterprises to work in a free market. After agriculture was removed from state subsidies, the leaders of many enterprises faced a number of problems. Some of them are: imperfection of the management structure, inefficient pricing system, inability to identify the real needs of consumers, organize a good communication, marketing, product policy, develop a clear strategy for the development of the enterprise.

Marketing management is the organization of influence on the level, time and nature of demand in order to satisfy it, to obtain the greatest profit.

Marketing management system: must be integral, with interconnected elements (personnel, structure, functions, managerial influences, technical means). At the same time, it must be constantly improved on the basis of scientific achievements and best practices.

The marketing process must be carried out continuously, in parallel, synchronously, in order to ensure a dynamic impact on the market and effective product distribution.

The marketing management system must be economical, flexible, responsive to agricultural policy, the needs, needs and demands of consumers, market conditions, competition, commercial changes, entrepreneurship, production levels.

Employees of the marketing service or performing marketing functions act within the framework of Kazakhstan laws affecting aspects of market relations, agribusiness, marketing and entrepreneurship, use the achievements of science in the field of agribusiness, marketing and production management, economics, organization, social psychology, financing, lending, law. They must know the laws of the market, patterns, functions and process of marketing management, the basics of legislation, international marketing, the achievements of domestic and foreign science in the field of marketing management, be able to independently make marketing decisions and systematically improve their skills.

Employees engaged in marketing activities must have a clear understanding of the demand for goods, market segmentation, goods, services and activities of competitors, macro- and microenvironment, professional and intellectual potential of the members of the team of the enterprise where they work.

The regulation of marketing management functions is carried out with the help of job descriptions, which define the duties, rights and responsibilities of employees. These functions are fixed in the job descriptions of the heads of departments, enterprises, formations of small businesses.

The marketing management process consists of the following stages:

- analysis of market and marketing opportunities;
- forecasting and planning of activity;
- organization and regulation of the marketing process;
- control of the marketing process;
- evaluation of marketing activities.

Analysis of market and marketing opportunities involves: market analysis, study of the consumer and his demand, competitors and their activities, goods and services; marketing systems, the study of the external environment, the effectiveness (possibility) of foreign economic relations.

Analyzing the market, determine: its size, main trends and seasonal factors; potential sales opportunities for products introduced to the market or existing on it; existing market segmentation; trend in consumer properties and other characteristics of goods; composition of consumers; purchasing motives and attitudes to be used in assortment

planning, marketing and advertising; sales volumes of products, their share in the total market capacity, including by segments and regions; level and quality of advertising; methods of competition and commerce; competitiveness of the enterprise and its position in the market.

Then the possibilities and ways of searching for new market segments, increasing the competitiveness of the enterprise and its products, and increasing the stability of the enterprise in the market are identified.

Studying the consumer and demand are important conditions for designing a marketing system. The behavior and purchases of the consumer are influenced by his personal, cultural and psychological characteristics, as well as social and economic factors. From personal factors, age, gender, role, status, nationality, traditions, stages of the family life cycle, occupation, lifestyle should be distinguished. Purchases, their volume, assortment, frequency depend on these factors. Culture has a great influence on consumer demand, as it forms a basic set of values in a person. If these factors are not taken into account, a certain product may turn out to be unnecessary for consumers. In addition, consumer demand is primarily influenced by the economic situation of the buyer. It is determined by the level of his income, the amount of savings, etc.

Depending on these factors, as well as the type and quality of the goods, demand can be full, excessive, irregular, irrational, falling, hidden. In the process of marketing management, it is necessary to take into account all factors and, on their basis, build a marketing strategy, tactics and program.

When analyzing the activities of competitors, they first study the goods, their quality, usefulness, characteristics, life cycle, novelty level, competitiveness, advantages or disadvantages in comparison with the goods of this enterprise, then commodity circulation, sales promotion, advertising, propaganda, organization of the marketing service, reveal positive and negative aspects of activity. The data obtained is used in the management of the marketing service.

An analysis of the marketing system in an enterprise or in small business formations makes it possible to establish its effectiveness, the possibility of using it in the future or the feasibility of switching to another type, the life cycle and competitiveness of a product, the level of prices for goods, sales promotion methods, the quality of advertising and promotion of commercial activities, sales and distribution channels, the feasibility and possibility of producing a new product or providing new services, the prospects for the emergence of new consumers.

Macro-environment factors influencing the market include: socio-political structure and law; the level and structure of the national economy; culture, education, customs; the level of scientific and technological progress in society; economic and social conditions; demographic factors. Microenvironment factors are the level of competition with enterprises of similar industries; market conditions; specific market structure and customer requirements; competitor advertising, etc.

The analysis is completed by determining the effectiveness of export activity, if it is carried out, the possibility of foreign economic relations.

When the general strategic goal of the enterprise is formulated, for example, the demand for a new product is formed, the chain of measures to achieve the goal should be worked out in detail. To achieve the goal, it is necessary to solve the following questions:

- what product is introduced to the market, in what assortment and at what prices;
- what consumer it is designed for, and what potential consumers can be attracted;
- what conditions are necessary for the sale of goods at the planned level;
- through what channels and in what volumes the supply will be realized;
- by what means it is expedient to influence demand and stimulate sales;
- what should be the after-sales service and who will provide it;
- what economic results are expected by market participants, and what costs are required for this.

The solution of the above questions will determine the tactics of marketing activities for all market participants. Answers should be specific and linked to all participants in terms of timing. A failure in one of the links can lead to the failure of the entire planned operation.

The development of a goal or a target program is the most responsible type of marketing activity. It is necessary to develop not only behavior in the market, advertising, service provision, but also, taking into account the marketing goal, to organize and sometimes restructure production, subordinate it to the market, consumer needs. When developing a target program, its material, monetary and personnel support is calculated.

In enterprises and small business formations, it is advisable to develop a so-called goal tree. Let's give an approximate tree of goals for the marketing activities of a farm, peasant economy or cooperative.

The general goal is to meet consumer demand and increase profits by improving the marketing system.

This stage ends with the planning of marketing activities: the types of work, the timing of their implementation, those responsible for execution, the necessary resources and the expected economic effect are established. When planning marketing activities, the form of marketing that is used in this case is taken into account. It can be a marketing-seller or a marketing-buyer. Seller marketing is based on market relations, called the market-seller, when sellers have more power and sell what is produced. Consumer-to-marketing is based on a market relationship called market-to-consumer, where consumers have more power and sellers sell what consumers need. In agricultural enterprises, the first form of marketing still prevails, but a higher form - the second - is already being used by teams of small business formations and the future lies with it.

The next stage is the organization and regulation of the marketing process. It includes the organization of the marketing mix, the selection of target markets and target segments, the formation of its consumer, the organization of

the sale of products or the provision of services, commercial activities, the multiplication of marketing opportunities, and the regulation of the marketing process in case of deviations from planned programs.

The organization of the marketing mix is realized in the management of controllable variables: product, prices, methods of distribution and stimulation. The product must be of high quality and usefulness. The criteria for the quality of a product are not only its technical level, but also aesthetic, ergonomic properties, economy, competitiveness, packaging, price, compatibility with complementary and interchangeable products, type of raw materials, compliance with the level of scientific and technological progress, environmental cleanliness.

Marketers must ensure that the product has a desirable place in the market and in the minds of customers. This is especially important when there are a lot of similar products. When organizing the sale of goods, its life cycle (sales on the market) is taken into account. The period of the product life cycle (LCT) depends on many factors, and the task of marketing specialists is to lengthen it.

The price of products is set at the planning stage. At the same time, enterprises develop retail, wholesale, preferential prices, discounts, increased prices. Therefore, in the course of managing the marketing process, it is important to use price levers, that is, in some cases, taking into account demand and increasing the competitiveness of the product, raise the price, in others, if there is a danger that the product will disappear or competition will increase after a while, sell it at wholesale prices, in the third - to make a discount.

An important element in the organization of the marketing complex are the methods of distribution of goods, that is, various activities through which the product becomes available to the consumer. They include distribution channels, that is, the introduction of intermediaries, teams for the sale of goods.

Marketing specialists or heads of small businesses, on-farm subdivisions must form, educate their consumer. This can be achieved, firstly, with the help of high quality products, secondly, by holding various meetings at which the advantages of the product are advertised, and thirdly, by organizing after-sales service. The main share in the cost structure of the working time of employees of the marketing service is the sale of products and commercial operations: the definition (finding) of consumers, the conclusion of contracts with them, packaging, the organization of shipment, the conduct of commercial and financial transactions.

The marketing management system should organize itself, self-manage, but in practice there are failures (for example, a bad harvest, higher competition than predicted) or individual elements of the system turn out to be outdated, and new ones were not introduced in a timely manner. All this leads to unsatisfactory results, so it is necessary to constantly monitor the functioning of the marketing system. In the process of control, it is established whether the system is operating in the planned mode; what elements of the system do not work or are poorly adaptive, immune to innovative solutions; what innovations used by competitors are not implemented and why; what new things can be introduced to make the system work more efficiently than in other agricultural and agro-industrial formations. Thus, control allows you to identify shortcomings in a timely manner, eliminate them and introduce progressive elements, making the marketing system more effective.

The final stage of the marketing management process is the assessment of marketing activities - meeting demand, the marketing system and its effectiveness, the implementation of marketing programs and the activities of service workers, the product life cycle and foreign economic relations.

Evaluation of marketing activities begins with determining the degree of satisfaction of the demand of consumers of the target market segment. It is very important to satisfy requests based on contractual, contractual, custom-made principles. Otherwise, the consumer will lose confidence in the enterprise, and it is difficult to return it. You will have to put in a lot of effort and invest some money.

The effectiveness of marketing activities is determined: economic (profit received in total and per unit of goods, the level of the selling price, the volume of goods sold, sales costs, sales promotion, advertising, propaganda, service efficiency and labor productivity of marketing workers) and social. Based on the results of the assessment, a conclusion is made about the advisability of using the service in the future or improving it (partial, radical). When evaluating the implementation of marketing programs, the reasons for their overfulfillment or non-fulfillment are identified and proposals are made to improve programming in the future.

In the process of marketing management, employees at each stage make numerous managerial, marketing, and entrepreneurial decisions. They can be strategic, tactical and operational; general, private and local; situational and initiative; collective and individual; definite and risky. The effectiveness of these decisions is increased if sufficient information support is provided.

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