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## Trends and stages of development of marketing approaches in the management of agricultural production

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**Abstract.** The aim of the study. The purpose of the article is to analyze the current state and trends in the marketing activities of enterprises of the agro-industrial complex of Ukraine. Methodology. In the study of the state and trends of marketing activities of agricultural enterprises of Ukraine used a graphical method and systematic analysis; in the study of the impact of threats on the state of marketing activities of agricultural enterprises in Ukraine - the causal method and the method of scientific generalization - in forming the conclusions of the study. Results. Theoretical aspects of the conditions for the formation of marketing policy of agricultural enterprises are analyzed, we consider it appropriate to summarize the results in accordance with the constituent elements of marketing product policy. It is established that such components of marketing product policy are the development of a new product or economically justified improvement of existing ones; maintenance of goods (transportation, service, storage); withdrawal of goods from production, diversification, elimination. According to the results of the research, the tendencies of development of marketing approaches in production management of agricultural enterprises are analyzed. In the context of marketing policy analysis, a preliminary definition of the content of specific categories that are closely related to agricultural policy is identified. The practical significance of the study is that the main conclusions and suggestions can be used by domestic enterprises to form an effective management system for marketing activities of agricultural enterprises. Prospects for further research. It is determined that in the long run for agricultural enterprises in developing marketing policy as a tool for economic security and for making sound management decisions and in the interests of consumers of agricultural products in the region it is necessary to form strategic and tactical goals based on the proposed tools.

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**Keywords:** marketing, marketing activities, agricultural enterprises, marketing approaches, marketing tools.

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## Тенденції та етапи розвитку маркетингових підходів в управлінні виробництвом сільськогосподарських підприємств

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**Анотація.** *Мета дослідження.* Мета статті полягає в аналізі сучасних тенденцій та етапів розвитку маркетингових підходів в управлінні виробництвом сільськогосподарських підприємств. *Методологія.* При дослідженні стану й тенденцій маркетингової діяльності підприємств використано графічний метод та системний аналіз; при дослідженні впливу на стан маркетингової діяльності підприємств; причинно-наслідковий метод та метод наукового узагальнення – при формуванні висновків дослідження. *Результати.* Проаналізовано теоретичні аспекти умов формування маркетингової політики сільськогосподарських підприємств, вважаємо доцільним зведення результатів відповідно до складових елементів маркетингової товарної політики. Встановлено, що такими складовими елементами маркетингової товарної політики є розроблення нового товару або економічно обґрунтоване вдосконалення існуючого; обслуговування товару (транспортування, сервісне обслуговування, зберігання); зняття товару з виробництва, диверсифікація, елімінування. За результатами дослідження, проаналізовано тенденції розвитку маркетингових підходів в управлінні виробництвом сільськогосподарських підприємств. У контексті аналізу маркетингової політики визначено попереднє визначення змісту специфічних категорій, що тісно пов'язані з політикою сільськогосподарських підприємств. *Практичне значення дослідження* полягає в тому, що основні висновки та пропозиції можуть бути використані вітчизняними підприємствами для формування ефективної системи управління маркетинговою діяльністю сільськогосподарських підприємств. *Перспективи подальших досліджень.* Визначено, що на перспективу для сільськогосподарських підприємств при розробці маркетингової політики як інструменту забезпечення економічної безпеки та для прийняття обґрунтованих управлінських рішень та в інтересах споживачів сільськогосподарської продукції регіону необхідним є формування стратегічних і тактичних цілі діяльності на основі запропонованого інструментарію.

**Ключові слова:** маркетинг, маркетингової діяльності, сільськогосподарські підприємства, маркетингові підходи, маркетингові інструменти.

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### **1. Introduction.**

At the same time, despite the existing positive trends, the socio-economic potential of agricultural enterprises in modern economic conditions is insufficiently realized, which weakens their economic security and necessitates the introduction of effective tools to improve financial, human, technical, technological and resource potential. in agriculture, in order to reduce the country's import dependence in the food segment and increase the economic security of the state as a whole.

Thus, the emergence and development of marketing as a theory and business practice due to the development of economic relations between economic entities and productivity growth, which resulted from scientific and technological progress, widespread use of machinery and equipment, specialization and division of labor. All this led to a sharp increase in the number of goods, oversaturation of the market, problems with sales.

**Target setting.** However, there are a number of problems that need further development, in particular, current trends and stages of development of marketing approaches in the management of agricultural production.

### **1. Literature review.**

Fundamentals of marketing policy of agricultural enterprises is the field of research of many domestic scientists, including: N.V. Karpenko (2012), O.I. Drill (2011), O.O. Zelenko (2008), P.

Doyle, F. Stern (2007), O.V. Zhegus, L.O. Popova, T.M. Partsirna (2010), V.V. Humeniuk (2011), N.I. Doberchak (2013), N.V. Karpenko (2011), V.M. Kolesnik, K.A. Yukhimenko (2010), J. Ul. Colse (2000), T.D. Maslova, S.G. Bozhuk L.N. Kovalik (2002), A.V. Voychak, V.F. Onishchenko (1994), S.E. Petropavlovskaya, V.E. Komandrovskaya, O.V. Khmel'nitskaya (2008), O. Zigriy (2011), T.A. Gaidaenko (2006), and other.

### **3. Methods.**

In the study of the state and trends of marketing activities of enterprises used a graphical method and systematic analysis; in the study of the impact on the state of marketing activities of enterprises; causal method and the method of scientific generalization - in forming the conclusions of the study.

### **4. Research objectives.**

The purpose of the article is to analyze current trends and stages of development of marketing approaches in the management of agricultural production.

### **5. Results and discussions.**

Marketing is a type of activity that includes not only the study of the target market, which operates not in a vacuum, but in the current economic, social, political and other conditions, as well as the development of new products, planning their release, range, quality level, and the sale and consumption of the product of social labor), and finally, stimulating demand through the use of

information, advertising and other methods. And, in addition, the above research has shown that marketing is now a coherent science that allows you to conduct a business strategy of production.

Each company in the process of its activities uses a separate type of marketing, which is formed on the basis of the interaction of supply and demand that has arisen in the market. In this case, the following types of marketing can be used:

1. Conversion marketing. type of marketing, the task of which is to analyze the causes of market rejection of goods and change the negative attitude of consumers to the product for the positive by processing the product, lowering the price and more effective promotion ( *Karpenko N.V., 2012*).

2. Incentive marketing. type of marketing, the task of which is to find ways to reconcile the inherent benefits of the product with the needs and interests of potential consumers to change their indifference to the product. Used in the absence of demand. Aimed at overcoming the possible causes of complete ignorance of consumers of the possibilities of the product, eliminating obstacles to its distribution, etc. (*Drill O.I., 2011*).

3. Developmental marketing. a type of marketing that has the function of assessing the potential market and turning hidden demand into real by developing new effective products. Potential demand occurs when a certain part of consumers feels the need to purchase any good, which, however, does not yet exist in the

form of a particular product or service (*Zelenko O.O., 2008*).

4. Remarketing - a type of marketing aimed at restoring demand through creative restructuring of the marketing approach, ie by moving to another target market, changing the characteristics of the product, using more effective means of promotion and more. Remarketing is used in case of declining demand (*Doyle P., Stern F., 2007*).

5. Synchronmarketing - a type of marketing, the task of which is to find ways to smooth (regulate) fluctuations in demand through flexible pricing, promotion methods and other marketing tools. In this case, demand may significantly exceed production capacity or, conversely, the volume of production of this product may be greater than market needs. Oscillatory demand is a state in which the structure of demand is characterized by seasonal or other fluctuations that do not coincide in time with the structure of supply of goods (*Zhegus O.V., Popova L.O., Partsirna T.M., 2010*).

6. Supportive marketing - a type of marketing that involves maintaining the existing level of demand despite changes in consumer preferences and increased competition. In this case, the level of demand is influenced by two factors: changing needs and the emergence of similar products from other firms. If there is a full demand, the task of a marketing specialist is to use supportive marketing. It requires maintaining a sufficient level of demand in everyday marketing activities,

as well as constant attention to those factors that may change the level of demand. The employee responsible for conducting supportive marketing, first of all, must solve a number of tactical tasks related to the correct pricing policy, maintaining the required sales volume, stimulating sales in the right direction, controlling costs (*Humeniuk V.V., 2011*).

7. Demarketing - a type of marketing, the task of which is to find ways to temporarily or permanently reduce demand in order to eliminate a number of negative market phenomena. Used in case of excessive demand. Excessive demand is a state in which demand exceeds the level of production capacity, commodity resources. It can also be associated with the high constant popularity of certain goods and services. The task of reducing excess demand is solved through demarketing in different ways: increase the price of goods, stop stimulating sales, etc. (*Doberchak N.I., 2013*).

8. Counter-marketing - a type of marketing aimed at persuading people to give up the consumption of harmful goods by sharply increasing prices, limiting their availability in combination with discrediting information. Used in case of irrational demand (*Karpenko N.V., 2011*).

However, it should be borne in mind that the driving force in solving all problems arising in the enterprise may be the organization of effective marketing action

Therefore, at all stages of production, sales and management of the

enterprise there is a need to develop and implement such an economic mechanism that requires the use of modern marketing tools, taking into account the components of marketing and implementing effective marketing policies, communication and pricing policies.

The use of marketing in domestic enterprises has become widespread and is an integral part of most businesses, but unfortunately we see a fragmentary use of only some marketing functions, which reduces the overall effectiveness of marketing activities. The formation of the marketing complex of the enterprise is the main task for marketing services, but the management of the marketing complex is not the only task that arises in the management of marketing activities.

Given the above, it is necessary to consider in more detail what is a marketing policy. Having analyzed the different points of view of domestic and foreign scholars, it is possible to systematize the main approaches to the interpretation of the concept of "marketing policy": process approach, management approach, instrumental approach. financial approach. The main features of the marketing policy of agricultural enterprises are highlighted, on the basis of which the author's concept of "agricultural policy of marketing" is proposed.

Marketing policy is a component of the overall domestic economic policy, the formation of which is the most important task of the enterprise in the future.

Marketing policy is often defined as

a system of principles, priorities, objectives and mechanism of interaction with economic agents of the external and internal environment, which characterize and determine the content of market research activities and the formation of a certain market position.

Given the peculiarities, in our opinion, marketing policy should cover the following components:

1) product policy - a set of marketing activities and actions to influence the market, aimed at increasing the competitive position of the firm, whose main objectives are to meet consumer demand, win new customers, optimize the financial results of the enterprise. In commercial enterprises, marketing policy includes two blocks. The first block is the development of a new service, which involves the creation of a fundamentally new, or improvement of existing ones. The second block - services related to the organization and management of goods processes to maintain the quality of services and control of this quality;

2) pricing policy - a combination of different types of pricing behavior in the market, the definition of pricing strategy and pricing tactics, the main objectives of which are to increase sales and market share; ensuring a stable economic condition of the enterprise; satisfaction of consumer demand; achieving advantages over competitors; maintaining market share;

3) sales policy - planning and formation of sales channels, ie in

commercial enterprises, this policy is aimed at improving the effectiveness of sales (*Kolesnik V.M., Yukhimenko K.A., 2010*); *Colse J. Ul., 2000*).

Marketing policy of agricultural enterprises is an activity related to agricultural production and nutrition, harvesting, processing and delivery to the final consumer, taking into account the analysis of needs, motivations, purchases and behavior of consumers themselves. It is the totality of all business activity that accompanies the flow of food and services from the beginning of agricultural production to consumer groups.

Given the above, it should be generalized that the marketing policy of agricultural enterprises can be called a link between specialized food producers and consumers, which includes production, collection, purchase, storage, warehousing, transportation, processing, distribution and promotion of food (*Maslova TD, Bozhuk SG, Kovalik L.N., 2002*).

At the present stage of development of agricultural enterprises, the essence of marketing policy must be considered through the prism of the efficiency of the enterprise as a whole. Ensuring efficiency should be based on such fundamental provisions as the refusal to focus on meeting the needs of only individual stakeholders (or businesses or consumers), coordination and interrelation of strategies, processes and resources of the enterprise, as well as the investment nature of the marketing component activities of agricultural

enterprises (*Voychak A.V., Onishchenko V.F., 1994*).

Therefore, marketing policy is defined as a means of optimizing relations between agricultural entities (agricultural producers, consumers, government, contact audiences), providing partnership principles and broad social responsibility, which will ensure a positive economic result in the strategic perspective. The key principle of formation of marketing policy of agricultural enterprises should be considered the systematic analysis of the environment and its specifics and already on the basis of the acquired knowledge to form a specific model of marketing product policy. Most companies operating in other industries focus on planning the production of new products during the development of marketing product policy, but agricultural companies can only improve and maintain product quality, pay close attention to storage and transportation conditions. The prospects of the product on the market are determined by its ability to meet the needs and demands of potential consumers. Therefore, the peculiarity of the formation of the product range of agricultural products is the need to make decisions in advance on the choice of future products to be grown, and therefore the study of technology for growing each type of product (*Petropavlovskaya S.E., Komandrovskaya V.E., Khmel'nitskaya O.V., 2008*).

It is also important to bring Ukrainian legislation on product quality in line with European requirements,

certify industry enterprises, apply quality and safety standards in accordance with international requirements, which will increase the image and competitiveness of Ukrainian agricultural products in foreign markets.

The main functions of marketing policy of agricultural enterprises include: production process planning, organization of logistics, management of marketing innovation policy, quality management and product competitiveness, ensuring high-quality relevant characteristics of consumer goods, range management, bringing the product to market and its maintenance, control over the implementation of tasks, etc. (*Zigriy O., 2011*).

Rational, in our opinion, will be a schematic representation of the functions of marketing policy of agricultural enterprises (Fig. 1).

Having identified the peculiarities of the formation of the marketing policy of agricultural enterprises, the necessary step is to identify the factors of the formation of marketing policy as one of the key and functional elements of the marketing policy of agricultural enterprises. The marketing policy of agricultural enterprises must take into account certain factors:

- the formation of demand is influenced by determined or stochastic needs, requests and interests, therefore, the system of marketing planning and effective marketing policy must necessarily and above all meet the primary needs of consumers;

– processes of production, storage of agricultural products depend on natural and weather conditions;

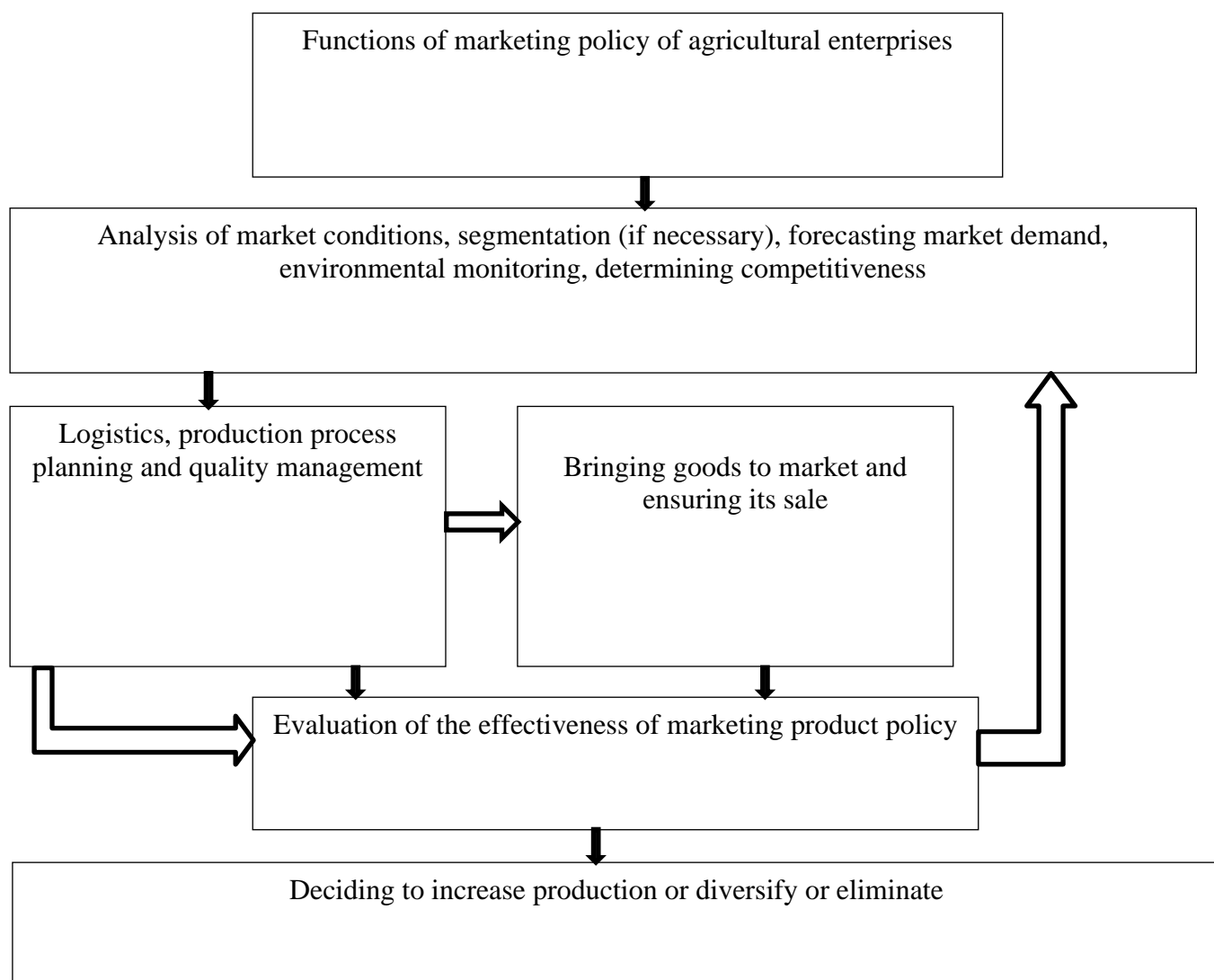
– Features of the formation of demand for agricultural products

– seasonality and low elasticity; formation of a set of goods that could be operated, ensuring the alternation of goods on the market at the

peak of demand growth, its maintenance and withdrawal from the market, taking into account seasonality;

– the complexity of changes in the range of agricultural products;

– minimum opportunities and limitations of agricultural producers in diversification decisions (*Gaidaenko T.A., 2006*).



**Fig. 1. The main functions of marketing policy of agricultural enterprises**

Source: compiled by the author based on (*Zigriy O., 2011*).

After analyzing the theoretical aspects of marketing policy in agricultural enterprises and the prerequisites for its

formation, it is advisable, in our opinion, to summarize the results in tabular form below (Table 1).



Table 1. Factors in the formation of marketing policy of agricultural enterprises

<i>Factors in the formation of marketing policy of agricultural enterprises</i>	<i>Features of marketing policy</i>	<i>Factors influencing the marketing policy of agricultural enterprises</i>
Development of a new product or economically justified improvement of the existing one	The development of a new product should take into account two aspects: economic efficiency of product sales; indispensability for the consumer - the lack of analogues of competitors;	The presence of a large number of small producers with similar products; dependence on natural factors that are difficult to predict and impossible to control
Product maintenance	Servicing of goods in agricultural enterprises has technical and trade target divisions: warehousing; transportation of products; service.	Production and sale of some types of agricultural products is due to pre-sale warehousing. Some products are not suitable for transportation, and the cost of transportation will significantly increase the price of goods or even exceed it. The service is usually present in mechanical engineering and logistics of agriculture and should be affordable and functional throughout the year.
Withdrawal of goods from production; diversification; elimination	The process of elimination and diversification requires efficiency, due to the seasonality and cost of the process of storage of agricultural products; diversification is limited by geographical and climatic parameters; the planning of processing and storage capacities is relevant	Diversification of activities is possible due to crop rotations and replacement of the sowing set with one that will be fertile on a certain soil and taking into account climatic features; a characteristic feature of the industry is the natural elimination due to seasonality, biological processes and production specifics of the industry

Source: generated by the author based on (Zigriy O., 2011).

Therefore, an effective marketing mix should be developed on the basis of the results of marketing research, which provides the necessary information about

the macro- and micro-environment, market and own opportunities. The development of an effective mechanism of the complex under these conditions

provides obvious advantages to agricultural producers, gives the opportunity to influence the economy and pricing policy of the industry.

### **6. Conclusions.**

Thus, the place of marketing policy among the tools of economic security of

agricultural enterprises is clarified by establishing the relationship between the interests of agricultural enterprises based on the use of external and internal opportunities and the developed marketing policy.

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