WAYS TO IMPROVE MARKETING RESEARCH IN AGRICULTURE

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Abstract. *In this article, the collection of data on the markets of agricultural products, the determination of changes in supply and demand, the selection of a market segment suitable for targeted activities, which allows the producers of agricultural products to use them effectively based on their capabilities, the organization of funds and material resources necessary for the implementation of activities, the implementation of control and evaluation of the results are considered.*

Keywords: *agriculture, product, market, activity, effect, segment, analysis, result.*

Annotatsiya. *Mazkur maqolada qishloq xo'jaligi mahsulotlari bozorlari to'g'risida ma'lumotlar to'plash talab va taklifni o'zgarishlarini aniqlash, qishloq xo'jaligi mahsulotlari ishlab chiqaruvchilarni o'z imkoniyatlaridan kelib chiqgan holda ularni samarali ishlatishga imkon beradigan, maqsadli faoliyat yuritishga munosib bozor segmentini tanlash, tadbirlarni amalga oshirishga kerakli mablag'lar va moddiy imkoniyatlarni tashkil qilish, nazorat va natijalarni baxolarni amalga oshirish ko'rib chiqilgan.*

Kalitli so'zlar: *Qishloq xo'jaligi, mahsulot , bozor, faoliyat, samara, segment, tahlil, natija.*

Аннотация. *В данной статье рассматриваются сбор данных о рынках сельскохозяйственной продукции, определение изменения спроса и предложения, выбор сегмента рынка, подходящего для целевой деятельности, что позволяет производителям сельскохозяйственной продукции эффективно использовать ее исходя из своих возможностей, организация денежных и материальных ресурсов, необходимых для осуществления деятельности, осуществление контроля и оценки результатов.*

Ключевые слова: *Сельское хозяйство, продукт, рынок, деятельность, эффект, сегмент, анализ, результат.*

Introduction. The development of market infrastructure, along with improving the processes of supplying and selling agricultural products to consumers, is encouraging the production, storage, and processing of more and better quality products. In order to adapt to the market conditions arising as a result of this process, it is important to establish a marketing service in enterprises that produce and process agricultural products, in particular, farms and their councils.

Modernization requires, first of all, a spiritual renewal of the sector based on technical and technological re-equipment of production with the most advanced modern technologies. The effective implementation of all measures set out in the main directions of agricultural modernization in this area will create an opportunity to increase the economic efficiency of

production to an optimal level based on a sharp increase in the competitiveness of primary agricultural products grown in agriculture, including farms, which are the main form of economic activity. This work can be carried out only on the basis of modern marketing.

Conducting marketing research in all sectors of the economy is a complex task. Today, in the agriculture of our republic, farmers and peasant farms, as well as partly agro-firms, operate. As is known, farms mainly produce products according to state orders and partly for their own needs (melons and horticulture). This creates problems associated with the production, sale and transportation of products at the lowest cost. The purpose of these studies is to determine the strategy and tactics of agricultural enterprises in the market and ensure greater success and advantage over competitors.

Analysis of literature on the topic. If we generalize from the results of research conducted by economists and define export potential, it is understood that the export potential of industrial enterprises is understood as the current or future gross production, personnel, financial capabilities, and the resistance of endogenous and exogenous factors to the impact of export potential in foreign economic trade. Based on the above definition of export potential, it is possible to draw up a scheme of factors affecting it.

Based on foreign experience, it should be noted that many economists have been engaged in the development of marketing principles and their application in practice. Among them, we can include such famous scientists as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory in the economy. These include M. Mukhammedov, M. Pardaev, R. Ibragimov. YO. Abdullaev, A. Saliev, M. Sharifkhodjaev, B. Khodiev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva and others.

Research methodology. The research process used a systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, and selective observation methods.

Analysis and results. It is emphasized that it is necessary to introduce a modern management system in the food and alcoholic beverage industry in our country, sharply increase production volumes, widely use marketing and innovation to increase the range of export-oriented products and improve their quality, and create a new system aimed at finding new markets. The task set for Uzbekistan determines the need to select the most target markets and develop marketing strategies aimed at entering these markets.

To conduct a cluster analysis, it is first necessary to generate data on the main competitors of the Republic of Uzbekistan in the world market of juice products and their market position. The main source of data is the data from the official portal of the World Trade Organization, the Market Access MapITC database (www.trademap.org). It was developed by the ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information on customs definitions (including tariff preferences) used by more than 200 countries and with 239 countries and territories. In addition, users can use the definitions prepared to prioritize and analyze export markets and negotiate market access, including quotas, trade instruments, certificates of origin, definitions related to WTO members, non-descriptive measures and trade flows.

Taking this into account, the main goal of marketing services in agriculture can be said to

be ensuring the effective use of all available opportunities, based on market conditions that may arise at a given time, demand, supply, price, quality level, and other conjuncture indicators.

To achieve this goal, the following main tasks are envisaged:

-collecting information on agricultural product markets and identifying changes in supply and demand;

-selecting a market segment suitable for targeted activities that will allow agricultural producers to effectively use their capabilities, based on their capabilities;

-organizing the necessary funds and material resources for the implementation of activities, monitoring and evaluating results.

Currently, farms, councils and even individual households have to operate in a competitive market. They do not have the opportunity to independently study the market and, especially, conduct special marketing research. For this reason, organizing seminars and consultations for them with the participation of specialists from special educational and scientific institutions is one of the urgent issues of the day. Improving the marketing culture of enterprises and organizations that produce and process agricultural products is one of the measures aimed at increasing the efficiency of their activities. We consider it appropriate to consider the following proposals when organizing a marketing service for the production of agricultural products:

-organizing the adaptation of manufacturers' capabilities to market demands and needs;

- organization of improving the economic knowledge of agricultural producers, that is, farmers and agricultural specialists;

-selection of an employee responsible for conducting marketing services in the cultivation of agricultural products;

At the modern stage of economic development, the only criterion for improving and ensuring the quality of agricultural products produced and services provided is competitiveness.

Increasing competitiveness of products

(goods and services), specific to an enterprise, region, and country as a whole, and plays an important role as a key link in the economy.

In a market economy, those operating in the agricultural sector agribusinesses to success to achieve careful planning of the effective development of economic activities and the realization of one's own capabilities and prospects It depends on being armed with the necessary information about.

The following are important conditions for the emergence of competition in a modern market economy:

complete economic (business) independence of each company producing goods and providing services;

the complete dependence of the manufacturer's activities on market conditions;

facing all other commodity producers in the fight for demand.

Currently, there are various directions of researching the concept of "competitiveness". The famous Austrian economist, the founder of the evolutionary theory of economic development, Y. Humpeter, defined competition as innovation, the struggle of novelty with antiquity.

The main purpose of conducting cluster analysis in marketing research is to identify a group of countries with wide export potential. Based on the goal, grouping countries based on the criteria specified is based on the hypothesis that exporting companies are somewhat homogeneous. Based on this hypothesis, clustering segments fruit and vegetable importing countries into 5 main areas.

Considering that the units of measurement for the selected criteria are in different forms, the “Ward's” method of hierarchical clustering is used. This method groups countries based on the variance of values for the selected criteria. Using the “Ward's” method, countries are divided into 5 main segments.

Enterprise competitiveness is the ability to conduct effective economic activities and make a profit in a competitive market environment.

Enterprise competitiveness is a set of characteristics that reflect the superiority of an economic entity over a competitor in certain market conditions over a certain period of time in such indicators as financial, economic, marketing, production, technological, human resources and ecology. It is the ability of an economic entity to operate without crises and quickly adapt to changing external conditions. The English economist, a prominent representative of the classical school, A. Smith interpreted competition as a category of behavior. Individual sellers and buyers compete in the market for profitable sales and purchases, respectively. Competition is considered the “invisible hand” of the market, regulating the activities of its participants. The goal of competition is to obtain the opportunity to make more profit.

A. Smith's contribution to the development of the theory of competition can be reflected in the following: Priority areas of farm development: achievements, experiences and prospective plans. He was one of the first to define competition as a struggle. He established the main principle of competition - the principle of "invisible hands". He theoretically developed a mechanism of competition that leads to the efficient distribution of resources between sectors and equalizes the rate of profit in the sector. He determined the main conditions for effective competition, which, assuming the presence of a large number of sellers and buyers, does not allow each seller to significantly influence the change in the market price of the commodity. By developing a model for strengthening and developing competition, he proved that it is possible to maximally satisfy the needs of consumers in market conditions and use resources more efficiently at the societal level.

The competitiveness of an enterprise includes the price and quality of agricultural products, as well as the regulation of the flow of financial resources, the level of management. The level of competitiveness is influenced by various factors that arise in a particular market, such as the introduction of innovations, financial stability, and the motivation and classification of personnel using advanced methods and techniques.

Effective marketing activities play an important role in increasing the competitiveness of an agricultural company. Because it is marketing that is aimed at meeting the most urgent requirements of buyers, taking into account changes in consumer tastes, and developing effective and practical methods of increasing competitiveness.

Table 1

Product competitiveness indicators

No.	Naming	Note	Example

1.	Normative	How much does the product meet the standards and requirements established by law? to respond appropriately	Minimum requirements, DAST, etc. compliance
2.	Technical	Purchased and directly meets a specific need directionalof the goods feature and description	Compliance with existing specifications for certain parameters, ease of use, service life, duration of service, etc.
3.	Economic	The actions that the consumer takes in the process of purchasing and further using the product expensesprice in money	Selling price, based on product description The cost of materials and spare parts necessary to maintain it in working condition

One of the important conditions for competitiveness is the quality of the offered product, which is capable of satisfying the needs of the population in agricultural products to one degree or another. In ensuring the competitiveness of an agricultural enterprise, the quality management of agricultural products plays an important role. Modeling of the competitiveness indicators of a product is carried out at the design stage. The presence of the property of fully satisfying the requirements of buyers in relation to the same type of goods of competitors in the market reflects the competitiveness of the product. The basis for ensuring the competitiveness of agricultural products in the market is the ratio between product quality, level of service and prices. In addition, various factors can also have a direct impact: advertising, brand reputation, etc. The table below presents indicators reflecting the competitiveness of an agricultural enterprise.

The inability of an agricultural company to provide the necessary technical services for the goods sold leads to a loss of competitive advantage. Therefore, to ensure the competitiveness of products, it is necessary to provide services for the goods even after they are sold. If such support is denied, the consumer will seek help from competitors and will completely switch to the side of the competitor. Therefore, in order to increase competitiveness, the enterprise must clearly and clearly plan the service system, taking into account all the possibilities of technical support.

In conclusion, it is advisable for enterprises to use cluster analysis methods in marketing practice to analyze the competitive environment, segmentation, pricing, and develop product strategies. The use of cluster analysis methods in segmentation and effective development of global markets increases the effectiveness of marketing research.

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