

METHODOLOGICAL BASIS FOR FORMING THE MARKETING STRATEGY OF AGRICULTURAL PRODUCTION ECOLOGIZATION

МЕТОДОЛОГІЧНА БАЗА ФОРМУВАННЯ МАРКЕТИНГОВОЇ СТРАТЕГІЇ ЕКОЛОГІЗАЦІЇ СІЛЬСЬКОГОСПОДАРСЬКОГО ВИРОБНИЦТВА

The article explored the ecologization strategy, presented its objectives in the field of agriculture, the basic categories of strategic directions and implementation of ecologization marketing strategies. Algorithm of environmental marketing strategies, in agricultural production is developed, environmental, economic and environmental and economic tools to implement them are determined. It is determined that marketing strategy of ecologization of agrarian production is a strategy of innovative development that can solve problems of economic growth, increase of competitiveness of agrarian industry, provide high quality of life, national security, environmental protection and high technical level of agricultural production in Ukraine. According to the results of the research, the methodological approaches and the main stages, tools, mechanisms of formation and implementation of the marketing strategy of ecologization of agrarian production were determined.

Key words: marketing strategy of ecologization, agrarian production, strategic categories, strategic analysis, marketing researches, ecological-economic mechanism.

В статті досліджена стратегія екологізації, представлені її цілі в галузі сільськогосподарського виробництва, представлені її цілі в галузі сільськогосподарського виробництва, представлені її цілі в галузі сільськогосподарського виробництва, представлені її цілі в галузі сільськогосподарського виробництва.

гории стратегических направлений и реализации маркетинговых стратегий экологизации. Разработан алгоритм стратегий экологического маркетинга в сельскохозяйственном производстве, определены экологические, экономические и эколого-экономические инструменты для их реализации. Определено, что маркетинговая стратегия экологизации аграрного производства – это стратегия инновационного развития, которая может решить проблемы экономического роста, повышения конкурентоспособности аграрной отрасли, обеспечить высокое качество жизни, национальную безопасность, охрану окружающей среды и высокий технический уровень сельскохозяйственного производства на Украине. По результатам исследования определены методологические подходы и основные этапы, инструменты, механизмы формирования и реализации маркетинговой стратегии экологизации аграрного производства.

Ключевые слова: маркетинговая стратегия экологизации, аграрное производство, стратегические категории, стратегический анализ, маркетинговые исследования, эколого-экономический механизм.

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У статті розглянуто стратегію екологізації, представлені її цілі в галузі сільськогосподарського виробництва, представлені її цілі в галузі сільськогосподарського виробництва, представлені її цілі в галузі сільськогосподарського виробництва, представлені її цілі в галузі сільськогосподарського виробництва.

Ключові слова: маркетингова стратегія екологізації, аграрне виробництво, стратегічні категорії, стратегічний аналіз, маркетингові дослідження, еколого-економічний механізм.

Formulation of the problem. The ecological situation in Ukraine in recent years has deteriorated so much that now both the economic status of business entities and food security of the country depend on it. One of the most important components of the economic security in the agrarian sector is the provision of its ecological and economic components in the agro-food market. In its turn, provision of the economic security of agrarian production cannot be separated from the environmental basics of the production sector.

The main way to overcome the environmental crisis that has developed in the agrarian sector of the country is to integrate the interests of the environment and economy in agricultural production. At

the same time it is necessary to take into account on the one hand the close correlation of the natural use of agro-systems, the state of the environment and the resource potential of the country, and on the other hand the prospects for the development of the national economy.

To date, the transition to new agribusiness systems is a complex process of developing a new strategy for innovation development, which is formed in parallel with the existing strategies. The marketing strategy of environmentalizing agrarian production is, in our opinion, an innovative strategy that allows integration of environmental priorities in the strategy of economic development.

This strategy takes into account the environmental factor in the economic activities of agrarian enterprises and aims at creating environmental products and services in agricultural production.

It is the marketing strategy for environmentalizing agrarian production to be a link between agrarian enterprises, the market and society, as well as to ensure the formation of public opinion and the market environment environment.

The formation of an effective marketing strategy for the environmentalization of agrarian production, first of all, is necessary for a full supply of food security of the country, as well as the transformation of the agrarian complex into a highly productive branch of the national economy, therefore, the study of methodological approaches to the development of this strategy is relevant and practically significant.

Analysis of recent research and publications.

Research in the field of environmental marketing has been widely developed for now.

The works of domestic scientists L.V. Balabanova, N.V. Kudenko, Ya.S. Larina, I.L. Reshetnikova and others are devoted to problems of development of marketing strategies taking into account the specifics of the transformation period.

Researches of I.S. Voronezka, L.G. Melnik, O.V. Prokopenko, L.A. Chromushina, O.I. Shkuratov and other scientists are devoted to the issues of formation of the economic mechanism of environmental management of agrarian production and environmental activities.

Economic approaches to improving the mechanism of production and consumption of environmentally safe products are also considered in the works of S.M. Ilyashenko, Ye.V. Mishenina, V.V. Pisarenko and others.

However, the problem of the formation of a marketing strategy for the environmentalization of agrarian production is still not sufficiently investigated in the theoretical as well as practical aspects.

There is a need to deepen theoretical research and methodological developments associated with the formation of a marketing strategy for environmentalization as a component of the ecological and economic mechanism for managing agrarian production.

Setting objectives. The purpose of the article is to substantiate the methodological approaches and to study the main stages, tools, mechanisms of formation and implementation of the marketing strategy of ecologization of agrarian production.

Presentation of the main research material. Ecologization is a direction of development of agriculture, based on the development of ecological methods of management, provides an extended reproduction of natural and human resources through the formation of sustainable ecological and economic systems aimed at increasing the volume of production of competitive products [1].

The basis of the formation of a marketing strategy for the ecologization of agrarian production is the systematic approach, which is based on the existence of implementation mechanisms that ensure system consistency, its purposefulness; interdependence; interdependence and complexity of its elements determines the integrity of the system; All tasks that execute individual elements of the system are interconnected; System elements and their associated actions have a certain subordination that builds hierarchy; The system changes under the influence of specific factors, which determines its dynamism; The ability of the system to adapt to the variability of the external environment, while not losing its own individuality [2, p. 112].

According to the system approach, the elements that make up the content of the marketing strategy of the enterprise, not only functionally derived from each other, but all without exception, are interconnected. Changing one of them inevitably leads to changes in others, and ultimately – in the entire marketing strategy. This requires a comprehensive solution to any of its problems: large and small, simple and complex, tactical and strategic [3, p. 226].

The basis of the formation of a marketing strategy for environmentalization of agricultural production are the main strategic categories that are considered the basis of strategic marketing.

The initial stage in developing the marketing strategy of environmentalization is the definition of the mission, which is what is the main philosophy, the main purpose of the existence of this strategy [4, p. 125].

In our opinion, the mission of the marketing strategy of ecologization is to ensure balanced development of the agrarian sector of the economy, that is, to maintain a balance between the economic system and the natural environment, which results in improving the long-term economic, social and environmental welfare of the society. With the help of this strategy it is possible to solve the contradiction between the economic interests of producers and the preservation of the environment, that is, the provision of environmentally safe living conditions of the population.

The next strategic category is the formulation of the goal and the establishment of marketing environmental objectives and targets at the state, regional level and at the level of the economic entity (Table 1).

The main objective of the marketing strategy of ecologization of agrarian production at the state and regional levels is to create economic conditions for economic entities, in which they will be interested in preservation and restoration of natural resources potential when introducing innovative approaches in their activities.

In addition, it is important to ensure the ecological and economic security of the agro-food market and the agrarian sector of the economy as a whole. It can

be done by developing environmental policy measures in the agrarian sector, which will allow changing the format of relations between production and the environment towards rational use and reproduction of agro-systems.

At the level of business entities, the main objective of the marketing strategy of ecologization of agrarian production is the development of economic organizational and economic mechanism of management of an agrarian enterprise with the application of its main components: planning, stimulation (motivation), organization of management, control, etc. At the same time it is necessary to orient production to meet the ecological needs of consumers.

An important task of the marketing strategy of ecologization of agrarian production for agricultural producers is to promote the reduction of the load on the natural environment in the planning, coordination and control of all management activities [5, p. 278].

The objectives of the marketing strategy for environmentalizing agrarian production are as follows:

- formation of the market of environmental needs;
- creation of conditions for the preservation of the environment;
- adaptation of production to market conditions;
- production of competitive environmental products;
- intensification of sales of ecological products;
- Profit from the environmentalization of agricultural production.

In our opinion, fulfillment of these goals and tasks is possible only due to the formation of ecological consciousness in society, the development of environmental needs and the awareness of the need for the use of environmental goods.

When forming a marketing strategy for environmentalizing agrarian production it is necessary to organize marketing researches in order to solve the following issues:

1. Research of the main environmental problems of the agrarian sector and assessment of the ecological situation in different regions of Ukraine. It is the concern of consumers that environmental problems form their potential demand for environmental goods.

2. Provision of ecological characteristics of products of agrarian production.

Given the emphasis on the environmental safety of the agrarian sector, organic production, Ukraine must become a competitive producer in the global food market and be able to meet not only its own needs, but also satisfy part of the ever-growing world food needs. The basis of the environmental policy of the development of domestic agriculture should be its environmental safety based on ecologization, through the development of organic production.

3. Research needs in new products. At the same time, the following methods are used: forecasting of future needs and demands of consumers, changes in the motivation of their behavior (in line with the market transformation of the economy); Situational and simulation modeling of consumer behavior.

4. Determination of trends in the development and change of environmental, technological, economic, legal, political, social and cultural components of the environment.

5. Analysis of market attractiveness factors of environmental goods, market size, growth of demand, intensity of competition, inflation, technological requirements, power consumption, performance of social and political factors.

6. Diagnosis of ecological consciousness of consumers and needs in environmental goods. It is knowledge and assessment of the factors of development of environmental needs that will enable enterprises to feel more confident in a market where there are constant changes.

7. Development of environmental innovations, the specifics of which is that their development is associated with the creation of goods, analogues which did not exist before, and it is due to the following reasons:

- the needs and demands of consumers, for the satisfaction of which new products are intended, were previously satisfied with a completely different way (the first kind of fundamentally new innovations);
- needs for the satisfaction of which the appointment of new products, previously just did not arise (the second kind of fundamentally new innovations) [6, p. 117].

Table 1

The main objective of the marketing strategy is to ecologize agrarian production at different levels of management

State level	Guaranteed to ensure a high-quality and safe nutrition of the population in order to preserve the gene pool, to support the health of the nation and to increase the longevity of life Ensuring environmental management of agriculture and protecting the natural environment.
Regional level	Raising the competitiveness of agriculture through modernization of agrarian production, innovative development of agribusiness, introduction of information technologies, support for the production of new types of agricultural products, support for the cooperation of agricultural producers.
Level of economic entities	Production of environmentally sound agricultural products, ensuring its competitiveness on the domestic and foreign markets.

Source: summarized by the author

The receipt of information on these issues will determine the main directions of development of this strategy.

An important stage in the formation of a marketing strategy for ecologization is a strategic analysis of the macro- and micro-environment. This process involves an analytical evaluation of the parameters of the external and internal environment with the help of general scientific and applied methods of strategic analysis.

The external environment in which there are domestic farms, is qualitatively different, escalating competition in the market, increasing its degree of uncertainty, there are unforeseen risk factors. That is why the work on the strategy begins with a comprehensive study of the market situation in the industry [7, p. 12-14].

At the stage of strategic industry analysis, special attention should be paid to assessment of environmental and economic potential because of resource development concepts of marketing strategy changes the vector of reactive (reacting on changes in the environment) to proactive (prevention events) [8, p. 120]. Therefore, an essential step in the formation of a marketing strategy greening of agriculture, we believe is the providing strategic relevance, providing coordination of resources and production capacity with market conditions.

The marketing strategy of environmentalizing agrarian production should be oriented towards the formation of sustainable competitive advantages. Therefore, the results of the assessment of environmental factors are a prerequisite for the formation of a complex information and analytical support of marketing management, which is an essential condition for the development of this strategy.

In the process of forming an agrarian production ecological marketing strategy, system and situational approaches, methods of strategic analysis, most often using matrix models, are used. Marketing strategy for ecologizing agrarian production includes instruments of ecological and economic management. Traditional system of tools includes product, price, promotion and distribution, that is, the main components of the 4P complex; from the consumer's point of view – needs, costs, communication and convenience. In contrast to the traditional system of tools of the marketing complex, the environmental strategy takes into account the environmental aspects of the marketing strategy [9, p. 84]. Note that the ecological component is present in each of the four elements of the marketing complex (Fig. 1).

The main requirements for the formation of a marketing strategy for the environmentalization of agrarian production are the following:

1) the reality, which involves its compliance with the situation, objectives, market, production and resource factors, experience and skills of the management system in the industry;

2) logical, internal integrity and consistency of individual elements;

3) compatibility with the external environment, providing an opportunity to interact with it;

4) risk is justified;

5) focus on the formation of sustainable competitive advantages.

The implementation of the marketing strategy greening of agricultural production by using environmental-economic management mechanism, based on up measures to allow, in our opinion, to change the format of relations between production and the environment towards sustainable use, reproduce agricultural systems.

Ecological and economic tools, in our opinion, are an integral part of environmental marketing and they include:

– production of ecologically safe agricultural food products and their ecological positioning;

– price formation taking into account environmental costs;

– formation of a market with environmentally safe products, based on international standards of ecological agricultural production;

– distribution of environmentally safe agricultural products;

– formation of the information and communication system for the promotion of agricultural food products.

Marketing is a tool for environmental management and can be implemented by forming appropriate environmentally focused strategies, which can ensure the principle of unity of economic and ecological processes in the management of agricultural production and promote radical restructuring of relations of production with the environment.

Formation of strategy of environmental marketing in the agricultural sector, in our opinion, is the integration of all administrative functions that also contribute to the ecologization of agricultural production, allocation, planning and forecasting of business initiatives for investment basis, which is linked to production, formation and stimulate demand for ecosafety products, agricultural products and ecosystem services.

For the effective functioning of the mechanism of ecological and economic management, the strategic approach must be combined with the environmental management system. At the same time, it is important to note that the traditional system of environmental management is sufficient for the generally accepted system of economic activity. Whereas it is necessary to rebuild the existing system in accordance with the requirements of international standards to achieve competitive advantages in the world market. Thus, for the transition of agricultural enterprises to an ecologically oriented type of management, it is essential to take into account ecological and economic criteria

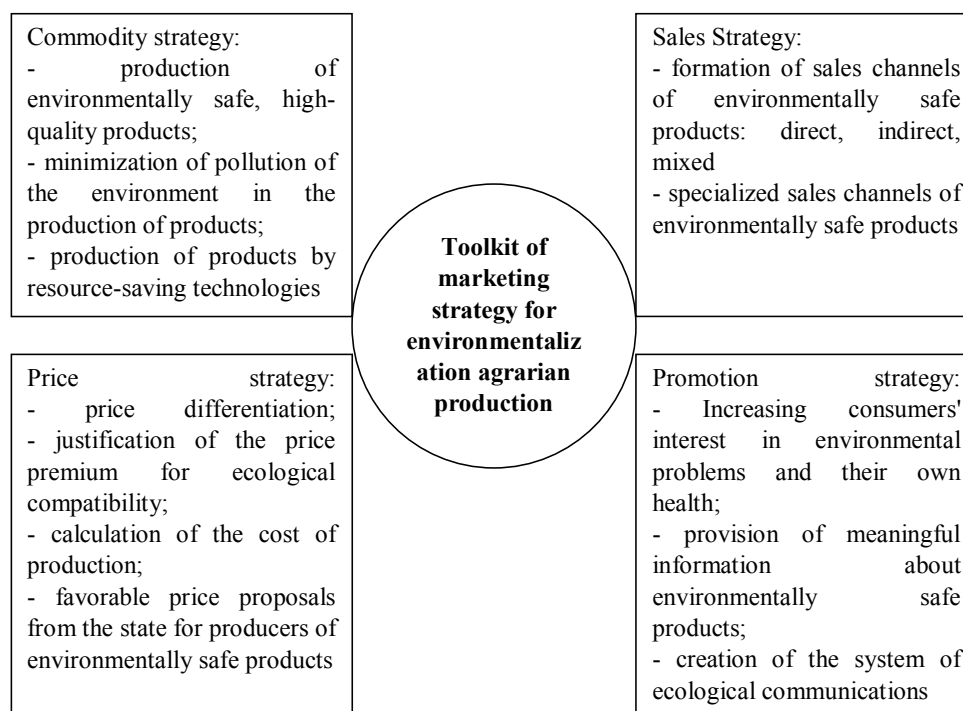


Fig. 1. The main components of the marketing strategy of environmentalization of agrarian production

Source: developed by the author

and methods of management. Furthermore the organization of industrial relations in agriculture should be based on the rational use of natural resources and the formation of an ecological and economic management system.

Conclusions from the conducted research. It is established that marketing strategy of ecologization of agrarian production is a strategy of innovative development that can solve problems of economic growth, increase of competitiveness of agrarian industry, provide high quality of life, national security, environmental protection and high technical level of agricultural production in Ukraine.

When forming a marketing strategy for environmentalizing agrarian production use the main strategic categories: definition of mission, goals and objectives; strategic analysis of factors of macro- and micro-environment; the choice of priority strategic directions, the formation of tools for implementing this strategy; evaluation and control over its implementation.

When implementing the marketing strategy of ecologization of agrarian production, a combination of ecological and economic instruments at the state regulation of ecological and economic components is important.

When forming this strategy, it's necessary to understand that it is not just about the one-time use of innovations to achieve instant advantages, but about a continuous, detailed planned strategic innovation development that forms new methods

and controls, transforming the intensive introduction of innovation processes into the factor of economic growth in the industry.

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