STATISTICS

STATISTICS OF DOMESTIC TRADE IN UKRAINE REGIONAL ASPECT

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The state and dynamics of volumes of domestic trade, including the state of volumes of retail trade turnover, are important factors in the economic situation in the state. Therefore, the analysis of the behaviour of economic indicators of the domestic trade state and analysis of the impact factor on the volume of trade and the impact of trade on the socio-economic development of the country requires comprehensive statistical research, including the use of regional statistics.

Based on the official statistical data the values of volumes of retail trade turnover per capita for each region of Ukraine in recent years have been calculated. The volume of retail trade turnover per capita in each region of Ukraine for all considered years, taking into account the consumer price indices, are calculated as well.

The rates of growth of trade volumes for each 2011–2016 years are calculated and studied for each region.

The classification of the Ukraine's regions in terms of the dynamics of domestic trade per capita is obtained, which can be a benchmark for both marketing specialists and state authorities.

In order to establish the relationship between the volume of commodity turnover and other economic indicators, an average income per capita is considered for each of the regions. The correlation coefficient between the retail trade turnovers and the income per capita makes 0.93, which points to the presence of a strong relationship between them.

A regressive dependence is built, showing that in the case of an increase in the average income of the population of Ukraine by 1 UAH, the turnover volume per capita increases by 0.786 UAH, which within the whole country leads to the increased consumption by 34.4 million UAH.

Moreover, with an increase of income, the share for purchase slightly reduces, thereby increasing the share of saving. Thus a phenomenon of marginalism is discovered.

It is established that the negative structure of incomes of Ukraine's population significantly inhibits the possibility of domestic investment. The obtained information can be used for stepping up domestic trade in the post-crisis period.