

ECONOMY AND OPERATION OF NATIONAL ECONOMY

METHODOLOGICAL TOOL FOR THE FORMATION OF A MARKETING STRATEGY FOR GREENING AGRARIAN PRODUCTION

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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.

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

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

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.

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 behaviour (in accordance with the market transformation of the economy); situational and simulation modelling of consumer behaviour.

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 the factors of the attractiveness of the market for environmental goods: market capacity, demand growth rate, the intensity of competition, inflation rate, technological requirements, energy intensity, the effect of social and political factors.

6. Diagnostics of ecological consciousness of consumers and needs in environmental goods.

7. Development of environmental innovations.

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 the competitiveness of the agrarian industry, provide a 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, the main strategic categories are used: 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 eco-

nomic instruments at the state regulation of ecological and economic components is important.

When forming this strategy, it is 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.