

## Mediation principles in the consumer market of Ukraine

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On the modern stage of economy development the mediation performs a function of commodity-money exchange, plays an important role in the implementation of social policy, balance of the real sector of economy, expanding the interbranch exchange, and generally is the driving force of the economy development as a whole. Stable dynamics of trade development as well as development of modern trade forms need an improvement of the realization of principles if these enterprises both in terms of theory and practice.

A generalization of recent scientific-applied developments concerning the organization and performance of the mediation testifies that many existent theoretical and practical approaches are imperfect and ambiguous, which causes debates among scientists and experts in this field. In such circumstances the necessity to develop new approaches to the realization of mediation principles in the consumer market is increasing.

Trade mediation – is an obligatory element of a market. Retail trade enterprises use mediators for the most qualified providing convenience of purchase of goods by the factors of time, place, form and ownership; decreasing sales cost or performing operations concerning logistics; decreasing the inventory level of finished products or necessary material and technical resources; decreasing the amount of sale and delivery operations; better quality of contact with consumers or suppliers – banks, transport, stock, shipping, insurance companies, other subjects of goods circulation; achievement of a high immediacy of reaction to changes in market conditions; increasing the level of goods competitiveness; providing the access to the primary market information.

In terms of market relations mediators are subjects of independent and specific busi-

ness, which perform their activities based on the following principles:

- equality of participants;
- entrepreneurial spirit;
- immediacy;
- business partners' servicing;
- economic interest of economic entities in the organization of mediated distribution channels;
- commercial basis of activities;
- contractual basis of interrelations with business partners.

However, the use of considered principles requires a complex approach. At one stages of trade mediation activities entities try to direct the commercial activity to achieve quantitative economic results (increase of commodity turnover, decrease of costs, attraction of stocks), at other – to achieve social, economic, psychological effect. Nevertheless, market entities are mostly aimed at the receipt of profit.

Realization of mentioned principles depends on a lot of factors: on the qualification of workers of intermediary company, forms and methods of economic management, taxation system, credits availability, size of prices and tariffs.

Having analyzed the researches of scientists concerning the trade mediation activity it can be summarized that along with such main principles as entrepreneurial spirit, immediacy, business partners' servicing, economic interest, business activity, there are also used more specific principles of mediation, which allow the enterprise to compete in the market effectively. Trade mediation activity – is an activity that in terms of competitive environment is aimed at the organization and management of purchase and sale processes in order to satisfy consumers' demand and increase its subject's capitalization.