

IMPROVEMENT OF MARKETING MECHANISMS IN FARM DEVELOPMENT: MODERN APPROACHES AND PROSPECTS

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Abstract

The article analyzes the theoretical and practical aspects of marketing mechanisms in the development of farms. In particular, the impact of market research, identification of consumer needs, use of digital marketing tools, introduction of e-commerce platforms and diversification of trade channels on the efficiency of farms is highlighted. Also, scientific and practical recommendations have been developed to improve the competitiveness of agricultural products and increase farmers' incomes by improving marketing strategies.

Keywords: Farm, marketing, marketing strategy, digital marketing, e-commerce, market analysis, branding, trade channels, competitiveness.

Introduction

In our country, modernization of agriculture, ensuring food security and strengthening the economic stability of farms are among the priorities of state policy. In recent years, in addition to increasing production volumes in the agricultural sector, special attention has been paid to the issues of effectively bringing products to the market, processing them and creating added value.

In today's competitive market conditions, the success of a farmer is determined not only by productivity, but also by how well he can organize marketing activities. Therefore, improving marketing mechanisms is an important strategic factor for the long-term development of farms. Marketing is a link between the producer and the consumer, covering the entire process from product creation to its delivery to the final buyer. Effective organization of marketing in farms allows market demand to be determined in advance, production plans to be optimized, and risks in product sales to be reduced.

A thorough study of market demand allows farmers to determine which products to produce, in what quantities, and during what period. As a result, the risk of overproduction or failure to sell products is reduced, and the efficiency of resource use is increased.

Along with digital economic methods, Internet technologies and social media marketing are also widely used. Direct introduction of farmers to consumers through Telegram, Facebook, Instagram and other platforms, acceptance of orders and constant maintenance.

Shipping from e-commerce platforms serves to reduce regional services and bring products to wider markets. Again, online trading systems play an important role in logistics of production of products, exchange of prices and establishing quick communication with buyers.

To determine the marketing load of farmers, special attention can be paid to the following areas:



- regular analysis of market conditions and consumer demand;
- product differentiation and monitoring of regional brands;
- added value is obtained through processing and modern packaging;
- active movement from account marketing and e-commerce platforms;
- long-term work with accumulated buyers and processors;
- development of marketing strategies aimed at export markets.

Such enterprises operate in the domestic market, as well as in international markets.

Pricing policy is one of the most important components of the marketing complex. Seasonal pricing, discounts for wholesale buyers, differential price tariffs in the established segment and segmented pricing policy depending on product quality serve the interests of farmers.

Added value through processing also brings income. For example, selling fruits in the form of juice instead of fresh is a way to restore economic efficiency.

Analysis shows that farmers, in many cases, have formed knowledge of marketing and many skills. In addition, there is a lack of development of digital infrastructure, problems in logistics systems and the use of electronic platforms to help establish marketing activities of production. To solve this problem, it is necessary to improve the skills of farmers, establish marketing enterprises, widely introduce information and communication technologies, and develop public-private cooperation.

Conclusion

Improving marketing mechanisms in the development of farms is one of the important directions of modern agrarian policy. In-depth market research, the use of digital marketing tools, expanding sales channels, branding products and developing e-commerce serve to increase the economic efficiency of farms.

At the same time, the competitiveness of farms in domestic and foreign markets can be significantly increased by integrating marketing strategies with production processes, applying innovative technologies and forming a management system that is flexible to consumer needs. In the future, a marketing-based management model will serve as an important factor in the sustainable development of the agricultural sector and ensuring food security.

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