DEVELOPMENT OF WAYS TO INTRODUCE MODERN MARKETING METHODS BASED ON THE ANALYSIS OF THE SYSTEM FOR THE SALE OF FISH PRODUCTS

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Abstract

This article analyzes the stages of marketing of fish products, methods of marketing and formation of prices for the sale of fish products, as well as knowledge about the sale of fish products and its organization, as well as practical aspects related to the organization of the availability of skills are highlighted as one of the main factors.

Keywords: marketing of fish products, socio-economic significance and necessity, marketing research, sales channels, domestic and foreign markets, etc.

Introduction. As a result of the reforms carried out in the agrarian sector of our republic, a system has been formed that ensures high profits by organizing the marketing of products grown by farms in various areas.

A feature of the system for selling products grown on farms is that it depends on the type and scale of products grown, based on the direction of farm production.

Based on the goals and objectives of the study, we will consider issues related to obtaining high profits through the sale of fisheries products within the framework of fish and fish products.

It is known that the main and main goal of marketing fish products in the fishery industry is to increase the volume of sales of products and increase profits based on the formation and stimulation of demand for manufactured products.

All other actions are aimed at this goal, and most farmers operate on the basis of the “all means effective to achieve the goal” approach in the agricultural marketing system.

Studies have shown that such an approach, which is not always justified, and a decision taken without taking into account the long-term marketing goal, leads to the fact that fisheries lose their place in the agricultural market, reducing the prestige of fisheries.

In such cases, the use of methods of marketing fish products in the right and reasonable proportions will allow the farmer to be competitive in a competitive market, increase his market share while maintaining his prestige.

To do this, the head of the fishery or a specialist responsible for the sale of agricultural products - a marketer - having a deep understanding of the purpose and essence, features and requirements of each distribution channel, the economic mechanism and implementation tasks, makes appropriate changes to the purpose of the marketing plan of the economy and implements marketing methods that ensure its achievement must make decisions about its application. It is also desirable that the head of the farm be able to see and predict the production, economic and social consequences of each marketing method for the farm as a result. This may allow him to make quick, but sensible and effective decisions.

Therefore, when implementing marketing methods that ensure high profits through the sale of products in the fish industry, the availability of practical skills related to the sale of fish products, marketing methods and the sale of fish products in general and its organization is one of the main factors.

In this regard, the issues of organizing short-term and medium-term advanced training courses aimed at improving the knowledge, scientific and practical skills of farm managers and product marketing specialists in order to increase the production of competitive products for domestic and foreign markets in fisheries should be among the priorities .

According to studies, in the first years of independence, when organizing the sale of products in the fish industry, the main attention was paid to ensuring that production volumes did not decrease, and the cost did not increase sharply, and such issues as, how, what, in what form and how to deliver to the consumer, as well as quality and sizes are of secondary and tertiary importance. Fish products grown in most fisheries were aimed at meeting the demand in the domestic market, and competition in the markets was only taking shape. During this period, the skill of choosing certain forms of marketing methods was formed that ensured high profits through the sale of products.

Materials and Analysis. Today, in the practice of world agriculture, various methods and directions for the marketing of agricultural products are known, and one or another of their forms could be developed to varying degrees in countries.

The essence of marketing methods is the regulatory framework that ensures the sale of goods grown in the country, domestic and foreign trade policy, trade organizational and technological base, support levers, financing and settlement mechanism, infrastructure that ensures domestic and foreign trade in the country. region, physical and biological characteristics of products grown for export, availability, socio-economic significance and necessity, and other similar factors can determine, and these factors can serve as the basis for choosing one or another method of marketing fisheries.

The use of methods and mechanisms that serve free trade in products to ensure high profits from the sale of products in farms is of great importance in increasing their efficiency. At the moment, in improving the marketing of fish products released for free trade, the improvement of the activities of agricultural markets in large cities and regional centers is of great importance.

In recent years, our state has taken a number of measures to develop agricultural markets, improve their material and technical base, create favorable conditions for sellers and buyers, as well as modernize the market infrastructure from a technical and technological point of view. As a result, relatively favorable conditions were created for farmers in various regions of our republic to sell agricultural products, especially fisheries products.

One of these markets is the Tashbazarsavdo Association. This association was established in 1996 and includes 15 open joint stock companies (JSC), 6 limited liability companies (LLC), 12 farmers' markets, 1 wholesale trade in agricultural products, 2 specialized markets, 6 trading complexes [9, 14].

As a result of the measures taken by our government to improve the system for marketing fish products, the efficiency of such markets is increasing every year. For example, in 2018, the income of only markets and shopping complexes that are part of the Tashbozorsavdo association amounted to 130.3 billion soums.

It should be noted that farmers' markets are one of the important sources of replenishment of the regional budget, along with the uninterrupted provision of the population with food products and the creation of jobs for the population. Indeed, in 2018, 60.0 billion soums or more than 46 percent of their annual income goes to the local budget.

Thus, expanding the size of regional markets and improving market infrastructure will have both economic and social benefits, as well as create convenience for fish farms in selling their own products. This allows them to reduce the costs associated with the sale of their fish products.

Creating convenience and improving conditions for sellers and buyers of fish products in domestic consumer markets will ensure that these markets are filled with food products, as a result of which competition between market participants will increase and the purchase price of products will decrease.

If we return to our example given above, then 64.0 billion more soums were spent on the construction and reconstruction of markets and shopping malls during 7-8 years. Today, all markets and shops in our capital are provided with electricity. In the main markets, radio communications, law enforcement agencies, an office of medical and tax services, a sanitary station and veterinary laboratory services, and paid parking lots are organized. In recent years, more than 2,300 scales and more than 1,000 m2 of storage and freezing chambers have been built and put into operation. Creating conditions for farmers to sell products in the markets is a factor in increasing sales and increasing their income.

Therefore, one of the important areas of marketing methods that ensure high profits through the sale of products in the fish industry is the introduction of product sales using the market infrastructure.

According to monographic studies, in order to reduce food prices in the agricultural market in the capital, the creation of trade branches that are part of the “Elga Xizmat” system, a subsidiary of the “Tashbozorsavdo” association, serves not only to increase sales, but also to reduce the price of products and reduce service time.

Also, prices for meat, fish and egg products are reduced due to the convenience and conditions created for the receipt of agricultural products from different regions of our republic to the markets of the capital. In 2017-2018 alone, more than 9,000 tons of meat products, more than 600 tons of fish and 488 million tons were produced. the fact that the number of eggs sold and their number is increasing from year to year requires further encouragement of such an experiment.

- To date, the most common and widely considered channels for the sale of agricultural products for fisheries are:
- sales of products in wholesale food markets;
- the use of various levels of corporate organizational structures that sell agricultural products (the use of formally and informally organized cooperatives);
- sales of products on agricultural exchanges;
- sale of agricultural (food) products at republican and regional fairs;
- sales of products at auctions;
- sales of products at wholesale bases;
- sales of products to agricultural companies;
- sales of products in supermarkets and hypermarkets;
- sales of products in trading houses;
- sales of products in trade branches;
- sales of products in informal agricultural (food) markets;
- sales of products to private entrepreneurs;
- sales of products to foreign enterprises and joint ventures, etc.

During the study, the share of distribution channels in the sale of fish products grown in the Namangan region was analyzed. For example, in 2019, 32.4% of the total fish produced was sold in farmers' markets, 16.5% in supermarkets or shops, 20.7% in organized fairs, 13.8% in mobile stores and 16. 6% - in farmers' fields (see Table 1)

Table 1.

The share of distribution channels in the sale of fish products grown in Namangan region, in% [10, 14]

Sales channels	Years, in %		
	2019	2020	2021
At farmers markets.	32,4	32,9	36,7
Supermarkets or shops.	16,5	15,8	14,2
At the fair.	20,7	21,4	24,5
In mobile stores.	13,8	11,1	9,5
In a farm field.	16,6	18,8	15,1

In 2021, 36.7 percent of total farmed fish were sold at farmers' markets, 14.2 percent at supermarkets or shops, 24.5 percent at organized fairs, 9.5 percent at mobile stores, and 15.1 percent at farmers' fields.

It can be concluded that a significant part of the supply chain of fish products grown for the free market to consumers corresponds to the contribution of farmers' markets and fairs. Under such conditions, the issue of conducting marketing research and analyzing consumer tastes and preferences becomes somewhat more complicated due to the following circumstances:

- delivery of fish products to the consumer through an intermediary, within the limits of rapprochement with the consumer, studying his interests and desires;
- delivery of fish products to the consumer through fairs also reduces the possibility of introducing marketing research directly into the production process of the farm;
- A small share of farm sales of cultivated products does not encourage systematic collaborative marketing research. If we pay attention to the state of development of the modern marketing system, then in the conditions of market relations, supermarkets, after conducting marketing research, order goods in accordance with the wishes of the consumer to the manufacturer. This indirectly brings the producer closer to the consumer.

Studies show that the price of fish products fluctuates when they are delivered to the consumer through different distribution channels (Table 2).

Table 2.

Pricing of fish products grown in Namangan region through various sales channels, soum/kg [10, 14]

Sales channels	Fish type	Years		
		2019	2020	2021
At farmers markets.	*Silver carp*	11000	14000	16000
	Carp	16000	20000	22000
Supermarkets or shops.	*Silver carp*	15500	16000	19000
	Carp	26000	30000	33000
At the fair.	*Silver carp*	7500	8600	10000
	Carp	13000	15000	18000
In mobile stores.	*Silver carp*	9000	10000	12000
	Carp	13000	14500	16000
In a farm field.	*Silver carp*	7800	8600	10000
	Carp	13500	15000	18000

For example, in the course of research conducted in the Namangan region, we can observe that in 2019 the highest price for silver carp in supermarkets or shops was 15,500 soum / kg, and the lowest price at fairs was 7500 soum.

If we analyze the dynamics of changes in the price of carp by distribution channels, then in 2019 it is 16000 sum / kg in farmers' markets; 26,000 sum / kg in supermarkets and shops; 13000 sum /kg at fairs; 13000 soum/kg in mobile stores, and if in the agricultural sector it was 13500 sum /kg, then by 2021 it will be 22000 sum /kg in farmers' markets, and 33000 sum /kg in supermarkets and shops, at fairs - 18000 sum/kg; in mobile shops it was 16000 sum / kg, in farms - 18000 sum/kg.

In general, the issue of training, providing information, developing new knowledge and skills about the system for selling fishery products is considered one of the most urgent tasks of our time. Today, a farmer must be not only a producer, but also a marketer.

In the Mingbulok district of Namangan region, 20% of farmers offer their products to consumers based on traditional, many years of experience and in a relatively simple and convenient way, that is, without anyone's advice or information, without searching for information about selling products.

Based on our national identity, we can say that such human feelings as good neighborliness, good neighborly traditions, mutual respect and love are rooted in our blood, our way of life based on mutual assistance and solidarity bypasses the laws and norms of market relations, sometimes giving a positive result, sometimes acting within our economic interests, limits what we do.

Discussion. That is, according to the laws of the market, the presence of a secret of production, individual approaches to the implementation and attraction of consumers enables manufacturers to have a greater advantage over other manufacturers of similar products, convenience and, ultimately, economic stability. Therefore, modern marketing emphasizes that "the benefits must be individual".

However, if we pay attention to the situation in the areas where the study was conducted, we can see that farmers of all areas become subjects of the process of selling products without mutual information exchange. That is, in all regions, more than 40% of farms exchange information on the sale of products.

If we interpret the farmer as a force that ensures the health of the social situation in rural areas, we can positively evaluate the process of mutual exchange of information and cooperation. However, as an economist, if we consider a farmer as a business entity carrying out organizational and economic activities for the purpose of making a profit, it is advisable for him to preserve his individual aspects in the production and marketing system, to protect him from competitors.

Monographic studies were also carried out in the Chinaz district of the Tashkent region, which is the most developed segment of the fish market. In particular, according to monographic studies conducted with canteens and entrepreneurs in the Yallama of the Chinaz district, fish products are offered to consumers in two ways. That is, cooked in different kitchens and directly raw through intermediaries.

Cooking 1 kg of fish is offered for 22000 soums in the kitchens of the Yallama microdistrict. If you look at the price chain of this product, buying fish from fisheries for 15000 soums, kitchens offer 1 kilogram for 22000 soums, adding their additional cost of 7000 soums. If the farm is small (usually 50-100 kg per day) and has a regular customer, the kitchens make a profit by offering prepared fish products in accordance with the wishes and desires of consumers (Figure 1).

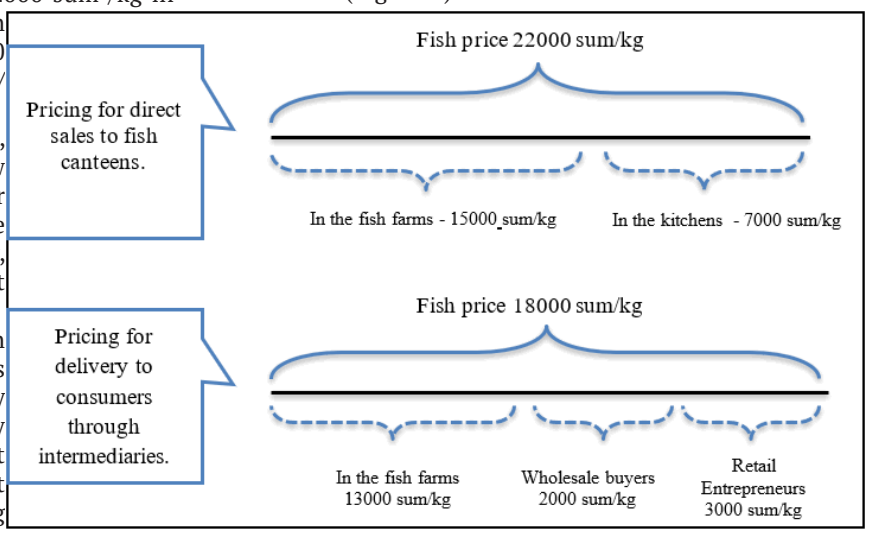


Figure 1. Pricing for fish products upon delivery to consumers in the Chinaz district of the Tashkent region (2019) [14].

The presence of "informal intermediaries" between producers and buyers in the formation of prices for fish in the markets of the studied areas creates the basis for an increase in the price of fish by an average of 30-35%.

Based on research, it should be noted that today, fish grown in fish farms goes through 3 stages before reaching the table of the consumer (either the manufacturer of the finished product or the processor).

The analysis shows that the fish industry chooses the method of agricultural marketing that is suitable and effective for marketing its products. In other words, based on the characteristics of fish products, it determines, chooses the most effective way to market products and acts in this direction. The choice of the farmer in choosing these marketing methods - advertising, sales promotion tool (mechanism or leverage), public relations and personal organization of the marketing of his products - are important factors influencing the effectiveness of the marketing of products.

Therefore, advertising, sales promotion, public relations and personal marketing of products are one of the important areas of marketing methods that ensure high profits from the marketing of fisheries products.

Conclusions and proposals for the introduction of marketing methods that provide high profits through the sale of products in the fish farms:

1. Today, a farmer is not only a producer of agricultural products, but also an organizer of its sale. The most important issue in this case is the search for a consumer of products and the organization of sales at affordable prices.

Competition in the food market and its further development necessitate the formation of a marketing plan that ensures that fish farms occupy a worthy place in this market and function on its basis.

One of the next important areas for improving the efficiency of activities is the formation of the skills of the heads of farms to organize the sale of products on the basis of a marketing plan that reflects the movement of their grown fish products to the markets.

At the same time, based on the conditions of production and the characteristics of the products, it is desirable that the marketing plan includes the following marketing methods:

- organization of wholesale sales of fish products;
- organization of retail sales of fish products;
- achievement of sales in the areas of state orders, targeted delivery;
- organization of sales in fisheries;
- organization of sales at exhibitions and fairs, etc.

2. It is desirable to develop the following marketing methods that provide high profits through the sale of products on farms:

- organization of electronic trade in fish products;
- creation of “eco-markets” of fish products;
- organizing the sale of fish products through the vending system;
- direct deliveries of fish products to retail outlets;
- organization of “mobile trade” in fish products;
- organizing the sale of fish products on credit to wholesale buyers;
- organizing the sale of fish products on the basis of the creation of cooperatives “producer-seller-consumer”;
- organization of sales using the services of logistics centers;
- creation of a portal of agricultural products, etc.

Another marketing method that provides high profits from the sale of fisheries products is the creation of “farmer-seller-consumer cooperatives”. Such cooperatives operate widely in England and the USA.

3. The following marketing methods are recommended for fisheries:

- specialized “House of fish products”;
- using the services of a logistics center;
- use of the system of Internet trade in fish products.

In fact, today in Tashkent, Samarkand, Bukhara and other large cities, food, flowers and other goods necessary for everyday life and economic activity are delivered to consumers on the basis of an order via the Internet.

In our opinion, in the future this method of marketing fish products - organizing the sale of products using the Internet - will become the most promising and profitable direction. Because the experience of developed countries shows that 35-40 percent of the population's annual purchases are made via the Internet, and its share in the total volume of purchases is increasing every year. [11, 14].

4. One of the ways to obtain high income from the sale of fish products in farms is the priority use of the services of specialized logistics centers established in various regions and industrial centers of our country.

It is known that the production of fish products is seasonal, which causes changes in consumer demand and supply and, as a result, price fluctuations. The price on the market is relatively low during the ripening period, but after the end of the season it can be high. Keeping them for a while as well as selling them in the right weight, size and packaging to customers will ensure they make high profits.

However, most farmers do not have the organizational and economic ability to store their products for a certain period of time, as well as to sell them in the appropriate weight, volume and packaging to buyers.

In addition to markets in large cities, services in this direction are provided by various specialized logistics centers. The use of the services of such centers by fishery enterprises is one of the most effective marketing methods in the system of selling fish products.

It should be noted that within the framework of Resolution № 105 of the Cabinet of Ministers of the Republic of Uzbekistan dated April 7, 2011, it is necessary to allocate the above services for fishing in our republic. In particular, the creation of refrigeration chambers with a controlled gas environment with a capacity of 3000 tons in the “Navoi Free Industrial Economic Zone” of the Navoi region worth 8,3 billion soums, construction of a refrigeration chamber with a capacity of 500 tons on the basis of Parkent-Vinograd LLC in the Parkent district of the Tashkent region worth 377,5 million soums, in the Kitob district of the Kashkadarya region on the basis of Sevaz-Andronix LLC worth 500,0 million soums and the construction of a cold store with a capacity of 1000 tons, on an area of 18,4 hectares, Sergeli district, Tashkent city, worth 12,8 million US dollars. The creation of modern refrigerators and freezers with a capacity of 2000 tons at the International Logistics Center (ILC) “Sergeli-Agrofresh” provides farmers with modern services for the sale of agricultural products [12, 13, 14].

In essence, “Sergeli-Agrofresh”, ILC is focused on receiving goods, processing, storing, performing customs services, shipping, and at the same time providing high-level logistics services on a door-to-door basis. The Sergeli-Agrofresh logistics center has a production capacity of 14000 square meters and is capable of simultaneously receiving up to 7 refrigerated railway cars and up to 10 heavy trucks.

An analysis of the effectiveness of the system of marketing agricultural products in the farms of our republic shows that, along with income from the sale of raw cotton and grain, their income from other industries, in particular from fishing, is slowly but steadily growing.

5. According to monographic observations conducted in some districts of Namangan and Surkhandarya regions, in order to introduce marketing methods that provide high profits through the sale of products in fish farms, increase the knowledge and practical skills of farmers, use sales channels and marketing methods that provide more opportunities for earning, deep economic, the feasibility of organizing special trainings for them, who have technological and legal knowledge and a broad outlook, has been studied.

6. E-commerce in fish products is considered one of the important ways to generate high profits through the sale of products to private enterprises.

And also the fact that the fish farm lacks up-to-date information about innovative technologies for the use of water resources in the production of products, energy-saving technologies, the regulatory framework in the agro-industrial complex, real prices and requirements in the domestic and foreign markets, and a service for the exchange of best practices among specialists in in this area (service) shows that the lack of a single electronic information platform slows down the efficiency and sustainable development of not only fish farms, but also the network.

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