

Volodymyr Maistrenko

ANALYSIS OF THE MARKETING IMPACT ON THE MARKET AND THE END USER OF VEGETABLE PRODUCTION

The object of the research is the marketing impact on the market and end consumer of vegetable products. In the research process, a number of general scientific and special methods were used, in particular: system-structural analysis and synthesis as the main methodological tool, monographic and extrapolation.

The marketing influence on the market and the final consumer of vegetable growing products is disclosed. A marketing research of the vegetable market on the domestic and foreign markets was conducted, which is a necessary condition for the formation of an effective strategy and tactics for the development of marketing in this area. After all, the ratio of supply and demand in the vegetable market determines the movement of capital and the transfer of resources between industries and regions, affects the level and dynamics of prices and, therefore, is a key factor in the formation of producers' income. The development of new management methods and approaches convincingly demonstrates the need to implement marketing as one of the market tools capable of meeting the needs of the market and combining the interests of business entities. The development of new management methods and approaches convincingly demonstrates the need to implement marketing as one of the market tools capable of meeting the needs of the market and combining the interests of business entities. An important role is given to the factor of time and information. It has been proven that the quality and efficiency of the marketing system of the vegetable growing industry is ensured by the scientific methodical development, the objectivity of quantitative and qualitative assessments, the creation and implementation of a rational system of evaluation and management of this system, as well as the level of the marketing organization.

The practical significance lies in the methodological substantiation and conceptualization of the role of marketing influence on the market and consumer of vegetable production.

Keywords: *marketing, vegetable growing, marketing influence, vegetable market, consumer of vegetable products.*

Received date: 17.10.2023

Accepted date: 15.12.2023

Published date: 16.12.2023

© The Author(s) 2023

This is an open access article

under the Creative Commons CC BY license

How to cite

Maistrenko, V. (2023). Analysis of the marketing impact on the market and the end user of vegetable production. *Technology Audit and Production Reserves*, 6 (4 (74)), 58–62. doi: <https://doi.org/10.15587/2706-5448.2023.293263>

1. Introduction

Traditional elements of the marketing complex, taking into account the specifics of products and production, remain important for enterprises in the vegetable growing industry [1, 2]. The results of marketing research provide feedback from the vegetable growing industry to the market and consumers and are one of the key means of fighting for the market and the consumer. After all, consumer behavior is the foundation on which the entire marketing concept is built [3]. In-depth knowledge of consumers is a prerequisite for successful marketing activities, the basis for choosing a target market and forming a marketing complex. Therefore, the success of the strategic development of the enterprise depends on understanding the motives of potential consumers, the ability to competently analyze the decision-making process by consumers about the purchase of goods and services [4, 5].

In the current conditions, especially in vegetable growing, an important role is given to the factor of time and information. They are the key factors of progress – the foundation of

the transformation of the economy of consumption into the economy of impressions, where the emotions and feelings of consumers are the main component of choice and preferences, which is also characteristic of vegetable markets. The objective need to use a communication system taking into account the time factor is due to the peculiarities of the vegetable growing industry, the products of which must be sold in a short period of time and in a fresh form, which contributes to increasing the level of competitiveness and dynamism of changes in the industry and requires the use of modern tools of marketing communications and time marketing [6–10].

A significant contribution to the development of the theory and practice of time management, the study of time as one of the economic resources and a marketing tool was made by scientists in works [11–13]. Thus, the author of the work [11] considers time management as a manifestation of the worldview of a modern person. The authors of the works [12, 13] understand time management as a set of rules, practices, skills, tools and systems, the joint use of

which allows to use your time more efficiently and improve the quality of life in the long run.

In order to expand the research of these authors, in the field of consumer behavior and the market of vegetable products, it is necessary to add their own definitions of economic and sociological aspects that influence consumer behavior. More research is needed on the organizational and economic features of the vegetable market, in particular the structure of the industry, the competitiveness of producers and distributors, and the determination of the main factors of marketing influence on the vegetable market and the consumer.

The aim of research is to substantiate the influence of marketing factors on consumer behavior and activity of market subjects of vegetable products.

To achieve the aim, it is necessary to solve the following objectives:

- determine the composition and features of the modern complex of marketing communications;
- consider the essence and advantages of time marketing;
- analyze the impact of time marketing on the toolkit of marketing communications in the market.

2. Materials and Methods

It is proposed to introduce the time factor into the marketing mix. In this case, time should be considered as an important marketing tool along with other marketing-mix elements. The classic list of elements of the «4p» marketing concept includes: product, price, promotion and place, or the expanded list of «7p», which additionally includes: people, process, physical evidence – it is quite reasonable to add another «p», which would mean period. Then time marketing can be defined as a technology of managing the client's time in order to increase the effectiveness of promotion and sales of goods and services [11]. In general, the time resource in marketing has turned into the same promotion and sales tool as a product and a brand.

A number of general scientific and special methods were used in the research process, in particular:

- system-structural analysis and synthesis as the main methodological tool – for the analysis of the marketing influence on the market and the consumer of products of the vegetable growing industry;
- monographic – when determining the essence of factors influencing the marketing market and the consumer;
- extrapolations – when substantiating the marketing impact on the consumer of vegetable products and ensuring the sustainable development of the vegetable market.

3. Results and Discussion

Modern business conditions are characterized on the one hand by the strengthening of integration processes, and on the other hand by fierce competition, speed of change, obsolescence of information and knowledge, and increased requirements for the use of various means of marketing communication policy. All this leads to the need to look for new ways and tools that will provide advantages and strengthen market positions.

Marketing of the vegetable industry is a complex system that studies the patterns of manifestation, formation, development, and satisfaction of the set of individual needs of consumers (buyers) in vegetable products in the process of production, distribution, and exchange [8].

Time management is borrowing or making your own decisions in order to plan more rationally. Clients, customers, consumers – all those persons who bring profit or are at the stage of evaluation and decision-making about cooperation or partnership, also have goals – to manage their time productively. All of them face the question of finding the most effective way and way of using their time with the highest effectiveness of its use. Usually, under such conditions, criteria are applied: rational and emotional – so that any life event, purchase or consumption decision would be as useful and pleasant as possible. Therefore, the seller's task is to help the buyer realize its own time management [1].

In microeconomic theory, the term «consumer» means an enterprise that makes individual decisions regarding the structure and volume of goods it consumes within the budget.

Consumer behavior, on the one hand, is an integral part of economic behavior as a whole, which is the realization of the main properties described by the homo economicus model. The economic component of such behavior includes:

- 1) selection of the most profitable alternatives;
- 2) rationality of the acting subject, the presence in its actions of consideration of the results of behavior from the point of view of efficiency;
- 3) conditionality of economic motives for maximizing material goods;
- 4) awareness of possible ways to satisfy one's needs.

But on the other hand, consumer behavior should be considered in social relations, which are described by a sociological model, the main characteristics of which are:

- 1) conditioning of behavior by socio-cultural conditions;
- 2) impossibility of developing an optimal scheme of human behavior.

In these conditions, the peculiarities of consumer behavior in the consumer market and the market of consumer organizations of vegetable products are conditioned by the following:

1. The development of marketing as a science and as a sphere of human activity led to the emergence of four approaches to modeling consumer behavior: microeconomic, psychological, sociological and integrated. The basis of the microeconomic approach is the concept of rationality, which establishes the relationship between consumer demand and such objective economic characteristics as utility and product price. In accordance with the microeconomic approach, consumers are aimed at maximizing their satisfaction, taking into account the existing limitations in monetary resources, having sufficient information about alternative sources of satisfaction of needs; their behavior is evaluated as rational [4, 9].

2. The consumer market for vegetable products is individuals and households who buy vegetables for personal or family consumption or use.

3. It is impossible to analyze the behavior of all buyers of the consumer market separately. The success of an enterprise operating in the consumer market depends on how successfully and reliably it finds its circle of buyers, its market segment. Therefore, product manufacturers need to take into account the fact that in the business world a lot of money and time is spent on consumer research in the market in order to build a certain model of buyer behavior. These models should contain:

- external pathogens;
- information perception processes;
- purchase decision-making processes [10].

Based on the study of scientific, statistical and analytical sources, it was established that when determining the marketing influence on the market and consumers of vegetable products, one should take into account the organizational and economic features inherent in this industry, which determine the formation of the offer on the market of vegetable products:

- vegetables are diverse in purpose, taste properties, agrotechnical conditions of cultivation, which determines the complex structure of the industry;
- growing vegetables in closed soil extends the terms of sale of products and contributes to the diversification of the assortment;
- the complicated mechanization of individual production processes requires significant costs of manual labor, the involvement of seasonal workers, workers of a certain qualification, which leads to high total costs of manufacturers;
- seasonal fluctuations in the sale of products necessitate the development and effective functioning of the corresponding infrastructure – storage bases, as well as processing and marketing capacities of vegetables at the places of their production;
- diversification of demand leads to the diversification of the product range and constant adaptation of production to the requirements of consumers, improvement of the system of planning the product set and the structure of cultivated areas;
- various forms of management function in the industry – large specialized enterprises, farms, households of the population, which creates a high level of competition in the vegetable market;
- manufacturers operate in difficult-to-predict market conditions and often rely on inefficient planning;
- a high level of ensuring domestic demand for vegetable products stimulates producers to search for foreign sales markets.

The main factors of marketing influence on the market of vegetables and the final consumer can be presented in the form of a Table 1.

Table 1

The main factors of marketing influence on the market of vegetables and the final consumer

Factor	Characteristics of the factor
Product	Product quality and appearance are important factors influencing consumers. Marketing strategies can help manufacturers improve product quality and appeal to consumers
Price	The price of the product is one of the main factors influencing consumers. Marketing strategies can help find a balance between cost and product quality
Place	Product location and availability are important factors influencing consumers. Marketing strategies can help make the product more widely available
Promotion	Advertising and marketing promotions can help increase consumer awareness of a product and increase product popularity
Seasonality	Product seasonality is an important factor affecting the vegetable market and consumers. Marketing strategies can help find ways to store and sell product during the off-season
Brand	Product brand is an important factor influencing consumers. Marketing strategies can help create an appropriate brand image and increase its recognition among consumers

Factors affecting consumer behavior mostly include:

1. Psychological:
 - motivation;
 - perception;

- assimilation;
 - beliefs;
 - attitude;
 - assimilation.
2. Personal:
 - age;
 - gender;
 - family status;
 - stage of the family's life cycle;
 - profession;
 - education;
 - income level;
 - personality type;
 - ifestyle.
 3. Sociocultural reference groups:
 - family, social role and status;
 - culture and subculture;
 - social class.
 4. The influence of the marketing complex – commodity marketing policy:
 - pricing policy;
 - sales policy;
 - communication policy;
 - time factor and information.
 5. Factors of situational influence – changes in the macro environment:
 - changes in the buyer's circumstances;
 - atmosphere in the store;
 - actions of other buyers.

These factors can be used to develop effective marketing strategies to increase sales of vegetable products.

The question of how consumers perceive vegetable products in the vegetable market requires the process and structure by which consumers evaluate vegetable products. Based on the analysis of consumer behavior, it is possible to propose a structure of evaluation of vegetable products for consumers and its typology of advantages. This model can emphasize that cultural values, personal values, consumer values and benefits of herbal product need to be integrated in order to investigate consumers' evaluation of herbal product.

Let's believe that the more exclusive the offer of plant products, the more difficult it is to satisfy the need for it – the higher the marginal utility, and therefore the price. The consumer constantly weighs the marginal utility of a plant product and thus compares various advantages, compares them with each other. If the offer loses its usefulness, the buyer will replace it with another one.

The issue of pricing, namely the difference between purchase and retail prices, remains relevant for marketing research on the market of vegetable products. Price is an important characteristic of vegetable products, which occupies a special place in the marketing system. Its main purpose is to stimulate sales and marketing of goods.

This leads to conclusions regarding future trends in the production and sale of vegetables, namely: reducing the cost of production due to the use of modern technologies and reducing intermediary relations between the producer and the final seller of products by combining producers and forming large commercial batches of products.

Modern marketing practice offers a wide range of tools to influence the consumer, the most powerful of which is advertising. The purpose of any type of advertising is to draw the consumer's attention to the product, show it all

its positive qualities, and convey information about the manufacturer. Any product, even a quality one, needs advertising. But depending on the type and quality of products, the format of advertising can be different: an advertisement in a newspaper or magazine, a billboard, a booklet, a postcard, advertising material on radio, television.

It is undeniable that due to the unstable economic situation, the decrease in the purchasing power of the population regarding the consumption of vegetable products continues to be insufficient, recently not exceeding 80 % of the norm [6].

So, the marketing research of the vegetable growing market finds the answer to two main questions of the market: what is the demand and what is the offer for vegetable growing products. Correct assessment of these two sides of the vegetable market allows the vegetable growing industry to identify the state and demand for the appropriate supply of vegetable products. Therefore, the marketing influence is aimed at identifying the needs of end consumers and obtaining profit by the enterprise of the vegetable growing industry or achieving other strategic goals based on the study and forecasting of the vegetable market and the behavior of its subjects. It also means that market research helps change the manufacturer's supply and the consumer's dictates. This approach determines the place and value of marketing research in the activities of a vegetable growing enterprise, and also provides for specific relationships with other functions: development and implementation of a balanced product, price, communication and marketing policy, development of a marketing strategy and control of marketing activities.

The justification of the marketing influence on the market of vegetable products and the final consumer is very important for several reasons:

1. *Competitiveness in the market*: The market for vegetables is very competitive, so it is necessary to use marketing strategies to stand out from the competition and attract the attention of consumers.

2. *Demand for healthy food*: The growing popularity of healthy lifestyles and proper nutrition increases the demand for vegetables and other foods that are low in fat and calories. Marketing can help make vegetables more attractive to consumers and increase their popularity.

3. *Raising consumer awareness*: time marketing can help raise consumer awareness of the benefits and quality of vegetable products, which will help increase demand for these products.

4. *Increase producer income*: Marketing can help producers increase their profitability by increasing sales and expanding the market.

The study broadens the understanding of economic, sociological and marketing aspects of influence on consumer behavior and the market of vegetable products, which allows to effectively take into account organizational and economic features, strategies of marketing influence and factors that determine consumer choice. The proposed approach solves the problem, providing a deeper understanding and improving the strategies of market participants to effectively respond to changing conditions and consumer demand.

Further research could consider the impact of new technologies, such as digital solutions, on consumer behavior in the vegetable market segment, as well as the improvement of sustainable development strategies in this sector.

4. Conclusions

The study of the impact of marketing on consumer behavior is the basis for making effective marketing decisions. Without knowledge of consumer behavior, it is impossible to work effectively on the market in the presence of competing firms that produce products with a high level of similarity in their objective characteristics. It is shown that the analysis of external and internal factors influencing the behavior of consumers, as well as understanding the mechanism of the formation of the behavioral response of consumers, allows to model it and use rational marketing tools for influence. In the vegetable market, the main factors influencing consumer behavior are marketing strategies (pricing, sales, communications), socio-cultural influences (the role of the family, cultural characteristics) and situational factors (economic changes, atmosphere in the store).

Conflict of interest

The author declares that he has no conflict of interest in relation to this research, whether financial, personal, authorship or otherwise, that could affect the research and its results presented in this paper.

Financing

The research was performed without financial support.

Data availability

The manuscript has no associated data.

Use of artificial intelligence

The author confirms that he did not use artificial intelligence technologies when creating the current work.

References

1. Balanovska, T. I. (2010). Upravlinnia marketynhovoitu diialnistiu na ahroprodovolchomu rynku. *Naukovyi visnyk Natsionalnoho universytetu bioresursiv i pryrodokorystuvannia Ukrainy*, 154 (1), 368–373.
2. Vasylykov, V. H. (2017). *Orhanizatsiia i upravlinnia protsesamy vyrobnytstva*. Kyiv: KNEU, 503.
3. Gumeniuk, A., Garmatiuk, O. (2021). Formation of marketing strategy for integration of vegetable enterprises. *Intellect XXI*, 2, 2021. doi: <https://doi.org/10.32782/2415-8801/2021-2.4>
4. Yerankin, O. O. (2008). Osoblyvosti provedennia marketynhovykh doslidzhen sub'iektamy ahrobiznesu Ukrainy v suchasnykh umovakh. *Ekonomika APK*, 2, 16–21.
5. Kalleya, C., Azzahri, E. F., Sanjaya, A. N., Purnomo, A., Javandira, C., Rosyidah, E., Herman, R. T.; Mursitama, T. N., Utama, D. N., Abrori, S. A. (Eds.) (2023). Agricultural marketing research: A retrospective of domain and knowledge structure. *E3S Web of Conferences*. Vol. 426. EDP Sciences, 01071. doi: <https://doi.org/10.1051/e3sconf/202342601071>
6. Krykavskiy, Ye. V. (2017). Efektyvnist i rezultatyvnist v upravlinni lantsiuhamy postavok. *Lohistyka problemy i rishennia*, 1, 16–21.
7. Putri, F. P., Yuliasih, I. (2022). Effectiveness and efficiency improvement strategy of apple agroindustry supply chain management. *IOP Conference Series: Earth and Environmental Science*, 1063 (1), 012028. doi: <https://doi.org/10.1088/1755-1315/1063/1/012028>

8. Lohosha, R. V. (2020). Metodolohiia doslidzhennia haluzi ovo-chivnytstva ta yoho rynkovoï dynamiky cherez pobudovy ekonometrychnykh modelei yak nelineiniykh skladnykh system. *Sciences of Europe*, 5 (53), 6–17.
9. Osnach, O. F., Pylypchyk, V. P., Kovalenko, L. P. (2011). *Pro-myslovyi marketynh*. Kyiv: Tsentr uchbovoi literatury, 364.
10. Filipishyna, L. M. (2009). Kompleksna systema otsinky tsinovoï polityky pidpriemstv rozdribnoi torhivli. *Visnyk ekonomichnoi nauky Ukrainy*, 2 (16), 156–160.
11. Yevtushevska, O. (2017). Taim-menedzhment yak vyiv svitohliadu suchasnoi liudyny. *Visnyk Kyivskoho natsionalnoho universytetu im. T. Shevchenka. Seriiia «Ekonomika»*, 3 (192), 15–18.
12. Kalinichenko, L. L., Havrylova, A. O. (2017). Osoblyvosti vprovadzhenia taimmenedzhmentu na pidpriemstvi. *Molodyi vchenyi*, 4.4, 60–63.
13. Matukova, H. I., Makarenko, V. O. (2018). Taim-menedzhment u systemi upravlinnia personalom: teoriia ta praktyka vprovadzhenia. *Visnyk Odeskoho natsionalnoho universytetu. Seriiia «Ekonomika»*, 23 (6 (71)), 58–63.

Volodymyr Maistrenko, Postgraduate Student, Department of Marketing and International Trade, National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine, ORCID: <https://orcid.org/0009-0004-0172-4905>, e-mail: maistr.ukr@gmail.com