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**THE IMPORTANCE OF AGROMARKETING IN THE SYSTEM  
OF AGRICULTURAL PRODUCTION INFRASTRUCTURE**

**Abstract.** The only way to improve market relations in the marketplace is to achieve a successful marketing process, the only way to improve marketing and productivity of agricultural products on the market, and the formation of marketing concepts with the introduction of scientific and technical processes. The key concept in production management is the concept of "marketing", which, in the market, analyzes the methods of marketing research as needed. Everyone explains marketing, but in reality the market is market-oriented (product, place of sale). And the reason for it is that it depends on the issues that can be solved in the production process (production, production), marketing, advertising, technical service, and more. Therefore, the term "marketing" has two meanings. One of them is the power and the circle, and the second one is the concept of management in the conditions of market relations. Scientists say this is philosophy of useful business.

**Key words:** agromarketing, administrative structure, advertising, technical service, innovation, strategy, tourist product, market, domestic market, modern marketing.

Agromarketing - formation and management of demand for goods, services, ideas in exchange for agribusiness. The main function of agromarket is to organize an integrated production and marketing of agricultural products and to conduct business with the highest profitability, taking into account innovative policy aimed at the creation of products that meet the needs of consumers.

Underlying marketing requirements: When deciding whether to engage in business operations, the market needs, needs, circumstances and needs should be closely monitored. Consumers sometimes do not know what they need, but they think that their problems will be better. Another requirement is that it will create conditions for normal production in the long term. In the meantime it is necessary to take into account that the current concept of marketing (enterprise or institution's activity) is based on consumer demand and its future change. Marketing is not only a center for market-mindedness, but also a source of production, science, technology and financial policies of the enterprise. When designing marketing programs it is necessary to solve the problem of growth of demand, necessity of increase or decrease of types of goods on the basis of thorough analysis of business forecasts, and in future profitability in production. The marketing requirement is to influence the market, all the tools available to the buyer, and above all with the ads. These cases have not been widespread in Kazakhstan, but those who understand marketing requirements and apply their business have begun to see themselves [1].

Agromarketing is a process of organizing and managing the production of agricultural products, raw materials and food to meet the needs of individuals, the industrial sector and the whole society as an independent way of modern marketing. The subject of agroindustrial marketing is engaged not only in the movement of foodstuffs based on agricultural products and producers for customers, but also on organization of production and marketing activities of agricultural enterprises. In principle, agro-market is the study and forecasting of the conditions for the development of production and sale of agricultural products in order to maximum satisfy the effective demand in the market [2].

The current organizational and administrative structure of the agricultural production infrastructure system is based on many types and forms of production activities. It includes these: repair and technical maintenance of agricultural machinery and equipment of livestock farms, material technical supply (logistics), transport services, agrochemical and veterinary services in the village, working with various moving mechanized groups in agricultural work, providing productional services for agrostructure. At present, there are quantitative and qualitative changes in given structures, namely, a large-scale machine-technological station (MTS) is being established on the commercial basis on the basis of mechanical engineering divisions of technical enterprises and industrial production units of the agro-industrial complex. New and Leading Agroindustrial Production Center MTS is a widely used group of agricultural product producers.

In the conditions of market economy, the strategic directions of development of agricultural production infrastructure enterprises can be systematically and economically determined as follows:

a) entering to the market or full development of service. The choice of this strategic direction is to carry out marketing activities to the necessary infrastructure enterprise in order to increase the share of services in the market, namely:

- attracting new users of services, promoting advertising, making better qualitative services, providing effective terms, granting trade privileges, taking into account the shortcomings in the activities of competitors. This trend requires considerable financial costs, because, "investment in technology adds relatively high costs than competitors' prices" [4];

- integration with competing enterprises or their destruction.

b) development of services market. This strategy is to develop small business activities aimed at finding new segments in the service market. If the service provider enterprise provides services in its core business, through this strategy, it may extend the range of services they provide. At the same time, the enterprises may come up with their own offers to farms, priority directions of activity for enterprises providing services in other areas and regions are purchase and restoration of degraded agricultural machinery and re-sale of rural producers at higher prices. In this case, the service provider enterprise will be one part of the new agricultural market, which is produced by producer-factories, and the farms themselves will affect, at relatively technical level, to repaired and restored the volume of technical services in the agricultural sector and make them faster [3].

c) selection of new products (services). This strategy aims to create new types of services, improve the services and increase their volume. In this case, businesses are looking for an additional market, taking into account the existing and existing needs of consumers on the market. For example, Mechanical Technology Stations (MTS) can simultaneously introduce new high-tech technologies in crop production, land reclamation, agricultural cultivation.

d) An important strategic priority is - the diversification associated with the development of new products, in conjunction with the development of new services in the market. "... diversification is - the distribution of economic services to new industries (expansion of types of services provided to use, industries of territorial spheres, etc.). In a narrow sense, diversification is understood as the entry of industry-specific enterprises that do not have functional dependence on the main business or product production into the market" [5]. In the event of excessive filling of the market of services and the need to reduce the demand, to increase competition, and to have a well-stocked financial resources available to invest in sectors that are higher than current, it is necessary to make a decision on diversification.

The diversification strategy of services is a chain of important features of services, which is related to specific services from competitors' services. In order to successfully implement this strategy, the enterprise determines the availability of services to identify potential customer needs and what changes need to be made to make consumers' consuming edge is satisfied. Such diversification allows the enterprise to increase profits, so in this case, the determinant factor for consumers is not the price of the service, but their peculiarities and differences in competitors' activity. The sources of these differences are as follows:

- high quality of offered services and a wide range of services, including complex high-performance equipment and demand for qualified specialists;

- with service making enterprises, the use of new and more efficient technologies, especially with regard to agricultural enterprises and agricultural products processing;
- useful location of the service provider due to service providing, serviceability of advanced transport communications, fast place changing ability of equipment and service providers;
- timely responsiveness of management's and technical staff's knowledge, ability and experience, customer inquiries and comments;
- pledging customers with warranty obligations, giving various discounts, and delaying postpaid repayments as a loan.

In performing the early market access to the services market, the service provider will be able to provide competitive advantages that will increase its profit, reach the fastest economic growth. Depending on the specifications of the goods market, it is necessary to enter the market of new goods on the basis of innovation news. The competitive advantage will make it possible to become a leader enterprise in the long run[6].

Speaking about the features of agromarket in the system of agricultural production infrastructure, it is worth mentioning marketing services in the service delivery system. The new MTSs need to be developed and implemented in accordance with the requirements of the law on supply, demand reduction and reduction of production activity between service companies. In this case, agricultural structures spend on repairs of used equipment, i.e. prolongation of their useful life, timely and high-quality maintenance, due to the fact that they are unable to purchase new agricultural machinery due to their financial resources. In this case, there will exist a flexible demand curve to keep agricultural equipment and production services available to the village in a ready-to-operate working environment over its normalized depreciation period. This is not always justified at economical side. This is because the cost of overhauling of the agricultural machinery or combine harvester, together with the costs of their operation, is often higher than the cost of the new equipment[7].

In these cases, the following should be considered when organizing marketing activities in the service delivery system:

1) The production facilities and the natural climatic conditions of production are closely linked with each other. In this regard, service providers should be provided with production capacities that will have access to high agricultural productivity. This will allow you to provide high-quality service, with spending of less losses on strictly defined terms. At the same time, the presence of excessive production capacities in the service companies can lead to additional costs and damage to individual production services, and the incomplete loading of agricultural equipment.

2) Features of production services provided. The presence of intersections in smaller land areas, the share of soil resistance during the treatment, stoneware and other characteristics are justified by an increase in the costs of field services in the field of agriculture.

3) Description of the local natural and climatic conditions that have a significant impact on the results of joint economic activities and the territorial location of service consumers. Consumers of the service differs from each other by having access to various high-quality roads, railways availability, absence of fuel and lubricants, etc. The accounting of these factors and the effects of natural and climatic factors affecting the duration of vaccination, harvesting and other work will allow the service provider to reduce the time and costs of promoting the technique for optimal scheduling of their service, in the service area. For example, the promotion of grain-collecting mechanical groups from one natural-climatic zone to another will depend on the timing of agricultural crops.

4) The peculiarity of the production activity of modern service enterprises is the constant need for their services during the period of rapid sowing, harvesting and other fieldwork. This is determined by the creation and processing of stable and guaranteed products in key domestic and foreign markets for the agricultural industry. Such an economic situation allows predicting demand for production services in the short and long term in the marketing research process. The following marketing conclusions can be made to manage the demand for industrial services to increase the efficiency of the service and the efficiency of the service enterprises:

a) seasonal changes in the type, nature and volumes of activities of the separate service companies. In this regard, the complex and long-term maintenance of their operation should be planned so that technical work is performed in autumn or winter. And at the time of field works, ie, at the highest level of demand for industrial services, all resources of the service companies should be aimed at ensuring the breakdown of machine-technological stations on the basis of immediate removal of equipment stoplights;

b) The use of a regulated and flexible price system for promotion of production services to the beginning or end of the mid-stage of rapidly growing field work. Thus, unified and steady shipment of the production capacity of the service provider is achieved, and overloading of its activity is eliminated. In some cases, there may be looked issues raised for accelerated execution of services that can not be postponed;

c) mixing services of technical technicians and technical staff with the specialists at the enterprise when performing high-demand services at high demand. For this purpose, it is planned to involve qualified specialists from the outside, including the involvement of qualified specialists from nearby districts, villages and cities;

d) active organization in activities aimed at increasing demand for industrial services. These new types of services provide discounts for regular customers, the introduction of new high-performance technologies, and the promotion of new promotional models of agricultural machines. Particularly difficult and expensive special equipment: excavators, graders, bulldozers, auto cranes and more. Regularly work with customers to identify unsatisfied needs.

5) Formation of a competitive environment. For the success of the service provider, it is necessary to systematically analyze information about competitors, main types of services, customers, quality and level of service. Such information enables you to identify your own strengths and weaknesses, to take account of others' mistakes, and to identify your competitive advantages. Such services, such as in the modern competitive service system, performing rapid field works, high-performance equipment use differs by low-level intensities. This situation is characterized by monopoly position of the service enterprises in relation to agricultural producers and other agricultural entities. Along with the expansion of production activities, the first signs of service among the service providers have been observed and intensified. In this connection, agricultural and other enterprises will have a clear choice of service providers, taking into account their price and quality and terms of performance[8].

Thus, the development of the efficiency of production services for agricultural enterprises in the transition to market relations is an important factor of sustainable growth and stabilization of agricultural production based on marketing and mutually beneficial economic relations, and the transfer of the agricultural sector to a modern industrialized basis.

In addition to the functioning of economic mechanisms of agricultural production infrastructure enterprises, it is necessary to consider organizational mechanisms that include a set of interrelated economic activities between the enterprises, suppliers of external resources and consumers of production activity[9].

After the market classification, who will get the products of the firm, who wants to, what they are currently using, how much they buy, what they like, where to buy, and what to know. Features of socio-economic, demographic and natural-climatic aspects in identifying and selecting consumers: if consumers are natural individuals, it is a very difficult event to carry out research and analyze consumers under these circumstances[10].

Measures taken by the state within the framework of WTO accession should be urgent and systematic. All of this requires the support of the country's agricultural sector and its specialized agencies. In future, it is planned not only to solve the food problem of our country, but also to market Kazakh grain in the world market. And in this context, agromarket is a special place. At the same time, Kazakhstan needs to upgrade its material and technical base, advanced technologies.

Agriculture is one of the key sectors of Kazakhstan's economy. The level of development of the agro-industrial complex will always remain a crucial factor in the economic and social-political stability of the Kazakh society. One of the priority directions of economic development of the country is the huge potential of agriculture and large reserves, each of which climatic conditions in Kazakhstan allows the normal thermal belt to grow all crops and develop cattle breeding.

Table 1 - Structure and dynamics of gross domestic product of Kazakhstan, %

Indicators	2013	2014	2015	2016	2017	2017 2013 (+,-)
Gross domestic product	100,0	100,0	100,0	100,0	100,0	×
Agriculture	4,5	4,4	4,4	4,8	4,4	-0,1
Industry	15,2	13,2	10,2	10,1	26,5	11,3
Construction	6,0	6,0	5,9	6,1	5,6	-0,4
Transport and storage	7,6	7,8	7,9	8,6	8,0	0,4
Trade	15,0	15,6	16,0	17,0	16,4	1,4
Other industries	51,7	53	55,6	53,4	39,1	-12,6

However, as we can see from the table, only 4.4 percent of GDP is in the country's agricultural output. The share of agricultural production is used in the country as raw material source.

The main problem of agriculture in Kazakhstan is low productivity. According to independent sources, productivity of agricultural workers in Kazakhstan is low among agricultural partners in Eastern Europe. The problem solving will be possible only through enhancement of production technology and progressive management and increasing the importance of agromarket marketing. At present, it is important to export foodstuffs and develop relevant infrastructure, improve logistics infrastructure and agromarket, and regulate and stabilize the country's domestic food market. In addition, it is recommended to stimulate the development of the insurance system in agriculture, taking into account the foreign experience of competitive agriculture, it is necessary to ensure wide accessibility of exhibitions and fairs of agricultural producers, creation of information and advisory points in rural areas. It is proposed to implement the projects on cotton, fruit and vegetable production, processing of poultry and clusters, as well as the implementation of strategic state programs in the agro-industrial complex of the country. The state programs were commissioned to diversify and expand export of agricultural products to the country's agro-industrial complex, including support for the development of a network of vegetable storehouses, greenhouses, poultry farms, grain and cotton processing plants with the participation of private investors. This will allow us to take advantage of agriculture in the period of expanding demand for high-quality food in the world market.

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#### **АУЫЛ ШАРУАШЫЛЫҒЫ ӨНДІРІСТІК ИНФРАҚҰРЫЛЫМ ЖҮЙЕСІНДЕГІ АГРОМАРКЕТИНГТІҢ МАҢЫЗЫ**

**Аннотация.** Нарықтық жағдайда экономикалық қатынастарды жетілдіруге, ауыл шаруашылығы өнімдерін нарыққа тиімді орнықтыруға және ғылыми –техникалық үрдістерді енгізе отырып маркетинг тұжырымдамасының қалыптасуына қол жеткізудің бірден-бір жолы маркетингтік зерттемені ойдағыдай жүргізе білу. Өндірісті басқарудағы тұжырымдамалардың негізгісі "маркетинг" тұжырымдамасы, яғни нарықтағы қажеттілігіне қарай, маркетингтік зерттеме жүргізу әдістері талданып отырады. Маркетингті әркім әрқалай түсіндіреді, ал шын мәнінде маркетинг деген - нарық (өнімді, затты сататын жер) деген ұғымға сәйкес келеді. Ал оған әртүрлі анықтама берілу себебі өндіріс үрдісінде (өнімді шығару, жасау кезінде), өнім өткізуде, жарнамада, техникалық қызметте, тағы басқа жағдайларда шешілетін мәселелерге байланысты. Сондықтан мамандар маркетинг деген терминге екі мағынаны қосады. Оның бірі - басқару күші мен шеңбері болса, екіншісі - нарықтық қатынас жағдайындағы басқарудың мақсатты тұжырымдамасы. Мұны шетел ғалымдары пайдалы істер философиясы дейді. Нарықтық экономикаға өту және оған үйрену жағдайында қызмет көрсететін және ауыл шаруашылығы кәсіпорындары агромаркетинг негізінде басқаруды жедел жүргізуге мұқтаж екеін ажыратады. Атап айтқанда, аграрлық маркетингте жалпы сипаттамалар көрініс тапқан оны арнайы қызметтік сала ретінде қарастыруға болады.

**Түйін сөздер:** агромаркетинг, әкімшілік құрылым, жарнама, техникалық қызмет, инновация, стратегия, туристік өнімдер, нарық, ішкі нарық, заманауи маркетинг.

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### ВАЖНОСТЬ АГРОМАРКЕТИНГА В СИСТЕМЕ ИНФРАСТРУКТУРЫ СЕЛЬСКОХОЗЯЙСТВЕННОГО ПРОИЗВОДСТВА

**Аннотация.** Рыночные условия улучшения экономических отношений, создание эффективного рынка сельскохозяйственной продукции и развитие научно-технических процессов с внедрением концепции маркетинга является единственным способом для достижения способности успешно проводить исследование рынка. Ключевой концепцией управления производством является концепция «маркетинга», которая на рынке анализирует методы маркетинговых исследований по мере необходимости. Все объясняют маркетинг, но на самом деле рынок ориентирован на рынок (продукт, место продажи). Поэтому термин «маркетинг» имеет два значения. Одна из них - сила и круг, а вторая - концепция управления в условиях рыночных отношений. Иностранные ученые говорят, что это философия полезного бизнеса. Она отличает потребность в скорейшем управлении, основанном на агрокультуре, которая служит при переходе к экономике и обучении. Повышение активности маркетинговой инфраструктуры агробизнеса (агромакетинга) является важнейшим фактором преодоления спада сельскохозяйственного производства. Агромакетинговая стратегия представляет собой раздел общего плана агромакетинга, широкомасштабную программу действий, направленную на достижение основных целей агромакетинга. В частности, аграрный маркетинг можно рассматривать как особую зону обслуживания, которая характеризуется общими характеристиками.

**Ключевые слова:** агромакетинг, административная структура, реклама, технический сервис, инновация, стратегия, туристский продукт, рынок, внутренний рынок, современный маркетинг.

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