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FEATURES OF FORMATION OF COMMODITY REQUEST IN THE CONSUMER MARKET IN MODERN CONDITIONS*

The research of factors of commodity supply formation of the consumer market are conducted. The peculiarities of formation of the structure of the commodity supply of the consumer market from the point of view of producers, managers of the trade sphere and consumers are determined.

Key words: *consumer market, commodity supply, food products, non-food products, efficiency*

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Business entities in the sphere of trade are active participants in market relations. This determines the dependence of their development as elements of the consumer market on general tendencies of the dynamics of the state market, its conditions, changes in the structure of demand and supply, the development of new forms of business organization, etc. The modern development of the national economy causes the main changes in the domestic market of Ukraine, the main component of which is the consumer market. The

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state and dynamics of the consumer market is one of the main indicators of the quality of economic transformations, the development of the national economy, its social orientation. The consumer market is connected with the satisfaction of the needs of the population and covers the activities of enterprises of trade, restaurant industry, as well as the implementation of services to the population. The research of the consumer market allows to objectively evaluate its economic potential, development strategies, etc. Under these conditions, the peculiarities of the formation of a commodity supply on the consumer market, assessment of the state and trends of development are of particular relevance and are a prerequisite for the development of a further strategy for the development of the consumer market.

Issues of the formation of the consumer market have found a fairly wide coverage in the economic literature. Thus, the study of the consumer goods market in those or other aspects is devoted to the research of A.V. Orlova, F.A. Krutikova, V.D. Markova, I.N. Gerchikova, P.S. Zavalova The work of A.A.A. is devoted to regional peculiarities of the formation and development of the consumer market. A.A. Baimatova, A.R. Bernwald, R.I. Schniper and others like that. However, the lack of information on the situation taking place in the modern consumer market, the lack of quantification and development of development forecasts requires further research.

The purpose of the article is to determine the peculiarities of the formation of commodity supply on the consumer market in modern conditions. In order to achieve this goal, a study of the consumer market of Kharkiv city was conducted from the point of view of managers and professionals in the trade sphere, as well as consumers.

In modern conditions, the formation of a commodity supply in the regional consumer goods market has undergone significant changes. First of all, this is due to the national trends in the development of the consumer market (Fig. 1) [1, 2].

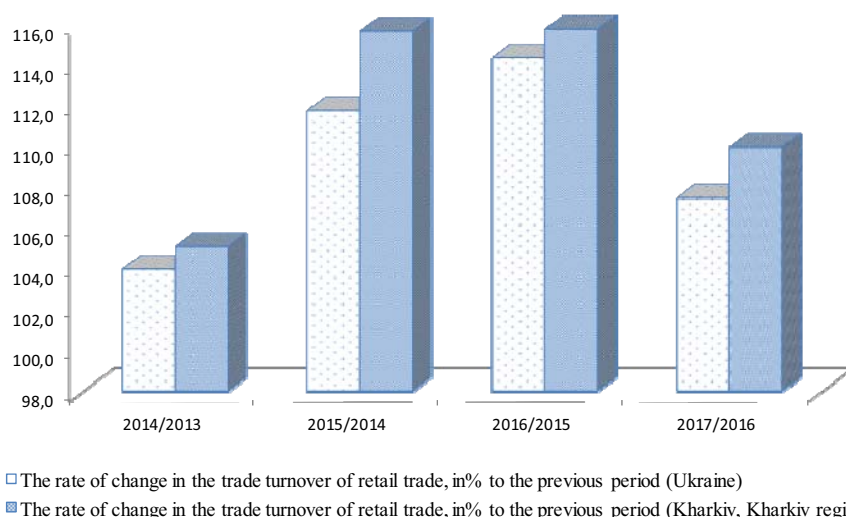


Fig. 1. *Dynamics of total sales of goods and paid services to the population in the consumer market of Ukraine in Kharkiv and Kharkiv region*

In general, the regional market is developing in accordance with national trends. Characterized by the predominance in the structure of commodity resources of domestic food products, the gradual displacement of foreign commodity producers from the domestic consumer market of the country. At the same time, the overall structure of the share of consumer goods sales in the last five years remained almost unchanged. Thus, according to official (published) data in 2013, 85.5% of the total consumer goods sales are food products, while in 2017, 82.2% [1, 2].

The increase in the share of food products is characteristic of the socio-economic period in the country, consumers are trying to lower their current consumer spending, prefer food products. The most popular are cheap domestic goods. Demand for food products from imported production continues to decline at the expense of many factors. In particular, the price increase in this segment is more than three times.

In order to reveal the peculiarities of the formation of a commodity supply structure on the regional consumer market, we conducted research on the market of consumer goods in the city of Kharkov: from the point of view of producers, trade union leaders and consumers.

A survey of retail sales of food products from the standpoint of producers showed high sales volumes of domestic production in the regional consumer market. Thus, in the range of food products sold in retail stores, domestic products are dominated by commodity groups such as cheeses (85.1%), smoked meat, salty and sausage wares (94.0%), canned goods, meat products (91.6%), confectionery (85.9%), vegetables (84.2%), fresh and frozen meat and poultry (93.6%), eggs and egg products (95.6%) [1].

In food markets, the degree of fullness of domestic goods is higher than in retail businesses. So, in the food markets of the city the following types of food products of domestic production are offered such as milk and dairy products, potatoes, vegetables, meat, oil, sausages and meat gastronomy, chickens, confectionery. Domestic producers, including local ones, represent the goods offered for a wider range and of high quality, which ensures stable consumer demand of the population. Most of this is facilitated by the development of a network of branded products directly from the manufacturer.

However, along with this, a certain share of the consumer market is occupied by imported products. Thus, in the sale of food products of imported goods, the Ukrainian consumer market is dominated by such types of goods as olives, oils, pasta, chocolate candies, fish, fruits, citrus, mushrooms, sauces, tea, coffee, etc. The large number of these goods in retail trade is due to the fact that Ukraine does not specialize in the cultivation, processing or production of certain products, but there is a need to meet the existing demand of the population for these goods.

The study of the regional consumer market for non-food products has shown a larger scale of imported goods in this market than in the market of food products. From imported goods to the realization of the range of non-food products, imported goods comprised such groups as computers, peripheral equipment, software – 96%, audio and video equipment – 99.8%, mobile phones – 100.0%, photographic, optical and the exact equipment – 98.8%,

washing machines – 79%, toys – 77%, etc. Non-food products of domestic production were represented mainly by light industry in a limited number of retailers (an average of 16–20% obs edovannykh roznychnykh enterprises). The most wide assortment of domestic non-food products was represented by commodity groups such as books, newspapers, magazines (79.8%), stationery (50.4%), carpets, floor coverings and walls (44.6%), furniture (43.6%). Moreover, a wider choice of non-food products of domestic production was in retail enterprises (shops), and not in the commodity markets, where mainly imported non-food products are sold.

The survey of managers and trade experts proves that most sales agents (70%) prefer to sell domestic goods and only 29% – imported food products when selling food, while merchants prefer to work with imports when selling non-food products (85%). Most of the surveyed trade experts consider it more advantageous to trade in imported non-food products, noting the higher quality of the data of foreign products (49%), faster implementation (34.5%), broader range of products and choice of suppliers (24.1%) [3].

However, as far as food products are concerned, trade specialists prefer to sell domestic products, mainly of local producers. The criteria for this diamond are: high quality of goods (72.1%), relatively low purchase price (43.3%), quick realization (44.6%), form of payment for goods (21.3%), degree of popularity of goods (33.5%).

In the opinion of traders, the main criteria for determining the choice of purchasers of food products is the price (78.7%), quality (66.2%), packaging (17.2%), image of the producer (33.7%), shelf life (58.2), safety and environmental friendliness (53.5). At the same time, consumers began to devote less attention to the external attractive look of food and more to their environmental safety, manufacturing terms and suitability. When choosing consumers of non-food products, the main criteria are: the price of goods sold (78.4%), their quality (72.4%), warranty conditions (51.5), design of the product (42.6%) and trade Brand of the manufacturer (48,2%).

During the implementation of non-food products in the consumer market of the city, most trade enterprises have such difficulties as insolvency of buyers (87.8%), saturation of the consumer market by imported goods of little-known producers (38.7%), high cost of goods (54.8%). Nevertheless, the results of the survey of trade experts on trends in the development of consumer demand for non-food products by producers indicate that the demand for imported non-food products will increase (66.9% of respondents), while domestic non-food products will decrease (52.1% of respondents) or remain at the same level (31.3%). Most trade experts have noted that demand for non-food products of joint production is likely to remain at the same level or somewhat increase.

The conducted research showed that the commodity supply of non-food products in the regional consumer market is formed at the expense of imported goods, and there is a tendency for a further, gradual displacement of domestic non-food products from the consumer market of the region. This is especially true for such groups of goods as clothing, footwear, household appliances, audio, video and computer equipment. Interviewed sales agents and buyers have pointed out the low competitiveness of domestic non-food products in

comparison with imported ones. Among the reasons for this are called high prices with an average quality level, design, non-compliance with modern European standards.

Due to the increase in the flow of consumer goods from abroad, the competition on the consumer market is intensifying, the range of goods is expanding, which will help to satisfy consumer purchasing demand. An increase in the share of imported goods in the domestic consumer market contributes to its saturation and liquidation of the deficit for many types of goods.

Analyzing the structure of imports of consumer goods, and, assessing the possibilities of domestic production, one can determine the priorities of development of production of consumer goods of our country: food products, textiles, goods of economic purpose, building materials.

Experts determine the saturation of the domestic consumer market with domestic competitive goods and the gradual displacement of imported goods by domestic producers with a proof of the share of imports in the total volume of the commodity supply in the market to 10–15% by the priority direction at the present stage of development of the country's economy. This is necessary in order not only to ensure the country's economic security, but also to help overcome unemployment, increase incomes of both consumers and producers, and the development of investment in the economy.

The formation of the structure of the commodity supply of the consumer market in Kharkiv and the Kharkiv region preserves the national development tendencies:

- the share of food products of domestic producers increases;
- the share of food imported goods is decreasing;
- demand for domestic food is increasing;
- the share of imported non-food products increases;
- reduction of purchasing power of the population and redistribution of expenditures towards domestic products of the food group;
- unstable situation in the implementation of certain goods, which causes additional increased demand, due to the uncertainty of consumers to be able to purchase goods at the right time;
- price growth reduces the growth rate of domestic production.

Consequently, the systematic study of regional features of the formation of a commodity offer by individual groups of goods and services will allow to balance demand and supply on the consumer market as a whole and increase its efficiency.

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ՕԼԳԱ ՏԿԱՉԵՆԿՈ

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Սպառողական շուկայում ապրանքային առաջարկի ձևավորման առանձնահատկությունները արդի պայմաններում.–

Կատարվել է սպառողական շուկայի ապրանքային առաջարկի ձևավորման գործոնների ուսումնասիրություն: Որոշակիացվել են ապրանքային առաջարկի կառուցվածքի ձևավորման առանձնահատկությունները արտադրողների, առևտրային ոլորտի ղեկավարների և սպառողների տեսանկյունից:

Հիմնաբառեր. *սպառողական շուկա, ապրանքային առաջարկ, պարենային ապրանքներ, ոչ պարենային ապրանքներ, արդյունավետություն:*

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Особенности формирования товарного предложения потребительского рынка в современных условиях.–

Проведено исследование факторов формирования товарного предложения потребительского рынка. Определены особенности формирования структуры товарного предложения потребительского рынка с точки зрения производителей, руководителей торговой сферы и потребителей.

Ключевые слова: *потребительский рынок, товарное предложение, продовольственные товары, непродовольственные товары, эффективность.*

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