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112. Consumer markets as a way to maintain the competitiveness of enterprises

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Introduction: The transformation of the national economic system determines the need for the qualitative changes in the field of agriculture, in particular, in the management of the food market. Crisis situations that occasionally arise in certain markets of food cause the need for a comprehensive approach to this problem.

Resources and methods: Modern globalization processes lead to increasing of competition in the global market. This decisive comparative advantage is not the availability of profitable resources, cheap labor, favorable geographical location but

technological lead over competitors, i.e. the ability of the leading export-oriented industries of some countries to create new technologies and new products accordingly [1, 40]. At the present stage commodity markets are characterized by rapid change and high level of competition. Hence, enterprises are forced to accelerate the product development process, reducing the time distance between the idea and the product output into the market. Companies that succeed in the market of innovations are required to collect the necessary market information that facilitates decision making [2, 101]. Therefore, marketing research offer a number of methods that must match the type of innovation introduced.

Results: The commercial success of the company depends on how well its products meet basic consumer preferences. For effective marketing activity a company needs market research. The success of the company, which operates in the consumer market, depends on how well it will find its customers and its market segment.

Research patterns, trends and contradictions of the consumer market in transitional societies is an extremely important task of modern economic theory. That is because the market interests of the population and key manufacturers of final products are intertwined. Its function is to perform multifaceted functions of livelihood of the population, is the feedback mechanism stimulating effect on the full range of economic sectors, and their priority development is a prerequisite for accelerating economic growth. However, imbalances and structural deformation mechanism of functioning of consumer markets lead to reduced competitiveness of the national economy, causing economic slowdown and worsening living standards.

Conclusions: Now the internal consumer market is significantly influenced by globalization processes, the effects of which are particularly apparent in the period of the global financial crisis. In some countries, lower consumer spending led to a significant reduction in production and consumption of the consumer, the decrease in export-import operations, which led to a slowdown in the growth of national economies.

References

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