

Theoretical and methodological approaches to the formation definitions of food marketing

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Abstract. The existing definitions and multidimensional interpretation of the content found food marketing in the theoretical and methodological support its development. The problem is the lack of differentiation studies or integrating aspects of food marketing in the research of institutional, sectoral, regional, organizational transformation of food systems. The purpose of the article is to develop proposals for the formation of the definitions of food marketing terms bahatoaspektnosti scientific approaches to development. The object of study – the process of theoretical and methodological providing of food marketing definitions in terms of transformation of research technology. The subject of research is conceptual and applied principles of justification determinants of food marketing on the basis of formation of modern Definitional apparatus. Theoretical and methodological basis of the study is the theory of distribution management products and subject-oriented approach, which synthesizes configurator different system definitions justification food marketing. The empirical basis of the study is theoretical and methodological bases justification definitions of food marketing, research scholars on issues of movement in food marketing channels. Definitional features food marketing characteristics are determined by its functions in the production, sales and customer satisfaction in the food business, depending on the functional parameters of its subjects, including institutional, industrial, differential, integration, system, synergy. Formation definitions of food marketing in the theoretical and methodological support its development should be carried out on the basis of selection of leading actors and objects and delineating the relationship between them in the management of the movement of food.

Keywords: food marketing, food marketing definitions, objects and subjects of food marketing channels movement of food

Introduction. The existing definition of food marketing and multidimensional characterized impede the provision of fixed sense of the term. In particular, it is considered as a tool for food security of the country, part of the Agricultural Marketing System, a set of operations to promote food market, functional (specialized) element of the marketing mix and more. Food marketing activity and is considered a marketing or sales services and agricultural processing companies, food industry, institutions, food markets. It identifies market activity of agricultural enterprises, corporate structures of agrarian sphere of economy, regulating the activities of state institutions. Definitions necessitates justification definitions of food marketing within a fixed object structuring research in the implementation of the theoretical and methodological support marketing activities of operators in the food sector.

The problem of the study. The issue of forming definitions of food marketing research papers devoted to agricultural economists Ukraine: I.V. Artimonovoyi, O.M. Varchenko, L.V. Deyneko, A.A. Yerankina, O.Y. Lebedinsky, Y.S. Larina, Y.O. Luzan, M.J. Malik, O.G. Shpykulyaka, P.T. Sabluk, I.A. Soloviev, L.V. Strashynskoyi, O.V. Shubraskoyi where classification criteria developed categories of "food marketing", " food marketing system ", " complex food marketing "[2, 3, 4, 5, 6, 7]. An important contribution to the formation definitions of food marketing on which developed signs of functional basis of its development, carried out by researchers of leading foreign scientific schools including R. Kolzom, R. Branson, John Barker [8, 9, 10, 11]. However, so far not developed Definitional complex food marketing that would allow to differentiate or integrate aspects of its development in the research of institutional, sectoral, regional, organizational transformation of food systems.

An important prerequisite theoretical and methodological justification food marketing with the further development of conceptual bases its exercise may be the use of integrated scientific approaches primarily subject-oriented, differential, integration [1].The purpose of the article is to develop proposals for the formation of the

definitions of food marketing terms bahatoaspektnosti scientific approaches to development.The object of study – the process of theoretical and methodological providing of food marketing definitions in terms of transformation of research technology. The subject of research is conceptual and applied principles of justification determinants of food marketing on the basis of formation of modern Definitional apparatus.

Materials and Methods. The analysis of scientific literature on the study reveals the most common scientific approaches to the study of the formation of the definitions of food marketing including systemic, institutional, industry [12]. Theoretical and methodological basis of the study is the theory of distribution management products and subject-oriented approach, which synthesizes configurator different system definitions justification food marketing [1, 13, 14].The empirical basis of the study is theoretical and methodological bases justification definitions of food marketing, research scholars on issues of movement in food marketing channels forming system of food supplies on the basis of marketing.

Results. Variety of food marketing definitions due to its multidimensional interpretation of objects and subjects in the theoretical and practical bases food distribution, food security and food potential formation areas. In the classical scientific school food marketing interpretation of its definitions is carried in the plane of the selection of subjects - agricultural producers. The basic object of research include the process of bringing agricultural products to the final consumer. In this sense, the subjects of food marketing are considered operators of the food market, institutions territorial regulation, active stakeholders [11, p. 27-43; 28; 8, pp. 40-42; 15, pp. 210-213; 10, pp. 119-124]. Therefore, the definitions of food marketing seen signs of its functions related to the processes of production, sales and customer satisfaction in the food business.

The relationship among market agents food security of the population, the internal market and export-oriented processing enterprises are potential objects of studies in which food marketing is highlighted as part of the agricul-

tural market (infrastructure or environment), a set of operations that perform marketing services business experts food industry. In this context, the food marketing system is identified with organizational and economic mechanism of production infrastructure agri-field [16].

Classification of subjects according to the parameters of their membership of a food distribution channels allow domestic agricultural economists to supplement the definition of food marketing list of properties, which becomes the subject, serving as moving information flows, goods, payments [17, p. 92; 18, pp. 85; 19, pp. 32; 20, p. 134]. However, according to V. Lopatinskii, features food marketing is a priority of processing enterprises, since agriculture is increasingly losing direct contact with the sphere of consumption and demand for primary agricultural commodities is derived from the demand for products processing industry [21, p. 18].

The study found factors influence the formation definitions of food marketing depending on the functional parameters of its subjects, including institutional, sectoral, differential, integration, system, synergistic. Institutional review functions plane food marketing gives it signs coordination of relations agents in the food supply. Sector and differential signs of food marketing gets in the theoretical and practical bases its nature as a process of formation, distribution and promotion of food raw materials and food products in the market. Integration, system, features food marketing synergies are priorities in research feed value of vertically integrated food systems, the synergistic effect of infrastructure organization of food business operators and system interconnection marketing communication environment [22; 23, pp. 56-61; 24, pp. 72-76, 25, p. 68].

On the need to develop definitions of food marketing on the basis of consideration of the characteristics of its subjects as operators trading activity emphasizes LM Boldyrev, which identifies trading activities of logistics integration toolkit food. According to the author the mar-

keting concept of food security provides priority customers, which have trade through food. [25].

Discussion and Conclusion. Synthesis multifaceted scientific approaches to the development of food marketing allows you to develop criteria for the identification of its concepts and definitions of complex shape depending on the limits of the object of study. Consequently, food marketing can be seen as a structural part of the Agricultural Marketing, marketing activity and agricultural processing companies, agents and food markets, the institutional system of regulation of foreign markets of food, logistics and promotional activities of companies. Demarcate in research should be the length of the food marketing channels with the aim of the key players of the movement of food products at all stages of making available to the end user. Formation definitions of food marketing in the theoretical and methodological support its development should be carried out on the basis of selection of leading actors and objects and delineating the relationship between them in the management of the movement of food.

Conclusions. 1. Multidimensional definitions of food marketing makes its consideration as a tool for food security of the country, part of the agricultural marketing system, a set of operations to promote food products on the market, sales or marketing activities of agricultural services and processing enterprises. 2. The problems of forming complex Definitional food marketing schemes include lack rozmezhovuvannya or integrate aspects of its development in the research of institutional, sectoral, regional, organizational transformation of food systems. 3. The main factors influence the formation definitions of food marketing is institutional, sectoral, differential, integration, system, synergistic. Differentiation in length studies food marketing channels with the aim of the key players of the movement of food products at all stages of making available to the end user will select leading businesses and facilities and to set limits relationships between them in the management of the movement of food.

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