

ISSUES OF FOOD MARKET RESEARCH

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Annotation: The article explores food market research. analysis of food market research related to such mechanisms as supply and demand. Problems related to innovations in the food market and their solutions are scientifically sound.

Key words: Food market, innovation, quality, price, demand, supply, public administration, agriculture, agro-industrial complex.

Introduction

Rational placement of food production in a market economy, improvement of specialization is considered as a historical necessity to develop scientifically sound practical guidelines. At the same time, each region has its own natural conditions, socio-economic factors, and on its basis there is a regional specialization of production.

Economic development research does not yield the expected results based solely on the network principle. Regional-level research has a number of advantages that reveal the importance, potential, opportunities, activity and challenges of the regions in shaping the national economy.

The effectiveness of food market research is related to the shift from industry to regional level. At the same time, all socio-economic outcomes are reflected at the regional or interregional level. As a result, areas for improving the flow of goods will be identified based on the region's potential and capabilities.

In this respect, regional food market research is an important issue. Regional research practices are characterized by little research on the formation and development of the food market. However, the regional features of the food market have a significant impact on the socio-economic development of the country.

Analysis and results

In the regional food market study, the study of the various (political, natural, socio-economic) factors that may have an impact on the market situation may be the starting point for voluntary economic decisions in certain regions. The main directions of complex market research are the issues of supply, demand, competition and price balance of a particular product.

Regional market research should also consider the following: market relations that promote regional commodity production; formation of market infrastructure; the interrelation of the commodity market with other markets and so on [1]. The following problems will also be explored within the regional economy. In particular, the development and implementation of regional programs of socio-economic development, the study of the effectiveness of specialization and integrated development of the region are important in revealing the economic potential of a particular region [2].

It is well-known that many aspects of the food market research are consistent with market laws. The main factors influencing the volume and composition of demand in the food market are income of the population. Income of the population primarily forms the solvent demand for goods and services. The income of the population also influences the structure of demand. This content is largely determined by the amount of product per capita.

Negative demand for market situation, lack of demand, emerging demand, declining demand, fluctuating demand, optimal demand, high demand, irrational demand. Therefore, the food market is also characterized by the complexity of demand. Uzbekistan is characterized by an unsatisfied demand and a volatile demand for the regional food market, and it is clear that the optimal demand has not yet been formed. In this respect, it is important to study the activities of the food market and evaluate the developments and processes in it.

Marketing research is also important, which is a set of measures, based on a comprehensive market research that provides a clear objective of demand for products and resources. The basis of marketing research is the organization of modern market activities, its strategy and tactics.

It can also be assumed that market research is conventionally a part of marketing research. In particular, marketing research practice identifies the following areas of food market research [3]:

1. Identifying market segments. In this direction, foodstuffs in the food market will be identified and its segments identified. It can also be broken down into segments by regional and competitive terms. It identifies issues of effective sales of goods, creation of new goods, improvement of quality, satisfaction of consumer demand and high profitability.;

2. In order to assess the size of the market it is possible to reveal the specialization directions of the regions of the Republic of Uzbekistan based on the analysis and analysis of food production;

3. The formation and development of the food market to analyze trends in the market will allow changes in the agrarian sector as a result of the state's economic reforms and the study of management trends in a particular region;

4. Investigation of the relationship between product prices and production volume. In this area, the relationship between the price and the production volume is determined based on the causes of interregional differences or production costs that correspond to the prime cost of the product;

5. Research of infrastructure networks. Of course, any market will develop under the influence of its infrastructure, and it will need to explore the infrastructure and some of the problems that affect the effective functioning of the food market;

6. Sales forecasting. This is due to the rapid population growth, which is important in determining the future of the population.

Several economic and regional research methods that characterize the activities of the food market are also used. Such methods allow research and drawing conclusions based on the peculiarities of the phenomena and processes being studied in the region. In addition, macroeconomic analysis and marketing research, such as regional analysis, systematic approach, economic-mathematical and economic-statistical analysis, expert evaluation, balance, fact analysis, abstraction, comparison, monograph tracking, and coordination.

Network research requires extensive use of network orientation research. The emphasis is on pure economic issues. Here, the analysis of networks is combined with the coverage of their territorial organization. The method of regional analysis also reveals the patterns of development of the studied

phenomenon across regions and with other events, interrelationships and development over a period of time. The principles of territoriality and complexity are based on the method of regional analysis. At the same time, the study of the natural conditions of the region is of great importance. The capacities and activities of the food market may vary due to natural factors.

At the same time, the role of systematic analysis in regional food market research is significant. For example, the composition and internal linkages of regions are complemented by a comprehensive or comprehensive study of the quality and quantity of natural resources and their interaction.

Also, the systematic analysis of regional economies enables the food market to be explored at different hierarchical levels. Particularly important is the achievement of the research goal, performance of tasks, detailed analysis of the components of the object and comparative evaluation of the data.

It is well known that systematic analysis is a methodology for studying complex, often incomplete problems of theory and practice. Systematic analysis ranges from general research methodologies to complex economic models.

Food market research also requires that each element be identified. At the same time, it is possible to allocate production costs, take into account cost categories and market needs. As a result, it is possible to carry out economic diagnostics based on the objectives of the food market, development challenges, population needs, regional distribution, and modeling. This will allow to substantiate the criteria for ensuring efficient functioning of the food market.

At the same time, the methodology for predicting regional development is based on a retrospective analysis of productive forces and their development covering up to 15 years. At the same time, the degree of internal stratification of the region and the implementation of the most important social programs should be assessed, taking into account the past.

Conclusion/Recommendations

The above methods of study can provide a systematic approach to the region studied. This is of practical importance in conducting relevant research in the food market and on this basis, revealing important laws.

It should be noted that the state policy should be taken into account when examining the formation and development prospects of the food market.

Along with the formation and development of the food market, the following are scientifically significant:

- market reforms in agriculture will result in the modernization of the entire agricultural system in the country;

- the formation of the food market depends on the establishment of a strong link between the distribution of natural resources and the consumption of foodstuffs, and between agricultural and industrial exchanges;

- The development of the food market requires the development and improvement of economic, organizational and legal frameworks that protect the interests of the agricultural sector;

- Effective activities of the food market will ensure the movement of goods and the pursuit of competitiveness in the market, as well as reducing the disparity in the interregional prices for food.

In general, the formation and development of the food market is based on the rational use of the natural and economic potential of each region. In this regard, the level and regional characteristics of socio-economic development are determined. These features provide for economic specialization of the regions in the national economic system and regional economic integration of the country.

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