

THE FOOD PRODUCTS SUPPLY ISSUE IN THE DOMESTIC CONSUMER MARKET

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Abstract

This paper explores the theoretical and methodological aspects of filling the domestic market with food products in the context of economic globalization. The paper reveals the importance of producing food products of high quality and filling domestic market with them. Furthermore, suggestions and recommendations for ensuring well-being of the population via enhancing food provision are provided in the paper.

Keywords

food, barter, supply and demand, market, product quality, product price, control, consumption of goods, agrarian, industry, budget, credit money, regional, environmental, transport policy, institute, socio-economic conditions.

Introduction. In the context of globalization of the world economy, when the level of development in many countries of the world is sharply increasing, the problems of food supply and food security are clearly manifested. "In the world before the pandemic, 820 million people, that is, every ninth person on the planet, are undernourished, of which 113 million were in a difficult situation due to hunger, and as a result of the coronavirus pandemic, about 1.6 billion people may starve, and 500 million people may fall into poverty." [1]

Socio-economic processes occurring in the world affect the saturation of the consumer market of countries with high-quality food products, the provision of the population with sufficient food products, in particular, ensuring food security. This shows that in the ongoing research, scientific research on providing the population with safe, nutritious, and sufficient food products, organizing rational consumption, and improving nutrition culture is of great importance. Also, scientific research is being conducted in priority areas aimed at saturating the consumer market with food products, developing the activities of food production enterprises based on marketing strategies, including the development of the consumer market, increasing the effectiveness of marketing research in studying the fuller satisfaction of the population's needs and demand for food products, using marketing factors in ensuring food security, developing marketing strategies for the development of the food market, and ensuring food security.

In the context of global globalization, the production of consumer goods and the saturation of the market with high-quality domestically produced products, satisfying the demand for products necessary for the life of society, is an important issue for any state and the basis of the well-being of the population .

It should also be noted that the level of satisfaction of the population's needs for consumer goods serves as one of the main indicators of the population's well-being. In our opinion, the state of the consumer goods market, on the one hand, is an indicator of economic stability, and on the other hand, to a certain extent, reflects the consequences of the state's social policy. Therefore, determining the saturation and development of the consumer goods market, as well as the domestic consumer market, with food products, will help determine the directions of development of the national economy.

Literature Review. When studying the consumer goods market, including the food goods market, we considered it appropriate to first consider such concepts as "market," "consumer market," "food goods market."

The market, firstly, manifests itself as a sphere of commodity exchange in the process of expanded reproduction. Its formation is a long historical process, explained by the emergence and deepening of the social division of labor and the separation of production as a separate economy. In the sphere of commodity exchange, specific production relations for the purchase and sale of goods operate.

Secondly, the market, more precisely, the consumer goods market, is the "area" for carrying out economic activity, intended for the delivery of goods from producer to consumer. This activity is related to the creation of a specific economic mechanism for the production and sale of goods, forms and methods of sales, the

organization and management of product advertising, the study and formation of demand for goods.

The market is considered a complex economic category, and the famous Arab thinker Ibn Khaldun (1332-1406) was the first in the East to define it as follows: "The market is a factor in the development of crafts and the growth of labor productivity." He compares craft to "a commodity that is sold and offered for purchase in the market"[2]. Thus, according to Ibn Khaldun, the market is a stimulating factor for the improvement of craft production.

Uzbek scholars Sh.Shodmonov and U.Gafurov define the market as "the sum of economic relations that occur in the process of exchange (purchase and sale) between producers and consumers, sellers and buyers through money"[3].

In the literature created by domestic economists, various definitions of the market and its content are given. In some sources, the market is considered as a place of trade operations, exchange of products, or a form of commodity and commodity-money exchange. Such an understanding of the content of the market was characteristic of the period of formation and development of market relations. Even today, when it comes to simple commodity exchange in the market, it occupies such a position.

A.Soliyev and A.Usmanov define the market as follows: "The market is a specific process of socio-economic relations in which goods and services are exchanged, and the interests of producers and consumers clash and agree with each other. By its economic essence, the market is the sphere of commodity circulation (exchange), through which the sale of the value of the commodity and, at the same time, the recognition in society of the labor costs spent on it are ensured"[4].

According to other sources, the market is considered as economic relations between economic entities, expressed as a form of formation and development of the economy, ensuring the interaction of production and consumption through commodity-money relations. In this understanding, with the help of commodity-money relations, attention is paid to a special form of interaction between the main subjects of market relations, i.e., producers and consumers of products.

A large group of economists includes in the concept of "market"[5] the totality of economic relations and connections regarding the movement of money and goods between consumers and sellers, as well as trade intermediaries[6].

In the words of Philip Kotler, one of the leading foreign scholars, "A market is a set of purchases by existing and potential consumers"[7]. The concept of interaction and exchange leads to the formation of a market. The market is the aggregate of potential buyers for a certain product or service. These buyers satisfy certain desires or wishes that can be satisfied through barter relationships.[8]

S.A. Brue and C.R. McConnell believe that "the market is a means and mechanism that unites buyers (representing demand) and sellers (suppliers) of certain goods and services"[9].

In terms of understanding the content of the market, all of the above has theoretical foundations and, therefore, the right to exist. Only when using terms, it is necessary to be able to distinguish them strictly.

In the words of Philip Kotler, "In the consumer market, individuals and households purchase goods and services for personal consumption."[7]

Consumer markets are individuals and households that purchase goods and services for personal consumption.[8]

L.A. Aliyeva and T. Svetlorusova describe the food commodity market as "an intermediary between agricultural, processing, and food consumers"[11].

P.T. Burdukov, on the other hand, takes a comprehensive approach to the food market, defining it as "a set of transactions, export-import operations, and related socio-economic relations for the promotion of feed, raw materials, and finished food in the country's agriculture"[12].

V.L. Goncharov, striving to fully reflect the elements of the market, calls the food market "a system of economic relations arising in the process of production and distribution of food products, characterized by the freedom of economic entities in choosing buyers and sellers, setting prices, and forming funds"[13]. N.P. Ketova, however, supplemented this definition by adding "use of information"[14].

Yu.B. Kostrova considers the food market as a dynamic system: "It is a dynamic operational system of balanced production and delivery with control over the quality and price of products, a strong connection between the producer and the consumer"[15].

S.U. Nuraliev also defines it as "a system of economic relations arising in the sphere of food production, transportation, storage, and sale"[16].

O.N. Fetyukhina, using such categories as "sodium" (stratification) and "competitive advantage" in explaining the concept of the food market, defines it as follows: "The system of socio-economic support of society, which has a sharp impact in the form of competitive advantages, its main components are biological needs for food, as well as the solvency of the population and inelastic demand due to supply formed through national production and imports"[17].

V. D. Goncharov defines the food market as an integral part of the economy, encompassing the production, distribution, exchange, and consumption of food raw materials and food products[18].

At the same time, despite reflecting an important part of the essence of the food market, most authors did not indicate the presence and manifestation of feedback between the stages of the production cycle.

We agree with the author's opinion that the food market is a multi-level system, but it should be taken into account that barter relations can also be implemented in the food market, which does not reflect the real situation in the food market.

"The food commodity market is a system of interaction between market entities for the production, storage, and promotion of agricultural raw materials and food products, ensuring the population with a sufficient volume of consumer goods through domestic production and imports, formed under the influence of state agrarian policy and international integration processes"[19].

In our opinion, the food market is a self-regulating system in constant development. The socio-economic system is renewed and proportionally formed depending on the solvency of the population.

From the above definitions, it can be seen that P.T.Burdukov and S.U.Nuraliev also approached the definition of the food market in the same way. However, in some definitions, more attention is paid to individual functions of the market, for example, L.A. Aliyeva and T. Svetlorusova - to the mediation function, and O.N. Fetyukhina - to the social function.

However, most researchers consider the food market to be a type of economic activity related to the production and sale of food products. The concept of the food market describes not only the conditions of trade, but also the process of realization, which has an economic meaning. The structural elements of these relations are formed on the basis of direct and reciprocal market relations, under the constant influence of solvent supply and demand, local characteristics, as well as the proportional regulation and management of market relations.

We consider it expedient to point out some shortcomings from the existing definitions of the food market. For example, the definitions of S.U.Nuraliev, Yu.B.Kostrova, A.L.Aliyeva. Their definition does not take into account the characteristics of the food market and is similar to the general definition applicable to any market. P.T.Burdukov does not take into account infrastructure, which is an important component of the food market. The definitions of V.D. Goncharev and N.P. Ketova partially change and repeat each other.

I.K. Ivolga provides a more complete definition of the food market, taking into account state policy and the provision of the population with food products at the standards established by international standards.

In our opinion, the given definitions do not take into account the factors of globalization, the pandemic, and the characteristics of the food market. In particular, the influence of integration processes on the saturation of the domestic food market and the market conditions of agricultural production was not taken into account. Based on this, we have formed our own author's definition of the food market.

Research Methodology. The article extensively uses methods of comparative comparison, scientific study and economic comparison, logical thinking, scientific abstraction, analysis and synthesis, induction and deduction to investigate the impact of reforms carried out in filling the domestic market with food products.

Results and Discussion. To characterize the market as a specific economic category, it is necessary to include in its content the totality of economic relations and connections reflecting their economic interests in the exchange of labor products between all subjects of market relations, taking into account supply and demand. Market economic relations differ from other forms and types in that these relations and connections are formed with the help of a price formation mechanism, strictly taking into account supply and demand.

At this stage of the development of human society, economic relations based on market principles are more suitable, since, firstly, they more effectively ensure the process of expanded reproduction; secondly, they better take into account the economic interests of producers and consumers of a large number of goods and services; thirdly, they force producers to more fully take into account the demand of the population; fourthly, they create favorable conditions for the development of competition in all spheres of human activity and, thus, more effectively solve the tasks and problems facing them.

Concepts about the market are also important in illuminating the features of its management. In particular, considering the market as a sphere of satisfying the interests of consumers and producers of food products allows us to define marketing as a specific type of management activity aimed at economic development by studying and satisfying the needs and demands of the population.

Based on the analysis of the approaches and opinions of foreign and domestic economists, we have formed our own author's approach to the category of market economy.

The consumer goods market today has great macroeconomic significance, and its state is reflected in the ratio of supply and demand, the level of material consumption of the population, income and expenses, and the structural composition of the economy. When studying the theoretical and practical aspects of

the consumer market, it is advisable to study its needs (demand), supply, and price elements. These elements are also the basis of marketing activities.

In our opinion, "The market is an economic relationship between sellers and buyers arising from the exchange of goods and services in monetary terms, in which economic activity related to the production and sale of goods and the provision of services is carried out."

Regarding the consumer goods market, it is a market for goods and services necessary for people's daily needs, including all goods and services purchased by households and individual buyers for their own needs. Consumer goods, cultural, household, and communal services are traded in this market. In practice, the consumer goods market consists of retail outlets, which include shops, trading houses, firms, supermarkets, grocery stores, canteens, bakeries, various workshops, farmers' markets, and stalls of artisans and craftsmen.

The consumer goods market has been studied by many domestic and foreign economists, and definitions for its description have been formed (Table 1).

Table 1

Definitions of the concept of "consumer market"

Author	Consumer market definitions
F. Kotler	Consumer market - individuals and households who purchase or otherwise acquire goods and services for personal consumption.
Jean-Jacques Lambin	Consumer goods are "consumer goods that are frequently purchased in small quantities with minimal effort."
Gary Armstrong	Consumer markets are individuals and households that purchase goods and services for personal consumption.
Alekseycheva E.Yu., Magomedov M.D., Kostin I.B.	A consumer market is a commodity circulation market where the process of buying and selling consumer goods, i.e., products and goods used for personal and collective needs or in the non-production sphere, takes place.
A.Hosking	The market exists for the purpose of people selling or buying goods and services directly or through their intermediaries; it represents the market for goods and services purchased or rented by individuals or households for personal consumption. Here, along with economic factors, there are also socio-economic aspects in consumer behavior.
Soliev A.	The consumer goods market includes a set of relations of

	buying and selling of food and non-food products purchased for the purpose of satisfying the personal needs of the population and equipping their households for subsistence.
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The consumer market manifests itself in the sphere of commodity exchange in the process of expanded production. Its formation is a long historical process, explained by the emergence and development of the social division of labor, the economic separation of production.

From the definitions given above by economists to the concept of the consumer market, we can see that some economists define the consumer market as a system of processes and relationships between sellers and buyers, while others define it as maintaining the balance of supply and demand, the sum of the actions of buying and selling goods.

The definitions given to the consumer market reflect its various aspects. Based on the research results, we believe that a more complete understanding of the essence of the consumer market is manifested through its economic and social functions.

In our opinion, "Consumer goods are the totality of the most widely consumed food, clothing, household, and cultural goods of each nation, based on its natural conditions, standard of living and lifestyle, customs and traditions."

In our opinion, the main functions of the consumer market are:

1. The social function of the consumer market. This means ensuring and developing the reproduction of the labor force based on increasing employment and raising the standard of living of the population based on more complete satisfaction of its needs for essential quality consumer goods and services.
2. Regulatory function of the consumer market. This is regulated by setting prices for consumer goods and services based on consumer demands and creating favorable conditions for competition.
3. The stimulating function of the consumer market. In the market, producers are interested in cost recovery, maintaining long-term effective relationships with consumers, and making a profit. This will allow manufacturers to supply the necessary quantity and quality of products based on market demand.

Consequently, the consumer market is important as an economic category that reflects the state of the country's economy and the effectiveness of the entire economic system.

The consumer market is considered a territory that ensures mutual economic relations between sellers and consumers of food products, develops commodity-money relations, and this process continues uninterrupted. At the same time, food

products, which are a medium of exchange in the consumer market, have specific characteristics that require consideration when organizing the trade process.

Thus, one of the important components of the consumer market is the food market.

The food commodity market has its own specific characteristics, in which the trade of consumer goods ensuring human life activity and primarily necessary is carried out.

The food commodity market is a complex segmented commodity exchange system associated with the production of agricultural and food products, their delivery from producers to consumers.

The food market is directly related to the efficiency of production in the agro-industrial complex, its competitiveness, the growth of the population's monetary income, that is, to the factors determining the state and dynamics of the elements of the market mechanism.

The food market performs several important functions: creates conditions for the delivery of food products to consumers; ensures the interaction of sellers and consumers through means of purchase and sale; ensures quantitative consistency in production, distribution of food products, supply and demand structure; determines the degree of balance and correspondence between prices for food products.

In the methodological approaches to assessing the essence of the food market, its socio-economic development, and the factors influencing it, a single separate opinion has not been reached. Scientists have defined the concept of the food market based on various approaches. In our research, we considered it appropriate to conduct a comparative analysis of some of them.

In our opinion, the food market is a system that determines the interaction of sellers and buyers, ensures the achievement of the necessary quality and price in the volume and structure of production, and is based on the rational formation of primary and secondary processed food resources. It is also a system of economic relations that shape the supply and demand for food products among producers, market infrastructure entities, and consumer groups.

When we talk about food products or the food goods market, we can first of all refer to a set of goods offered to individual consumers for personal use. Economic relations in the food market consist, on the one hand, of the need to cover expenses, and on the other hand, of more complete satisfaction of existing needs.

I.K.Ivolga and S.U.Nuraliev showed the types of food markets according to their criteria (Fig. 1).

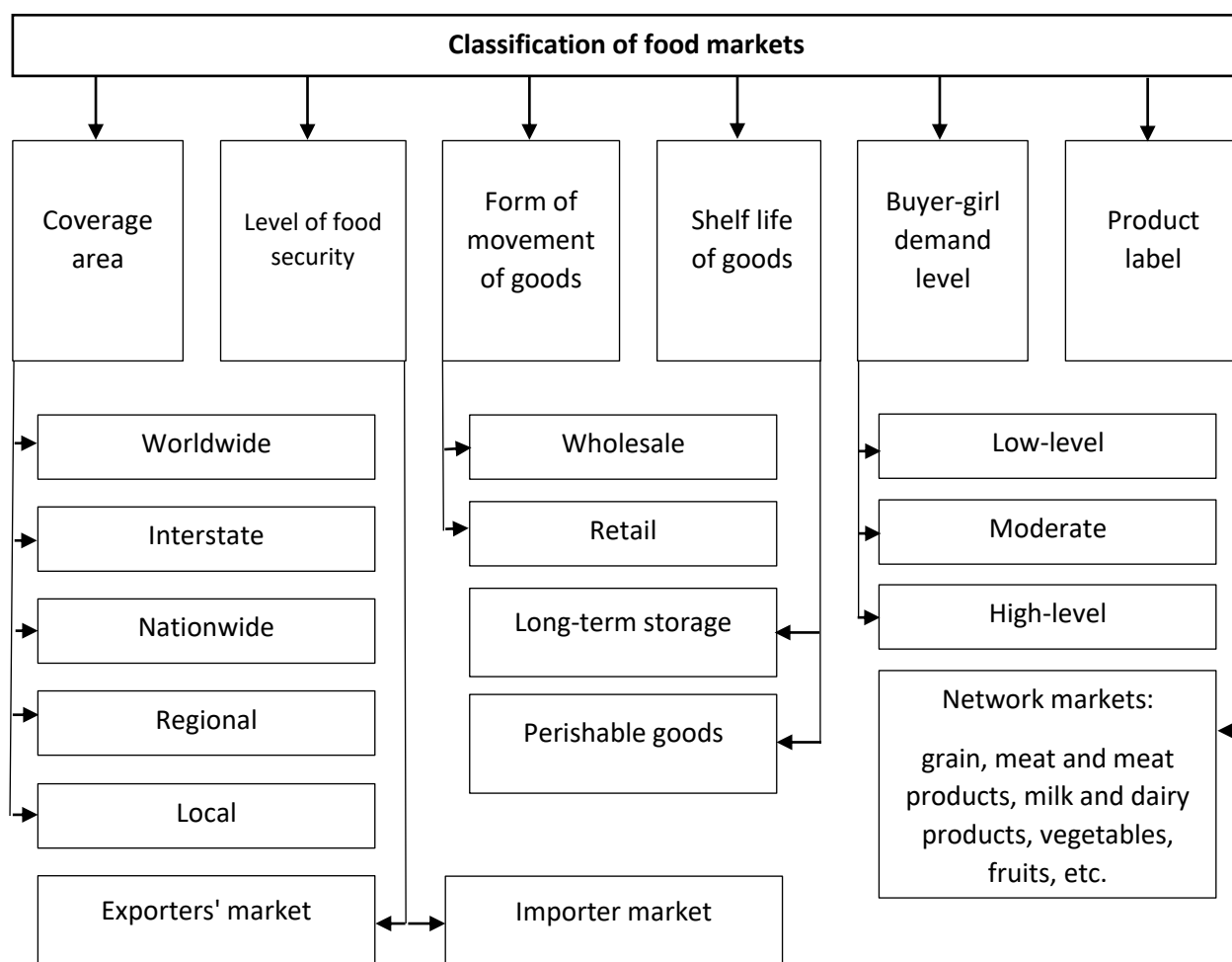


Figure 1. Classification of food markets by main characteristics[20]

As can be seen from the data in Figure 1, by territorial coverage, there are world food markets, interstate, national, regional, and local markets. Based on the level of provision with food products, the market is divided into exporters and importers. In the industry, according to the forms and stages of movement of goods, wholesale and retail markets are distinguished, and according to storage periods - long-term storage markets and markets for perishable goods. Based on the brands of products circulating in the market, they are divided into food markets, grain markets, meat markets, vegetable markets, fruit markets, etc.

Among economic indicators, the main place is occupied by the volume and structure of income per person and family. Therefore, it is necessary to form a set of offered goods depending on the purchasing power and capabilities of consumers,

in particular, the production of goods should take into account not only those with high incomes, but also those with low and medium incomes.

Transactions for the purchase and sale of food products in the underdeveloped food market, as a rule, are not exchanged in monetary terms and are carried out in the form of simple barter. The classification of the food market can be described as follows (Table 2).

Table 2

Classification of the food market

Classification of food products by main characteristics	Types of food markets	
By coverage area	Worldwide; Interstate; National; Regional; Local	
By the level of provision with food products	Exporters' market; Importer market	
By the form of movement of goods	Wholesale (B2B)	Retail (B2C)
Depending on the storage period of goods	Long-term storage goods; Perishable goods; Seasonal storage goods	
By buyers	By the level of consumer demand: low-level, medium-level, high-level. To the population; Food industry enterprises; Public catering enterprises; retail trade enterprises; To trade agents;	
By development	Underdeveloped; Regulated; Free	
By degree of saturation	balanced; excessively supplied; scarce.	
By market characteristics	Buyer market Seller's market	
By product groups	Market of raw materials and supplies; consumer goods market; market of goods intended for production	
Қонунийлик Legal market (sale of high-quality goods suitable for the consumption of the	Semi-legitimate and illegal markets (Violation of legislation, sale of	Source: developed by the author.

population)	unregistered, dangerous, low- quality, unfit for consumption, prohibited goods)	
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According to the above classification, the food market is divided into sub-markets and market segments. A market segment is a part of the market represented by its subjects (consumers and producers), united by general demands for a specific product or service.

In 2020, the number of people suffering from hunger increased due to the COVID-19 pandemic. The prevalence of malnutrition remained virtually unchanged from 2014 to 2019, rising from 8.4 percent a year earlier to 9.4 percent since 2020. According to the Food and Agriculture Organization of the United Nations, in 2020, about 811 million people faced the problem of malnutrition and hunger. Due to the stagnation of economic development and intensive demographic growth in many countries of the world, by 2030 more than 660 million people may face the problem of hunger.

The food commodity market is characterized by the commonality of the food products sold in it and differs qualitatively from other markets. Food products are products that allow for the satisfaction of a person's physiological need for vital energy, as well as the supply of essential substances necessary for ensuring the normal functioning of the body.

Conclusions and Suggestions. Food security includes adequate food delivery. Involving the population in this supply by creating a sufficiently effective level stimulates demand through income growth or remittances. Therefore, food security in developing countries is influenced by micro and macro factors. Support for technology, farmers, and existing institutions, as well as food pricing policy, will fall under the influence of monetary, tax, and exchange rate policies that affect overall economic growth.

The economic availability of food products, characterizing the possibility of purchasing food products by various social groups of the population, should be guaranteed by maintaining a balance between food prices and the level of income of the population.

A decrease in the level of household incomes, an increase in prices for basic food products, and an unbalanced increase in wages largely determine the purchasing power of food products and the level of consumption of the population.

Food security remains one of the most difficult problems that still needs to be solved. Its solution requires the implementation of a number of measures to ensure the effective development of the agro-industrial complex as the main source of food stock formation, ensuring the natural and economic availability of food.

It is advisable to guarantee the availability of food products in their natural form by ensuring the availability of the quantity and assortment of food demanded by the population in the retail network in accordance with accepted norms.

In our opinion, it is not entirely accurate to say that only agriculture and the agro-industrial complex participate in saturating the domestic consumer market with food products. Considering the enormous role and importance of these sectors and spheres in the production of food products, it can be said that the filling of the domestic market with food products involves industry, including the food industry, transport, communications, domestic and foreign trade, in short, all sectors and spheres of the economy. At the same time, the effective and rational use of the state's agrarian, industrial, budget-tax, monetary, regional, social, environmental, and transport policy tools is of great importance in creating sufficient institutional, socio-economic conditions and opportunities to saturate the domestic market with food products.

In conclusion, it can be said that the issue of saturating the domestic market with food products, food supply is one of the complex, but solvable problems of the country's macroeconomic development, and considering that the agro-industrial complex, which is its main source, has a stratified system, it is advisable to solve it, as well as to study changes and trends in the structure of demand for food products.

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