

FEATURES OF THE MARKET SYSTEM IN THE AGRICULTURAL SECTOR

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The market is a complex and dynamic economic system, which operates in a particular micro- or macroeconomic environment and is a system of relations between individual market participants or operators in the implementation of production, exchange and consumption, ie between production structures, intermediaries and end users. consumers. The market, as an economic system, has gone through a path of origin for several millennia. Developing, changing, passing the way of adaptation to different times and different conditions, the market fully proves its viability and demonstrates that it is not an artificially designed scheme. The market is a system, a complex economic category, which is formed in line with the historical development of civilizations and occupies a leading position in the world economy.

Currently, there are a significant number of interpretations of the economic nature of the market category, each of which from different angles highlights its features. In addition, highlighting the importance of the formation and functioning of the agricultural market, in particular, its raw material segment, occupies a significant share of research, both leading foreign and domestic authors. However, the existing theoretical provisions and research results often provoke controversial provisions regarding the separation and formation of the architecture of this object market. This is due to the inconsistency of the links already formed on its scale, both between all participants and between individual operators. And, in the vast majority, they begin within the agricultural market with the subsequent transition to the agri-food segment and are fully associated with the food segment of the

market. The consequence of this is the possibility of conducting a study of the interdependencies between the functions of operators of the raw material segment of the agricultural market and the general food market. But this is not possible enough due to the large number of not only theoretical achievements of science, but also due to the existence of special practical prerequisites for the functioning of all its participants.

At the present stage of development, there are many theoretical developments on the separation of not only the agricultural market or types of products in it, but also in its individual object markets, which in further research directly affects the segmentation and formation of target markets. However, the existing research results do not fully reflect the justification of the latter for a full analysis of activities and some issues of agricultural market formation remain debatable.

The historical experience and development of society testifies to the following. The dynamic movement of an effective economic system, focused on the criterion of efficiency and the ability to self-regulate, should occur, as a rule, on the basis of market relations. The formation of market relations took place in the process of origin and constant development of commodity production. Therefore, the reasons for the existence of the market are hidden in the causes of commodity production and are its essential and most important element. The main trend in the development of commodity production was its further expansion.

The market emerged as a phenomenon of economic life many centuries ago, due to the historical development of processes of production and exchange of goods or services.

In the works of P. Samuelson the definition of the market as an economic phenomenon is given. "The market is a mechanism through which buyers and sellers interact to determine the price and quantity of goods". K. McConnell gives a somewhat similar definition of the market. "The market is simply a mechanism or device that makes contact between buyers, or bearers of demand, and sellers, or suppliers of goods or services". Well-known

American marketer F. Kotler notes that the market - is a set of existing and potential buyers of goods [1].

In the world economic scientific literature there are many definitions of the market category, which fully reveal its versatility. Among the most important in economic practice are the following areas.

Theorists-scientists interested in rational economics represent that the market is a mechanism of self-regulation. Proponents of the theory of macroeconomics and political economy cite the market as a system of economic relations between buyers and sellers in exchange processes. From the point of view of marketing theory, the market should be understood as a place where goods are sold or interaction between participants in market processes. The above allows us to formulate the author's definition of the concept of market as an economic category.

The market is a complex and dynamic economic system, which operates in a particular micro- or macroeconomic environment and is a system of relations between individual market participants or operators in the implementation of production, exchange and consumption, ie between production structures, intermediary organizations and final consumers. Moreover, the peculiarities of the formation of the agro-raw material segment include the separation of its operators through the object component, and the essential characteristics are revealed through its corresponding architecture.

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