

## COOPERATION AND MARKETING OF RURAL AREAS

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*It is substantiated that under the conditions of limited investment activity and attractiveness of the agricultural sector, agricultural servicing cooperatives are an important modern lever for the development of the rural economy. The basic provisions of marketing of rural territories are revealed in the context of activation of cooperative business. The content of the modern approach to marketing provision of rural territories is determined; this approach involves the use of traditional marketing tools, place marketing and marketing principles of creating and implementing the strategies for their development.*

**Articulation of issue.** The activation of the cooperative movement is one of the strategic directions of the state agricultural policy of Ukraine, a tool for economic development of the agricultural sector and protection of economic interests of economic entities. Under the conditions of limited investment and the attractiveness of the agricultural sector, agricultural servicing cooperatives serve as the basis for the development of the rural economy. Under modern economic conditions, which are characterized by constant unpredictable changes in the business environment, marketing is an effective tool for activating the cooperative movement in rural areas.

**Analysis of the latest research and published works.** The basic principles of agricultural cooperation in Ukraine were formed by such well-known domestic researchers as P. Berezivskyi, V. Goncharenko, F. Gorbonos, V. Zinovchuk, O. Krysalnyi, G. Kupalova, M. Malik, P. Makarenko, V. Mesel-Veseliak, O. Mohylnyi, L. Moldavan, V. Mossakovskiy, A. Panteleimonenko, P. Sabluk, Yu. Ushkarenko, G. Cherevko and others. Emphasizing the ultimate significance of the research results of the mentioned scientists for the theory and practice of the cooperative movement, it should be noted that the question of using marketing levers for the development of agricultural servicing cooperatives in Ukraine requires further scientific research, which determined the relevance of this study.

**Statement of the basic material of the research.** Rural areas have various resources, i.e. human, natural, financial, etc. The application of a wide range of marketing technologies substantially expands the possibilities for the effective use of the assets of these territories, primarily as a place for running a business, including a cooperative one, and for life of rural

population. It is the application of marketing levers that stimulates the active actions of agricultural producers towards the formation of cooperative structures.

Implementation of reforms related to the development of the principles of self-government is closely correlated with the significant changes in the mechanisms of public administration and the active involvement of rural communities in the formation of development policies at the local and central levels. It should be noted that modern transformations in the domestic system of local self-government take place taking into account the basic principles of the formation and implementation of the strategy of sustainable rural development as a result of the establishment of a democratic, socially-oriented state. In addition, all peculiarities of the territory (economic, ecological, social, historical, cultural, confessional, demographic, etc.) are considered in the strategic marketing planning of its long-term development, guarantees are established for the material and financial platform of local self-government, in particular regarding local taxes and fees [2].

Under the conditions of decentralization, the allocation of financial resources accumulated in the budget of the rural community happens solely based on the decision of community in order to create the appropriate conditions for the preservation and increase of the efficiency of using human and natural resource potential, the organization and implementation of small and medium-sized businesses in rural areas, etc. The urgency of this aspect is determined by the ratification of the Association Agreement between Ukraine and the European Union. This is connected to the fact that the formation of the Free Trade Zone will intensify the competitive struggle between domestic entities in the agrarian market, which, in its turn, will become an effective factor in boosting entrepreneurship in the most promising and investment-attractive areas of the rural economy. This will facilitate the process of forming servicing cooperatives in rural areas.

In this context, marketing provision is seen as the economic basis for the newly created united communities, which, due to a number of positive aspects of decentralization, will contribute to the economic growth of rural areas and their economy.

Marketing of rural areas in the context of activation of cooperative business involves: integrated marketing research of the market environment and economic conditions of rural areas; identification of competitive advantages of rural territories as an object of demand and on this basis, substantiation of the priority spheres of the rural economy for attracting financial resources; branding of rural territories and forming their image; searching for and attracting potential investors; improvement of the

investment climate, development of qualitative investment proposals of the territory and various projects with a substantiated business project of their implementation; development and implementation of marketing strategies and programs for the development of rural areas and communities; carrying out commodity, price, distribution and communication policy; monitoring of marketing activities in rural areas and assessing their efficiency, etc.

The modern approach to marketing provision of rural areas involves the use of traditional marketing tools, place marketing and marketing principles for the formation and implementation of strategies for their development. In addition, the inherent feature of marketing of rural areas is that it configures and at the same time is characterized by the signs of marketing of resources and infrastructure objects (marketing attractiveness for business, including cooperative one), agricultural marketing and immediate marketing of the territory (place marketing).

*Marketing of resources* is aimed at accompanying the process of producing material (resources, products) and intangible goods (services) within the rural areas, that is, a new marketing product. *Marketing of infrastructure objects*, or marketing of attractiveness for business, including cooperative one, is targeted at ensuring the effective development of the territory as a whole in order to focus on business processes of entrepreneurs, to ensure a high degree of civility of market relations, to develop and popularize the potential of infrastructure (energy and water supply, transport network, various types of communication, banks, etc.) legal, scientific, technical and personnel provision.

*Agricultural marketing* generates the development and implementation of marketing technologies in the field of agribusiness in general and agriculture as a key branch of the rural economy in particular, in order to meet the needs of consumers, taking into account the regularities of the functioning and development of the market of agricultural products and food.

*Place marketing* focuses on the factors of social and cultural identification of the territory itself. These are brand, image, and specialization of the territory, peculiarities of its attractions, as well as unique resource, production, natural, spatial, human, demographic, settlement, historical, and cultural potentials.

Marketing levers for the formation of a modern model for the development of rural areas, in particular on the basis of cooperation, provide for the configuration of four important aspects, namely:

- 1) marketing should be considered as a factor in the social and economic growth of rural areas, promotion of multifunctionality of the economy and increasing its potential;

2) marketing is a means of forming a modern marketing product aimed at promoting the interests of the rural community and ensuring its sustainable image;

3) marketing is a tool for creating a favourable business environment for attracting financial resources (internal and external), creating and implementing various programs and development projects (both local and international);

4) marketing principles of activation of the cooperative movement are an incentive to increase the efficiency of the institutional framework, which directly affects the positioning of competitive advantages of rural areas at the local, regional, national and international levels.

**Conclusions.** Under contemporary conditions, it is important to understand and perceive marketing as a philosophy, an objective opportunity and a determinant of the development of rural economy that will meet the needs and expectations of users of territorial benefits. At the same time, it is carried out both inside and outside the specific rural area. This highlights the duality of the content of marketing of rural areas. The use of marketing levers will encourage engagement of local people in creating the necessary conditions and measures for the development of agricultural servicing cooperatives, ensuring self-sufficiency, financial capacity of rural areas, and their inclusive development.

### References

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