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REGIONAL APPROACHES TO FOOD MARKET RESEARCH AND ITS EFFECTIVENESS

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Abstract: The article analyzes the theoretical and methodological foundations of the regional economy. The author's approaches to the object and subject of regional economics are described. The food market is interpreted as a regulated economic mechanism from the point of view of a systemic approach. Economic-mathematical methods, such as the index of deviation from the average production volume, the coefficient of self-sufficiency of the region, the balance index of agricultural land and gross product in relation to the population, and the coordinated consumption balance aimed at assessing food security, are proposed.

Key words: regional economy, food market, region, specialization, concept, legitimacy, systematic analysis.

Introduction:

Specialization, potential, solution of socio-economic problems, formation and development of the food market require analysis of research directions of regional economics. In particular, the concept of regional economy was founded by the following classical economists:

the principles of regional specialization and trade were first justified by classical economists such as A. Smid and D. Ricardo through the theories of absolute and relative advantage. This theory defines the necessity of specialization of regions using cheap resources. With the establishment of industrialized production, the doctrines of "standart" (placement) also arose;

I.Tyunen's theory of agricultural settlement is aimed at creating certain concentric circles or regions that are sharply separated around the city. In this case, it is necessary to choose such a crop area that the profit and the transport costs should match each other. The cost of transporting agricultural products from the farm to the market has had a decisive effect;

According to A. Weber's industrial standard, the location factor is the economic benefit associated with where the economic activity is carried out. Or industries should be located in such a way that profits can be increased by reducing transaction and other costs. In this, the connection of standard-forming factors (transportation, labor force, agglomeration) was studied;

And A. Lyosh takes a complex approach to the deployment of a certain network in the region from the point of view of national economy and international trade. In his opinion, the real duty of the economist is not to explain the current situation, but to improve it and solve the problem of rational placement of production. In a free economy, the right location for an individual enterprise is the point that provides the most profit. Also, in the formation of the market region, he paid attention to the

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concentration of one of the economic regions and the distribution of the other. He believes that the main factors that create an economic region are not the production sectors, but the sale of goods in the market. It determines the sizes of the market regions with the most extreme distances. By these distances are studied the stratification of prices, railway definitions, natural and political differences, the personal ability of businessmen, and national customs;

V. Kristaller focuses on statistical positioning and determining the hierarchy of the regional market. In the theory of "central place" it is revealed that the development of production depends on the placement of population strongholds. In this case, each settlement must have a hexagonal market zone in its center;

U. Ayzard paid special attention to the research of markets that provide extended reproduction. Estimates market demand by forecasting population and income dynamics. In this case, the demand appears as the first factor ensuring the development of the market and an important condition for the placement and development of productive forces.

In general, the concept of regional economy was formed in the 19th century. I. Tunen, A. Weber, A. Lyosh and V. Kristaller are the founders of regional economics. Although U. Ayzard conducted research in the 50s of the 20th century, he based it on the theoretical views of classical economists.

Analysis of literature on the topic

The development of the science of regional economy began in the mid-1950s. The scientific and technical progress of this period, the development of scientific fields in industrial sectors, the transfer of agricultural production to industrial bases (agro-industrial complex), the increase of the share of the service sector in the gross domestic product, the reduction of the dependence of production on transport and raw materials, the improvement of labor relations and international economic relations development has significantly changed the laws of deployment of production forces. As a result, Y. Schumpeter and T. Hagerstrand (diffusion law), E. Heckscher and B. Olin (international distribution of production factors), F. Perru (poles of growth), V. Leontev (chess balance), V. Bunge (central the concept of "regional economy" was enriched by scientists such as "location market theory" Meanwhile, effective research is being conducted by P. Krugman, M. Fudzita, Ya. Kornai, R. Vernon D. Odrech, Dj. Cantwell, K. Morgan, A. Rodriguez-Poze, A. Saksenyan and others. In these studies, it is scientifically based that socio-economic development of regions is related to innovation and international economic relations.

Scientists of the Russian Federation N.N. Nekrasov, A.E. Probst, N.N. Kolosovsky, V.V. Kistanov, S.A. Nikolaev, E.B. Alaev, V.F. Pavlenko, T.M. Kalashnikova , A.I. Chistobaev and R.I. Shniper's contributions to regional economics are incomparable. The theoretical and methodological foundations of economic zoning were developed by them. Research directions are focused on the territorial division of labor connecting economic regions. These studies are based on the specialization and division of labor of the economy of 15 republics in the conditions of the former Union. During this period, economic regions such as the Central, North-West, Ural, Donetsk-Dnieper region were considered to be developed and industrialized. The Central Asian Economic Region is distinguished by its specialization in the supply of mineral raw materials and agricultural products. The establishment of independent states in 1991 led to a change in the directions of research conducted within the regional economy. For example, in the years of independence, A.G. Granberg, R.I. Shniper, O.G. Dmitrieva, Yu.A. Gadzhiev, G.B. Kleiner, V.K. Lomakin, Ya.D. Lisovolik, B.S.

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Dzhikharevych, Yu.V. Savelev and other scientists developed the market principles of deployment of production forces. Economic diagnosis is widely used, especially in the analysis of socio-economic development of regions.

Also in Uzbekistan, research conducted by V. N. Chetirkin, K. N. Bedrintsev, Z. M. Akramov, K. I. Lapkin, I. Iskandarov and Q. N. Abirkulov is related to the settlement of agriculture. Also, M.A. Abdusalyamov, O. Abdullaev, A. Soliev, A. Qayumov, T. M. Akhmedov, Sh. N. Zokirov, F. T. Egamberdiev, A. M. Kadirov, A. M. Sodikov and other scientists developed directions for the deployment and development of production forces. In the years of independence, issues aimed at territorial division of labor, development of interregional economic integration, and ensuring transport independence demanded reconsideration of the problem of economic zoning. Today, some controversial opinions on the borders and composition of the regions can be observed.

Research methodology

Theoretical methods such as deduction, classification, generalization and comparison were used in the research process. It was researched through the collection of regulatory and legal documents and constructive information, typological analysis methods necessary for the research.

Analysis and results

The general theoretical and methodological foundations of the regional economy are reflected in the scientific research of foreign and domestic scientists. In these studies, laws, theories and concepts specific to their time were developed. At the moment, the subject of the regional economy is distinguished by different approaches, and according to the existing theoretical and methodological views, the following directions can be observed: placement of production forces; territorial organization of social production; regional production complexes; the economy of a separate region; economic relations between regions; regional development factors; characteristics of the organization of economic regions; laws of socio-economic development; processes of international economic integration.

In some cases, the subject of regional economics is interpreted as "the mesoeconomic section between the macroeconomic and microeconomic sections of economic theory."

In our opinion, regional economics does not represent a small copy of macroeconomics or is studied as an intermediate discipline. Regional economy as a unique complex socio-economic system differs from macro and micro economy. Because commodity flows move towards regions where there is market demand. If the scale from the place of production to consumer markets is taken into account, a "commodity-region" economic system is formed, or, depending on competition, the coverage of commodity flows to local, regional, national, international and world markets can be observed.

In this regard, the subject of regional economy studies the effective use of socio-economic potential and the deployment of production forces based on market principles.

At the same time, different approaches can be observed within the scope of the regional economy. According to A.G. Granberg, a region is a specific region that differs from other regions in a number of ways and consists of interrelated elements. According to A.S.Marshalova, the region is not only a sub-system of the socio-economic complex of the country, but also a relatively independent part with a completed cycle of reproduction and separate forms, a unique feature of economic processes. According to A. Soliev, the regional economy usually corresponds to the level of economic

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regions or regions, which are divided within the country. Therefore, it is wrong to see the economic system of small areas - cities, rural districts in the status of regional economy. According to O.Abdullaev, the hierarchy of regions consists of village, district, city, autonomous republic, region, economic regions, country, Central Asia, Eurasia and economic unions (CIS, SCO) and world economy.

In our opinion, the object of research of the regional economy can be the constituents of the integrated economic system - product, enterprise, district, region, country, international (integrity of national markets) and world economy. For example, interregional commodity flows in product volume, localization and specialization at the enterprise level, villages at the district level, districts at the regional level, regions and economic regions at the national level, Central Asia, the Commonwealth of Independent States, the European Union and other continents at the international level, and all countries at the global level are the object of research. is entered. At the specified hierarchical level of the research object, a certain field and sectors are analyzed.

Therefore, the object of the regional economy includes any administrative units in the "commodity-region" system. One of the vertical and horizontal economic relations of the region is selected as an object of research.

In this respect, the use of systematic analysis in research methods of regional economy is of great importance. This approach is a functional type of dividing the object under study into parts. In this case, the task performed by the small parts that make up the region is determined and allows to call it "region". For example, in Uzbekistan, the Fergana region is considered as a single economic system, while it is divided into regions of different stages and numbers. In researching the food market of the Fergana region, Andijan, Namangan and Fergana regions are studied. In turn, the diversity of socio-economic indicators of regions requires objective classification. In order to study the causes of regional differences, the internal capabilities of regional districts are analyzed and so on. As a result, it becomes possible to make a comparative assessment of the components of the region.

Also, the method of systematic analysis of the regional economy allows to study the food market at different hierarchical levels. In particular, it is important to achieve the goal set before the research, to fulfill its tasks, to fully analyze the components of the object and to compare the data.

It is known that systematic analysis is a research method necessary to study and describe phenomena and processes of various nature and description, interdisciplinary problems. Systematic analysis is a methodology for studying complex, often not completely clear problems of theory and practice. Systematic analysis applies from general research methodology to complex economic models. Systematic analysis is focused on practice research and ensures the harmony of all research methods.

Also, any system includes a set of elements that are closely related to stable connections and relationships. The connection and relations of the existing elements in the system have different importance. Some elements are central to the existence of the system, while other elements determine the relationships within the system.

In the study of the regional food market, it is also necessary to isolate each part of the system. This gives an opportunity to take into account production costs, value categories and market demand. As a result, the needs of the population are determined and the criteria aimed at ensuring the effective operation of the food market based on regional distribution functions are scientifically based.

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Of course, theoretical methods such as deduction, induction, classification, generalization and comparison are widely used in the process of regional research. At the same time, the complex research methods of the food market research by sector and region are important. These research methods are aimed at placing production forces on the basis of market principles and determine the directions of specialization based on the natural and socio-economic resources of the region.

Within the region, retrospective, statistical, sociological survey and aerospace research methods are widely used and the following results can be achieved:

through retrospective analysis, the current development trends of the region can be divided into different stages. The method of retrospective analysis is important in the study of the stages of economic processes, their distribution, and the formation of a certain whole and system. This method is evaluated as a methodology for forecasting regional development and by analyzing the division of labor covering a period of 10-30 years, it determines the directions of development in the near and distant future. This provides an opportunity to draw reasonable conclusions about the history, current situation and development prospects of food production;

it is possible to study the complex data system within regions by statistical method. Statistical information necessary for research is collected. Statistics are summarized and grouped according to their common and typical characteristics. For example, if the gross food product of the country is a general indicator, the place of the regions is the reason for dividing them into different groups;

sociological survey method allows to get more information from sellers and buyers. As a result, important information necessary to study the situation in various forms of food production and population supply, to determine the complex of existing problems in the region will be collected;

the method of aerospace research is aimed at constantly analyzing the complex of natural resources and allows obtaining accurate and new information about the state of natural resources. Because the production of agricultural products depends on natural resources, the level of productivity of plains, hills, foothills and mountain areas differs sharply.

Although the above research methods focus on regional studies, they are strongly linked to systematic analysis. Also, a systematic analysis of the food market requires the use of the following research methods:

the method of comparison allows to reveal the specific features of the formation and development of the food market in each region;

the method of fact analysis forms the necessary information for generalization and modeling of many phenomena in the food market;

through the balance method, the balance of constantly changing economic indicators in the "region-population-consumption" chain is represented;

the forecasting method is aimed at determining future population growth, and the possibilities of providing food products are scientifically based.

Economic-mathematical methods play an important role in the systematic analysis of the food market. In this, the processes and economic problems in the regional food market are translated into mathematical language. A general assessment can be made by creating an economic-mathematical model based on indicators representing the state and activity of the food market.

It is important to calculate the index of deviation from the average of the production volume of food products in the region through economic-mathematical methods. It reveals disparities in the

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location of agriculture and food industry in terms of cost, price, productivity, and profitability indicators. This process can be represented by the following mathematical equation (Formula 1):

$$I = \frac{q_i}{\bar{q}} = \frac{n\,q_i}{\sum q_i} \qquad (1)$$

In this

I – index of deviation from the mean;

q_i – i-product production indicator of the region;

n is the total number of regions.

Comparison of existing areas of food production based on the principle of "relative advantage" also ensures the reliability of scientific conclusions. In this case, the development of the self-sufficiency coefficient for the region is of great importance. Through this approach, it is possible to determine the production potential and actual consumption per capita. It also calculates the export potential and import demand of the region. It becomes possible to analyze the factors directly and indirectly related to the production of food products.

The coefficient of self-sufficiency (Ks) for the region that imports and exports certain types of products is calculated as follows (formula 2):

$$К_c = \frac{O}{AP_n} \times 1000 \qquad (2)$$

In this

O – volume of product production;

A – population;

P_n – n- demand for the product according to the norm.

If the coefficient indicator is equal to 1, the region is fully self-sufficient in food products, a coefficient below 1 means that the product is insufficient, and above 1 means that the product is overproduced. The practical value of such an approach is that it serves as a guide in the development of forecasts for the development of the food market at the national and interregional levels.

In practice, measures are developed to ensure the proportions of economic sectors through the balance method. In the food market, the balance method serves to connect the needs of the population with resources. Because all balance sheets consist of two sections, the first section shows resources and their sources, and the second section provides information on needs or distribution of resources.

Of course, in this case, the overall balance of the regional food market, which corresponds to the standard consumption, should be taken as a strategy for the future.

At this point, taking into account the importance of food supply and its direct dependence on the state of agriculture, the development of the balance index (I) of agricultural land and gross product to the population is of urgent importance (formula 3).

$$I = \frac{S_i}{A_i} = \frac{Y_i}{A_i} \qquad (3)$$

In this

S_i – share of i-region in total agricultural land;

Y_i – share of i-region in gross product;

A_i – share of region i in the total population.

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Specific indicators of the functioning mechanism of the regional food market allow for the formation of food security indicators. In our opinion, indicators based on the determination of the nutritional standards of the population are necessary to assess the state and limits of food security. In particular, methodological approaches based on adequate or coordinated balance of consumption taking into account the age and place of residence of the population are more acceptable. In this case, the nutritional calories (D) that an adult person should consume in 1 day, or the value of food products amounting to 3000-3500 kcal, is calculated using the following formula (formula 4):

$$DP = (K \times M \times B_n) \times P \qquad (4)$$

In this
K – energy consumption of 1 kg of body mass, 50 kcal;
M – adult body mass, kg.;
B_n – *n*- time period of the day;
R is the price.

Through the above economic-mathematical methods, a set of indicators on the activity of the food market is analyzed and quantitatively assessed. As a result, individual regions or rural districts that make up the region are grouped according to their specific characteristics and preferences. On the basis of grouping of regions, opportunities for synergistic (cooperation) effects are revealed. The accuracy of the model depends on the level and size of the collected data.

Conclusions and suggestions

When assessing the socio-economic development of the region, the range of indicators should cover all levels of regional development, should be closer to the current system of indicators for forecasting the national economy, and should be based on existing statistical reports. Each indicator should provide a detailed assessment of individual components of the regional economy, and at the same time, the number of these indicators should not be large. Because it is not appropriate to use a large number of indicators that often repeat each other and make calculations difficult.

The variability of the current situation in the region does not always lend itself to methodological comparative assessment. Regional development indicators are usually evaluated by gross domestic product. A single method of assessing the level of economic development is not perfect. Evaluation of the efficiency of the use of material and labor resources and the placement of production networks is practically not used in practice.

In our opinion, existing problems in the conditions of the market economy are formed by the influence of natural, socio-economic and demographic conditions in the region. The natural, socio-economic and demographic differences between the regions make it necessary to take into account the characteristics of each region. Therefore, it is necessary to aggregate analytical indicators in the process of assessing the situation in the region.

It is of scientific and practical importance to assess the socio-economic situation in the region on the basis of integrated indicators and to determine the stratification between them. In this respect, the need to make an economic diagnosis of the region is being realized at the moment.

Economic diagnosis is important in calculating indicators describing selected criteria and improving research methods. For this, first of all, it is necessary to determine the indicators that are

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important for the region and to form an integrated system of indicators based on them. By carrying out economic diagnostics, it is possible to analyze, assess and develop practical recommendations for a specific situation in the region.

In general, food market research methods are aimed at solving socio-economic problems in the region, and several analytical results can be obtained. In particular, research methods such as systematic analysis, economic-mathematical and economic-statistical analysis, comparison have a special place. In the modern approach, economic diagnosis is distinguished by several advantages. Such methods allow to research and draw conclusions about the specific characteristics of the phenomena and processes studied in the region.

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