



**Economie**

UDC 339.13

**CURRENT PROBLEMS OF SOCIAL AND ECONOMIC DEVELOPMENT  
OF REGIONAL CONSUMER MARKET**

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**Summary.** The article shows the current problems of social and economic development of regional consumer market. Described is the modern period of development of the market mechanism from the point of view of transition to economic independence of regional systems. Discussed are the conditions of normal functioning of the regional consumer market as a system. Stressed is the importance of the study of market conditions analysis and the factors which can aggravate negative influence of the consumer market enterprises on the population of the region. Shown are the main functions carried out by the consumer market in the economy of the region. Defined are the priorities in the social and economic development of the regional consumer market.

**Keywords:** consumer market; regional consumer market; social and economic development; regional economy.

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The consumer market is the most important attribute of the modern system and its effective development in modern conditions is one of the major problems of the market economy development [5]. The essential role among the factors having impact on the regional consumer market belongs to social, demographic and geographical shifts in the structure of the population as well as to changes of consumer preferences [6].

The modern period of development of the market mechanism is characterized by transition to economic independence of regional systems in the conditions of strengthening of the market relations and weakening of distributive functions of the central governing bodies. In this regard the tendency of transition to the use of the control system provides effective develop-

ment of the consumer market in the conditions of democratization of administrative functions of market mechanisms of motivation and change.

It should be noted that the consumer market includes not only the sphere of trade, performance of work, rendering services and the sphere of production of goods at all stages of their life cycle, but also the sphere of consumption of goods. It is impossible to isolate direct consumption of goods from the concept of the consumer market. On the other hand, the relations arising in the course of consumption form the basis of financial economic functioning of all interested participants of the consumer market. The development of effectively functioning system of the market is the most important component of economic transformation process.



The consumer market is the central link in the general system of the interconnected markets. Results of its development have impact on functioning of other markets; in many respects they define their state and, therefore, the general economic balance.

Normal functioning of the regional consumer market as a system is possible only in case of organic and harmonious interaction of all its elements in spite of the fact that each of them plays an independent role in the realization of the system purposes. The main objective of consumer market functioning is the development of the respective territory, improvement of quality and the local population living standard. The condition of the consumer market is an important indicator of social and economic development of the region and of the country in general [1].

Historical experience of consumer market development indicates the need of application of the incentives and regulators based on the use of the market relations. Only at the level of sufficient saturation of demand and development of the competition between producers there is consumer market that subordinates the production to satisfaction of public requirements and provides more reliable mechanism of realization of its purposes. At the same time it forms an economic basis for continuous strengthening of capital investments for the purpose of updating products and introduction of new technologies in the production cycle.

One of the most important tasks which regional executive power is urged to solve is the study of market conditions. Any long-term, operational, administrative or marketing decision has to be made proceeding from tactical estimates and forecasts. Market condition is the concrete economic market situation which is developed at the moment of time under the influence of social, economic, demographic, political and other factors, including random ones [3].

Nowadays the condition of the consumer market is negatively influenced by

the following factors of social and economic development of the region which can aggravate negative influence of the consumer market enterprises on the population of the region:

- low purchasing power of the majority of categories of citizens;
- high differentiation in the standard of living in the cities and rural areas;
- backwardness of market infrastructure of regions;
- deterioration of the demographic situation;
- existence of negative tendencies in regional economy [1].

When determining strategic innovative priorities in the development of the consumer sector of regional economy, researchers should pay more attention to the following innovative programs and large projects:

- a) guaranteed provision of the population with the qualitative and environmentally friendly food on the basis of the agro-industrial complex development;
- b) formation of the legal base and implementation of organizational actions for a dynamic and sustainable development and maintenance of the competition in the food markets of the region;
- c) introduction of innovative technologies and quality management system at the agricultural enterprises, the enterprises of food and processing industry of the region;
- d) increase of effective use of the regional agro-food complex;
- e) implementation of monitoring of ecological living conditions of the population [4].

Thus, we see the necessity of profound studying of current problems of the regional consumer market development in order to define disproportions in the development of the consumer market as well as in the social and economic situation in the region. All this requires regional concretization and specification of measures for creation of the system of social guarantees and mechanisms.



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