Трансформація державного маркетингу в системах товарних ринків у військовий і післявій періоди

Актуальність. Державний маркетинг є одним із адаптивних інструментів селективного регулювання систем товарних ринків в умовах нестабільності. В основі державного маркетингу – визначення й реалізація соціально-економічних інтересів суспільства, що є кінцевою метою державної політики. У військовий і післявій періоди вектор державного селективного регулювання має бути ендогенно орієнтованим, у першу чергу, на задоволення внутрішніх споживчих потреб за рахунок активізації діяльності переробних секторів, збереження емності існуючих товарних ринків і формування нових ринків інноваційної продукції з доданою вартістю.

Важливе місце в реалізації стратегічних завдань селективного регулювання систем товарних ринків можуть зайняти інструменти державного маркетингу, адаптовані, з одного боку, до специфіки відтворювальних процесів релевантних ринків, з іншого, до безпекових ризиків і мінливостей зовнішнього середовища.

Мета та завдання. Метою статті є обґрунтування теоретичних засад трансформації державного маркетингу в системі товарних ринків, перспективних інструментів державного маркетингу для селективного регулювання стратегічних ринків у військовий і післявій періоди. Завдання дослідження: визначити теоретичну сутність державного маркетингу в системі товарних ринків; здійснити порівняльну характеристику мікромаркетингу (маркетингу підприємств) і державного маркетингу товарних ринків за головними ознаками; обґрунтувати важливість соціально орієнтованості державного маркетингу в військовий період на основі аналізу чинників впливу на економічну доступність продовольства для населення; визначити перспективні маркетингові інструменти для відновлення внутрішніх товарних ринків і реалізації потенціалу державного споживання в військовий і післявій періоди.

Матеріали та методи. Результати теоретичного узагальнення наукових праць та методичних підходів у сфері державного маркетингу, що висвітлені в публікаціях фундаментального й прикладного характеру, а також аналітичні дані Державної служби статистики України, Національного банку України формують інформаційний і методичний базис дослідження. Для вирішення поставлених завдань використано методи системного, структурно-логічного, порівняльного, статистичного аналізу.

Результати. На основі порівняльного аналізу державного маркетингу та мікромаркетингу визначено провідні характеристики та умови трансформації інструментів державного маркетингу, які мають базуватись на узгодженні ринкових ідей товарообробників з пріоритетами соціально-економічними
завданнями стійкого розвитку держави в воєнний і повоєнний періоди. Встановлено бінарну соціально-виборчу мету використання державного маркетингу, спрямовану як на стимулювання раціонального споживчого поточку, так і на соціальну орієнтованість суб'єктів ринку. Визначено інагентні характеристики державного маркетингу, які в сучасних умовах нестабільності мають адаптивну природу, спрямовані на відтворювальний розвиток суміжних товарних ринків, просторо-часове узгодження поточку і пропозиції, стратегічний вимір впровадження маркетингових заходів.

Обґрунтовано, що в повоєнний період перспективними маркетинговими інструментами для відновлення внутрішніх товарних ринків та реалізації завдань проекту 8 «Розвиток секторів економіки з доданою вартістю» Плану повоєнного відродження Україні можуть стати публічні закупівлі й державні замовлення, у т.ч. «зелені» закупівлі. Також інструменти державного маркетингу можуть знайти практичне застосування в ході реалізації стратегічних ідей Національної економічної стратегії до 2030 р. в ринковому вимірі.

Висновки. Наукова новизна дослідження полягає у розробці теоретичних засад трансформації державного маркетингу в системах товарних ринків, обґрунтуванні сутнісних характеристик державного маркетингу, його адаптивної та соціально орієнтованої природи, що дозволяє цілеспрямовано застосовувати маркетингові інструменти для селективного регулювання товарних ринків в умовах безпекових ризиків і внутрішніх трансформацій, вирішуючи стратегічні завдання резильєнтного розвитку в воєнний і повоєнний періоди.

Ключові слова: товарні ринки, селективне регулювання, державний маркетинг, адаптивні інструменти, додана вартість, публічні закупівлі.

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TRANSFORMATION OF STATE MARKETING IN THE SYSTEMS OF COMMODITY MARKETS DURING THE WAR AND POST-WAR PERIODS

Topicality. State marketing is one of the adaptive tools for selective regulation of commodity market systems in conditions of instability. The basis of state marketing is the identification and realization of socio-economic interests of society, which is the ultimate goal of state policy. In wartime and post-war periods, the vector of state selective regulation should be endogenously oriented, primarily to meet domestic consumer needs by intensifying the activities of processing sectors, preserving the capacity of existing commodity markets and forming new markets for innovative value-added products. Public marketing tools adapted, on the one hand, to the specifics of the reproduction processes of the relevant markets, and, on the other hand, to security risks and environmental variability, can play an important role.
role in the implementation of strategic tasks of selective regulation of commodity market systems.

Aim and tasks. The purpose of the article is to substantiate the theoretical foundations of the transformation of state marketing in the system of commodity markets, and promising instruments of state marketing for selective regulation of strategic markets in the wartime and post-war periods. Objectives of the study: to define the theoretical essence of state marketing in the system of commodity markets; to carry out a comparative characterization of micromarketing (enterprise marketing) and state marketing of commodity markets by the main features; to substantiate the importance of social orientation of state marketing in wartime based on the analysis of factors influencing the economic availability of food for the population; to identify promising marketing tools for restoring domestic commodity markets and realizing the potential of the state.

Materials and Methods. The results of the theoretical generalization of scientific works and methodological approaches in the field of state marketing, which are covered in publications of fundamental and applied nature, as well as analytical data of the State Statistics Service of Ukraine, the National Bank of Ukraine form the information and methodological basis of the study. To solve the tasks set, the methods of systematic, structural and logical, comparative, and statistical analysis were used.

Research results. On the basis of a comparative analysis of state marketing and micromarketing, the leading characteristics and conditions for the transformation of state marketing instruments are determined, which should be based on the coordination of market goals of producers with the priority socio-economic tasks of resilient development of the state in the wartime and postwar periods. The author establishes a binary social and production goal of using the State marketing aimed at stimulating both rational consumer demand and social orientation of market participants. The immanent characteristics of the State marketing are defined, which in modern conditions of instability have an adaptive nature, aimed at the reproduction development of adjacent commodity markets, spatial and temporal coordination of supply and demand, and the strategic dimension of the implementation of marketing activities.

It is substantiated that in the postwar period, public procurement and government orders, including green procurement, can become promising marketing tools for the restoration of domestic commodity markets and the implementation of the tasks of Project 8 "Development of Value-Added Economic Sectors" of the Postwar Recovery Plan of Ukraine. Also, state marketing tools can find practical application in the implementation of the strategic goals of the National Economic Strategy until 2030 in the market dimension.

Conclusion. The scientific novelty of the study lies in the development of the theoretical foundations for the transformation of state marketing in commodity market systems, substantiation of the essential characteristics of state marketing, its adaptive and socially oriented nature, which allows targeted application of marketing tools for selective regulation of commodity markets in the context of security risks and internal transformations, solving strategic tasks of resilient development in the wartime and post-war periods. The practical significance of the results obtained is determined by the possibility of using the scientific and applied principles of state marketing in commodity market systems by authorities at various levels in the course of improving the mechanisms of selective regulation of strategic markets on the basis of an adaptive approach.

Keywords: commodity markets, selective regulation, state marketing, adaptive tools, added value, public procurement.

Problem statement and its connection with important scientific and practical tasks. In the wartime and postwar periods, one of the adaptive instruments of state selective regulation of commodity market systems is state marketing (hereinafter – SM). The paradigm of SM, which arose at the intersection of theories of public administration and marketing, is relatively new in economic theory, and its study is accompanied by scientific discussions among scholars. The marketing paradigm in public administration is focused primarily on identifying, forming and meeting consumer needs, i.e. selective regulation of the consumer sector of commodity markets. The basis of state marketing is the definition and realization of socio-economic interests of society, which is, in general, the ultimate goal of state policy.

In wartime and post-war periods, the vector of state selective regulation should be endogenously oriented, primarily to meet domestic consumer needs by intensifying the activities of processing sectors, preserving the capacity of existing commodity markets and forming new markets for innovative value-added products. State marketing tools adapted, on the one hand, to the specifics of the reproduction processes of the relevant markets, and, on the other hand, to security risks and environmental variability, can play an important role in the implementation of strategic tasks of selective regulation of commodity market systems.

In this context, the transformation of state marketing will be considered through the prism of adapting the mechanisms of state influence to the new internal and external conditions of market functioning, which to some extent directs the process of selective regulation to a broader sphere of market adaptation to the leading socio-economic aspects of market relations in the war and postwar period, in particular, the formation and satisfaction of rational consumer demand, support for employment, preservation of the natural environment, etc.

The study is related to the strategic documents
of Ukraine, in particular, the National Economic Strategy of Ukraine until 2030 No 179 dated 03.03.2021 (National Economic Strategy, 2021), the Food Security Strategy for the period up to 2030 (Food Security Strategy, 2021), the Sustainable Development Strategy of Ukraine until 2030 (Sustainable Development Strategy, 2017), and the Recovery Plan of Ukraine (Recovery Plan, 2022).

Analysis of recent publications on the problem. The marketing approach in the context of the development of the theory and mechanisms of state management is considered in the works of O. Agarkov, A. Druhov, R. Lawson, M. Oklander, M. Porter, K. Romanenko, E. Romat, V. Shcherban and other researchers. The theoretical foundations of selective regulation of commodity market systems and their sustainable development are studied in the works of B. Burkynskyi, V. Lysiuk, A. Shcherbak, N. Andreeva and other scientists of the Institute of Market and Economic&Ecological Research of the National Academy of Sciences of Ukraine (Burkynskyi, B., et al., 2022; Burkynskyi, B. et al., 2023; Burkynskyi, B. et al., 2020).

The role of marketing in state management and the essence of the marketing paradigm in the activities of the state are thoroughly studied by K. Romanenko. She substantiated the need to use marketing methodology and marketing technology to implement the social functions of public administration in modern society. State management by its methodology is marketing, as it focuses on the needs of consumers, meets the global trends of social development (Romanenko, K., 2010). E. Romat substantiated the main aspects of the implementation of the marketing concept in the public administration system (Romat, E., 2016). The need for widespread use of SM is emphasized by M. Oklander. He notes that national and regional marketing is a form of manifestation, a kind of territorial (state) marketing (Oklander, M., 2003).

The market interpretation of state functions on the basis of the priority of their marketing component was developed by M. Porter (Porter, M., 1998). The main thesis laid down by M. Porter in the basis of the concept of state marketing is that "promising competitive advantages are created not from outside, but in domestic markets, respectively, state marketing is needed, first of all, within the country to achieve its main goal - to ensure the competitiveness of the country and individual sectors of its economy". This position is particularly relevant in today's environment of instability, when there is a need to use new adaptive tools of public administration of national commodity markets.

Allocation of previously unsolved parts of the general problem. Existing research on the marketing component of public management is mainly theoretically oriented, defining the essence of the marketing paradigm of public management, the purpose, objectives and tools of public marketing without specifying sectors, commodity markets and conditions of their application. Accordingly, there is a need for theoretical and applied research in the area of state marketing as a component of selective regulation of the development of national commodity markets, as well as improvement of the methodology for using SM in the public management system. These circumstances determined the purpose and objectives of the study.

Formulation of research objectives (problem statement). Purpose of the article – to substantiate the theoretical foundations of transformation of state marketing in the system of commodity markets, and promising instruments of state marketing for selective regulation of strategic markets in the wartime and post-war periods – outlined the following tasks:

- to define the theoretical essence of state marketing in the system of commodity markets;
- to carry out a comparative characterization of micromarketing (marketing of enterprises) and state marketing of commodity markets by the main features;
- to substantiate the importance of social orientation of state marketing in wartime based on the analysis of factors influencing the economic availability of food for the population;
- to identify promising marketing tools for restoring domestic commodity markets and realizing the potential of public consumption in the wartime and post-war periods.

Materials and Methods. The results of the theoretical generalization of scientific works and methodical approaches in the field of state marketing, which are covered in publications of fundamental and applied nature, as well as analytical data of the State Statistics Service of Ukraine, the National Bank of Ukraine form the information and methodical basis of the study. To solve the tasks set, the methods of systematic, structural and logical, comparative, and statistical analysis were used.

An outline of the main results and their justification. The comparative characteristics of micro-marketing and state marketing in the system of commodity markets are shown in Table 1.
Table 1
Comparative characteristics of micromarketing and state marketing in the system of commodity markets*

<table>
<thead>
<tr>
<th>Signs</th>
<th>Micromarketing (enterprise marketing)</th>
<th>State marketing commodity markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <em>The main goal</em></td>
<td>1. Satisfying consumer demand for certain goods in order to obtain the maximum possible profit/</td>
<td>1. Determination and formation of consumer needs and methods of their satisfaction. 2. Stimulation of domestic producers to satisfy rational demand.</td>
</tr>
<tr>
<td>3. <em>Subjects of regulation</em></td>
<td>Business entities (enterprises)</td>
<td>State institutes and institutions</td>
</tr>
<tr>
<td>5. <em>Dominant interests</em></td>
<td>Entrepreneurial economic interests</td>
<td>Economic interests of the state, as a carrier of public interests</td>
</tr>
<tr>
<td>7. <em>The period of implementation of the tools</em></td>
<td>Short – and medium term</td>
<td>Medium – and long-term</td>
</tr>
<tr>
<td>9. <em>Conditions of use</em></td>
<td>Variability of the external environment, sales problems, increased competition, etc.</td>
<td>Economic instability, unforeseeable external and internal changes; the emergence of problems in the systems of adjacent markets that cannot be solved by the &quot;invisible&quot; hand of the market and require state intervention; violation of market proportions of reproduction/</td>
</tr>
<tr>
<td>10. <em>Scale of influence</em></td>
<td>Business entities and their associations</td>
<td>Consumer and related sales and processing sectors of commodity markets.</td>
</tr>
</tbody>
</table>

*Source: compiled by the authors on the basis of: Agarkov, O., 2009; Burkynskyi, B., et.al., 2022; Oklander, M., 2003; Romanenko, K., 2010; Romat, E., 2016; Marketing activity of the enterprise, 2016.

Compared to the goals and objectives of marketing at the level of an individual enterprise, the goals and objectives of state marketing are much larger and more complex. While micromarketing promotes a fairly narrow product range, at the state level it is multidirectional, requiring an integrated
approach to meeting consumer needs. The main goal of SM has a binary social and production dimension and involves, on the one hand, identifying, forming and satisfying consumer needs, and, on the other hand, stimulating producers to meet demand rationally.

At the same time, the SM fulfills national tasks, focusing on solving unemployment problems, equalizing the conditions for socio-economic development of different regions, improving the environment, etc.

The peculiarity of the objects of regulation at the micro level is the implementation of marketing measures in relation to certain commodity groups. The objects of SM are flow "gaps" between sectors of the commodity market and "points" of resource growth (usually processing sectors) within the systems of adjacent markets (see Table 1). A distinction is made between direct and indirect impacts on market reproduction processes. Direct influence is focused on commodity and territorial market boundaries, the balance of supply and demand, barriers to entry to the relevant market, etc. Indirect impact involves the introduction of technical regulation measures in terms of improving the quality of goods, optimizing their prices for economic affordability, and other measures of selective regulation within the social component of the SM. It should be emphasized that the relationship between state marketing and micro-marketing increases the efficiency of business entities and commodity markets in general, which is manifested in a complex synergistic effect.

State marketing and micro-marketing have different areas of application of marketing tools (see Table 1). Micro-marketing corresponds to the features of commercial marketing, directly aimed at making a profit. State marketing is based on the paradigm of strategic and socio-ethical marketing, having a consumer orientation in the system of harmonizing the economic interests of consumers, market actors, the state and society.

The essence of the SM stems from the content of its dual social and production basis, which is to identify, form and satisfy rational consumer demand within the country. The issue of physical and economic availability of essential goods for the population is of particular importance in the context of martial law and post-war economic recovery, which is primarily due to territorial and sales restrictions, lower consumer incomes, rising unemployment, reduced production, etc.

The tasks of enterprise marketing are focused on building effective sales networks, diversifying the product range, and increasing the market share of the business entity. In our opinion, the main tasks of SM in terms of the reproductive development of adjacent commodity market systems are to increase the competitiveness of national producers, stimulate the processing of value-added goods, balance supply and demand, etc.

During the war, labor supply and demand decreased, and unemployment remained high. If in the first quarter of 2022 the unemployment rate was 12.5%, then in the first quarter of 2023 it was 29.9%, including migrants – 32.2% (Fig. 1). According to the forecast of the National Bank of Ukraine, employment in the domestic market will grow slowly in 2023-2025 due to disparities in the labor market, which have deepened due to the consequences of the war. In the forecast horizon, real wages in Ukraine will recover at a moderate pace due to high inflation and lower than pre-war productivity (Inflation Report, 2023).

Fig. 1. Unemployment rate in Ukraine (taking into account migrants from 2022)*

*Source: compiled according to the data of the National Bank of Ukraine (Inflation Report, 2023).
In a period of instability, price volatility in food markets increases, which reduces the economic availability of food for the population, and therefore, the quality of life. In 2022, compared to the previous year, the consumer price index for the entire group of food products increased by 27,1% (in 2021 – by 11,3%), while prices for vegetables increased the most (by 68,5%), bread and bread products (by 29,7%) and fruits (by 27,7 %). In the three months of 2023, the consumer price index of food products increased by 30,2%, while the prices of eggs (by 77,7 %) and fruits (by 64,1 %) rose at the same time. During the studied period, the lowest price increase was characteristic of milk (Official website of the State Statistics Service of Ukraine, 2023).

The consequence of the steady trend of growth in consumer prices is the imbalance of nutrition of the population of Ukraine according to the main product groups. Thus, in 2022, the consumption of meat and meat products reached 66,4% of the rational norm, milk and milk products – 52,3 %, fruit and berry products – 62,3 %. Indicators characterizing the availability of balanced nutrition at the level of scientifically based norms for all segments of the population in Ukraine are significantly lower than the 2025 target guidelines (Fig. 2). In 2022, there was a decrease in the level of food consumption; it is expected that this trend will continue in the post-war period.

![Fig. 2. Dynamics of food consumption per person in Ukraine, kg/person *](image)

*Source: compiled according to the State Statistics Service of Ukraine (Official website, 2023); **TV 2025 – target value of the 2025 indicators (Sustainable Development Goals, 2017).

According to estimates by the US Department of Agriculture (USDA), the share of food expenditures in total household expenditures in Ukraine increased from 41,2% in 2020 to 41,6% in 2021. For comparison, in the US, the level of the indicator in 2021 was 6,7%, in Germany – 12 %, and on average in the world – 25,5%; its upward trend since 2019 is characteristic (Expenses of Ukrainians, 2023). According to the National Bank of Ukraine, consumption during the war period decreased by 16,9 %. The decline was primarily driven by private consumption, which was caused by a decline in real household income and migration due to high security risks. As a result, households’ final expenditures decreased by 26,7 % in 2022 (Inflation Report, 2023).

According to consumer sentiment surveys, in December 2022, this figure rose to 61,3 %; medium and high welfare received 20,4 % and 18,3 % of responses (Fig. 3).

In the post-war period, food consumption is expected to decline, which will lead to a decrease in consumer demand, the number of interactions between the distribution and consumer sectors of commodity markets, and increased threats to consumer health.

According to UNDP experts in Ukraine, the impact of consumption of goods and services accounts for 75% of the total environmental impact and 60% of total consumer spending (Global Environment Outlook, 2021). Currently, a significant part of the population is unable to buy high-quality environmentally friendly goods due to reduced incomes and lack of appropriate supply on the market. That is why it is important to combine the state policy of achieving the strategic
Sustainable Development Goals with the satisfaction of consumer needs of the population, i.e. the sustainable development of the consumer sector of commodity markets, and the achievement of consumption safety. This makes it expedient to use marketing tools to actively influence consumers, on the one hand, and to stimulate domestic producers to meet rational demand, on the other.

Another key feature of state marketing is its adaptive nature, which means a comprehensive response to changes in the security environment and strategic directions of economic development. In this context, the main area of use of state marketing is the modernization of the system of state influence on the reproduction processes of commodity markets. State marketing can contribute to the development of adaptive systems of related commodity markets that increase the efficiency of the market economy in the face of security risks. This includes, in particular, the development of innovative market niches, the formation of sustainable consumer demand, etc. Also, the SM has prerequisites for the effective implementation of comprehensive preventive mechanisms in the system of selective market regulation in conditions of instability (Burkynskyi, B., et.al., 2022).

It should be noted that within micromarketing, scientists also distinguish reactive and proactive marketing, which perform an adaptive function (see Table 1) (Marketing activity of the enterprise, 2016). The area of their use is to maintain competitive advantages and quality characteristics of products. They do not have a significant impact on the resilience of commodity markets, as they are aimed at creating competitive advantages and organizing circulation systems at the level of individual business entities.

The SM plays a coordinating and reconciling role in the relations of adjacent and related markets to optimize the overall market value added (Burkynskyi, B., et.al., 2022). The spatial and temporal balancing of supply and demand for goods involves operational influence on market reproduction processes to form rational demand, including in local markets (see Table 1). This task is especially important in the situation of existing spatial, temporal and other restrictions on commodity supplies in wartime, which requires the development of new conceptual approaches to establishing intersectoral linkages at the macro-, meso- and micro-levels. The indirect influence of government institutions through the mechanisms of public procurement and government orders is aimed at stimulating rational consumer demand.

There are certain differences in the timing of the use of marketing tools. State marketing is based on a long-term horizon of management decision-making. At the same time, micro-marketing tools are used in the short-term operational mode (see Table 1). The main marketing technologies widely used by foreign
countries for sustainable and resilient development are information and communication mechanisms, economic support for growth "points" (processing sectors) of markets, and sales support for value-added processed goods. Also, the use of SM is conditioned by the need to ensure the proportionality of reproduction processes in the system of related markets. SM covers all sectors of the commodity market, which is a prerequisite for solving this problem. In our opinion, in wartime and post-war periods, the state should take a leading role in the formation and satisfaction of rational consumer demand, taking into account structural changes in the systems of related commodity markets using new marketing tools.

As a set of actions for the implementation of strategic directions of sustainable development, state marketing is formed under the significant influence of external conditions, which should be analyzed at the macroeconomic level. In general, the SM is aimed at creating favorable conditions for achieving such a level of supply of goods in strategic markets that will ensure the main production and consumer needs of the country in terms of quantity, quality and structure. At the same time, these conditions, formed with the help of marketing tools, should be based on the interest of business entities in the joint economic effect. Therefore, the combination of economic interests of commodity producers and the state for the implementation of certain tasks (for example, the development of new sales markets for processed goods), as well as the joint implementation of micromarketing and SM tools are designed to ensure a synergistic effect in market systems.

Scholars identify a whole range of components of state marketing (Agarkov, O., 2009; Romanenko, K., 2010; Romat, E., 2016):
- legislative marketing (including quality standards, price regulation);
- marketing of state reserves;
- social marketing (education, medicine, etc.);
- formation of marketing communications (integration marketing);
- budgetary and tax marketing, etc.

According to Y. Kindzerskyi (and we support this position), in the post-war period state policy should be endogenously directed, oriented, first of all, to the satisfaction of domestic consumer and investment needs at the expense of own production. At the same time, an important task of the state is to support the capacity of traditional and create new markets for industrial products for the domestic producer, using the potential of state consumption (Kindzersky, Y., 2023). Therefore, it is expedient to use such SM tools as public procurement and state order.

State procurement can become an effective tool for solving strategic state tasks of socio-economic recovery of the state. It is about the strategic direction of implementation of public procurement in the war and post-war periods. One of these directions is project 8 "Development of economic sectors with added value" of the Recovery Plan of Ukraine" (Recovery Plan, 2022). For its successful implementation, it is suggested to be guided by the following target orientations:
- order of high-tech product nomenclature, which has prospects of implementation in science-intensive sectors of the economy;
- ordering promising product groups for which there is a potential demand in domestic sales markets;
- order of processed goods with added value, the production of which will positively affect the level of employment of the population;
- organization of state "green" purchases.

Thus, in agro-food markets with a high share of the individual sector, it is expedient to orient state purchases to meet consumer demand with local farm products. During the war period, such a marketing measure will contribute to the localization of satisfaction of consumer demand, in the post-war period, it will strengthen the participation of farmers in the restoration of commodity markets. For example, in the dairy market, it is expedient to identify small-sized modular technologies as a priority area of public procurement, which will enable farmers to satisfy local demand for ready-made dairy products of their own production and to adapt in a timely manner to increased competition in the post-war period.

A strategic approach requires increasing the role of public procurement in achieving the goals of environmental protection, in particular, by establishing "green" requirements related to the subject of purchase, or direct procurement of "green" goods. In this context, the growth of market added value involves: a) reduction of production waste (priority of purchases of products with complex processing of raw materials); b) reducing the impact of the price factor while simultaneously increasing the weight of quality indicators aimed at environmental protection; c) selection of sectors of commodity markets that have the greatest ecological impact on the environment, and where "green" purchases can significantly affect the protection of the natural environment (Malolitneva, V., 2021).
Conclusions and perspectives of further research. The research substantiates the theoretical essence of state marketing, conducts a comparative characterization of micromarketing and state marketing in commodity market systems, establishes a binary social-production goal of SM: (1) definition, formation and satisfaction of consumer needs; (2) stimulation of product manufacturers to rationally satisfy demand. The main essential characteristics of state marketing are its social orientation and adaptive nature, coordination and coordination of the development of adjacent and related product markets, spatio-temporal balancing of demand and supply of goods in market systems, mainly medium and long-term period of implementation of tools, their orientation on consumer and the related distribution, sales and processing sectors of commodity markets.

In the conditions of existing sales and territorial restrictions, the task of ensuring the physical and economic availability of essential goods for the population is of primary importance for the state and society. Today in commodity markets there is an imbalance between the population's declining purchasing power and rising commodity prices. The conducted analysis proved that in the pre-war period, the share of food expenses in the total expenses of Ukrainian households was 41.6%, the actual consumption of basic food products by the population was below the rational norms (the most critical situation in the group of dairy products – 52.3% of the norm).

In the wartime and postwar periods, state policy should be internally focused on restoring the processing sectors of strategic commodity markets and creating new markets for innovative value-added products. Public procurement and government orders, including green procurement, may become promising marketing tools for the restoration of domestic commodity markets and the implementation of the tasks of Project 8 "Development of Value-Added Sectors of the Economy" (Recovery Plan, 2022). Also, SM tools can find practical application in the implementation of the strategic goals of the National Economic Strategy for the period up to 2030 in the market dimension, in particular, increasing the competitiveness of Ukrainian goods and services, creating sustainable domestic demand for domestic products, ensuring free and fair competition, and equal access for business (National Economic Strategy, 2021).

The scientific novelty of the study lies in the development of the theoretical foundations for the transformation of state marketing in commodity market systems, substantiation of the essential characteristics of the state marketing, its adaptive and socially oriented nature, which allows for the targeted use of marketing tools for selective regulation of commodity markets in the context of security risks and internal transformations, solving strategic tasks of resilient development in the wartime and post-war periods. The practical significance of the obtained results is determined by the possibility of using the scientific and applied principles of state marketing in the systems of commodity markets by authorities at different levels in the course of substantiating the priorities and strategies of the post-war recovery of the economy of Ukraine, as well as improving the mechanisms of selective regulation of strategic commodity markets on the basis of an adaptive approach. Prospects for further research are related to the expansion of the theoretical and applied foundations of state marketing in the directions of balanced import substitution of goods, increasing the competitiveness of domestic goods, resilient development of market systems.

REFERENCES


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