

METHODS OF SCIENTIFIC RESEARCH OF THE MEAT PRODUCTS MARKET IN THE CONDITIONS OF GLOBAL COMPETITION

Hanna Lysenko¹

¹Junior Research, Institute of Food Resources of NAAS, Kyiv, Ukraine, e-mail: lisenko-anja@ukr.net, ORCID: <https://orcid.org/0000-0002-2006-4111>

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Abstract. Subject of research - methods of scientific research of the meat products market of Ukraine in the conditions of global competition. The purpose of the work is to systematize and generalize the main methods of scientific research of the Ukraine meat products market in conditions of global competition. Applied methods: system generalization, comparison, analysis and synthesis, analytical. Research results. The article analyzes the concept of "scientific research", its characteristics. The sequence and stages of research work were systematized and generalized. Three main levels of general scientific methods and their components were described in detail: methods of empirical research, methods of theoretical knowledge and general methods and techniques of research. It was noted that for the implementation of reliable, accurate and comprehensive research it is necessary to apply different scientific methods and approaches in a complex, because they complement each other and ensure the completeness and logic of the study. In addition, methods should be selected according to the specific characteristics of the object under study. Based on the considered approaches and own researches, the general scheme of research of the market of meat products in the conditions of global competition was developed. Scope of application of research results. The results are intended for specialists in food and processing industries, specialists of authorities, scientists, teachers, post-graduate students and students of higher educational establishments. The research results has a scientific and practical value and can serve as a source of background information on the methodology of research of the meat market in conditions of global competition and be the basis for further research.

Keywords: scientific research, scientific research methods, meat products market, competition, competitiveness.

JEL Classification: C18, Q10, Q18

Formulas: 0; **fig.:** 2; **tabl.:** 0; **bibl.:** 12

Introduction. Despite the favorable natural and climatic conditions, land and labor resources, the meat processing industry and stockbreeding of Ukraine are in a difficult situation. As of January 1, 1991, there were 24.6 million cattle in Ukraine. During the years of independence, this number has critically decreased - to 3.1 million heads (7.9 times). The number of pigs in 1991-2019 decreased 3.4 times (to 5727 thousand heads). Lack of stability and systematic state support for agricultural producers, depreciation of production base, unpredictable pricing policy, low profitability of cattle and pig breeding, underdeveloped export potential and, consequently, lack of markets - all this has negatively affected the industry and does not increasing the investment attractiveness of stockbreeding.

Assessment of the dynamics of the meat market in global competition is the basis for substantiation and management decisions on the forms and methods of its regulation, economic forecasting, determining strategic directions of its development, taking into account the influence of dominant internal and external factors. For individual market participants, the results of its evaluation form the basis for the development of tactics and development strategies, analysis of the competitive environment, forecast, market conditions, etc. Thus, the availability of an effective

research methodology is an important tool for ensuring the productive development of the meat and meat products market in Ukraine.

Literature review. Methodological approaches to conducting research on the food market in general, and the meat processing market in particular, are the subject of research by many scientists, namely: G.O. Birta, Yu.G. Burga [1], S.E. Vazhinsky, T.I. Shcherbak [2], D.M. Stechenko, O.S. Chmyra OS [3], A.E. Konversky [4], P.R. Pucenteilo [5], L.O. Yashchenko [6], M.T. Bilukh [7], V.V. Kovalchuk [8], I.S. Pyatnytska-Pozdnyakova [9], V.K. Sidorenko [10], I.Z. Dolzhansky , T.O. Zagorna [11], T.V. Swede, I.S. Bila [12] and others. However, methodical approaches to scientific research of the meat products market in the conditions of global competition at the branch level are insufficiently researched and need thorough study.

Aims. The aim of the study is to systematize and generalize the main methods of scientific research of the Ukraine meat products market in conditions of global competition.

Methods. The study used methods of systematic generalization, comparison, analysis and synthesis, data from the State Statistics Service of Ukraine, scientific publications, regulations, etc.

Results. Scientific research is a process of purposeful research of a certain object, process or phenomenon with the help of scientific principles and methods, which is carried out to establish the laws of its origin and development, as well as to obtain and implement useful results [1].

Characteristic features of scientific research are: the orderliness of the research process, the achievement of a specific defined goal, clearly defined tasks; systematicity, namely orderliness and bringing to the system both the research process and its results; consistent substantiation of the made conclusions and generalizations, strict provability; search for new original ideas to cover the tasks.

There are six main stages of research (Fig. 1). The sequence shown in the diagram is typical for all research work, including the study of the meat market in conditions of global competition.

A method is a way to achieve a goal. It combines subjective and objective aspects of cognition. The method is objective because it allows you to reflect reality and its relationships. At the same time it is subjective as it is an instrument of thought of the researcher and includes its subjective features [4]. Methodology is a system of methodological and methodical principles and techniques, operations and forms of construction of scientific knowledge.

Research of the meat processing market, as a component of the food market, can be carried out using a wide range of parameters depending on the purpose of the study, the amount of available information base, the range of information users, etc.

Theoretical and methodological basis for the study of the meat market in conditions of global competition were general and specific research methods, economic theory, the main provisions of the market economy, scientific developments of domestic scientists on the formation and development of the meat market of Ukraine, state programs of agro-industrial complex, in particular stockbreeding, etc.

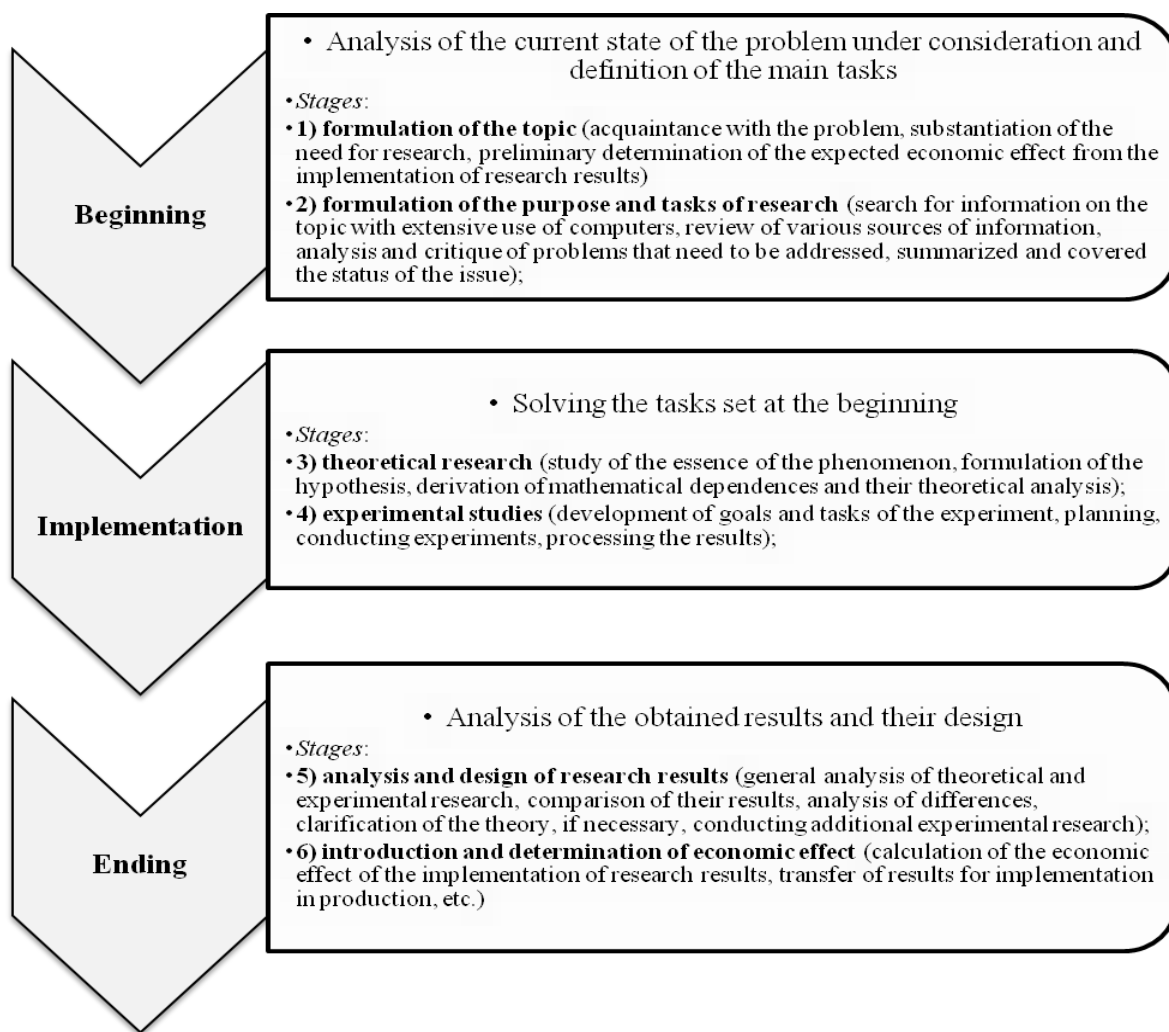


Figure 1. Sequence and stages of research work

Sources: formed by the author using [2, c. 19-21], [3, c. 45–46]

The information base for meat market research is the data of the State Statistics Service of Ukraine, Ministry of Agrarian Policy, Ministry of Economic Development, Ministry of Finance of Ukraine, Laws of Ukraine and other regulations, industry reports of associations of enterprises, annual reports of enterprises, FAO reports, etc.

To ensure a systematic approach to the study of the object of study, in addition to general logical scientific methods operating in all fields of science, to study the meat market are also used specific methods - economic and statistical, linear regression, monographic, abstract, logical, balance, regulatory, economic-mathematical, experimental, sociological survey, etc.

There are three main levels of general logical scientific methods: methods of empirical research, methods of theoretical knowledge and general logical methods and techniques of research. The methods of empirical research include observation, comparison, measurement, experiment, description [4].

Observation is a purposeful study of objects, which is mainly based on the data of the senses (sensations, perceptions, impressions). Knowledge is obtained not only about the external aspects of the object of knowledge, but also about its essential properties. Comparison is a cognitive operation that underlies the inferences about

the similarity or difference of objects (or stages of development of the same object). This method allows you to identify and compare the changes that have occurred with the object of study, to determine trends in its development. Measurement is a set of actions performed with the help of measuring instruments in order to find the numerical value of the measured value in the accepted units of measurement. An experiment is a purposeful and active intervention in the course of the studied process, making appropriate changes to the object or its reproduction in specially created and controlled conditions. In this method it is possible to detect the influence of one factor on another. The experiment has two interrelated functions: experimental testing of hypotheses and theories, as well as the formation of new scientific concepts. Description is a cognitive operation that consists in recording the results of an experiment (observation or experiment) with the help of certain systems of notation accepted in science.

Empirical research methods were actively used at all stages of the study. They are the basis on which all research is based. Almost at any time when using other methods, observations, measurements, comparisons, descriptions and experiments in their various forms are carried out.

Methods of theoretical cognition include formalization, axiomatic method, hypothetical-deductive method and ascent from the abstract to the concrete.

Formalization is the reflection of knowledge in a sign-symbolic form (in the form of formulas). Formalized (artificial) languages are designed for more accurate and clear expression of meanings. The axiomatic method is a method of constructing a scientific theory, in which it is based on some initial positions - axioms, from which all other statements of this theory are derived in a purely logical way, by proof. The hypothetical-deductive method is a method of scientific cognition, the essence of which is to create a system of deductively related hypotheses, from which statements about empirical facts are derived. The ascent from the abstract to the concrete is a method of theoretical research and presentation, which consists in the movement of scientific thought from the original abstraction through successive stages of deepening and expanding knowledge to the result - a holistic reproduction in theory of the object under study [4].

The methods of theoretical cognition in the research were used in the formation of theories and later on the basis of experiments, the use of other scientific methods were confirmed or refuted. The study of the meat products market we have considered is more practical, so the methods of theoretical knowledge were used less than the methods of imperial research or generally logical methods and techniques.

The general logical methods and techniques of research include: analysis, synthesis, abstraction, idealization, generalization, induction, deduction, analogy, modeling, systems approach, probabilistic (statistical) methods.

Analysis is the division of an object into its component parts in order to study them independently. Analysis can act as a mechanical division and determination of the dynamic composition, identifying forms of interaction of the elements of the whole, finding the causes of phenomena, identifying the level of knowledge and its structure, and so on.

Synthesis is the union, real and mental, of different parties, parts of an object into a single whole. In scientific research, one group includes those information that correspond to the main, defining features.

Analysis and synthesis are meaningfully related. Analyzing the phenomenon, decomposing it into components and studying each separately, they should be considered as part of a whole. This means that the analysis must be intertwined with the synthesis, ie to correlate the analyzed part with the whole, to establish its place in this whole, for which it is necessary to investigate the parts in their essence as components of the whole.

Abstraction is a process of mental distraction from a number of properties and relations of the phenomenon under study, with simultaneous selection of properties (first of all, essential, general) that interest the researcher.

Idealization is a mental procedure that involves the creation of abstract (idealized) objects that are actually fundamentally impossible, but are those for which there are prototypes in the real world.

Generalization is the process of formation of general properties and features of objects. The epistemological basis of generalization is the categories of general and individual. The general reflects similar, repetitive features and characteristics that belong to several single phenomena or all objects of this class, and the single - expresses the specificity, originality of this phenomenon (or group of phenomena of the same quality), its difference from others [4].

In the process of cognition, the methods of induction and deduction are inextricably linked. Induction is the leading factor in generalizing empirical material and making a hypothesis. That is, at the initial stage of the study it is necessary to use the inductive method, which involves the collection, systematization and generalization of reliable facts related to practice and involved in the formation and development of the food market, including the meat products market. After that by means of deduction the substantiation of theories, generalizations, economic principles is carried out. Deduction allows you to logically organize experimental data and build a theory based on the logic of their interaction. Deduction helps to complete the study.

An analogy is the establishment of similarities in some properties and relationships between non-identical objects. On the basis of the revealed similarity the corresponding conclusion is made – inference by analogy.

Modeling is a method of studying objects on their models. Forms of modeling are diverse and depend on the use of models and the scope of modeling.

Probabilistic-statistical methods are based on taking into account the action of a plurality of random factors that are characterized by a stable frequency [4].

A systems approach is a set of general scientific methodological principles (requirements), which are based on the consideration of objects as systems. Thus, according to this approach, the meat products market is considered as a holistic system that combines a set of interconnected and interacting elements into a single whole (markets of products from cattle, pork, poultry, sausages, etc) is also a subsystem of the system higher level (food market). The set of interacting elements

and the way they are combined determine the structural construction of the meat products market system.

Thus, we can conclude that for a reliable, accurate and comprehensive study it is necessary to apply different scientific methods and approaches in a complex, because they complement each other and ensure the completeness and logic of the study.

The most effective in terms of assessing the opportunities and reserves of the meat processing market in global competition, in our opinion, are methodological approaches, which include:

- 1) study of the theoretical foundations of the formation and development of the meat products market in conditions of global competition;
- 2) study of the impact of state policy on the operating conditions of the meat market;
- 3) assessment of market conjuncture and its infrastructure
- 4) study of tools for regulating the meat products market;
- 5) analysis of safety and quality of meat products, as well as state mechanisms of their control;
- 6) study of sectoral features of formation and development of the meat products market;
- 7) factor and criterion assessment of the market according to the selected indicators;
- 8) analysis of market capacity and adequacy of food consumption;
- 9) assessment of the export potential of meat market products;
- 10) analysis of competition in the meat products market and the level of competitiveness within the country and abroad.

In order to properly select methods for assessing market conditions and mechanisms for managing the competitiveness of the food industry enterprises, which are individual for each of its industries, it is necessary, first of all, to make a general description of the industry: determine the number of enterprises; describe the products and their characteristics; establish the main relationships of the industry with suppliers of raw materials, consumers of finished products; determine the level of competition and its type; identify key competitors. Based on the information obtained, apply the above general and special research methods, so the most common special methods used to determine the competitiveness of various objects (goods, enterprises, industries) are analytical (methods of differences, ranks, expert evaluation, etc.), index (integrated valuation method, method based on determining product competitiveness, effective competition theory, etc.), graphical (graphs of comparisons, charts, cartograms), matrix (matrix "Boston Consulting Group" (BCG), McKinsey matrix, matrix of competitive advantages M. Porter, SWOT analysis).

Discussion. Based on the above approaches and our own research, a general scheme of meat products market research in the conditions of global competition was developed (Fig. 2).

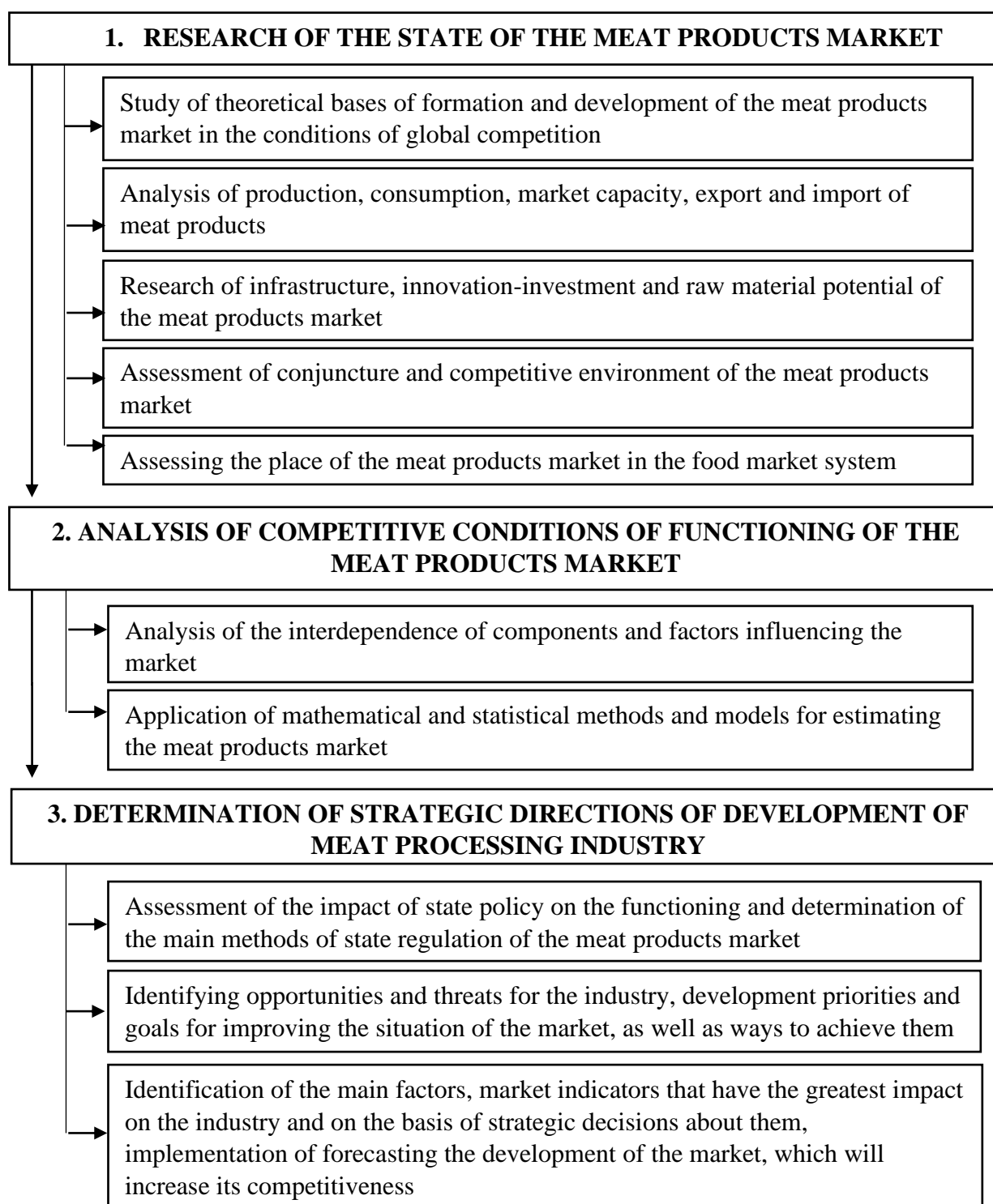


Figure 2. Method of scientific research of the meat products market in conditions of global competition

Sources: formed by the author

Conclusions. Therefore, it can be concluded that in order to obtain correct and comprehensive results of meat products market research in conditions of global competition, it is necessary to apply general and special methods of assessing

competitiveness in the complex and select them according to the specific object under study.

Scientific research should be conducted systematically, in an orderly manner, with the implementation of clearly defined tasks, subject to strict evidence and logic. It must be objective, ensuring the unity of the historical and the logical. Research should be based on a single principle that must be followed throughout the study. All structural parts of the study should be logical, consistent and interconnected. Also, the principle of scientific ethics should be followed, which is to use a system of references to primary sources in order to clearly distinguish between existing scientific achievements in a particular area of research and personal achievements of the author of the study.

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