Adaptation problems of the food market to modern conditions

O A Nezamova and J A Olentsova
Krasnoyarsk State Agrarian University, pr. Mira 90, Krasnoyarsk, 660049, Russia

E-mail: tutor.eng@yandex.ru

Abstract. Issues of providing its population with food are relevant for any state and in any time period. But the situation in the markets is very volatile, because it is influenced by many factors, and therefore it is important to correctly adapt the market to changing market conditions. At present, the situation in the markets in general, and in the food market in particular, is changing very quickly and significantly, so it is necessary to consider adaptation mechanisms for market subjects. Since the food market, in our opinion, is a system of relationships between such entities as producers, consumers of food, government agencies, foreign countries for production, handling, processing, storage, ensuring import supplies and expert operations, providing the population with food in accordance with accepted medical standards, then adaptation measures should be aimed at these groups of subjects. Since the 1990s, there has been a trend of declining food production in our country. The market has been largely filled with imported food, which has gradually led to dependence on foreign producers. Due to the fall in the level of income of the population, and consequently, the demand of the population, it is necessary to prevent a decrease in the provision of food for people. It should also be considered that it is difficult for Russian producers of agricultural products to compete with foreign ones, since their subsidies are much lower. At the moment the problem of insufficient development of the food market infrastructure and weak application of modern marketing technologies also negatively affects.

1. Introduction
The issue of providing the country's population with food is at all times a matter of paramount importance, since it is fundamental in achieving stability in society, improving the health of its members, contributing to the well-being and further development of society.

In the recent past, the food market was under stress due to the sanctions imposed, and barely recovered, received a new shock due to the pandemic, which has a negative impact on the country's economic development. The food market of the country and the region will also feel the influence of a number of negative factors. In order to respond effectively to the current situation, it is necessary to analyze what factors may have an impact on the food market and how to neutralize their negative impact. The food market is a complex, multi-faceted system, in addition to internal factors, it is influenced by factors such as deepening globalization, international competition, restrictions imposed by the WTO (world trade organization), which Russia joined in 2012 [1-3].

Since the situation that has arisen in Russia, as in the whole world, is force majeure, there is a need to develop measures to adapt to changes in the external and internal environment. State measures to support agricultural producers to ensure food security of the country, to increase the synergy effect, should be closely intertwined with the adaptation mechanisms of the food market and contribute to better provision of consumers with food.
2. Purpose of the research

Issues of formation, development and functioning of the food market in our country have always been given great attention. Such scientists as V. D. Goncharov, N. P. Ketova, Yu.B. Kostrova, O. N. Fetyukhina, V. V. Shaikin, O. N. Kusakinv, M. G. Leshcheva, V. I. Nechaev and others worked on this problem. Based on the studied works, we tried to study the state and prospects of development for the food market in the Krasnoyarsk region in the changed situation associated with the coronavirus epidemic. To do this, we identified and analyzed factors of the external and internal environment that have a negative impact on changes in production and sales of agricultural products. We have proposed measures to reduce the negative consequences of these factors and adapt the food market to the changed conditions [4].

The object of the study was a food market in the Krasnoyarsk region. Since it is formed under the influence of the state agrarian policy, it was also the object of research. The subject of the study was the factors that most significantly affect the food market of the Krasnoyarsk region and the possibility of adapting the market to changes in the external and internal environment. When analyzing the current state of the food market, the issues of changing the population’s income level, disruption of logistics links, the withdrawal of some small enterprises from the market, and the more active use of new, more progressive forms of trade should be analyzed [5].

The purpose of the study is to identify the main problems that arise in the market in modern force majeure circumstances. It should be noted that in the food market and before this period, not all problems were solved, they include: the presence of counterfeit products on the market; lack of management and marketing, due to insufficient experience; the presence of a large number of imported products on the market; low level of service in the food and retail industry; insufficient product range; lack of product quality assurance, undeveloped market infrastructure. The forced "holidays" have added problems for both producers of agricultural products and their sellers.

The purpose of the research is to analyze the problems encountered in the market and develop adaptation measures that will help normalize the situation in the shortest possible time.

3. Materials and methods researches

In conducting this study such methods of research as economic-statistical, comparative, analytical were used. We used data from the Ministry of agriculture reporting, materials from scientific conferences, internet resources, materials from periodicals, etc. The main research issues are: analysis of the current state for the food market in the Krasnoyarsk region, analysis of factors that have a negative impact on the market during the period of forced self-isolation, development of measures to help the market adapt to the changed conditions [6-9].

4. Results and discussions

In the period from 2013 to 2018, the state of the food market was quite stable. Despite the introduction of sanctions against Russia, and violations in the food supply system, and various restrictions by the WTO, there was no noticeable shortage in the market. The state's policy of import substitution has produced positive results in food production, although its success in a number of industries has not been so clear [10]. Over the period from 2013 to 2018, the increase in food production for some items was: sugar production increased by 40%, cheese production by 37%, poultry production increased by 36%, cereals by 23%. The share of Russian goods in commodity resources also had a steady growth trend during this period. The share of domestic poultry meat in the period under review increased from 79 to 93%, animal oils from 61 to 69%, and the production of domestic cheese increased from 48 to 70%. In general, the volume of imported food products in the domestic market decreased by 31% and was successfully replaced by Russian-made products. Although, it should be noted that most consumers are of the opinion that the quality of domestic cheese is lower than that of imported [11].

The next question that needs to be considered concerns the factors that affect the market in this situation. Let's look at factors that may have an impact on the food market and measures that can be proposed to mitigate their negative impact on the market.
In our opinion, these factors are:

- A decrease of family income will inevitably lead to a decrease in demand. Already many families have reduced their consumption to buying only the most necessary. This is especially noticeable in such groups as families with children, the disabled and pensioners.
- It is possible that after the epidemic, some small businesses will not be able to return to their activities. For example, the restaurant business will clearly suffer damage. This will be due to a decrease in the level of consumers’ income, as well as some fears of infection.
- A number of small trade enterprises cannot survive the epidemic because of a lack of demand and resources in order to survive during the epidemic.
- Due to the loss of some intermediaries, there may be an imbalance in the logistics infrastructure, which will take time to set up, additional costs, lead to an increase in costs and, as a result, to a further decrease in demand.
- Since the exit from the self-isolation regime will be gradual and some restrictions on movement may remain for quite a long time, problems with the supply of products are inevitable, which will also negatively affect the market.
- Producers of agricultural products due to existing restrictions may not be able to complete all the necessary agricultural work on time, which may affect both the volume of production and its price, which will also create new problems in the food market.
- Being in the self-isolation regime, people were forced to quickly learn new, more progressive forms of trade, many found them very convenient. The food market must respond to these consumer wishes and develop these forms on a larger scale.
- New forms of trade will require the development and improvement of a product promotion system using better marketing technologies.

The decrease in income consumers will inevitably lead to a decline in demand. Currently, the government is discussing a project to help families with children and to pay benefits to people who lost their earnings during the period of self-isolation. However, the amount of expected payments will not significantly change the situation and the trend decrease in demand. This requires a more significant investment. The decline in demand is also negatively affected by excessive crediting of the country’s population, low wages and pensions, high credit rates, and the lack of pensions indexation for working pensioners. But such issues cannot be resolved without developing a system of state support for their citizens. Providing citizens with such support will increase demand and revive the economy.

The regime of forced self-isolation will deal a significant shock to small businesses. For example, catering companies are expected to fall by about 60%. In conditions of self-isolation, businesses such as restaurants, coffee shops, sushi bars, pizzerias could only survive on the delivery of their products, but online waiting and logistics before the epidemic was not sufficiently developed and can not yet provide the necessary efficiency. Falling demand of the population, including for food, leads to the bankruptcy of many small food stores. The state provides measures to support small businesses, but they are clearly insufficient and do not make it possible to change the situation. These measures include: credit holidays, preferential loans, interest-free loans to pay salaries, deferred payments of taxes and insurance fees. The Russian government has allocated 81 billion rubles to help small and medium-sized businesses. The Economist Intelligence Unit forecasts a 2.2% fall in the global economy, while growth was expected to grow by 2.3%, while Russia is forecast to decline by 2%.

During the epidemic, many people tested online purchases and were satisfied with the new form of trading, and it is likely to develop at a fairly rapid pace. At the present time, the coronavirus epidemic has given a powerful impulse to the development of trade via the Internet, which contributes to the accelerated development of progressive marketing technologies. Despite the fact that marketing in Russia is developing at a relatively high rate, some lagging behind developed countries can still be observed. If the gap in the industrial goods market is not so significant, then the gap in the agricultural products market and other agribusiness markets is obvious. Many businesses do not fully utilize
marketing opportunities, and advanced marketing technologies are often not used at all, which significantly reduces their effectiveness and does not allow people to fully meet their immediate needs.

All over the world, marketing technologies such as network marketing are used in marketing, which is based on the formation of chains from independent agents that attract other people, and those, in turn, the following. Managers receive a percentage of the sales for their group’s products. Such networks have proven themselves well in foreign markets, provide a rapid increase in sales and promote employment. In the markets of agricultural products, this form of marketing is practically not used, although for some types of agricultural products it is quite acceptable.

Also, the organization of call centers could provide significant assistance in the implementation of marketing programs. Thanks to this, agribusiness enterprises could also carry out SMS – mailing, using the functions of an auto-informator, so to carry out "voice mailings", which have recently become more popular than printed ones. This will ensure that customers are informed about services, products, various promotions, and special conditions, since they are often not interested in advertising. Mailing lists via the Internet are quick and do not require much time and are targeted, which allows you to get good results and effectively achieve your goal.

It’s necessary not to neglect viral marketing, which is spoken about when people themselves share information among themselves. This can include the spread of rumors that increase the company’s awareness and arouse interest in it. Word of mouth, especially managed, can also be useful if the product is presented as the best, but it is not presented as an advertisement, but as the opinion of a specific consumer who used this product. Various gifts, discounts, and bonuses also have a positive effect on consumers. However, in the markets of agricultural products, this is neglected. Publicity, when an opinion about a product comes from a well-known person (opinion leader), or a specialist in this field, is also practically not used. This technology is quite expensive, but, as the experience of many large firms shows, it pays off quickly [17].

Partisan marketing is implicit in nature. Its essence is that the consumer should not notice that they are forming loyalty to a brand or company. Currently, there is a lot of advertising and the consumer stops reacting, and partisan marketing avoids this problem.

As for product placement, it allows the character to mention the desired product or company during audio broadcasts, or during the broadcast of the series through movie characters to show the product, logo or movie characters can use the product, and the viewer's attention is focused on the product.

The use of cross-marketing can also give good results, especially in a crisis period, but the agro-industrial complex does not use this opportunity either. And this technology allows saving significant funds on product promotion, because promotion is carried out jointly. This is especially effective if businesses have the same target audience and consumers have approximately the same level of income. Sometimes this is a one-time collaboration, but this technology shows itself better in long-term cooperation, when partners carry out common advertising, promote each other and form a common loyalty program. Recently, Internet marketing has become increasingly important. SEO-optimization can well justify itself in the food market and is used in many foreign countries. It is applicable to both wholesale and retail customers. This subspecies of modern marketing technologies, despite its cost, pays off quite quickly because it allows attracting a significant number of Internet users. To do this, the page must occupy the first positions in search engines. Here it’s necessary to carefully approach the preparation of the site, the information must meet the request of consumers, have tangible benefits, have an optimal structure, volume and be attractive to the consumer.

5. Conclusion
The article considers the current state of the food market in the Krasnoyarsk region, analyzes the factors that negatively affect it in the current situation. These factors were the following: changes in the level of population income, disruption of logistics links, exit from the market of some small businesses, including retail and catering companies. We have suggested ways to help mitigate the negative impact of these factors. Attention was also paid to the more active use of new, more progressive forms of trade, which require significant refinement and adaptation to the conditions of this market. Currently, sales
conditions in the crisis market are becoming more stringent. The fall in the exchange rate of the ruble leads to a decrease in the capabilities of buyers and constantly puts them before the choice of which products to give preference to. Traditional marketing techniques are no longer sufficient in these conditions. Marketing should become more diverse, bright, interesting, comfortable, and targeted. Using digital tools makes it possible to increase the targeting of requests, avoid spending on useless audience and consider the characteristics of the individual, its interests and scope of activity. In this regard, special attention should now be paid to the integration of “traditional” marketing methods and promising digital technologies. Since many economists predict a prolonged crisis, the improvement of marketing technologies in the coming years becomes very relevant.

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