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ҚАЗАҚСТАННЫҢ ҚАРЖЫ НАРЫҒЫНДАҒЫ АҚШ ДОЛЛАРЫНЫҢ АҒЫМДАҒЫ ЖАҒДАЙЫ

Андатпа

Бұл мақалада Қазақстанның қаржы нарығындағы АҚШ долларының ағымдағы күйі талдалған. АҚШ доллары халықаралық экономикада ғаламдық валюта болып кетті. Сондықтан осы валюта Қазақстан Республикасының қаржы секторында күшті позицияларды ұстайды.

Мақала 2015-2017 жж. гранттық қаржыландыру зерттеуі 217 "Ғылымды дамыту" бюджеттік бағдарламасы, 102 бағдарламасы "Ғылыми зерттеуді гранттық қаржыландыру" №4766/Ф4 Қазақстан аймақтарының ауылдық тұрғындардың өмір сүру деңгейін олардың экономикалық дамуына байланысты негіздеу: индикаторларды ғылыми зерттеу және әлеуметтік стандарттарды енгізу» жобасы бойынша дайындалды, тіркеу №0115PK01912.

Кілт сөздер: қаржы нарығы, Қазақстан, америка доллары, айырбас бағамы, валюта.

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ТЕКУЩЕЕ СОСТОЯНИЕ АМЕРИКАНСКОГО ДОЛЛАРА НА ФИНАНСОВОМ РЫНКЕ КАЗАХСТАНА

Аннотация

Данная статья анализирует текущее состояние Американского доллара на финансовом рынке Казахстана. Американский доллар стал глобальной валютой в международной экономике. Поэтому данная валюта удерживает сильные позиции в финансовом секторе Республики Казахстана

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Ключевые слова: финансовый рынок, Казахстан, американский доллар, обменный курс, валюта.

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PRODUCTION AND SALES MANAGEMENT OF VEGETABLE PRODUCTS (THE CASE STUDY OF ALMATY PROVINCE)

Annotation

The article analyses what factors lie behind the success of for the sales of vegetable products. Moreover, recommendations for improving production and sales practices in Almaty province are defined.

Keywords: vegetable products, production management, sales management, Almaty province, food industry of Kazakhstan.

The human needs may define the shape of the business environment [1]. The consumer needs are among the most powerful factors that may determine which enterprises survive and continue to operate [2]. The main reason for that is that needs form and shape the consumer demand [3]. As a result, demand of the consumers creates the growth potentials for any enterprise which is willing to satisfy them [4].

There are several theories that raise the question whether all human needs have equal priority [5]. For instance, the theory by Maslow states that the needs of humans may have the certain hierarchical order [6]. In addition, his theory defines that the human needs at the higher levels can not be satisfied if there is any need not fulfilled at the lower levels [7]. The main reason for that is any need at the bottom of Maslow's hierarchical triangle has higher priority compared to those on the top [8]. Eating is located in the bottom of Maslow's triangle for hierarchy of needs, and without dealing with hunger and other issues preventing from proper eating survival is impossible [9]. Therefore, consuming food products has become one of the daily routines in the human life [10].

Food is the social demand which creates opportunity for any firm which can supply it to the society in the way it demands [11]. Moreover, the choice preferences of consumers are among factors that determine what the food market demands [12]. In addition, different researchers as Fletcher (1987) have raised the question whether the generalised model for consumers that each of them follow can be generated [13]. The Engel-Kollat-Blackwell (EKB) model is one of the widely used models [14]. This model is shown by the figure below.



Figure 1 - EKB Consumer Decision Process Model

Source: Blackwell, R.D., Miniard, P.W. and Engel, J.F. (2006) *Consumer Behaviour 10th edition*. Mason (OH): Thomson.

The figure above shows that search for information plays the significant role in the pre-purchase behaviour patter. However, there is no government funded agency that may provide open-access full information about all available vegetable products in Almaty province. Moreover, despite big enterprises having their own web site a consumer does not have full access to the adequate information due to the absence of the centralised database.

The enhanced model of Engel-Kollat-Blackwell (EKB) model.

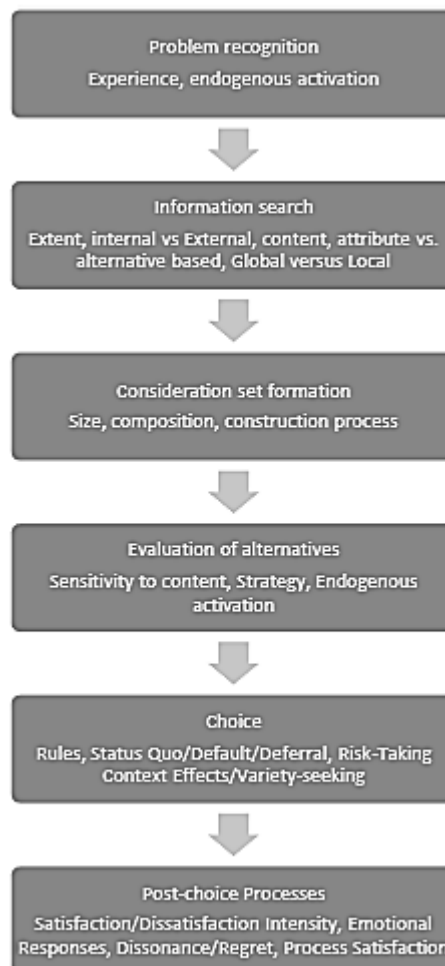


Figure 2 – Stylised version of Engel-Kollat-Blackwell (EKB) model

Source - Tuan-Pham, M. & Higgins, E.T. (2005) *Promotion and prevention in consumer decision making - the state of the art and theoretical propositions (Chapter 2) in Ratneshwar, S. and Mick, D.G. (2005) Inside Consumption – Consumer motives, goals and desires*. Abingdon and NY: Routledge.

The figure above shows that the post-choice process plays the significant role in forming the future of the consumer decision making. However, there is no particular widely used web site where consumers in Almaty province can review vegetable products they bought and define which companies have good reputation. Therefore, the element of uncertainty has impact on vegetable product market in Almaty province.

The figure below defines more in depth how consumers' buying behaviour may function.

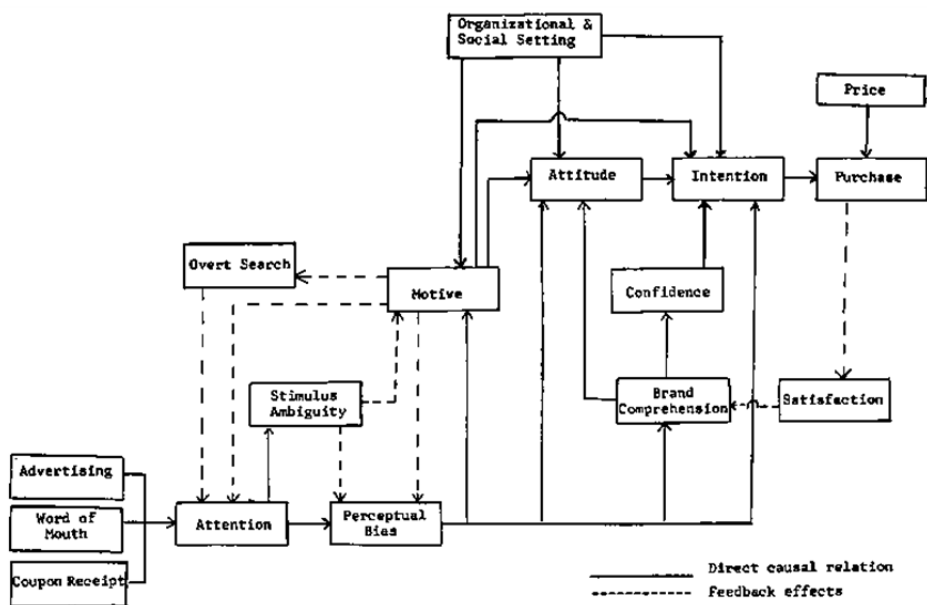


Figure 3 – The conceptual model of Howard-Sheth of buying behaviour

Source- Farley, J., & Ring, L. (1970) An Empirical Test of Howard-Sheth Model of Buyer Behaviour. *Journal of Marketing Research*, 7 (4), pp. 427-438.

The figure above defines several factors that underline the process of purchase. However, there are only two factors that are on the end notes before customer pays: price and intention. Therefore, it is important for any organisation willing to sell or produce vegetable products not only cut prices but also make customers to recognize your brand, earn their confidence in your products or services as well as make them to relate good intentions with your organisation.

The relationship sequence which leads from past experience towards future intention is defined by the figure below.

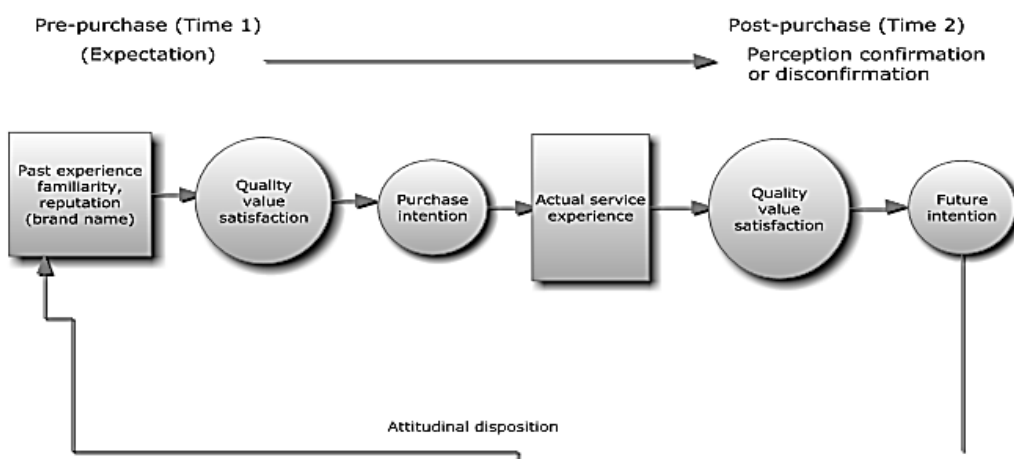


Figure 4 – A simplified pre- and post- purchase decision making model

Source – Oh, H. (2000) Diners' Perceptions of Quality, Value, and Satisfaction: A Practical Viewpoint. *Cornell Hotel and Restaurant Administration Quarterly*, 41 (3), pp. 58-66.

The figure above shows that past experience is the key factor in forming attitudinal disposition. Therefore, the following strategy defined below can be recommended for enterprises willing to sell vegetable products.

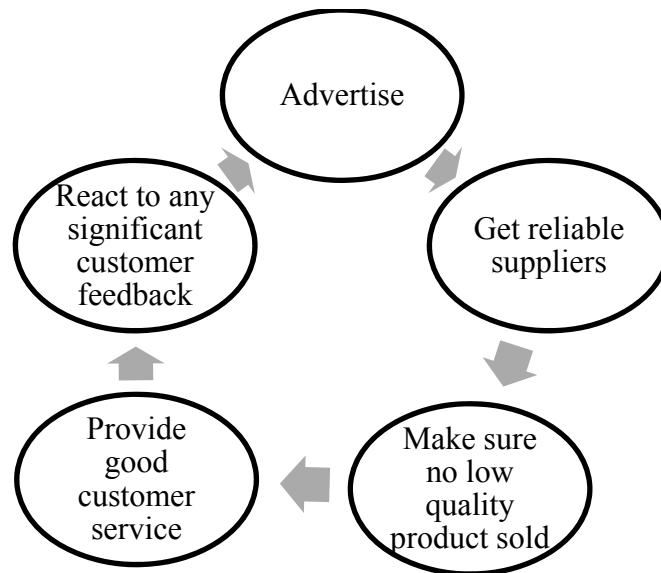


Figure 5 – Recommendations for any enterprises that would like to sell vegetable products in Almaty province

The figure above shows that finding reliable suppliers that provide good quality products has the significance for the sales chain. However, the survey made for this research shows different attitude of consumers towards local producers.

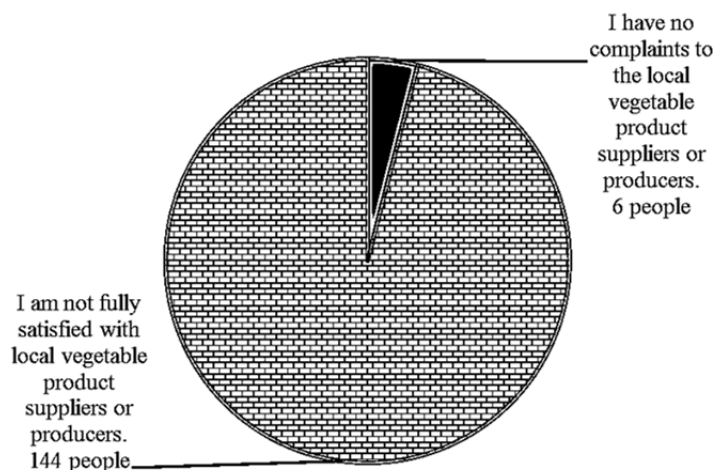


Figure 6 – Survey results of 150 people whether they are satisfied with local suppliers or producers in Almaty province

The hypothesis test can be constructed based on the figure above:

H_0 : Local producers and suppliers in Almaty province for vegetable products have drawbacks that have significance for the consumer community to make them upset.

H₁: Local producers and suppliers in Almaty province for vegetable products have no drawbacks that have no significance for the customer community to make them unhappy.

The nature of hypothesis test is two-tailed due because the alternative test (H₁) does not include testing if one indicator is bigger or less than another one. Moreover, 95% confidence interval is taken while testing if the hypothesis test is done through applying p-value approach. Figure 6 shows that 96% of the survey participants think that local suppliers and producers have the significant drawbacks. The p-value ($p = 0.96$) is higher than the probability of the critical region ($\alpha = 0.05$) at 5% willingness to make Type I error:

$$p > \alpha \leftrightarrow 0.94 > 0.5 \quad (1)$$

Therefore, we cannot reject the null hypothesis in favour of the alternative hypothesis at 95% significance level. As a result, elements of the production and supply chain of vegetable products in Almaty province may need to improve further in order to improve customer satisfaction. The figure below shows the list of possible actions that producers can take to improve market performance.

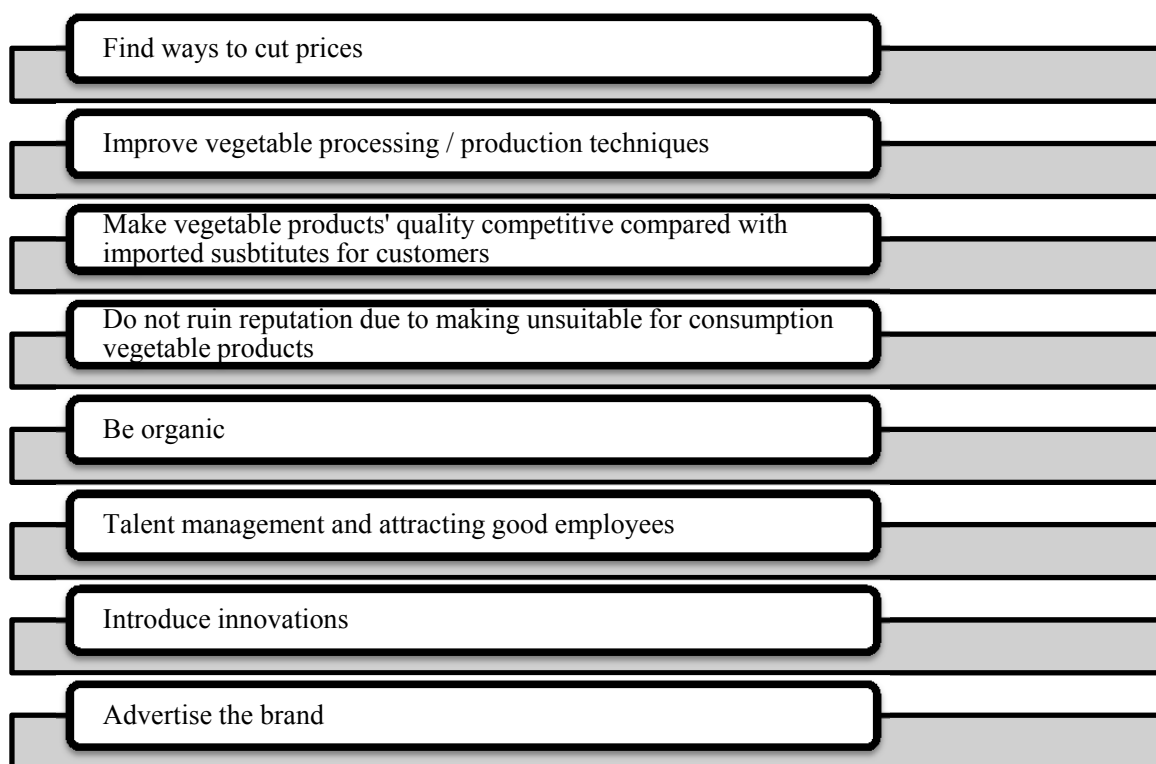


Figure 7 – Recommendations for vegetable product manufacturers and producers in Almaty province.

The figure above shows that improving processing and production techniques is one of the ways to gain more customer satisfaction. Therefore, the government subsidies towards renewing the factory machinery for manufacturers and creating free courses for the local farmers where they can be taught the experience of leading countries in agriculture may build the foundation towards improvement of the vegetable production sector.

In conclusion, sellers of vegetable products, e.g. supermarkets, may not improve customer satisfaction despite whatever efforts they make without producers improving nutritional value, quality, competitiveness of price towards substitutes, size of portions, production and manufacturing techniques.

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УПРАВЛЕНИЕ ПРОИЗВОДСТВОМ И ПРОДАЖЕЙ ОВОЩНОЙ ПРОДУКЦИИ (НА ПРИМЕРЕ АЛМАТИНСКОЙ ОБЛАСТИ)

Annotation

Даная статья анализирует факторы, которые лежат в основе успеха для продаж овощных продуктов. Вдобавок приведены рекомендации для улучшения производственных и торговых практик в Алматинской области.

Ключевые слова: овощные продукты, управление производством, управление продажами, Алматинская область, пищевая отрасль Казахстана.

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КӨКӨНІС ӨНІМДЕРІНІҢ ӨНДІРУІНІҢ ЖӘНЕ САУДА-САТТЫҒЫН БАСҚАРУ (АЛМАТЫ ОБЛЫСЫ МЫСАЛЫНДА)

Аннотация

Бұл мақала көкөніс өнімдерін сату табысының негізінде жататын факторларды талдайды. Оның үстіне Алматы облысында өндіру және сауда-саттық іс-тәжірибелерді артыратын ұсыныстар келтірілген.