

## Methods of agricultural machinery market regulation

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### Abstract

© Medwell Journals, 2015. This study deals with the influence of information on the level of development of the agricultural machinery market. Today the market of agricultural equipment has a large number of equipment manufacturers both Russian and Foreign, each of them struggling for buyers who have the ability to purchase equipment both for their own and borrowed funds. Therefore, every buyer must have full information about prices, quality and analogues. Plenty of farmers receive information from the Internet or media advertising. This information is presented on behalf of the producers and does not have data on the negative aspects of the products or services while rural producers do not have alternative sources for other data. Here were studied the methods of data collection. The scheme of information communication between the producing enterprises and consumers of technology markets is given below. Information support includes the following basic elements: the sender of information; the message; The channel of information; the recipient of information, able to get a feedback from the sender. In this regard, it would be appropriate to create a separate direction in the activities of Information and Consultancy Services (ICS) to assist in the creation of wholesale markets of engineering. ICS will need to have information on the sales markets of the new and secondary machinery should form the demands of consumers and have a list of requirements of domestic and international standards as well as the requirements of the latest developments in the field provided in the patents also have to know about the developments in the field of quality and the most powerful competitors should have the data obtained under normal operating conditions taking into account the differences of the climate. Here are examined possible problems in the activities of ICS which are surmountable. All this shows the urgent need for the implementation of the synthesis and processing of information on the agricultural machinery market within the ICS which will increase the efficiency of information management system and a number of enterprises in the framework of the institutional mechanism.

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### Keywords

Communication channels, Information, Information and consultancy service, Market of agricultural equipment, New machinery, Secondary market of machinery