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THE IMPACT OF THE AGRICULTURAL TRADE LIBERALIZATION ON THE ELEMENTS OF THE MARKETING MIX OF FRUIT AND VEGETABLES IN BIH

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Abstract: In this paper, we analyzed in detail elements of the marketing mix of fruit and vegetables, therefore this product, price, distribution, promotion and people in Bosnia and Herzegovina, after seven years of liberal market within CEFTA. Each element of the marketing mix is analyzed for the most important vegetable species (cabbage, onions, peppers, tomatoes) and fruit species (apple, pear, plum). The analyzed elements of the marketing mix are compared with the characteristics of the elements of the marketing mix before integration BiH in CEFTA and people monitor the achieved level of competitiveness of fruit and vegetable producers in BiH.

Keywords*:* agricultural trade liberalization, fruit, vegetables, producers, marketing mix, CEFTA, competitiveness

INTRODUCTION

Agricultural production and especially fruit and vegetables production in BiH from 1995. year to this date, is characterized by large fluctuations of the price of agricultural products and investing opportunities, from the fact that fruit and vegetables are too expensive, the most expensive in the region to a situation that it is worthless and that generally it cannot find a buyer, and that the producers forced to throw fruit and vegetables or sold far below production cost. Case of high price volatility and lack of fruit and vegetables investments in Bosnia and Herzegovina cause poor business performance and revenue producers of fruits and vegetables and as a result there is inability of the production cycle to renewal his own income, and there are also producers of fruit and vegetables, borrowing expensive loans. Bosnia and Herzegovina in November 2007

approaches to the CEFTA Agreement which further liberalizes agricultural markets with seven members, including Serbia, Croatia, Montenegro, Macedonia, Moldova, UNMIK Kosovo. One of the goals of joining the liberal market was to increase the competitiveness of the agricultural producers of Bosnia and Herzegovina. The signing of CEFTA agreement have caused great controversy in society and opposing opinions of some participants in the public debate. The public debate in the media have totally opposing views, so for example, representatives of some farmers' associations say that the CEFTA agreement is guilty of the weak position of farmers while some government representatives are of the opinion that the agreement CEFTA is useful for farmers in BiH.

There is a research question, in what way 7 years of old liberal market with members of CEFTA's had the impact on the marketing mix (product, price, distribution, promotion and people) of fruit and vegetables producers in Bosnia and Herzegovina, which opens up the question whether the market liberalization brought fruit and vegetable producers in BiH desired increase of competitiveness through the development of marketing mix elements. The research methodology applied in this work, is to obtain more complete information basis for drawing conclusions. Research methods use research techniques with the aim of better understanding the impact of trade liberalization caused by the CEFTA agreement on the elements of the marketing mix of fruit and vegetables. The intention was to gather as much information in order to explain the relationship of the fruit and vegetables producers to the marketing mix elements and observations, motivation, awareness of the importance of systematic approach, decision-making, attitudes and knowledge about the product, price, distribution, promotion and people. The research combines different methods and techniques and in-depth qualitative interview and focus on group of food producers in BiH. The survey included a variety of fruit and vegetables that are selected according to the economic importance of fruit and vegetable producers in BiH. A sample of the fruit and vegetables was chosen by the method of deliberate pattern and those are the advanced producers of fruits and vegetables, permanently oriented to build their business future in fruit and vegetables production.

Results of the qualitative research techniques in-depth interview with the producers of fruit and vegetables, indicate that the impact of further liberalization of the market in fruit and vegetables with CEFTA agreement is complex and that we cannot generalize the impact of the agreement on the elements of the marketing mix but he undoubtedly improved some elements such as people or certain parts of the product elements, some elements it compounded for example distribution, while certain elements it did not, such as promotion, while the impact on the price element of the marketing mix is yet complex and depends on the weather conditions in the region or specific agreements on free trade with Russia by individual members of the CEFTA agreement, the example of Serbia.

Based on this above, the paper gives the conclusions and describes the elements of the marketing mix based on the analysis and understanding of the business activities of the fruit and vegetables producers in Lijevče and Potkozarje that may be useful in designing programs to support the fruit and vegetables producers as for the government institutions also for the private sector manufacturers and purchasers with an aim of strengthening the competitiveness of food producers in BiH through a better understanding of the elements of the marketing mix, identifying weaknesses and continuing work on the development and improvement of marketing mix fruit and vegetable producers in Bosnia and Herzegovina.

1. LITERATURE REVIEW

Professor Neil Boroden 1953., in his addressing to the American Marketing Association (AMA), the first time used the term "marketing mix" as the allocation of effort, combination, design and integration of marketing elements of a program or "mix" to be based on an assessment of market power, it is the best to achieve the goals of the company given time, and Professor McCarthy performed the classification of the marketing mix so "4P": Product (product), cost (price), place or distribution (place) and promotion (promotion) on the basis of clear criteria, basic marketing functions and goals whose implementation can meet the requirements to obtain exchange (Vasiljev, 2005).

To this date, there is solid level of the agreement in the literature that managing elements or marketing mix represent the key of marketing activities, important area of decision-making and also the most important aspect of the implementation of the marketing concept (eg, Jobber, Fahy, 2006). Many authors added to this classification some "new" instrument in order to achieve optimal combination of marketing mix. The efficient programming of marketing mix elements in the realization of the objectives of the fruit and vegetables in Bosnia and Herzegovina depend on two dominant factors, namely: the human potential of the fruit and vegetables producers and their financial power (the power). In this study, the impact of trade liberalization on the elements of the marketing mix fruits and vegetables are the subject of research producers as well as economic entities and their inner limits, of which the central limit human factors, it is natural to have four elements of the marketing mix and spread to the fifth element of the marketing mix and a man to achieve the research goals.

Of special interest are studies from the aspect of the vision about the importance of successful marketing and marketing challenges in a changing and dynamic world of globalization and liberalization by American authors (Lyng, Wilson,

1988). Marketing with the instruments of the marketing mix is one of the key success factors and major producers of the producers of fruits and vegetables and is a subject of special interest to researchers in the west (eg. Bills in 2000, Hall, Lloyd, Renee Nelson, Tilly, 2005).

Marketing in the fruit and vegetables production is consider particularly important in the Western Balkans region, so that we have an analysis in the study of the application of marketing in agriculture with special focus on the specifics of agricultural manufacture of the products that condition and a specific approach of the instruments of marketing mix (Božidarević, 2002 Vlahović, 2011). In the Western Balkan countries joining the free trade zone is analyzed from the point of view of trade, import, export, structure commodity, the exchange value of actual deficits or surpluses in trade and other important economic indicators (eg. Nikolić, Jovanović, Todorović, 2011), and specific legal details of the agreement such as the use of rules of origin of goods (eg. Bogićević,2007).

The impact of the accession of Bosnia and Herzegovina liberal market with CEFTA members mostly have been analyzed in terms of quantitative indicators based on official statistical data from the relevant institutions, such as "Statistical Bureau" Bosnia and Herzegovina "Foreign Trade Chamber" of Bosnia and Herzegovina as well as a product distribution within CEFTA or data "Indirect Taxation" of Bosnia and Herzegovina, including export and import of goods by customs procedures (eg. Cejvanovic, and the other, 2009). Particularly noteworthy is the comparative analysis of the real competitiveness of the BH economy compared to the cluster of CEFTA, which includes a comparison of the various criteria (Domazet, Resić, Domljan, 2009). On the other side, the elements of the marketing mix and product pricing, distribution, promotion, people in agricultural production in Western scientific literature, are the main elements in the study of competition and the impact of liberalization on the agricultural producers of fruits and vegetables. The literature review revealed a lack of qualitative and quantitative research of marketing mix fruit and vegetable producers in Bosnia and Herzegovina so that there are not enough scientific information in the context and impact of trade liberalization on the history of the fruit and vegetables such as when they started in manufacturing, where they were located, what was the trend in the past, such as the relative position in their industry, what is the situation in terms of economic efficiency, such as the personnel structure, what is the current financial situation, which are essential characteristics of marketing mix fruits and vegetables manufacturers in Bosnia and Herzegovina.

2. RESEARCH METHODOLOGY

2.1. The aim of the research and research questions.

In order to create a more complete information base on the elements of the marketing mix in the fruit and vegetable production in Bosnia and Herzegovina and the changes that have occurred in the process of liberalization of the agricultural product admission to the free trade zone within the CEFTA member states. General question about the fruit and vegetables in Bosnia and Herzegovina is which level of competition they have, a goal that we set in the study is realized through the answer to the question, what is the impact of the liberalization of agricultural markets in the marketing mix elements of fruit and vegetables, and it is intended to detect and understand the most important characteristics of the elements of the marketing mix of fruits and vegetables and products, pricing, distribution, promotion and people as well as the main reasons and barriers in the process of modernization of the marketing mix elements and their quality combining in order to lift competitiveness. To achieve the research objectives that we set like this, we started from the following groups of research questions:

1. What are the main characteristics of the products (fruits and vegetables)? The discovery and understanding of the main characteristics of fruit and vegetables starts with the technological process applied by farmers of fruits and vegetables through the types of inputs and resources of supplying, level of technology, product features, product packaging, product quality, marking and labeling products.
2. What are the main characteristics of the price of fruit and vegetables? The discovery and understanding of the main features of the prices of fruit and vegetables starts from the way of forming prices, price volatility, the level of costs, the cost of raw materials, payment terms.
3. What are the main characteristics of the distribution of fruit and vegetables? The discovery and understanding of the main features of the distribution of fruits and vegetables questions are designed to obtain information basis of existing distribution channels, the width and length of distribution channels, speed and level of trade costs, distribution costs, distribution connections with other products, the joint distribution of the association, the type and modes of transport.
4. What are the main characteristics of the promotion of fruit and vegetables? In the discovery and understanding of the main features of the promotion of fruit and vegetable questions were designed to obtain information base on the ways of personal selling, advertising presence, the presence of the publicity, media relations, resources located in the promotion.

5. What are the main characteristics of the people involved in production fruits and vegetables? In the discovery and understanding of the main characteristics of the people involved in the production of fruits and vegetables questions are designed to obtain information base on the history of production, location, natural resources, the level of knowledge of production technologies, how to get the information that is important for the competitiveness of producers, financial situation of the fruit and vegetables.

3. THE RESEARCH TECHNIQUE

In the study of the effect of liberalization of the market in fruit and vegetables in Bosnia and Herzegovina, qualitative research has been applied on the elements of the marketing mix. Qualitative research prior to quantitative research in order first to gather sufficient information about the elements of the marketing mix and further verification of this information on a representative sample implies further research with quantitative methods (Creswell, 2003). A presentation of the research in this paper is based on findings obtained in qualitative research techniques using in-depth interviews. As an instrument a structured questionnaire was used, that included a list of questions, mostly open-ended and investigative issues that could go deeper into the essence of the problem (Božidarević, 2009).

Questionnaire respondents were given in a free conversation between the interviewer and qualified selected subjects, collecting data and communicating with respondents was carried out on the holdings and where they carry out the production of fruits and vegetables. In-depth interview was held in Lijevče field and Potkozarje as the most important region for the production of fruits and vegetables in Bosnia and Herzegovina. The study included a total of 20 examinees from the population of agricultural producers of fruits and vegetables because the goal of this research is not to be representative for the population, but their crucial significance is the right amount of information they provide about the research problem. Respondents were selected using a deliberate pattern. Deliberate pattern of methods that are not based on probability is chosen because we believe that respondents who were included in the sample represent the future of fruit and vegetables in Bosnia and Herzegovina and that they are sufficiently representative of the fruit and vegetables producers that can survive in the upcoming liberalization of the market for agricultural products in united Europe. Examinees and agriculture producers were selected based on criteria that deal with land size and with 10 to 20 ha belong to the medium-sized manufacturers in Bosnia and Herzegovina, are the most vital part of farmers, then the availability of machinery, the criterion was to have modern machinery, systems irrigation, the desire to provide quality information on your business.

In general, to the participants in-depth interview questions were not tough, well they everything have understood and were glad to give detailed answers about the motives, methods thinking, decision-making and its business activities. Respondents were open and communicative, and the sub-questions posed by interviewers came to the high-quality answers and information about the elements of the marketing mix and product pricing, distribution, promotion and people. The hardest and most complex part of the interview that took a lot of patience, and knowledge of sub-questions manufacturer of motor fruits and vegetables is to discover historical perspective of the development of marketing mix and understand the difference compared to the present situation and characteristics of the elements of the marketing mix. To this complex require intent research greatly helped the qualified poll, which in last 15 years is working with the same producers in the development and application of new technologies.

4. RESULTS AND DISCUSSION

Questionnaire with a list of questions which was used in-depth interviews with the producers of fruits and vegetables included a series of questions that were related to the elements of the marketing mix:

1. What are the main characteristics of the products (fruits and vegetables); Responses and observations of the fruit and vegetables producers:

    - Applied technology:

Fruit and vegetable producers are using highly advanced production technology, which is reflected and manifested primarily in vegetable producers in the presence of hybrid vegetables, which are present in 90% of cases. Hybrids vegetables which are most used, are the world's most famous seed houses from European, to American and Asian (Syngenta Bejo Rear, Rear Enza, Nunhems, Close, Taky, Sakata). Introduction of new hybrid vegetables is quite fast and it is provided by companies which are authorized dealers of world seed-which often organize field days on which vegetable producers can see the results in a hybrid local ecological conditions and choose a hybrid for their production area. Selection of hybrids is based on potential yield, earliness, size of fruits, fruit shape, fruit color, resistance to major diseases and pests, the required technology. In addition to using the most advanced hybrid vegetable exceptional high technological level and suggests the use of advanced irrigation systems such as drip and use the material for mulching. The high technological level proves the high share of greenhouse vegetable production that was on the rise and offers vegetable is good quality with lower use of agrochemicals that customers particularly value. Mechanization is also very good because there are new old tractors 3 to 5 years, sowing packers, seedling planters, irrigation systems.

- Types of inputs:

Inputs used are pesticides, fertilizers, plastic film originating from reputable manufacturer with Western guarantees of quality which are used in the EU and to producers from China, India, which are generally of dubious quality without supporting documentation of product quality but cheaper by 50 %. An interesting response from the producer of vegetable that the selection of raw materials depends on the market situation with the prices of vegetables so that when they sell vegetables at a higher entrance fee and buy expensive inputs and when it's cheap vegetables and then buy cheaper inputs of dubious quality though all respondents agree that without quality inputs there is no quality of the final product of vegetables.

- Sourcing of inputs:

Source of input supplies are private companies for trading raw materials that were developed in the last 20 years on the raw materials market in agriculture. Distribution companies of inputs are provided with agronomic professional services as a legal requirement in BiH which provides quality information on inputs appliance. The market is well supplied with inputs but all manufacturers show continued steady growth in input prices on an annual basis that is not accompanied by a continuous rise in prices of vegetables so that they feel that every year more and more expensive raw materials they purchased and cheaper they sell their products.

- Product quality:

When answering questions about the quality of products, people primarily focus on size, shape and color of products, because these are the most important criteria when selling. There is a very strong awareness of the importance of product quality and they are unanimous that the quality of vegetables, to a large extent, determines the price and speed of sale, as well as the continuity in the sale, so that the quality is especially important because it provides selling when the market is saturated and when the price falls so rapidly that it becomes very important to sell as soon as possible. For quality products they cope with the applied technology and inputs but on questions of providing additional quality by changing manufacturing systems from conventional to integrated or organic production or functional food, they have little knowledge and answer that they were not aware of these possibilities improvements quality.

- Product packing:

The product packing is classic in mesh bags from 5 kg to 20 kg, wooden crates from 10 kg up to 15 kg, and bulk depending on the demands of customers. Especially suited to hygienic negative aspect of the package is packaging the great deal of products in used wrapping material, cardboard or wood that is easy to purchase in the markets and that is cheaper by up to 50% from the new

packaging. None of the respondents did not accept special packaging that would differentiate it from the competition in the market, and to the questions about the package generally they conform that the packaging are packaged with uniform size, shape and color. They do not have special packaging machines but all are done by hand in garages and they do not have coolers where the buyer could wait a few days for vegetables.

- Product marking:

When asked about the marking or labeling of products during selling, none of the respondents had a positive response, that simply does not work like that. Vegetable producers believe that it would increase the cost of their product and that they would not have brought benefits through the identification of the product in the market and attract new customers.

2. What are the main characteristics of the price of fruit and vegetables; Responses and observations of the producers of fruit and vegetables:

- Method of creation:

Question about the prices of fruit and vegetables has caused big excitement and great emotion and producers are unanimous that vegetable prices should have stagnated or at best have large seasonal fluctuations which are natural and also by the year as a result of uncontrolled production without a contract with well-known buyer and in a year it can bring extra profit and in the second year loss and the inability to return funds invested in production. As the production is expensive and requires major investment, this uncertainty has been designated as one of the major problems in the production of vegetables.

- Prices of raw materials:

Unlike the prices of fruits and vegetables and significantly fluctuates seasonally and per year, the price of the main raw materials of hybrid, pesticides, mineral fertilizers, plastic sheeting with continued growth each year, makes production more and more expensive and uncertain.

- The terms of payment:

Very interesting observation is presented with which all respondents agree that the terms of payment of their products depend on the type of buyer. So supermarkets are paying in terms of 60 days to 180 days depending on the individual and their personal relationships with service charges, while existing companies pay for the purchase of 30 days to 180 days depending on the market situation and the need for certain commodities such as solvent point interlopers who pay immediately by taking goods to market or farm where vegetables is produced.

3. What are the main characteristics of the distribution of fruit and vegetables; Responses and observations of the fruit and vegetables:

- Channels of distribution:

As customers in the distribution channels fruit and vomiting occurs to several different companies and supermarkets from 5% to 10% of products purchased, then the company for the purchase of 10% to 20% of products purchased and middlemen 70% to 85% of products purchased. As a direct sales channel or selling directly to the customer, the question why the manufacturers do not have time to fit in addition to dealing with the production and sale, is not present in the fruit and vegetables producers. When asked about the leading position within the channel and the power of producers it is said that the power fluctuates depending on the needs of a free product and that it is moving moment when the producers of the goods are in deficit or purchasers when the goods are in surplus. There is also a co-operation within the channel when customers ordered a particular product and when producer manufactures for well-known customer without the written agreement. Manufacturers emphasis a bad relationship with the participants in the distribution channels of the supermarket and retail businesses and good relationships with dealers. Manufacturers also draw attention from the attempt to establish their own channel distribution through cooperatives to purchase agricultural products, but that the cooperative after couple of years, collapsed due to mismanagement.

- Length of distribution channels:

Given the length of the channel the dominant one is a long distribution channel in 70% of cases, with the following participants of manufacturer - wholesale - retail stores - the consumer; while short sales channel is present in 30% of the participants manufacturer - retail - consumer;

- Connection with the distribution of other products:

The joint distribution: Vegetable producers often transport with neighbours certain products to customers while fruit producers transport their products individually and separately.

- Type and way of transport:

Most of vegetable producers has its own transport and it is ready to respond to customer' requests for delivery of products while most of the fruit producers do not have their own transport and engage the services of transportation companies or products for selling to customers with transportation.

- Distribution costs:

Like most manufacturers' distribution, cost of goods are biggest in the wholesale markets, then there is a sale of goods in supermarkets and commercial enterprises and the cheapest delivery system product are sales middlemen who in most cases take the goods at the farm sellers.

4. What are the main characteristics of the promotion of fruit and vegetables; Responses and observations of the fruit and vegetables producers:

- Personal selling:

All manufacturers are engaged in some form of personal selling in the dominant way passive and active. Passive is when you are doing on your property and when visiting customers or actively going to the big cities, consumers of agricultural products with samples and inform interested customers about the quality of the product, product packaging, method of manufacture, method of delivery, prices are up even with fruit and vegetables, that at the time of the ripening products bring customers to their farms and organize joint meetings, inspection of crops and products as well as the contract for the sale which we think was a very prosperous relationship with our customers and creating long-term quality relationships.

- Propaganda:

Within the fruit and vegetables producers there were no observed activity of advertising.

- Sales promotion:

Of all the actions that are available to producers, when it comes to improving sales, are only present lower product prices and thez prolong the due date when the cases have stalls selling due to oversupply given prodact.

- Publicity:

There were no activities that result in publicity by the manufacturer as the manufacturer of vegetable fruits are registered association activities on the disclosure of certain information relevant for fruit and which creates publicity and were followed by the media as the food is always an attractive subject for the media.

- Media:

Neither the manufacturer nor the manufacturer of fruit vomiting are not registered plan dealing with the media but with the difference that the fruit can have the association of fruit that has some relationship with the media.

- Assets located in promotion:

Assets that are non-existent in the promotion and located the answers do not have enough finance to promote.

5. What are the main characteristics of the people involved in production of fruits and vegetables; Responses and observations of the fruit and vegetables:

- Tradition in production:

Vegetable producers have a long tradition of that in 70% of cases extends to three generations in the same household as the production of the manufacturer of the fruit also present tradition but only one or two generations and fruit producers are the first steps in the production achieved in the plantations which were established before 50 years.

- Location and nature's resources:

Vegetable producers in the sample are located in the area Lijevče, characterized by excellent conditions for the production of vegetables, especially extremely fertile soil and irrigation water while fruit producers located in Potkozarje land has poor quality and little source of irrigation water to the the limiting factors.

- Knowledge:

Fruit and vegetable producers are well educated, regularly go to lectures once a year go to the professional excursions in advanced production areas and are in constant communication with experts in the field of their interest.

- Way to get the information:

The information comes mainly through agronomists who work for large companies produced 70% and over 10% of the agricultural institute or 5% of the agricultural college and the internet 15%.

- Financial situation:

Manufacturers are throwing the state machinery that is newer and answers to questions that you are taking loans for capital investment certainly financially stable than that of the fruit all the older machinery, credit and charge for capital investment using short-term loans or loans from suppliers of raw materials. Limitations of the research is related to the pattern typical for all qualitative research. Sample size and selection of respondents indicate that the research results cannot be quantified or considered representative of the entire population of fruit and vegetable producers in BiH. This was not the primary goal of the research, but the goal was to determine the changes in the marketing mix elements of fruits and vegetables in advanced producers of fruits and vegetables. Another limitation of the research is very important and that is to change the elements of the marketing mix that we cannot strictly link to trade liberalization regardless of parallel conduct since 2007 and 2008 when the global economic crisis was created and that is certainly in addition to trade liberalization, have affected some of the elements of the marketing mix.

5. CONCLUSIONS AND RECOMMENDATIONS FOR FURTHER RESEARCH

Based on 20 in-depth interviews in BiH, with implemented research instrument structured questionnaire, in the population of the fruit and vegetables in the region Lijevče and Potkozarje we can conclude:

1. What are the main characteristics of the products (fruits and vegetables);
   - Applied technology: a significantly intensified in all observed segments;
   - Types of inputs: the intensified partly because from the perspective of quality used and inputs of dubious quality;
   - Source of getting inputs: remained the same but increase the number of companies to purchase raw materials, which resulted in greater choice;
   - Product quality: significantly intensified in all observed segments;
   - Product packaging: it remains the same and there are not any notes the development of packaging products;
   - Marking of products: remains the same and there are no notes development in the marking of the product;

2. What are the main characteristics of the price of fruit and vegetables;
   - Method of forming: characteristic oscillations with price and seasonal and annual is the same as the uncertainty that cause so large oscillations;
   - Prices of raw materials: they maintain the same trend as before CEFTA;
   - The terms of payment: payment terms are too long and it got worse the last seven years;

3. What are the main characteristics of the distribution of fruit and vegetables;
   - Distribution channels: a new segment appeared in supermarkets and businesses to buy but they do not significantly improve the sales and distribution of fruits and vegetables in BiH;
   - Length distribution channels: channel length distribution and the other was the same as long distribution channels;
   - Connection with the distribution of other products;
   - The joint distribution: is used in the same way without outside influence;
   - Type and method of transport: they remain the same;
   - Distribution costs: manufacturers agree that the increased costs of distribution;

4. What are the main characteristics of the promotion of fruit and vegetables;
   - Personal selling: remained the same without any outside influence;
   - Propaganda: everything remains the same as before liberalization;
   - Sales promotion: everything remains the same as before liberalization;
   - Publicity: the association of fruit growers working on publicity, improvements were observed;
   - Media: growers have certain relationships and activities towards the media through associations have revealed improvements;
   - Assets located in promotion: unchanged situation and everything is the same as before liberalization;

5. What are the main characteristics of the people involved in production fruits and vegetables;
   - Tradition production: played a big role before liberalization and today;
   - Location and nature's resources: play a big role before liberalization and today;
   - Knowledge: they are significantly improved and mastered new technologies;
   - Way to get the information: the emergence of the Internet as a medium for information to improve;
   - Financial situation: the same, but the producers of vegetables she progressed with machinery, buildings, transport funds until growers have stagnated;

Generally, we can conclude that liberalization averages do not work the same on all elements of the marketing mix, but that the effects are most visible element of the product, and not in all areas such as packaging and product labeling for the applied technology and modern inputs. For elements other than price increase in production costs as well as other segments of the U.S. volatility, remained the same. When the element distribution occurred some change happened in the presence supermarkets and companies to purchase agricultural products but these changes were not brought about improvements in the specific terms of payment or other important segments. When elements promoting the situation remained generally the same except for the segment publicity where there are positive developments. When people element is a major breakthrough in the understanding of the importance of producers knowledge and their active relationship to gather information particularly via the Internet.

6. THE IMPORTANCE OF RESEARCH TO DECISION MAKERS IN THE PUBLIC AND PRIVATE SECTORS

The results of investigation of the impact of liberalization of the agricultural market in Bosnia and Herzegovina to the elements of the marketing mix can be use in order to increase the competitiveness of food producers Bosnia and Herzegovina through the enhancement of marketing mix of fruit and vegetables in such a way that the research indicates that the elements are out of date and in particular segment as it is in the case of products where producers are technologically well-educated but not on the product labeling or packaging. The research results are relevant for government policy because they indicate that the segments manufacturer cannot beat him, and where support is most needed regarding where this support will give the best results, as is the case with the elements of the marketing mix distribution and promotion. The research results are important for the private sector especially for fruit and vegetables producers who over the study clearly recognize which elements marketing mix greatest improvements are needed in order to lift competitiveness in domestic and foreign markets.

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