

Comprehensive Approach to Research of the Consumer Market in Montygorods of the Russian Federation

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Abstract— The economic crisis that Russia is experiencing makes us take a new approach to the resources available within the country. The internal market's development of the regions of the Russian Federation is one of the priority directions for today, especially in the sectors on which the health of young generations is built. The vitality, health of the nation, life expectancy, ability and desire to work for the benefit of its region (which ultimately affects the economic growth of the state) directly depends on many factors, but first of all it is the ecological component (what we breathe) and the state of food production (what we eat). The complex of ecological and economic factors in a single-industry city determines not only the well-being of its inhabitants, but also the well-being of the city-forming enterprise, which is no less heavily dependent on the contingent inhabiting the city.

The article describes some factors that determine the consumer market of mono-town and its ecological state. The research of the consumer market concerned one of the most important products – bakery products, and allows to assess the consumers' characteristics of single-industry towns.

Keywords– consumer markets, mono-town, consumer research, strategic directions of development.

INTRODUCTION

The problems of analyzing the consumer market' development of the was researched A.I. Tatarkin [1], O.S. Tribushinin [2], E.B. Dvoryadkin [3], I.V. Skopin [4], N.A. Agarkov [5], N.I. Shagaida [6], L.A. Korolev [7] and others.

Market segmentation issues was studied in the works of such scientists as D. Aaker [8], S. Dibb [9], F. Kotler [10], L. Simkin and others.

The marketing strategic management was reflected in the works of foreign scientists F. Kotler, Ms Lamben [11], G. Dowling [12].

The research of theoretical and applied problems of single-industry towns, domestic and foreign experience of their recovery was researched in the work of such researchers as I.D. Turgel [13], I.N. Ilyin [15], N.Yu. Zamyatin [16; 17], A.

Agrawal [18], A. Anas [19], T.J. Bartik [20], A. Gebauer [21], R. Hassink [22], R. Hausmann [23], and others.

Nevertheless, we have to state that the sphere of marketing of single-industry consumer markets has not yet been properly reflected in the economic literature and requires a theoretical justification and a deep study of its economic nature, the mechanism of functioning and functioning, considering the marketing potential and other factors affecting the development of single-industry towns.

THEORETICAL PART

The main target of the strategic development of the internal regions of the Russian Federation is to ensure the sustainable development of the territory and the development of domestic production and the domestic consumer market. In modern socio-economic conditions, the values of the consumer attitude are replaced by preferences related to the transition to a healthy lifestyle, environmentalizing, and healthy nutrition. Thus, there is a need to develop the domestic market and expand the range of products offered in the domestic markets of Russian regions.

One of the features of the modern Russia's regions is a significant number of mono-towns. Mono-towns appeared in our country during socialism and are characterized by the presence of a city-forming enterprise, from its success depends the welfare of all residents of the city, even if they are not directly connected with the city-forming enterprise. All other enterprises of the mono-town are aimed either at meeting the needs of the city-forming industrial giant or in meeting the needs of the inhabitants.

Magnitogorsk is an exemplary mono-town, but possesses a parameters that distinguish it from other single-industry cities (Togliatti, Novokuznetsk, Cherepovets, etc.). First of all, this concerns the remoteness of Magnitogorsk from federal highways and the related problems: an increase in logistics costs, the exclusion of a number of goods from the assortment,

the supply of which is unprofitable, etc. This situation stimulated the development of its own productions, including the production of one of the most important commodities, bread and bakery products. The conducted research allows to estimate not only the market of bread and bakery products, but also with sufficient accuracy to determine the social composition of the mono-town population, since bakery products belong to the basic necessities and general consumption and are not a commodity oriented to particular target audience.

The research was conducted by interviewing consumers in places where bakery products were sold. Point-of-sale points targeting all categories of consumers, from convenience stores (60% of questionnaires) and supermarkets to hypermarkets, markets and specialty (branded) stores were covered to preserve representativeness (Figure 1).

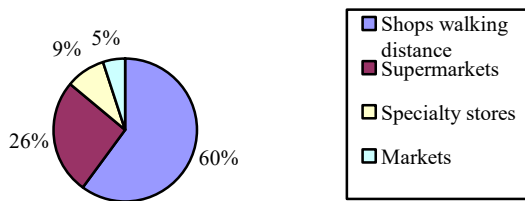


Fig. 1. Distribution of questionnaires by point of sale

As a result of the research, the following results were obtained: a) the social composition of the respondents corresponding to the social composition of the city's residents was determined¹, and b) the preferences of bakery products' consumers was determined by its cost, quality and assortment.

The respondents social composition was defined as follows.

1. By gender: 59% of females and 41% of males (Figure 2).

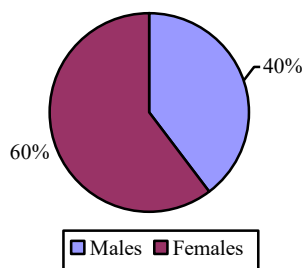


Fig. 2. Distribution of respondents by gender

2. On employment among males: schoolboys and students – 16%, workers – 44%, employees – 19%, business owners – 4%, pensioners – 6%, unemployed (including persons hiding their attitude to employment) – 11% (Figure 3); among

¹ The exception was children and adolescents under 16, who can't be regarded as independent buyers.

females: schoolgirls and students – 18%, workers – 21%, employees - 36%, business owners – 2%, pensioners – 21%, unemployed (including those hiding their attitude to employment) - 2% (Figure 4).

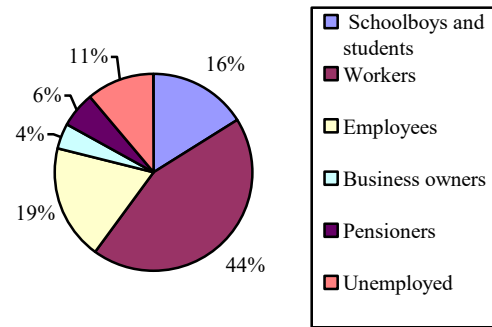


Fig. 3. Distribution of male respondents in relation to employment

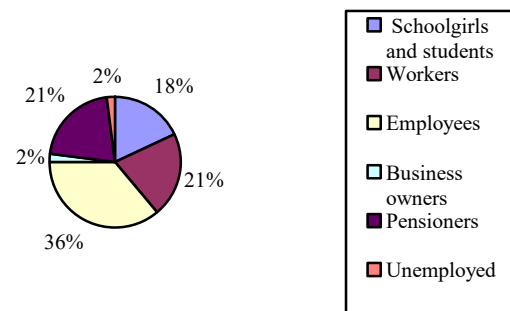


Fig. 4. Distribution of female respondents in relation to employment

3. According to the income of the family: up to 8000 rubles per person – 6%, 9000-15 000 – 48%, 16 000-25 000 – 40%, 26 000-50 000 – 5%, over 50 000 rubles – less than 1% (Figure 5).

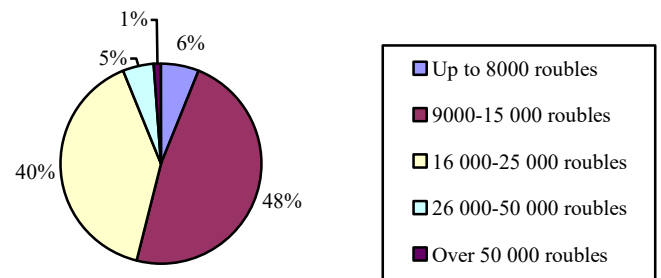


Fig. 5. Distribution of respondents according to the monthly income per family member

According to these indicators, it can be concluded that the population's better part of mono-town does not belong to the unsecured, since the income of 94% of the population above the subsistence level for the Chelyabinsk region. This

situation is quite natural for single-industry towns with a successful city-forming enterprise.

The thesis about a sufficient economic standard of living of the population is confirmed by the second part of the study - about preferences in bakery products. Preferences were distributed as follows.

1. Bakery products in the markets of Magnitogorsk is presented in three price categories: minimal (the cost of products is up to 40 rubles per kilogram, the assortment is narrow), medium (cost from 41 to 200 rubles per kilogram, assortment is wide), and high (over 200 rubles per kilogram, the assortment is narrow). 91% of consumers purchase products in the middle price category, regardless of income level. It is noteworthy that bakery products of a high price category are not purchased by persons with high incomes (the share of such goods in purchases of persons with high incomes is 2%, but the share of such goods in the purchases of individuals with average incomes is 15%) (Figure 6).

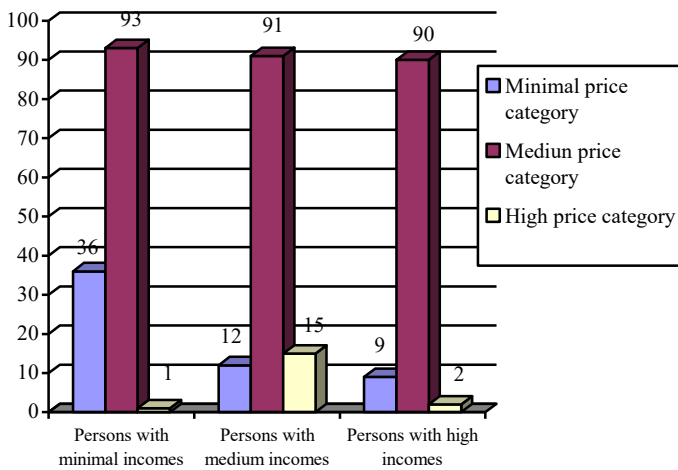


Fig. 6. Consumer preferences in accordance with income, %

2. Bakery products in the Magnitogorsk' markets is presented in a wide range. On probation, the products can be divided into the following categories: general-purpose products (bread, baguettes, loaves, etc.), Diet and special products (including fruit, nut and other fillers, as well as dough), pies and confectionery products. According to the study demand for each product category does not depend on consumers' employment and the level of income, however, it depends on the gender dimension of consumers: consumer males of all categories of the maximum demand is for general-purpose products (94%), a significantly lower demand products of dietary and special purpose (18%) and pies and confectionery products (12%). For females, the distribution is significantly different: 62% of women acquire general-purpose products, 41% of women buy food and special items, 37% of pies and confectionery products (Figure 7).

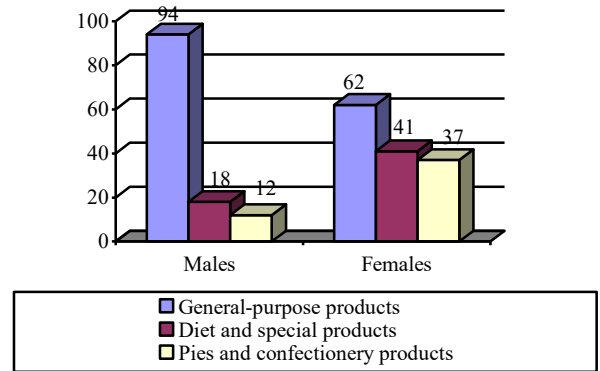


Fig. 7. Consumer preferences in accordance with the purpose of production, %

Another indicator characterizing consumers of bakery products of a mono-town is the purchase amount. This indicator depends on the income level of consumers, but the difference between the minimum and maximum average² purchase amount is 36.5 rubles (Figure 8).

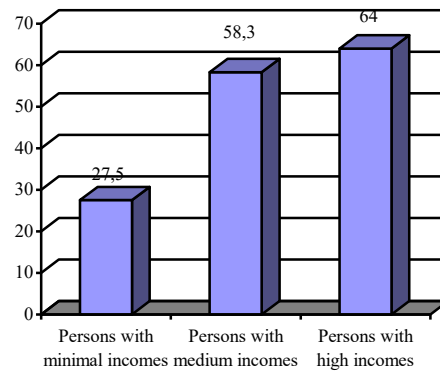


Fig. 8. The average cost of a single purchase of bakery products in accordance with consumer income, rubles

CONCLUSION

Thus, having conducted a study of Magnitogorsk' consumers of bakery products, we can draw conclusions about the economic standard of living of a typical mono-town. The study showed that in the region there is a steadily growing demand for quality food products. Improving the quality of life of the population is both the main goal and the necessary condition for the progress of modern society. For today and in the long term - this is an absolute priority in the activities of the mono-towns of Russia. The future of Russia, its success and competitiveness ultimately depend on the health and well-being of its citizens.

² It is necessary to take into account the size of the family - the larger the family, the greater the amount for which the product is purchased, so we took the determined index - the purchase amount per person.

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