

I. АКТУАЛЬНЫЕ ЭКОНОМИЧЕСКИЕ ПРОБЛЕМЫ

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Демографический маркетинг как новый фактор экономической эффективности предприятия

В процессе разработки маркетинговой стратегии современное предприятие оперирует множеством социально-экономических индикаторов, среди которых важнейшее место занимают демографические показатели. Процессы популяционной динамики всегда находятся во взаимодействии с динамикой экономических процессов, а изменения, происходящие в составе и структуре населения, напрямую или опосредованно влияют на рынок. Именно демографические показатели определяют размер и структуру потребительского рынка, позволяют составлять прогнозы и выработать маркетинговую политику организации.

Ввиду исключительной значимости демографических показателей для маркетинга, в статье рассматривается возможность идентификации нового научно-исследовательского направления – *демографического маркетинга*, под которым понимается относительно самостоятельное направление, образовавшееся на стыке двух наук (маркетинга и демографии), а также очерчивается проблемное поле демографического маркетинга.

The demographic marketing as a new factor of the company economic efficiency

In the process of developing a marketing strategy, modern company operates many socio-economic indicators, among which demographics takes the most important place. Indeed, the processes of population dynamics are always in interaction with the dynamics of economic

processes; and changes in the composition and structure of the population directly or indirectly affect the market. Those demographic indicators determine the size and the structure of the consumer market, allow to make forecasts and to develop a marketing policy of the organization.

Information about the population became useful in the market research in the 1970s. In the U.S.A. and other industrialized countries, *demographic* science studies the impact of the demographic situation on the consumption. An important part of the analysis as part of this trend is market segmentation (dividing consumers into homogeneous groups) according to demographic characteristics: age, level of income and its sources, education, number of children, religious beliefs, etc. This segmentation is based on objectively existing specifics of the reaction to the marketing impact of different consumer groups. Consequently, identification of homogeneous consumer groups allows to conduct a more accurate analysis of purchasing behavior, to assess the consumer potential, to predict the demand for goods. Market segmentation by demographic indicators allows maximum capacity of the market to accurately determine optimal methods and channels of advertising, time and place of the implementation of various products [1].

Empirical basis of demographics is the collection and processing of the following consumer information:

- data on the age and sex composition of the population, its income;
- data on sample surveys of households, families, and their members;
- data on the population movements in their everyday life.

Identification of the new research direction – demographic marketing – delineated in scientific circles because of exceptional importance for marketing demographic indicators. The latter refers to a relatively independent direction, which is formed at the junction of the two disciplines (marketing and demographics). Demographic marketing studies the impact of demographic factors on the market situation and the impact on the dynamics of the consumer market, the sex and age structure of the population, urban trends, reproductive function of the population [2, p. 24].

The ability to identify demographic marketing as a specific scientific term (not concurrent with the concept of economic demography) is determined by the close relationship of marketing and demographic studies. Indeed, market processes are significantly influenced by geography, dynamics and structure of the population. These indicators are endogenous factors of marketing. Research, as a part of demographic

marketing, assumes active use of statistical modeling (mainly regression analysis) to describe the interactions of the processes under investigation. For example, in a study of I. K. Belyaevsky [2] regression equations were evaluated to describe the relationship of trade turnover and population.

This article is to outline the problem field of demographic marketing.

First of all, there is a correlation between marketing strategies of the company and the level of urbanization of the territory that objectively exists and, therefore, needs a comprehensive study. Proportion of the urban population in the total population is a generalized statistical indicator of urbanization. Indeed, place of residence affects the person's level of income, structure of needs, method and peculiarities of the perception of advertising information, etc.

Moreover, the most important issue of demographic marketing research can be investigation of the influence of the sex structure of the population on consumption patterns. For example, we know that traditionally different social roles are fixed for men and women in the public mind. A man is identified as a survivor, who has a sense of confidence, desire to win and to risk, and a woman is identified as a bearer of family values, care about health and beauty, desire for harmony. Accordingly, consumer goods are divided into male and female. Ability to develop strategies to promote a product, taking into account demographic factors, as well as the assessment of the potential impact on consumer potential is the problem of demographic marketing.

The study of the national composition of the population and of consumer behavior of different social and ethnic groups in order to develop new techniques in marketing is extremely important.

Study of the structure and composition of households, specifics of their income and expenditure, time budget is also included in the problem field of demographic marketing. Indeed, a household can be regarded as a sufficiently stable consumer cell, within which demographic and socio-economic processes are concentrated.

A competent marketer, focused on the sustainable development of the organization in the future, should take into account future trends (expected value) in a natural and mechanical population movement. In this regard, it appears that within the demographic marketing research the so-called macro-level research can develop. Studies of population dynamics, birth rate, migration of the country and its regions can be attributed to this kind of research. Results of these studies will allow to delineate guidelines

for the development of the company, as well as to avoid possible threats that may arise as a result of demographic changes.

We should also discuss another problem in demographic sphere and market research. Many experts are sure that fertility rate depends on the level of life that includes:

- material well-being of the family, family income, personal income in the family, living conditions, and their characteristics, both quantitative and qualitative;
- general economic conditions: the development of trade and social infrastructure (health, education, including preschool, transportation), employment of family members, economic inequality, etc., as a common framework to ensure a decent standard of living of the modern world;
- socio-economic, family and demographic policy, their significance for the family [3].

In addition, according to the researchers, one of the main objectives is to study the demographic marketing and modeling the relationships of family policy and the economic situation of the market [2, p. 29].

It seems that demographic marketing, as an independent scientific direction, has quite a promising future. Increased attention of business representatives and authorities to the population dynamics is inevitable in an era of complex demographic situation in Russia. The modern world has seen many changes in the structure of population. It is necessary to create an independent direction, which could explore the relationship between changes in population structure and the market. Demographic marketing can become this direction, because it has a perspective of wide usage not only in theory but also in practice.

ЛИТЕРАТУРА

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