GEOMARKETING AS DECISION-MAKING TOOL FOR A CATERING
ESTABLISHMENT PLACEMENT
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Abstract

Geographical marketing gradually takes root into the business industry of Russia. At the moment methods of geo marketing are used generally in the solution of placement tasks for the entities of the network companies of "step availability". At the same time, possibilities of a method are much wider and can be applied with success in the sphere of small and medium business as well.

Development of a matching technique of catering establishment optimum location in the territory of the small city by geo marketing methods is result of work. Specifics of geo marketing methods application in the Russian Federation and foreign countries are considered. The technique is tested on the example of Neftekamsk of the Republic of Bashkortostan, the Russian Federation. On the basis of the analysis of space pictures of city territory the layers system of the geo information map Neftekamsk, necessary for the solution of an objective on the basis of which the analysis of city territorial structure is carried out is developed. Primary matching of the places suitable for placement of public objects catering on the basis of expeditionary researches is made. On the second stage is chosen the most optimal variant of placement from point of view of conducting successful business.

Keywords: geomarketing, space technologies, territorial planning, smalltown catering facilities

1. Introduction

For the last two-three decades in the Russian Federation there was a transformation of the social and political ways which affected, including, and the organization of economic space. The gap between the developed realities and methodology of spatial researches was so far designated. In modern concepts of management the insufficient attention is paid to spatial aspects that often conducts to mistakes in case of acceptance of management decisions. With respect thereto there is a need for closer interaction of geographical and economic sciences, in particular such components them disciplines as social and economic geography and marketing. The geographical science, in view of
complexity and complexity of the object of a research, has huge contact potential with other sciences and, as a result, a significant amount of cross-disciplinary communications. It concerns, including, and communications with the economic directions of researches. As a result of such interaction the set of various cross-disciplinary directions of researches appeared. It belongs also to geomarketing and territorial marketing.

Now in scientific literature there is no unambiguous interpretation of these concepts, often they mix up that misleads researchers. However, in case of a certain similarity of names, there are also essential distinctions. For their differentiation it is necessary to consider the existing determinations of geomarketing and territorial marketing and to determine an object and methodology of their researches.

Geo marketing as scientific category is considered in modern publications as the concept which relies on use of the spatial localized information for support of acceptance of management decisions [11]. on the one hand, and as technology – the planning process, decision makings, pricing, an image-forming, promotions and implementations of the ideas, goods and services (including information and political) satisfying the purposes of individuals and the organizations by means of geo information technologies with another.

Proceeding from the above-stated treatments, it is possible to draw a conclusion that an object of a research of geomarketing is "management object" in a broad sense that matches a marketing research object in general. At the same time business of structure and organization, and the territory in broad understanding of this term can be "objects of management" both various. An integral part of methodology of geomarketing is use of methods, immanent to geographical science, for example, cartographical and comparative and geographical. It leads to decrease in quantity of the mistakes inherent in the classical marketing researches which aren't considering spatial aspects. The same strategy of management can result in mirror results in various regions if it doesn't consider their spatial features. In addition, the geo information technologies which are widely used in geomarketing researches allow to visualize spatially the localized data obtained as a result of carrying out geomarketing researches that considerably facilitates work with them. Taking into account development of information technologies, enhancement of the corresponding infrastructure, results of geomarketing researches become more and more available to end users which managers of all levels and fields of activity - from business and managing directors to government employees and heads of regions are. Proceeding from the aforesaid, it is possible to draw a conclusion that use of geomarketing approach is the key to effective management and shall take the integral place in management systems.
Territorial marketing is considered as a number of actions which implementation will allow to use effectively specific characteristics of the territory – such as profitable location, availability of various resources and infrastructure, objects of cultural heritage and image of the territory in general - for the purpose of increase in appeal of this territory to investments, business, accommodation, visit, etc. This approach is insufficiently effective as, despite accounting of specifics of the specific territory, it is based on use of methods of classical marketing. It is possible to increase effectiveness of territorial marketing researches by means of geomarketing methods, first of all, using geoinformation technologies, both at a stage of collection of initial data, and at a stage of forming of a complex of marketing efforts, and in an end product. [10]

Application of geographic information systems (GIS) in marketing researches allows to organize work on the following directions more effectively.

- ensuring complex work on the analysis of characteristics of the territory, and its features with experts in various subject domains. For example, using server and online of GIS-technology it is possible to connect to participation in one project directly analysts from the headquarters of firm, regional sales representatives, specialists in promotion, and the research and advertising agencies working at the contract. It increases efficiency of all working group and quality of the made decisions in general;

- detection of the hidden regularities which cornerstone spatial factors are;

- to provide integration of data from various corporate IT-systems in single base of geodata with a specific geo binding for further use when carrying out the analysis and acceptance of management decisions.

Geo marketing first of all is effective to the companies providing the consumer goods and depending on quantity and characteristics of local audience - to catering establishments, drugstores, supermarkets, etc. which depend on a zone 5-10 minute availability, in difference, for example, on motor shows which placement is to a lesser extent caused by factors of a consumer intimacy. Tools of the gis-analysis can bring at least economic benefit, than direct advertising.

In Russia the territorial and marketing analysis isn't too widely applied, an exception are the capital cities of Moscow and St. Petersburg, and also their areas. It is explained by several reasons: lack of necessary information base, both spatial, and statistical, and also rather low demand for geomarketing as the tool owing to the fact that other methods of the competition can give bigger effect so far. Besides, in the large cities lack of space leads to the fact that the companies don't have considerable choice when opening outlets, especially large. However the situation changes also reduction of prices of floor spaces, emergence of available high-quality basic spatial data increases interest in
geomarketing as to the useful universal analytical tool. However, successful Russian experience of accomplishment of a number of projects in the field is already accumulated.

For example, a few years ago the DATE + company realized the project for network of drugstores "36,6". Within this project the networks this about drugstores, about competitors and buyers were applied on the electronic map. These data allowed to constitute a series of thematic cards, including the map of drugstores of competitors, the map of security with drugstores on town councils, the map of placement of the centers of involvement of buyers, the map of distribution of the population according to the income. Also by means of GIS the analysis of data of the map of the Regular Customer system which functioned in the company was carried out. Data on buyers from this system were applied on the electronic map with the geocoding function help. Information on a residence address of the consumer, and also on in what drugstores he makes purchases, allows to determine spatial characteristics of a consumer behavior. The same company realized the project on studying of grocery stores of the city of Moscow for Department of the consumer market and services of the city of Moscow.

Good example of geo marketing research is use of the methods of classical marketing combined with geo information technologies Bratsk. The method of sociological poll during which the importance of influence of various factors on appeal of shop to buyers was determined was applied to data collection, and also assessment of the importance of these factors for shops of Bratsk is carried out. Konvers's formula allowing to estimate a trade zone of shops on the basis of collected data was used. The thematic card on which shops and their trade zones were displayed became one of results of a research. Also practical recommendations about optimization of placement of outlets were developed.

The round of the researches executed with use of the geomarketing devices abroad are much wider. Consumers of constantly flared range of marketing, demographic, sociological, politological and many complex cross-disciplinary tasks are both private firms, and the state organizations, for example, United States Geological Survey. [1]

Having constituted the overview of domestic and foreign use of the geomarketing devices, it is possible to draw a conclusion that in more developed countries the priority lies in service trade, and for a research of the market of consumers and their search programs of the geoinformation analysis and the marketing strategy which is meeting the demand this or that country are used. In Russia similar techniques are used rather recently, but year by year their number grows.

The analysis of experience of the Russian and foreign researches in the sphere of geomarketing allowed to allocate groups of tasks which solution is most effective by geomarketing methods. Treat their number:
- determination of the most profitable zones for opening of new shops, branches, departments [2].

- determination of size of a client traffic, identification of the reasons of its reducing in case of decrease in sales volumes [8].

- forecast of degree of a territorial scope of future shopping facility [6].

- an exception of a mutual overshoot of trade zones objects within one network [4].

- ensuring maximum efficiency of outdoor advertizing [7, 9].

- matching of the optimum place for opening of a new object from the point of view of maximum efficiency of business [9].

- the conclusion, about appeal of objects depending on their geographical arrangement [3].

As a result of implementation of the project of a research, and with use of the geomarketing devices the customer gains complete idea of the prospects of the business in a certain local binding, and also data for an optimum configuration of the offer in this territory.

2. Materials and Methods

One of the directions of effective use of the geomarketing devices is the choice of optimum location of the entity from business point of view.

By authors the technique of assessment of a spatial provision of urban areas and the choice on this basis of the most optimum provision of an object of industries of service trade is developed. The technique includes several stages, and is based on use of geoinformation and space technologies [5], as information base the this regional statistics, space pictures of the territory, data received during field departures are used.

At the initial stage the general characteristic of the researched territory is made. It is carried out on the basis of the analysis of space pictures of the studied territory in dynamics that allows to analyze comprehensively planning structure of the settlement, generalization of statistical and literary information.

The following stage is creation of the geoinformation map of the settlement including a complex of the layers containing various territorial objects – a road net, structures, the field of heights of the territory of the settlement, placement of industrial facilities, infrastructures, green zones, etc. Especially it is necessary to allocate a layer in which servicing zones of the population by the entities of industries of service trade are fixed. The developed card forms a basis for primary identification of the most profitable zones of placement of the entity of services industry.

Assessment of spatial placement of the existing entities is carried out and sites of the territory, perspective from point
of view of future placement, are determined. Further refining of features of a microprovision of each chosen site of the territory of the settlement is made on the basis of these natural observations made in case of departure on a research object.

The questionnaire which questions are directed to detection of preferences of the inhabitants of the settlement living or working within the chosen sites of the territory is developed by authors.

Handling of results allows to specify earlier picked up sites and at the final stage to perform matching of the necessary room which meets conditions and parameters set for the entities of industries of service trade.

3. Results

The developed technique was tested on the example of the small city of Neftekamsk located in the territory of the Republic of Bashkortostan in the Volga Federal District. Determination of the most profitable location of catering establishment – cafe of self-service was the purpose.

Application of a developed technique allowed to draw the following conclusions.

The city of Neftekamsk is the monoterritory in which the working population much more exceeds number of workplaces from the city-forming entity, and other part of the working population contains itself and supports city economy working in the sphere of a small and average entrepreneurship. But many entities leave at a loss as fight against competitors, the surplus of the entities or their irrelevance for the population don't allow farms to succeed.

Following the results of the analysis of space pictures of city territory the geoinformation map with the corresponding information filling (Fig.1) was developed

![Figure 1. Map of Neftekamsk town. Map scale 1:35000.](image)

For the choice of the profitable place for the basis of public catering point, it is necessary to consider servicing zones of other entities occupied in the similar sphere. Therefore, on the map of the city we create a vector layer where locations of all functioning catering establishments are specified.
In the city district about 210 entities of food are registered, on the map there were geocoded 53 catering establishments. This layer didn't include the entities:

- their employees and workers (the industrial zone, organizations, offices) relating and being in the entities, serving only;
- with the specific menu of food (sushi bars, children's cafes);
- aren't recommended for daily consumption (fast food, fast food booths, snackbars);
- with its extremely small range (coffee house);
- where it is preferential alco - products (sport bars, pubs, bar).

The data of the entity which aren't included in a layer don't represent the competition to the planned entity.

The following step is identification of servicing zones of similar farms within "step availability".

The target audience of consumers is the population aged from 18 up to 65 years, however the scope of persons of other age isn't excluded. Average speed of the pedestrian course of the person constitutes 5 kilometers per hour, proceeding from this theory the distance which the person will pass in 5, 10, 15 minutes (an allowed time of "step availability") which is fixed in the corresponding vector layer is made, then via the instrument of geohandling we connect three layers containing a road net, servicing zones and catering establishment through which the machine calculates distances (taking into account scale) on the available city roads in which traffic regulations of its direction and availability of the pedestrian course are considered. In fig. 2 coverage zones of clients from each catering establishment (Figure 2) are visually shown.

Figure 2. Walking distance zones of Neftekamsk town catering establishment. Map scale 1:32000.

In a priority of the choice of the suitable territory zones the most remote from the territory of servicing of other catering establishments, around fifteen minutes and more will be visually selected. Three areas, most perspective from point of view of placement of cafe of self-service were as a result selected.
4. Conclusion

Following the results of the conducted research the most suitable territory are the city boundaries, around the central city market. Benefits of this zone:

- Remoteness from servicing zones of competitors;
- The developed infrastructure;
- Social objects;
- High intensity of transport and pedestrian passability.

Further we make a detailed field research of this territory following the results of which intensity of pedestrian streams on this site of the territory is defined.

After process of field observation, it is necessary to find out relevance of placement of point of public catering by questioning of the population being in real time in the explored territory. In this case results of poll have shown that 63% of respondents support the idea of opening of cafe of self-service.

Result: in this territory high intensity of the pedestrian movement also has relevance for the population. Main audience:

- sellers of trade pavilions and shopping center, and their buyers;
- students of professional school who prefer to have dinner out of walls of organization because of a big queue and a small assortment;
- office staff of shopping centers and other entities;
- the school students who are in addition engaged on open classrooms and rates on preparation for examinations.

5. Discussion

Geo marketing is one of those directions where use of geographical information, the spatial analysis can give very essential benefits. Geographic information systems and space technologies give a unique geospatial view of business processes and allows to establish the reasons of various phenomena unavailable in case of any other analytical methods use.

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References


