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## SEGMENTATION ECONOMIC JOURNALS IN UKRAINE

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The article analyzes the market of Ukraine publications, magazines and economic profile. The theoretical aspects of market segmentation. Identified target groups of readers economic journals. Scroll to the setting of geographic segmentation of the population. Analyzed sales place economic journals. Identifies parameters demographic segmentation of consumers economic journals: age, gender, income, education, occupation and marital status. The criteria of behavioral segmentation, which clearly marked signs of segmentation: the place of purchase, frequency of purchase, the desired benefits for the consumer attitude towards the product, the key parameters of the purchase, the reason for making the purchase, the expected result, the status of the buyer, readiness to make a purchase. A description of each of the signs of segmentation. Through analysis of all parameters held segmentation economic journals Ukraine. At the same time, the analysis also gives an opportunity to identify the optimal magazine from a consumer perspective: the volume of the journal format, target audience, the optimal price.

**Keywords:** segmentation, economic journals, the principles of segmentation, target audience.

### ***Introduction***

Market magazines as one of the components of the Ukrainian economy is influenced by the main socio-economic indicators in Ukraine. Not being an essential item, the magazine is the item, the

purchase of which the Ukrainians think after the satisfaction of physiological needs. The exception is the segment of cheap magazines. This segment is willing to purchase periodicals including essential commodities.

On the Ukrainian market of printed products can now be found on the publications for all tastes. Publishers of a fierce struggle for the reader, the search for new models of newspapers and magazines. They are, in a measure of market qualifications and intelligent managers, marketing activities carried out for the preservation and growth of circulation and, ultimately, to increase profits. Achieve these goals is impossible without market segmentation of the press [1].

The purpose of this article – to segment the market economic journals in Ukraine.

Analysis of recent research and results: segmentation, which is based on the principles of differentiation and modification was introduced in marketing analysis in 1956 W. Smith. The concept of market segmentation immediately been widely used in the marketing of consumer goods. Studies on market segmentation have been devoted to the works of such prominent scientists as King William V., R. Ackoff. The book is based on theoretical developments management market segmentation foreign and domestic scientists Ansoff I., Kotler F., Aivazyan S.A., E.M. Braverman, Gimarova V.A., Vissema X., Dibb S., J.J. Lambe, Kruglov V.V., Thompson A.A., Gradova A.P., Strickland A.J. Kleiner G.B. and many other authors. Their studies are mainly based on theoretical principles concerning the strategic development issues and common problems of market segmentation. But these theoretical calculations did not concern a particular product segmentation publications.

**Experimental**

Economic journals were established when the economy began to develop, and actively began to create various business sectors. Economic and business magazines are developing in major cities and in small suburbs. They are released every month, every week, or every six months. In addition to this issue of the journal may be once a year, and four times a year. In this case at the moment circulation economic and business publications are up to 40000 copies. Page volume can vary from 35 pages to 200 pages. However, many business – magazines are available with a volume less than 100 pages. Target Audience economic journals and business magazines extensive, but they are likely to become the very people who are actively engaged in their own business or work in the economy. Thus 70% of readers – people from 30 to 50 years, and 30% – people of

different ages who are interested in economic matters for the overall development [2].

Market segmentation press – a division of the entire mass of readers with their numerous and complex information needs into homogeneous groups [3].

Audience economic journals, few analyzes such data is extremely difficult to collect, because buyers who purchase retail magazine, it is impossible to identify exactly. Market segmentation is based on various parameters, and can be used as one or several parameters at once [4]. Based on this, we propose the following drawing dividing readers economic publications (Fig. 1).

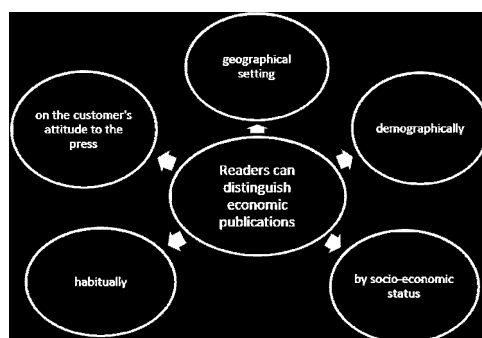


Fig. 1. Group readers economic journals

Geographical market segmentation – the process of combining all buyers market into groups based on criteria such as geographic location and geographic conditions of residence. In geographic segmentation is usually done by a breakdown of readers the following criteria (Table 1).

Structure locations sales by extremely heterogeneous and each region unique. In Ukraine as a whole, according to the «Cartel press», the distribution is:

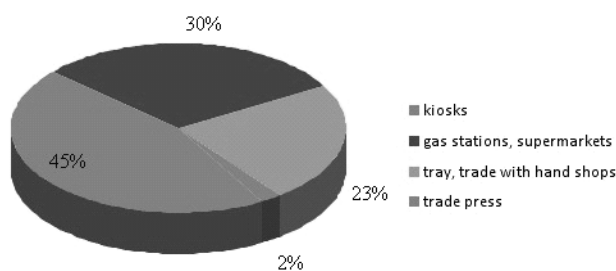


Fig. 2. Where to buy economic journals

Table 1

**Geographical segmentation**

Range of the market	national, regional and local
The population	residents of small towns/residents of large cities/city millionaires etc.; up to 250 thousand/ 250–500 thousand/500–800 thousand people
Urbanization cities	capital, cities, suburbs, villages, and villages

Table 2

Parameters of demographic segmentation

Parameters	Features
Until age	18, 19–34, 35–54, 55 and over
Gender	Male, Female
Profit (U.S.)	to 100, 100–500, 500–1000, 1000–5000, 5000 and up
Education	Some grad school, secondary, undergraduate, university
Employment	technical level, the manager of middle management staff, clerk, sales agent, farmer, student, housewife, unemployed
Family status	is not married, a young family without children, young family with a child in a divorce, etc.

Table 3

Criteria for behavioral segmentation

Signs Segmentation	Description
Place of purchase (where the consumer prefers to purchase)	kiosks, hypermarkets, supermarkets, petrol stations, post offices
Frequency of shopping	once a week, 2 times a week, once a month, etc.
Desired benefits to consumers (that is the main driving force behind the purchase of)	quality, service, cost, design, brand
Relation to the goods	loyal, disloyal or enthusiastic, sympathetic, indifferent, negative or hostile
Key parameters for buying	quality, price, service level, proof of status
Reason for making	a purchase or buy everyday a special occasion
Expected results	neutral or high expectations from the acquisition of goods
Status of the buyer	does not exercise, a former buyer, the potential buyer, the new buyer, a regular customer
Readiness to make a purchase	ignorant, knowledgeable, interested, willing to make a purchase

Seats where trade press in Ukraine – more than 5800, which means that an average of one point accounted for 8000 people. At the same time in Europe at one point have to 1000–1500 people [5].

Segmentation demographics division provides all buyers market into homogeneous groups by age, sex and social status criteria in society. Is the most common method of separation of the market, as this method of segmentation criteria are easily measurable, and therefore, the size of the segments lend themselves to precise mathematical calculation [6] to segment the market by demographics and characteristics imposed in Table 2.

Isolated segments of the market and behavioral traits: the status of the reader (bought at retail for many years, a permanent subscriber buys occasionally edition), the intensity of shopping, degree of commitment to the publication, the magazine and the like with respect Some of these parameters are imposed in Table 3:

An example, is the magazine «The Power of Money», which determines the result of segmenting the target audience on the following criteria:

Sex: female. – 38.5% male. – 61.46%;

Age: 16–24 – 20.41%, 25–34 – 36.19% 35–44 – 18.4% 45–54 – 19.81%, 55–64 – 5.19%;

Income: Low – 4.29%, below average – 20.6%, average – 24.97% above the average – 28.49%, the

highest – 19.25%;

Occupation: Managers – 19.01%, experts – 37.21%, employees – 20.39% workers – 14.41% Other – 7.69%;

Education: Elementary, incomplete higher – 1.42%, average – 31.8% higher and incomplete higher – 66.79% [7].

Readers economic publications have a different perception of the log parameters and their segmentation. In segmentation based on the following principles:

– Format magazine. Number of pages (thick, thin), size;

– The log function and specialization;

– Brand awareness and popularity of the magazine;

– The cost of the magazine.

At a cost of magazines isolated readers who buy books on economic low price to 25 UAH. («Economy of Ukraine», «Reporter», «FxFactor»), at an average price of 25 to 50 UAH. («Forbes», «Financial monitoring») and at a high price of 50 UAH. («Handbook economist»).

**Conclusions**

Magazines read how to obtain useful information about innovations in various spheres of life, improve the competence, or simply to enjoy spending time with a sense of community events

taking place, they allow the reader to escape from everyday worries, have fun and while away your free time.

The main criteria of segmentation – the tools the right selection of the target audience.

Universal method of segmentation does not exist, therefore the segmentation on the basis of individual parameters. Segment the market economic journals on such parameters can be:

1. Segmentation buyers:
  - Geographical parameters;
  - Demographic criteria;
  - By socio-economic status;
  - In terms of purchasing relations with the press;
  - By habits.
2. Segmentation magazines:
  - Magazine format;
  - The log function and specialization;
  - Brand recognition and popularity of the magazine;
  - The cost of the magazine.

In defining the target audience, which will be directed marketing activities, can be used as one of the parameters, and a few. The best option should include a number of parameters that will subsequently skilled in the art of media planning to work with the media without losing the market enjoying prestige edition due to an excessively narrow market segmentation. Therefore, the recommended number of options ranging from one to five.

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## СЕГМЕНТАЦІЯ ЕКОНОМІЧЕСКИХ ЖУРНАЛІВ В УКРАЇНІ

*Чуприна Н.Н., Мороз Ю.П.*

*В статті проведено аналіз ринку друкованих видань України, журналів економічного профілю. Розглянуті теоретичні аспекти сегментування ринку. Визначені цільові групи читачів економічних журналів. Виділені параметри демографічної сегментації споживачів економічних журналів: вік, стать, дохід, освіта, чим займається та сімейний статус. Виявлені критерії поведінкового сегментування, де чітко виділені ознаки сегментації: місто здійснення покупки, частота здійснення покупки, вигоди для споживача, відношення до товару, ключові параметри покупки, привід для здійснення покупки, очікуваний результат, статус покупця, ступінь готовності здійснити покупку. Надано опис кожної з ознак сегментації. Завдяки аналізу усіх показників проведена сегментація економічних журналів України. При цьому, виконаний аналіз дає можливість виявити оптимальний журнал з точки зору споживача: обсяг журналу, формат, цільову аудиторію, оптимальну ціну.*

**Ключові слова:** сегментація, економічні журнали, принципи сегментування, цільова аудиторія.

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