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MARKETING APPROACH TO AMUSEMENT PARK BUSINESS

The paper examines marketing specificities of entertainment industry in example of amusement park. The entertainment industry is considered to be related to the service sector, the sector of non-material production with all the particular qualities of it's, such as impalpability, variability, inseparability from the source and inability for storage. The services of amusement park are regarded as the variety of specific services, which may be designed for different types of consumers. In order to this fact it is proposed the segmentation approach for customers of amusement park services. In basis of the segmentation is the emotional criteria that considers the classification of emotions by B. Dodonov and other classifications. In accordance to the market segments the types of amusement services as the strategic business units are proposed, including such elements of marketing-mix as product, process and physical evidence. Element "product" is considered to be in combination with element "process" for the specific essence of service product, which combines instrumental and functional quality.

Keywords: marketing, entertainment industry, marketing of amusement park, marketing of service sector, market segmentation, customers' emotions.

МАРКЕТИНГОВИЙ ПІДХІД ДО БІЗНЕСУ ПАРКУ РОЗВАГ

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Досліджуються особливості маркетингу індустрії розваг на прикладі парку атракціонів. Індустрія розваг розглядається як така, що відноситься до сфери послуг, сфери нематеріального виробництва з усіма її специфічними якостями, такими як невідчутність, мінливість, невіддільність від джерела та непридатність до зберігання. Послуги парку розваг розглядаються як розмаїття специфічних послуг, які можуть призначатися для різних типів клієнтів. У відповідності до цього факту пропонується підхід до сегментації споживачів послуг парку розваг. В основу такої сегментації покладений емоційний критерій, що передбачає класифікацію емоцій за Б.І. Додоновим та інші класифікації. Згідно з маркетинговими сегментами запропоновані типи розважальних послуг як стратегічні одиниці бізнесу, включаючи такі елементи маркетинг-міксу, як продукт, процес та матеріальне середовище. Елемент "продукт" розглядається у комбінації із елементом "процес", що пояснюється специфічною

сутністю послуги як товару, яка поєднує в собі інструментальну та функціональну якість.

Ключові слова: маркетинг, сфера розваг, маркетинг парку розваг, маркетинг сфери послуг, маркетингова сегментація, емоції споживачів.

МАРКЕТИНГОВЫЙ ПОДХОД К БИЗНЕСУ ПАРКА РАЗВЛЕЧЕНИЙ

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Исследуются особенности маркетинга индустрии зазвлечений на примере парка аттракционов. Индустрия развлечений рассматривается как такая, которая относится к сфере услуг, сфере нематериального производства со всеми ее специфическими качествами, такими как неоощутимость, непостоянство, неотделимость от источника, невозможность хранения. Услуги парка развлечений рассматриваются как разнообразие специфических услуг, которые могут предназначаться для разного типа клиентов. В соответствии с этим фактом предлагается подход к сегментации потребителей услуг парка развлечений. В основу такой сегментации положен эмоциональный критерий, который предполагает классификацию эмоций за Б.И. Додоновым и другие классификации. Согласно с маркетинговыми сегментами предложены типы развлекательных услуг как стратегические единицы бизнеса, включая такие элементы маркетинг-микса, как продукт, процесс и материальная среда. Элемент "продукт" рассматривается в комбинации с элементом "процесс", что объясняется специфичной сущностью услуги как товара, которая соединяет в себе инструментальное и функциональное качество.

Ключевые слова: маркетинг, сфера развлечений, маркетинг парка развлечений, маркетинг сфери услуг, маркетинговая сегментация, эмоции потребителей.

Problem statement. In USA, Western Europe and Asia services of amusement parks had been developed for many years and now the entertainment sector is represented by great variety of popular parks of amusements, such as Disneylands, Legolands, Universal Studios, PortAventura World, Lotte World, Everland and others [7]. In spite of availability of really attractive parks (for example, the thematic park "Kievan Rus"), in Ukraine this sector is on stage of earlier development and the task is to accelerate the process and to reach the rate of most popular producers of the world. For this purpose the Ukrainian producers of amusements services must totally implement modern marketing philosophy and world experience in their businesses.

Analysis of the last researches and publications. In accordance with latest research and publications analysis, marketing philosophy is the main condition of successful business in all spheres of activity, in particular in entertainment sector. Among the authors, whose works are dedicated to studying of theoretical and practical aspects of this question we can't, but mention O. Byt [2], I. Martinov [4], V. Matuhin [5], I. Rodionov [6] and others. Rather noteworthy list of

factors, which lead to successful business of amusement park, is proposed by I. Rodionov [6]. Among them are such factors as park sizes, landscape using, water using, thematization and zoning, lighting, music, show-making, the symbolic character and also the view on the park as on the module construction [6]. Marketing orientation of managers plays a significant role, especially in entertainment business, for the services, which it supplies, are designed to meet not necessary essentials, but secondary, higher, needs, such as amusements, pleasure, inspiration, self-fulfillment. Besides that, great competition takes place among the producers of amusement services on the world market and in Ukraine the amount of amusement parks is constantly increasing. So the task of businessmen, which work in this sector, is to understand the existing needs of the customers and to foresee their hidden needs to produce all the variety of specific services, which would satisfy the needs more efficiently, than the competitors.

The purpose of article is to classify the customers of amusement parks by emotional criteria and to propose the approach to their segmentation in order to maximize the needs satisfaction in each segment as the way of business efficiency increasing.

The main results of the research. Marketing managers of amusement parks must realize and consider in their businesses the next principles: 1) customers buy amusement services not for the result, but for the process of consuming (the result is measured by the pleasure and emotions, which have been obtained by customer during the process, so the instrumental quality of the service is almost completely determined by its functional quality); 2) the amusement park must be considered as the specific module system with the harmonious combination of all elements of physical evidence and atmosphere; 3) the merchandizing of elements, park zones and attractions must be of such significance as the merchandizing in retailer business; 4) in spite of complexity of park zones, the type of customer, the emotions, for which he (or she) searches, surely must be taken into account. So, customers of amusement park's services need emotions. It is on one side. On the other side is the fact, that the kind of emotions, they need, defines the types of product, process and all elements of physical evidence, which in the right combination are designed to thoroughly satisfaction of customers' needs.

According to the classification of B. Dodonov the emotions can be divided into the next types: "gloristic", hedonistic, altruistic, communicative, romantic, mobilization (or "pugnistic", from the Latin world "pugna" – struggle), esthetic and others [3]. The combination of emotions, for which the customers of amusements services are searching, makes the type of customer, whose needs the producer of services aims to satisfy. There are the possible combinations below, but some types of emotions are more detailed and somewhat simplifies in their names in order to make the classification more clear (fig. 1).

The relaxing type is the customer, which needs rest and comfortable conditions, not thrills or extreme emotions. The amusement service for such customer may be introduced by the park or thematic park with beautiful landscapes, comfortable places for rest and meal, light music and pleasant relaxation light spectrum. It also may be merry-go-rounds and swings in the park. The next

type, "light romantic", is the customer, who is searching not only for rest and relaxation, but for some unusual things and events, for some mystery, but without evident fear.

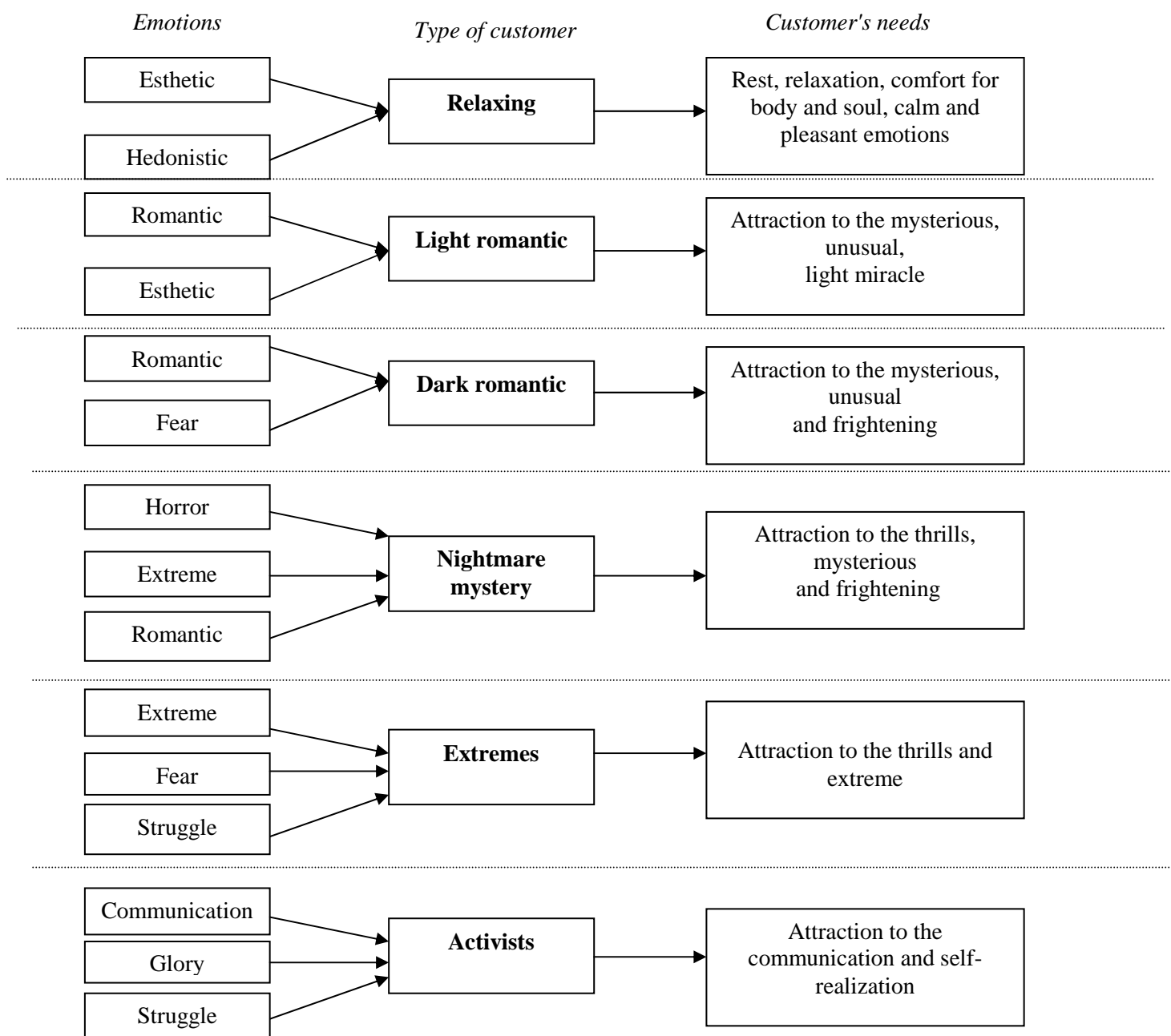


Fig 1. Segmentation of Amusements Park Customers According to Emotional criteria

Source: created by the author based on [1 - 10].

The atmosphere of amusement service is to be like in the "Alice in Wonderland". The other type, "dark romantic", needs some elements of fear in addition to the atmosphere of the previous one, but not extreme and not horror. The light and color spectrum of the park must be slightly darker, most mysterious; the music is to be slow and somewhat hard. It is like the mystical scary

tale. Depending on the thematic and type of the park, the service may be introduced by the "haunted castles", "underwater caves with mysterious creatures", "underground tunnels with ghosts" and so on. The type of customer, called "nightmare mystery", needs more extreme, when fear turns to horror. But besides the emotions of horror and extreme, the romantic emotion takes place. These emotions means leaning for mystery and unusual things, so the atmosphere of the park must be also like in peculiar tale, but in tale, which is purely for adults. It may be the thematic park, dedicated to popular horror film or the park with original themes and attraction. The service may be represented by horror museums, by interaction attractions etc. Of course we can't, but mention about all aspects of ethical and social responsibility, which must be considered by the parks' managers during all stages of production – from the ideas making to the provision of services (no living being must be harm, not in physical or mental sense). The next type of customers segment is "extremes", which are searching for extreme and fear too, but instead of romantic emotions they need struggle. Under term "struggle" we mean the overcoming of dangers, but without mysterious adventures, without "ghosts" or "horror tunnels". The "dangers" in this case are other types of fear, such as fear of heights, fear of speed, fear of falling etc. The amusements park for such segment is to be mainly represented by extreme attractions, such as roller coasters, "balance wheels" and other extreme "carrousels". The example of attractions for such market segment is the attractions on the top of City Tower Hotel-Casino "Stratosphere Las Vegas" ("Big Shot", "X Stream" and "Insanity") [8]. And the last type of amusements' customers is called "activists". They are active and communicative people, which need interaction and struggle for glory. The service is to be introduced by competitions, games, contests. The atmosphere must be vivid and bright.

The proposed types of customers and types of amusements may be viewed not only in pure form, but in different combinations, depending on the size of amusement park, it's thematic and other factors. The next combination may be successful: "relaxing" and "light romantic", "nightmare mystery" and "extreme", "extreme" and "activists". Other combinations may be apposite too, all depending on the skill of park manager to propose the appropriate complex product. But to our opinion "relaxing", "light romantic" and "dark romantic" are more introverted types, while "extreme" and "activists" are more extraverts. The type "nightmare mystery" may be equally for intro- and extraverts depending on the specific attraction.

Conclusions. The sphere of amusements has it's specificity for it doesn't produce the material products on one side, and on the other side it satisfies not primary, but secondary needs. It must be considered by the producers in order to understand the customers' needs and to satisfy them better, than the competitors. The immateriality of amusements services makes it necessary to work out such additional elements of marketing-mix, as process, people and physical evidence, which in the combination makes the atmosphere of amusement park. To create the right atmosphere, producer of the services must understand, with what type of customers he works. One of the most significant criteria of segmentation is emotional, for the customers of amusement park are searching exactly for emotions. According to emotional criteria the customers can be divided into six types: "relaxing",

"light romantic", "dark romantic", "nightmare mystery", "extremes" and "activists". Working with one or several segments, or with the segment of types' combination, the producer of amusements services has an opportunity to create attractive proposition, to obtain the significant market share and to strengthen the competitive position.

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