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CORE FACTORS OF INTERMEDIARY SERVICES MARKET DEVELOPMENT

The article investigates the core factors of intermediary services market development. Basic levels of functioning of intermediary services market as a marketing system are determined as well as the factors, which influence intermediary services market development at micro-, meso- and macrolevels. Complex analysis scheme of factor influence upon the development of intermediary services market is given. Conclusions as to the degree of impact of particular factors on the intermediary services market system functioning are made.

Keywords: core factor; intermediary services market; consumers force; macromarketing system.

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СИСТЕМОУТВОРЮЮЧІ ЧИННИКИ РОЗВИТКУ РИНКУ ПОСЕРЕДНИЦЬКИХ ПОСЛУГ

У статті досліджено системоутворюючі чинники розвитку ринку посередницьких послуг. Визначено основні рівні функціонування ринку посередницьких послуг як маркетингової системи та чинники, що впливають на розвиток ринку посередницьких послуг на мікро-, мезо- та макрорівнях. Наведено схему комплексного аналізу впливу факторів на розвиток ринку посередницьких послуг. Зроблено висновки щодо ступеня впливу окремих чинників на функціонування системи ринку посередницьких послуг.

Ключові слова: системоутворюючий чинник; ринок посередницьких послуг; сила споживачів; макромаркетингова система.

Рис. 2. Літ. 10.

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СИСТЕМООБРАЗУЮЩИЕ ФАКТОРЫ РАЗВИТИЯ РЫНКА ПОСРЕДНИЧЕСКИХ УСЛУГ

В статье исследованы системообразующие факторы развития рынка посреднических услуг. Определены основные уровни функционирования рынка посреднических услуг как маркетинговой системы и факторы, влияющие на развитие рынка посреднических услуг на микро-, мезо- и макроуровнях. Приведена схема комплексного анализа влияния факторов на развитие рынка посреднических услуг. Сделаны выводы о степени влияния отдельных факторов на функционирование системы рынка посреднических услуг.

Ключевые слова: системообразующий фактор, рынок посреднических услуг, сила потребителей, макромаркетинговая система.

Problem statement. Intermediary service field is one of the economy spheres, which is rapidly developing. According to international sources, 75–80% of the world trade in goods and services is realized with participation of intermediaries (International Trade Statistics, 2012). In Ukraine the total share of services of commercial intermediaries, transport and communications enterprises, financial intermediaries excluding banks, intermediaries in real estate and engineering services market during 2009–2012 had the tendency to increase by 1–2% every year, and, at the beginning of 2013 the total share of intermediary service market in the structure of domestic economy reached 50% (Consolidated National Accounts, 2012).

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Within market economy functioning the process of development of intermediary services market has to be carried out on the basis of marketing since it is the basis for intermediary activities.

Latest research and publications analysis. Works of M.M. Yermoshenko (2009), I.M. Gryschenko (2007) and others are dedicated to the issues of complex investigation of intermediation as a form of business activities. Factors, which influence the functioning of marketing systems, are analysed in the works of such foreign authors as P. Kotler, G. Armstrong and V. Wong (2003), P. Kotler (1996) and domestic researches L.V. Balabanova and A.V. Balabanyts (2009), A.P. Chelenkov and S.E. Goncharov (2006).

Unresolved issues. Major part of scientific works view intermediary activities on the microlevel in the context of separate types of business activity. At the same time, studies on the development of intermediation as a form of business activity, its characteristic features and the market of intermediary services are lacking.

Research objectives. The key objective of the given research is grounding the core factors in the development of intermediary services market as a marketing system.

Key research findings. In economic literature there exists a great number of definitions of the category "market", which express various sides of market relations. While summarizing the existing views on the given economic category, we suggest using the definition, which in broad economic sense defines the market as aggregate economic relations, being developed according to market laws and principles and represent the formation mechanism and development of interdependences between discrete economic entities.

For the goals of this research, the essence of intermediary services market as a macromarketing system was defined. Accordingly, the intermediary services market in the model of market as a marketing system is represented at 3 levels: I level – micro-; II level – meso-; III level – macrosphere of intermediary services market (Figure 1).

Accordingly, at each of these levels of functioning of the macromarketing system under consideration, there exist the factors, which influence its functioning.

Factor is a relative, driving force of any process or phenomenon.

Correspondingly, driving forces of intermediary service market can be defined by the levels of marketing within the market under consideration.

On the microlevel of functioning of the intermediary services market we can find intermediaries and final consumers, which exchange information in the process of communication with the aim of achieving their goals at the market: consumer – to satisfy the requirements, intermediary – to get profit from realization of commercial activities.

On the mesolevel the market of intermediary services is directly connected with goods market by object of activity, since intermediaries interact with manufacturers at all goods markets.

The macrolevel of intermediary services as a marketing system unites interaction of intermediaries with consumers and manufacturers including the state as a market entity to the given system and taking into consideration state influence at the market by the way of legislative regulation and fulfillment of economic policy.

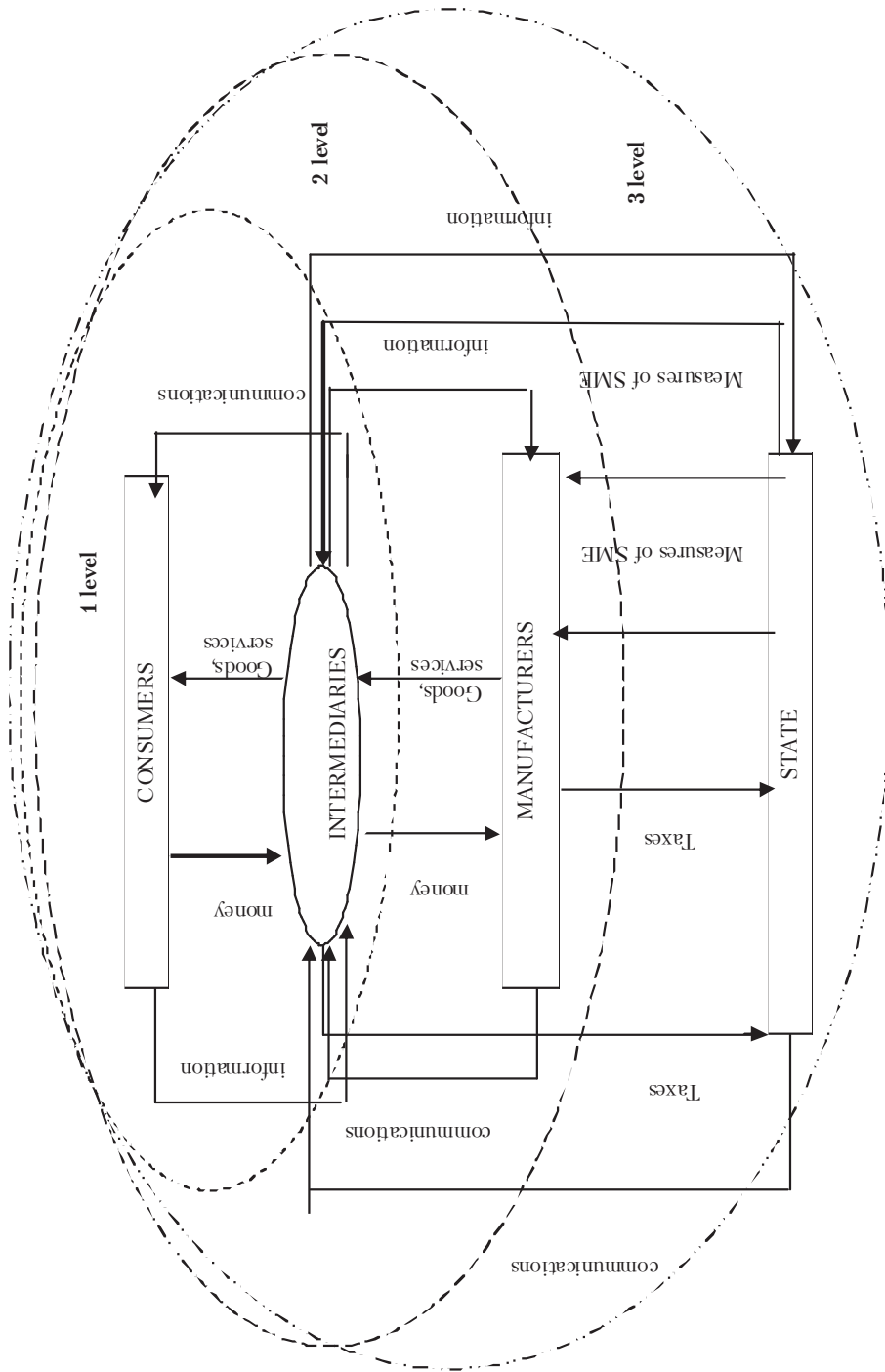


Figure 1. Model of intermediary services market, author's elaboration

At each of these levels there exist internal and external factors of influence on the development of intermediary services market as a macromarketing system.

Relationships between the elements of intermediary services market as a marketing system are built on the basis of information and through communication, which, due to peculiarities of intermediary services, are crucial for market functioning: an intermediary has to know for sure consumers' requirements, to have information from manufacturers and, correspondingly, to meet the requirements of target audience.

With the purpose of forming true knowledge on the phase and tendencies of development of the intermediary services market it is offered to use the structural logical model of investigation of intermediary services market by its sectors and in general (Figure 2).

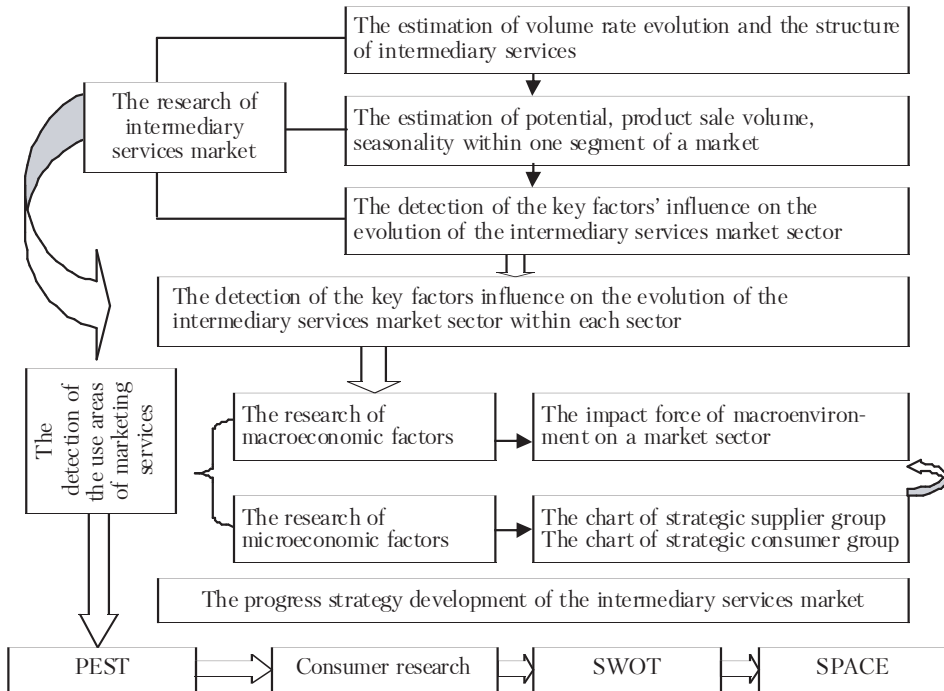


Figure 2. The structural logical scheme of the intermediary services market research within its sectors and in general, author's elaboration

Figure 2 represents the structural logical scheme, according to which, the sequence, order and methods of intermediary services market research, namely the methods of SWOT, SPACE, PEST and research rates of volume evolution and the structure of intermediary services, potential, product sale volume, the seasonality within one segment of the market and the influence of the key factors on the evolution of the intermediary services market sector within every sector are determined.

The factors of external environment have a great influence on the development of the intermediary services market as a marketing system.

Among the key macroeconomic factors, that impact the intermediary services market development, according to the method of close relations determination, the

backbone factors for the development of intermediary services market as a marketing system are the following:

- the volume of the present incomes of population – the main factor of influence on the intermediary services market development, as the final customer-population is the target audience for the majority of intermediary, who work in the system of marketing cooperation B2C;
- the income volume of the intermediary service customer-enterprises is the main factor of influence on the intermediary activity development in the system B2B;
- the size of production output by producers, who are suppliers of products and resources for intermediary in the systems B2B and B2C.

Accordingly, the backbone factors are the factors, which directly depend on the consumers at the micro- and mesolevels of marketing cooperation – intermediary-consumer.

Microeconomic factors of influence on the development of intermediary services market as a macromarketing system are inner relative to the mesolevel of the system – a definite sector of the intermediary services market, and they are external for the microlevel – a definite subject of intermediary activity.

The following belongs to the previously mentioned factors:

- the factors of a market condition (demand and supply trends at the market of a particular product, service, goods);
- consumer force (psychological and social factors – tastes and preferences of consumers etc.);
- factors within cooperation – inner environment factors.

The backbone factor for the intermediary service market is the factor of competition. The Porter's theory of global competition indicates the global character of competition, where competitors are not separate, but the companies which work under different socioeconomic conditions (Porter, 1998). Besides, M. Porter have proved that in the process of the conversion to post-industrial society the role of more effective human capital use, its knowledge, maneuverability, professional flexibility increases more and more (Porter, 1998). M. Porter named these as "the competitive advantages of the top level", which you can reach only due to the intensive investments not so much in production but in "human capital" (Porter, 1998).

The Porter's model of 5 competitive forces (1980) is widely spread. It is the powerful instrument for regular diagnostics of main competitive forces, which influence the market, the estimations of influence level concerning each force and the detection of the competitive struggle character at a market.

According to the Porter's classical model of competitive forces, competitive environment is formed under the influence of such competitive forces as the rivalry between competitive sellers of one sector; the competition between the products, which are made by companies of different branches, and which are worthy substitutes, and also are competitive by price; the risk of new competitors emergence in a branch; economical possibilities and buying power of customers.

Five competition factors prove the fact that competition in a branch is not only a play between companies, which already exists at a market. Buyers, suppliers, products are substitutes and pretenders to a branch entry – they are "competitors" of a

company at a particular market, which play different roles depending on the circumstances (Porter, 1998).

For the intermediary services market the competition factor acts both on the level of competition between suppliers within one sector, having influence on consumers, and on the level of competition between suppliers, when a intermediary makes its choice in the area of B2B cooperation.

Conclusions. Summing up, we can make the conclusion, that the relationships between intermediary services market elements as a marketing system are based on the information and communication, which, taking into consideration the features of intermediary services, are crucial for market functioning: a intermediary should know exactly the needs of customers, should have the information from producers and thereafter meet the claims of a target audience.

Macroeconomic factors have influence on the intermediary services market development, the main factor is the income level of final customers.

Microeconomic factors have influence both on the development state of the definite sector at the intermediary services market, and on the development of a definite subject in the intermediary activity.

Marketing management of the intermediary services market development should have 3 levels of influence on the macromarketing system development, because taking into account market trends and customer needs it can direct the overall intermediary services market development and its separate sectors in particular.

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Стаття надійшла до редакції 5.08.2013.