

Resource maintenance of production and services Continuity, security of supply, the implementation of quality standards Environmental consistency for maximum prevention of negative impacts on ecosystem and population

Products and services creation A wide range of accessibility. The manufacturer is responsible for the warranty on the entire product lifecycle.

Implementation of environmental obligations throughout the life cycle of products (possible inclusion of non-recyclable residues in the matter cycling)

Product turnover: consumption and recycling Maximum satisfaction of demand, needs in the manufacturer competition Optimization of resource consumption and production. Compliance with quality products and services in order to prevent adverse effects on human health, all biological populations and environment.

In conclusion, the main characteristics of the quality of environmental marketing are:

- rational use of the environmental recourses as a top priority;
- development of strategies with maximum consideration of the environmental well-being;
- development and maintaining of environmental management at enterprises;
- compliance with the principles of socio-ethical marketing during the implementation of environmental marketing.

References

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MARKET SEGMENTATION. NEW PRINCIPLES OF MARKET SEGMENTATION

Key words: market segmentation

Many companies are now entering the market fail, although each time before going on the market of a new product marketers conduct costly research to understand what consumers want. As a result, according to statistics 90% of the new products that come to market infected. Why is this happening, or consumers - are demanding and unpredictable, or blame incompetent ad agencies. Still, in our opinion the reason is different, that conventional methods of market segmentation obsolete. Thirty thousand new products every year come to the market to find its consumer. Ninety percent of them fail. Why? It turns out that we are using false methods of

market segmentation. For example, we divide the market on the customer type and define the common needs of customers in these segments. But the real people in the real world act unconventionally compared with the average customer. And what is the result? On the market there are complex products that do not meet the real needs of people. So how should segment the market: the user's product status (users / non-users, persistent / non-persistent users), or based on the desired benefits of the consumer (depending on the usability of the goods, price sensitivity)?

The most common principles of segmentation of the consumer market are:

- Geographic (firm chooses its activity one or more regions, where it folded the most favorable conditions: the presence of competition and infrastructure; the volume and structure of demand, the price level and inflation, population density, climatic conditions, etc...);

- Demographic (based on market segmentation by sex, age and social groups of the population, for which the firm will be guided (male or female, their age, family structure, income level, etc...));

- Psychographic (assumes that consumers are grouped by membership of a particular social group (class), type of personality, way of life, moral principles, etc...);

- Behavioral (based on the fact that consumers distinguish groups according to their knowledge, attitudes, patterns of use of the goods and the reaction to this product);

- Combined (involves a combination of units for different market to the above principles: geographical principle can be combined with the demographic.)

Having a "picture" of the segmented market, it is reasonable to cover all segments. Thus, an important decision is the choice of target market segments, which must meet the following four conditions:

- The measurability (possibility to measure the size and characteristics of the segment);

- The importance of (the ability to make a profit);

- Access (access and service segment);

- The reality of (the possibility of using strategies to service segments).

The brand with the clear goal acts as a compass with two ends: one end leads customers to the right products and the other directs the creators, marketers during development and launch on the market of fresh and tuned products. What we get from this? The product, which customers always appreciate, and the brand, which gives us the guarantee of not losing your audience and not to surrender positions in the eyes of their competitors. If each company will try to comply with all methods of market segmentation, as well as the market segments will comply with all the conditions, in the future the number of new products which have a loss when entering the market, significantly reduced.