

дослідження.

## APPLICABILITY OF GEO-MARKETING APPROACH IN THE RETAILERS AND SERVICE OBJECTS DISLOCATION

*Glybchenko M.P.*

*Taurida National V. I. Vernadsky University, Simferopol, Crimea Republic, Russia  
E-mail: aeroplain@bk.ru*

The article reveals the theme of spatial organization of different service and retailers' objects, denotes the role of the spatial approach in the process of service networks formation. The dynamic of retailers and service networks' development regarding the tendency of their density increase is described. A brief overview of the instruments applied earlier in the process of the given objects' dislocation planning is presented. A definition of "geo-marketing" and its genesis are determined. We also name groups of the key factors and point out the role of GIS in the process of geo-marketing analysis. Justification of the importance of the service objects' dislocation is provided. As a basis for the justification we use complex sociological research, incl. those held in the grocery supermarkets in the city of Simferopol. Divided into two blocks, results of the sociological research are presented, giving a clear picture of the importance of spatial orientation of the given objects in the city landscape. Moreover, the role of the grocery supermarkets' dislocation in the ordinary consumers' perception is presented. A complex conclusion regarding interrelation between successful functioning of the retailers and service objects and their dislocation is provided. Geo-marketing is shown as a universal instrument which effectively helps assess perspectives of the future functioning of an enterprise in a given location.

**Keywords:** geo-marketing, spatial analysis, supermarkets chain, sociological research.

### References

1. Geomarketing: what it is. <http://www.gisconsult.ru/geomarketing.html>
2. Urbanism . Planning and development of urban rural settlements: *DBN360-92* (NIPI gradostroitelstva, Kiev, 2002) [in Russian].
3. Geointellekt : geographic information system analysts. About the program. <http://geointellect.com/about.html>
4. About geomarketing. <http://geointellect.com/about-geomarketing.html>
5. V. I. Tsvetkov, *Geomarketing: application tasks and methods* (Finansy i statistika, Moscow, 2002) [in Russian].
6. V. S. Zavadvorov, A. V. Zavadvorova, *City economics* (Magistr, Moscow, 1998) [in Russian].
7. Geomarketing as a new business marketing tool. <http://www.searchenginejournal.com/geo-marketing-as-a-new-business-marketing-tool/20595/>

*Поступила в редакцию 20.11.2014 г.*