Analysis of the concept of the construction market and its segments in Russia

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Abstract. The epidemic of the coronavirus COVID-19 and the introduction of restrictive measures in many industries have given a negative path for the construction industry. The State Duma of the Russian Federation has not yet approved the draft strategy for the innovative development of the construction industry in the Russian Federation. The construction industry is experiencing another stage of the crisis. This determines the importance of monitoring and analyzing the concepts of the construction market and its main segments, because they largely determine the development policy of the Russian construction industry.

1. Introduction
The draft Strategy for the innovative development of the construction industry in the Russian Federation provides for the development of the construction industry to reach modern standards of housing conditions, as well as the implementation of new technologies for housing construction. The document defines the points of growth of the competitiveness of the Russian construction complex both domestically and abroad. To implement the strategy of innovative development of the construction industry in Russia, it is necessary to consider the concept of the construction market and its segments, because they largely determine the development policy of the Russian construction industry.

2. Theory
The concept of "construction market" and its segments are the subjects of active scientific research by many authors in modern literature [1,2]. Let's consider some of them.

Researchers Bykov D. N., Khomkalov G. V. [3] prove that the construction market is a large, complex, dynamic and probabilistic system.

Zhurtov A.A. [4, p.16] believes that the construction market is a complex form of organizing relationships between investors, designers, contractors, suppliers and market infrastructure institutions.
A group of scientists, which consists of Anufriev D.P., Konnova S.N., Kargapolova E.V., Alieva A.I. [5], believes that the construction market is a system of ties that realizes the interests of participants of the construction process.

Stepanov I.S. [6, p.172] believes that the construction market is an open organizational and economic system. Market entities (investors, customers, contractors, design organizations, enterprises of the building materials industry, etc.) realize their mutual economic interests in the conditions of the operation of commodity-money relations.

According to Stepanov I.S. the construction market as a system includes:
- subjects of the construction market;
- objects of market relations;
- infrastructure of the construction complex market;
- market mechanism;
- state control, regulation and self-regulation of the market.

So, the subjects (elements) of the construction market are investors, customers, contractors, design and survey organizations, research institutes, enterprises of the industry of building materials, products and structures, construction and road engineering enterprises, enterprises (plants), which are manufacturers of technological, energy and other equipment and population.

Objects (subjects) of market relations are construction products (buildings, structures, objects, their complexes, etc.); construction machines, vehicles, power, technological and other equipment; materials, products, structures; capital; work force; information, etc.

The infrastructure of the construction market includes:
1) Enterprises and firms of the construction and related industries that form the construction complex, including:
   - construction companies that realize:
     a. new construction;
     b. overhaul of industrial and non-industrial buildings, housing and objects of social, cultural and communal purposes;
     c. exploitation of transport and oil and gas construction facilities;
     d. design, design and survey organizations, engineering, consulting research and development firms of the construction profile;
     e. organizations and institutions that provide technical supervision in construction.
   - enterprises and industries supplying the construction industry with objects of labor (building materials, products, semi-finished products and structures) and means of labor (road and construction machines, equipment for the building materials industry);
   - organizations that repair construction machines;
   - organizations, components, equipment and special materials;
   - institutions that train personnel for the construction industry.
2) Institutions that exchange goods: exchanges, fairs, auctions, trading houses, dealerships and brokerages.
3) Institutions of the banking system that ensure the accumulation and movement of investments in their financial form: banks, brokerage offices, joint stock companies, investment and insurance funds.
4) Institutions that provide various services: audit firms, insurance companies, law firms, etc.
5) Centers that certify manufacturing organizations for the purpose of licensing their activities.
6) Transport organizations.

Svintsov A.P. and Shubin A.M. [7, p. 15], consider the construction market as an open technical and economic self-developing system with a complex structure of interaction and production and economic relations in the design, construction, reconstruction, repair or demolition of buildings and structures for various purposes, as well as the production and sale of building materials, structures, special machines, mechanisms and devices.
Position of Svintsov A.P. and Shubin A.M. according to the elements of the construction market system fully corresponds to the elements Stepanov I.S. listed above. However, the authors' understanding of the definition of market self-regulation differs slightly. So, Stepanov I.S. believes that self-regulation of the market takes place on the basis of supply and demand, and Svintsov A.P. and Shubin A.M. assure that demand, supply and self-regulation of the market occurs also in a competitive environment. In our opinion, competition is an integral part of market self-regulation. The more active the competition is and the better the conditions for its manifestation are, the more perfect the market is. By setting performance criteria, competition is not only a method of economic control, but also a way to stimulate continuous improvement.

Persky Y.K. and Kataeva Y.V. [8, p.49] studied the organizational and product specifics of the housing construction market. They believe that the housing construction market is included in the system of three markets: the real estate market, the construction market and the investment market. At the same time, the definitions of the real estate market, as well as the construction market, can be applied to the housing market. Consequently, the real estate market, the construction market and the housing market may have similar definitions.

However, in our opinion, the real estate market and the housing market are structural elements of the construction market, therefore, they cannot adequately characterize the essence of the construction market.

Bakusheva N.I. [9, p. 207] believes that the construction market is a component of the infrastructure of markets for investment goods and one of the segments of the national market, which is significantly different from the markets of other industries. These differences include:

- items to sale;
- subjects of market relations;
- pricing system.

In order to identify consumers and their needs, know their competitors and further apply different strategies to develop new types of products, advertising, sales promotion and product promotion, it is necessary to segment the construction market [10,11,12].

Dikamova E.A. and Khalzova N.A. [13, p.49] believes that the segmentation of the construction market is the process of identifying groups of consumers who equally respond to the same incentive marketing.

The study of the authors highlights the following classification features of the segmentation of the construction market:

1. Coverage (macro and micro market segments).
2. Penetration depth (deep segmentation, wide segmentation).
3. Segmentation according to the marketing plan (the preliminary one precedes the creation of the company, the final one is part of the marketing plan).
4. Market segmentation by purpose (types).
5. Customer segmentation.

Segmenting the construction market by purpose (types), Dikamova E.A. and Khalzova N.A. distinguish the following segments:

- construction market (housing, commercial real estate, industrial facilities);
- market of building materials, products and structures;
- repair and construction work market.

Dikamova E.A. and Khalzova N.A. distinguish the following classification features on the example of the building materials market:

1. Industrial purpose of building materials.
2. Feedstock type.
3. Quality indicators (weight, strength, etc.).
4. Functional purpose.

Taking into account the classification features of building materials, the authors identify the following market segments:
1. Cement market.
2. Wall materials market.
3. Nonmetallic materials market.
4. Reinforced concrete structures market.
5. Flat glass market.

The main consumers of the building materials market include:
- large construction companies, (60% of the market);
- small construction and repair companies (25% of the market);
- private consumers (15% of the market).

3. Results
Thus, we can draw the following conclusions from the definitions presented by us:

The construction market is a complex self-developing system, which consists of subjects and objects of the construction market, infrastructure, market mechanism, as well as state control, regulation and self-regulation of the market (Figure 1).

Subjects of the construction market function in mutual connection and relationships among themselves in a competitive environment, as well as the ratio of supply and demand.

The market has an internal infrastructure, i.e. a set of individual economic entities, the interaction of which determines the normal functioning of the market mechanism.

The development of the construction market is regulated by the state, regional and municipal regulatory framework, and is determined by the implementation of state policy in the construction industry, and also depends on territorial differentiation, directions of development of the regional policy of the construction industry, as well as various approaches to organizing management of the construction industry, the level of state subsidies, etc. [14,15,16,17]

Thus, we can say that the segmentation of the construction market is the process of dividing the market into clear groups of consumers according to predetermined criteria [18,19,20,21].

4. Conclusions
The analysis of the basic concepts of the construction market by various authors allowed us to conclude that the construction market is a complex self-developing system, which consists of subjects and objects of the construction market, infrastructure, market mechanism, as well as state control, regulation and self-regulation of the market. The analysis of the segmentation of the construction market made it possible to conclude that the segmentation of the construction market is a process of dividing the market into clear groups of consumers according to predetermined criteria. This allows you to identify consumers and their needs, know your competitors and further apply different strategies to develop new types of products, advertise, stimulate sales and promote products.
CONSTRUCTION MARKET

Construction market infrastructure
- bank
- stock exchange
- assurance company

The subjects of the construction market
- employer
- investor
- contractor

Demand, supply, competition

Construction market objects
- buildings and structures
- building material
- construction machine

State control
- federal agency
- regional agency
- municipal authority

Figure 1. The system of interconnection of the elements of the construction market.

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