Choice of the marketing concept of management of housing- and-communal services

Oksana Skripnik

1 Moscow Institute of Public Administration and Law, Sadovniki, 2, Moscow, 11548, Russia
E-mail: rn07@yandex.ru

Abstract. According to the author, housing-and-communal services comprise the basis of regional infrastructure forming quality and the standard of living of the population, being one of the most important prerequisites of development of social and economic capacity of the region. Some marketing concepts of management of housing-and-communal services are considered in the article, the problems, interfering the use of marketing technologies in management of housing-and-communal services are revealed. The need of use of marketing management for effective activity of housing-and-communal services is also reasoned. The author proves that the introduction of housing-and-communal services in practice as the marketing concept of management allows to solve the whole complex of issues, which are studied in the article.

1 Introduction
Housing belongs to socially important vital goods, and his quality as goods, is limited only to solvent demand of consumers while consumer preferences in this market are boundless. Specifics of goods – housing, just also are that his quality, (and, therefore, and the price) depend in huge degree on satisfaction of consumer preferences real or potential (if the goods housing are already included in a market turnover) owners who are satisfied not only sellers (builders – primary market; owners – the secondary market), but also those who render him services in the maintenance of this housing. Therefore, quality of services in the maintenance of housing determines its cost as goods. One of the most important features of housing and communal services (further - housing and communal services) consists that the needs for services of this branch are always and everywhere. Therefore the current state of housing and communal services, on the one hand, is characterized by continuous retraction and concentration in itself huge resources, on the other hand, the control system of this sphere isn't capable to use them rationally. In this regard value of scientific statement and the developed research of problems of formation of an effective control system of housing and communal services for the purpose of stabilization of administrative technologies and rational use of resources, taking into account features of market economy amplifies.

2 Current Situation Review
Problem of new approach - step by step to pull together the growing cost of housing and services, and also to reduce cost of these services by creation of a uniform marketing information system of housing and communal services, i.e. to enter productive management and resource-saving for each enterprise and branch in general taking into account interests of consumers of housing and communal services as key indicator of efficiency of the held events for reforming of a complex in general [1].
Speaking about effective management of housing and communal services, it is necessary to speak both about rational use of an administrative resource, and about the organization of process of successful management of objects and (or) elements of housing and communal services. Thus, it is necessary to understand rational use of an administrative resource and the organization of successful management of objects of housing and communal services as effective management of housing and communal services.

The carried-out analysis has shown that the level of the used technical means used at the enterprises of housing and communal services and the principles of the organization of information work do not allow to carry out reforming of branch to short terms and without serious consequences for consumers yet.

In housing sector it is expedient to feature of management to formulate, following logic of quite traditional understanding of management as complex process of ensuring the economic activity including set of the principles, forms, methods, receptions and control facilities.

3. Results
Introduction of the principles of marketing as concepts of market management in activity of subjects of housing and communal services will allow to solve the following problems:
- to focus each participant of the market on achievement of end practical result in production and marketing activity;
- to concentrate processes of creation and production of housing and communal services on the decisive directions that assumes the choice of marketing strategies;
- to realize an integrated approach to coordination of the purposes with resources (material, intellectual, financial) and opportunities of the enterprise;
- to provide the most rational and effective combination in management of firm of the centralized and decentralized beginnings;
- to organize the constant search of new methods of increase in production efficiency and a creative initiative of workers directed to widespread introduction of innovations, quality ensuring services, reduction of costs of production;
- to develop strategies and tactics of active adaptation (adaptation) of firm to requirements of external and internal environment for the purpose of the maximum satisfaction of requirements of buyers [2, 3].

It is known that in the development the concept of marketing management developed by consecutive passing through a number of historical stages (Figure 1).

![Figure 1. Historical stages of the development the concept of marketing management](image)

The concept of marketing management of housing and communal services has to become synthesis of two components – social and ethical and administrative. The social and ethical concept in relation to housing and communal services is focused on the account and balance of three factors: receiving profit, satisfaction of needs of consumers and requirements of the society relying on environmental protection and ecology.

The administrative concept allows to position marketing in the center of system of management of the housing and communal services enterprise that allows to include in this system directly the consumer by introduction to system of estimated indicators degree of the consumer satisfaction calculated on the basis of norm of the cost [4].

At the same time, it is necessary to consider marketing management both in organizational and administrative, and in information aspects.

The marketing concept of management of housing-and-communal services includes four models (Figure 2).
As for model of management, it is that sphere of the economic relations thanks to which process of functioning of any economic system including housing and communal services is carried out [5, 6].

Taking into account developed in the modern theory and practice of management of the point of view, it is necessary to turn on various administrative tools and means used for obtaining desirable results in the course of production, distribution and consumption of housing-and-municipal goods, production and services and also calculations of level of consumer satisfaction in this model. In housing and communal services it is possible to give as examples of modern and new administrative technologies engineering and reengineering of business processes, development, the economic growth, partnership in management, etc.

The triad of the allocated models allows to create a control system which development assumes formation of regulations, procedures of controlling and system of criteria of management efficiency. It is necessary to emphasize that creation of model of management is possible only after creation of organizational, functional and information models.

Growth of indicators of production and reproduction of housing and housing and communal services can be one of criteria of efficiency of use of an administrative resource.

Efficiency of housing-and-communal services management should be considered from three positions (Figure 3).
Efficiency from positions of businessmen or representatives of business is defined, first of all, as a ratio of costs of the production of goods and services and the income from their realization expressed through profit. If businessmen seek for receiving profit at any cost, then have to remember that in the conditions of the free market the offer price shouldn't exceed the demand price. Otherwise consumers or will refuse service, or won't be able to pay it. Conscientious businessmen build the business proceeding from interests of consumers [7].

The population is interested in receiving the maximum quantity of housing and communal services at minimum prices and high quality.

Bodies of authority and management realize the powers in various options depending on possible functions and the available interests:

1. if the power realizes interests of unfair businessmen, then performs function of coercion and aspires to as much as possible to raise tariffs and the prices of housing and communal services, keeping at the same time the minimum taxes on the corresponding type of business activity;
2. if the power realizes interests of the population, then performs function of protection and aspires to lowering costs of production of housing and communal services and to provide them at preservation or improvement of quality;
3. if the power realizes own interests, then performs function of coercion in relation to the population, fiscal function in relation to businessmen and aspires to as much as possible to raise tariffs and the prices of housing and communal services for the population, supporting at the same time the maximum taxes on business activity;
4. if the power realizes balance of interests of the population, businessmen and public servants, then in this case the function of effective social management directed to increase in welfare of the population, stimulation of business activity of businessmen and development of all complex of housing and communal services is performed.

Prevalence in the imperious relations of the first option leads to unreasonably high payment burden for consumers of housing and communal services, i.e. for the population, to decline in quality of services, wear of housing infrastructure and a dilapidation of housing stock.

The distortion towards the second option without modernization of production and increase in its efficiency leads to decrease in business enterprise activity and low wage of producers of services. As a result, decline in quality of housing and communal services with all set of negative consequences.

The third option is an accident for the population, housing and communal services, businessmen and the power. The population won't be able to pay services, businessmen will go to other spheres of economy, the power will lose taxes and, therefore, means of livelihood. The power can keep positions, applying drastic measures of coercion both in relation to the population, and in relation to businessmen.

The fourth option in every respect is ideal. He allows to develop such combination of the relations of the power, consumers and business in management of housing and communal services at which the maximum satisfaction of needs of the population at the minimum expenses and preservation of enterprise activity is reached [8, 9, 10, 11].

4 Discussion
Regional specifics of management of marketing in housing and communal services are defined by two major factors: economic indicators of development of regions and their natural climate conditions. If the last factor remains invariable in short-term, medium-term and even long-term periods, then economic conditions can change even in the short-term period. For example, in those regions where the living standards of the population are higher (Moscow) – less influence of the state on policy of 4P, the level of the competition and degree of satisfaction of needs of the population is higher. When forming the market of housing and communal services two circumstances are essentially important: use of marketing methods of selection of the most effective producers of services which "will squeeze out" the noncompetitive enterprises from the market; attraction to selection of recipients of services as they (services) have stopped being the public benefit and have got a commodity form [12].
At the choice of the marketing concept of management of housing and communal services it is necessary to consider:

1. impossible uses of direct marketing as monopolization of branch and extent of state regulation of the market relations, mainly influence through its exclusive structures is high;

2. the use by all the participants of the market (subjects of managing and management, and also consumers) a complex of marketing which in practice is implemented as a set of the methods and tools promoting adaptation of their activity to changes of the external environment which are giving in to adaptation;

3. the wide use of communicative policy:
   - as sets of perspective activities of subjects of managing and management in a housing and utilities sector, and presence at them of the reasonable strategy of use in the activity of a complex of the communicative means (a communicative mix) allowing to provide stable and effective formation of demand and advance of services on the market in the volumes sufficient for satisfaction of needs of the population and receiving have arrived;
   - development of a complex of the stimulation assuming measures for ensuring effective interaction of business partner, information support (including advertising), sales promotion methods (in a promotion-action), PR, use of personal methods of sale.

The 4.marketing-mix the market of housing and communal services can be applied only in a qua - market form as the interrelation of policy of 4P is exposed to strong influence from the state (Product – is poorly focused on satisfaction of consumer preferences because of the collective nature of consumption; Price – depends from macro - and mezo-economic policy of the state; Place – is limited to obligation of consumption of service; Promotion - is limited to absence (or restriction) alternatives.

5 Conclusions

Introduction of housing-and-communal services in practice as the marketing concept of management allows to resolve the whole complex of issues:

- to establish the bilateral relations between the seller and the buyer by studying of the market, distribution, advance of services and advertising, and also planning of feedback by calculation of degree of consumer satisfaction;

- to determine production parameters depending on quantity and quality of characteristics of consumers, purchasing power of the consumer, the nature of the revealed requirements;

- to develop advertising and other forms of sales promotion;

- to carry out coordination of all work on satisfaction of interests of the consumer as main goal of business;

- existence of the specialized organizations capable to give help in implementation of marketing actions.

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