

The strategy of territory socio-economic image formation

La estrategia de formación de la imagen socioeconómica del territorio
A estratégia de formação de imagem socioeconômica do território

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Abstract

The relevance of the study is determined by the need to increase the scale of researching the problems of image, brand and impression of the territory, to improve competitiveness and develop efficiency of the regions, cities and country as a whole, as well as insufficient scientific elaboration of the problems of forming and promoting a positive image of the regions. The study presents the evolution of marketing concepts and territorial marketing as part of it. It has been established that the categories "image", "impression" and "brand" are used in the specialized vocabulary of the scientific community without a uniform approach to their interpretation that is why the main definitions of territorial marketing have been clarified in the research. The study presents the results of a marketing study that allows to identify, rank and systematize the most successful and unsuccessful components of the image of Vladivostok. In particular, the highest ratings of the respondents were obtained by the nature of the region and its geographic location, the average - by the activity of young people in all spheres, and the lowest - by regional authorities and state of the roads. Systematization of urban environment factors show that at present the socio-economic image of Vladivostok is influenced more by negative factors (governance, corruption, poor social support, poor development dynamics, underdeveloped urban transport, poor road

Resumen

La relevancia del estudio está determinada por la necesidad de aumentar la escala de investigación de los problemas de imagen, marca e impresión del territorio, mejorar la competitividad y desarrollar la eficiencia de las regiones, las ciudades y el país en general, así como la insuficiencia científica. Elaboración de los problemas de formación y promoción de una imagen positiva de las regiones. El estudio presenta la evolución de los conceptos de marketing y el marketing territorial como parte de él. Se ha establecido que las categorías "imagen", "impresión" y "marca" se utilizan en el vocabulario especializado de la comunidad científica sin un enfoque uniforme de su interpretación, por lo que las principales definiciones de marketing territorial se han aclarado en la investigación. El estudio presenta los resultados de un estudio de marketing que permite identificar, clasificar y sistematizar los componentes más exitosos y no exitosos de la imagen de Vladivostok. En particular, las calificaciones más altas de los encuestados se obtuvieron por la naturaleza de la región y su ubicación geográfica, el promedio, por la actividad de los jóvenes en todos los ámbitos, y el más bajo, por las autoridades regionales y el estado de las carreteras. La sistematización de los factores del entorno urbano muestra que, en la actualidad, la imagen socioeconómica de Vladivostok está más influenciada por factores

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conditions, poor urban ecology, Soviet development) than positive ones (image events (Tiger Day, City Day, drifting competitions, etc.), favorable geographical location, availability of resources, the beauty of nature, proximity and a special relationships with Asia). The methods of formation and implementation of the marketing strategy of Vladivostok are proposed.

Keywords: territorial marketing, socio-economic image, impression, brand, Vladivostok, marketing strategy.

negativos (governabilidad, corrupción, apoyo social deficiente, dinámica de desarrollo deficiente, transporte urbano subdesarrollado, condiciones viales deficientes, ecología urbana deficiente, desarrollo soviético) que positivos (eventos de imágenes (Día del Tigre, Día de la ciudad, competencias a la deriva, etc.), ubicación geográfica favorable, disponibilidad de recursos, belleza de la naturaleza, proximidad y relaciones especiales con Asia). Se proponen los métodos de formación e implementación de la estrategia de marketing de Vladivostok.

Palabras claves: marketing territorial, imagen socioeconómica, impresión, marca, Vladivostok, estrategia de marketing.

Resumo

A relevância do estudo é determinada pela necessidade de aumentar a escala de pesquisa dos problemas de imagem, marca e impressão do território, para melhorar a competitividade e desenvolver a eficiência das regiões, cidades e do país como um todo, bem como insuficiente científica elaboração dos problemas de formação e promoção de uma imagem positiva das regiões. O estudo apresenta a evolução dos conceitos de marketing e marketing territorial como parte dele. Foi estabelecido que as categorias "imagem", "impressão" e "marca" são usadas no vocabulário especializado da comunidade científica sem uma abordagem uniforme para a sua interpretação, razão pela qual as principais definições de marketing territorial foram esclarecidas na pesquisa. O estudo apresenta os resultados de um estudo de marketing que permite identificar, classificar e sistematizar os componentes de maior sucesso e insucesso da imagem de Vladivostok. Em particular, as classificações mais altas dos respondentes foram obtidas pela natureza da região e sua localização geográfica, a média - pela atividade de jovens em todas as esferas, e a menor - pelas autoridades regionais e pelo estado das estradas. A sistematização dos fatores do ambiente urbano mostra que, atualmente, a imagem socioeconômica de Vladivostok é influenciada mais por fatores negativos (governança, corrupção, fraco apoio social, má dinâmica de desenvolvimento, transporte urbano subdesenvolvido, más condições das estradas, baixa ecologia urbana, desenvolvimento soviético) do que positivos (eventos de imagem (Dia do Tigre, Dia da Cidade, competições de deriva, etc.), localização geográfica favorável, disponibilidade de recursos, a beleza da natureza, proximidade e um relacionamento especial com a Ásia). Os métodos de formação e implementação da estratégia de marketing de Vladivostok são propostos.

Palavras-chave: marketing territorial, imagem socioeconômica, impressão, marca, Vladivostok, estratégia de marketing.

Introduction

The growing globalization and decentralization of regions lead to the fact that at present the competitive environment is becoming increasingly uncertain, dynamic and turbulent in various markets characterized by new areas of origin and destination. In this scenario, the territories focus on various marketing strategies to improve their image, aimed at strengthening local identity and increasing competitive advantages in the fight for resources of investors, tourists, entrepreneurs, as well as to generate conditions for the transformation and

exploitation of their internal assets (Ritchie, Crouch, 1993; Tamma, 2000). Development by means of image resources requires a revision of the socio-economic processes management. Territorial marketing can be defined as a set of applied collective actions to attract new activities to a specific territory, encourage the growth of local business and promote a positive impression. The success of territorial marketing is associated with its ability to detect the needs of real and potential subjects and develop proactive actions to meet them. As a result, an

attractive investment climate of the territory is being formed, the social sphere is developing, the quality of life of the population is improving.

In modern conditions, Primorsky Region has clear advantages on the map of the country: a powerful resource base, favorable climatic conditions, non-freezing coastline, access of seaports to the Trans-Siberian Railway, location along the state border, geographical proximity to states that have not joined the sanctions and the presence of preferential administration regimes. About 420 million people live within a radius of 1000 km (1 hour flight by plane) around the center of Primorsky Region - the city of Vladivostok. This is the only city in Russia that has an access to such a large market (Korneiko, 2017; Korneiko, Zyan, 2016; Korneiko, Zyan, 2017; Gorbenkova, 2012). Vladivostok is a young city and, unlike other regions of the country, is represented by indigenous people only in the second or third generation, which indicates the plasticity of regional identity, which allows creating an image in a free format. In addition, at present, the management of the Primorsky Region has been entrusted to a new team, which makes the results of research in this problem field relevant and applicable in the future, since the creation of Vladivostok's favorable image can become one of the key tasks that must be carried out according to the existing knowledge about the conditions and prerequisites, factors and mechanisms of formation and development of a region's favorable image.

The urgency to improve the city image arises because of the new status of Vladivostok as a

Free port. At present, the operation of the Vladivostok Free port as well as the Primorsky territories of priority development is the defining vector of the regional socio-economic strategy. The geographical location, technical and economic infrastructure in modern Vladivostok port are considered as the main elements in the process of implementation by Primorsky Region its international transport and transit function. Vladivostok Free port is used as the basis for Russia's involvement to the international economic area of the Asia-Pacific region. Vladivostok, along with other maritime ports, serves as a gateway to Asia for Russia, so in the modern era of economic convergence of countries and strengthening international integration, it becomes the main center for the development of Far Eastern territories. Both now and in the future, Vladivostok must be represented as a center of international economic, scientific, innovative and cultural cooperation, as a center of social and economic activity, as a point of growth with a huge development potential. In this regard, a number of issues research the intensity and effectiveness of Primorsky Region and Vladivostok images, the mechanisms improvement for the effective functioning of the city, as well as the main risks that residents of the Free port face now and will face in future.

Literature Review

In the course of its development, the marketing theory underwent numerous changes and interpretations (figure 1).

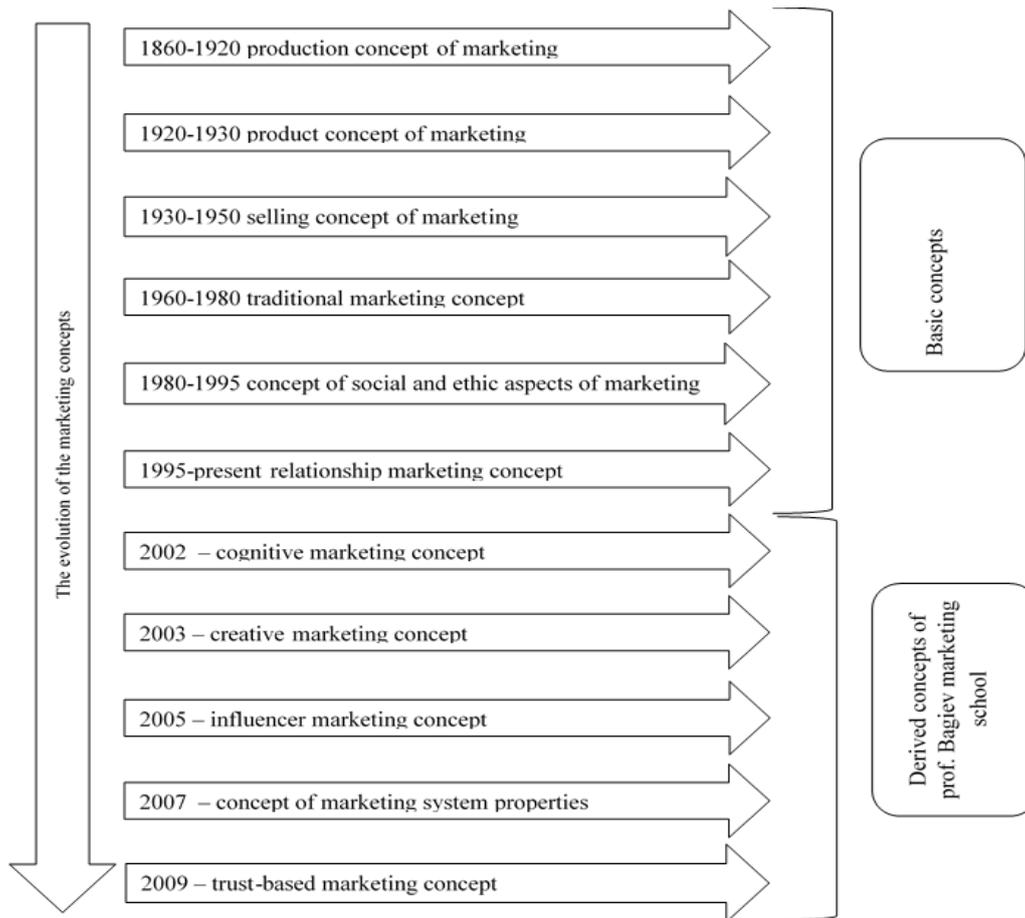


Figure 1 – Basic marketing concepts

The first concept was production oriented. The focus was on creating profits and maximizing the production capacity of factories. Further research went into the direction of mixed marketing, formalized in 1960 by McCarthy. Since marketing has become relevant, it is natural for it to develop in new areas: non-commercial marketing, public marketing (Kotler, Levy, 1969; Kotler, Zaltman, 1971). The goals of modern marketing include more than just sales and visibility in the market. Now they are rather a matter of building loyalty and social change, which purpose is to achieve long-term prosperity.

Territorial marketing began to develop in the 90s as a response to the dilemma of tourist attractiveness of territories and the need to attract investors to overcome the growing territorial competition in the context of globalization (Hatem, 2007).

This is a field of public management that Vincent Gollain considers as «efforts to improve the competitiveness of territories by influencing the behavior of target audience, which is offered a

higher perceived value» (Gollain, 2008). Territorial marketing is aimed at increasing value added, attracting tourists, retaining users, improving the territory's market for international flows in order to strengthen its characteristics and implement development projects (Fattahi, Kobayashi, 2009; Richards, Wilson, 2004; Carr, Rodwin & Hack, 1984).

Numerous studies were devoted to individual elements of the territory's image, which led to a comprehensive understanding of the content of the city's image. It includes economics, education, culture, media, sports, regional politics, administrative resources, regional leaders, transportation, architecture, geography, history, and also insulated regional psychology, subjective perception of the city and images of the population (Tsvetkov, 2013; Morozova, 2010; Sidoryuk, Krasova, 2012).

The problems of Vladivostok socio-economic image as a center of international cooperation in the Asian-Pacific area in the Free Port status are being actively studied by Russian scientists. Experts evaluate the influence of various external

and internal factors on the attractiveness of the city as a place of life, work and self-realization for people (Osipov, Krasova, 2015; Latkin, Gorbenkova, 2010).

Research Results

In modern science, there is no single view regarding the unity and distinction between the categories “impression”, “image” and “brand” that is why there is a need to represent or identify these categories (table I).

Table I – Comparison of categories under research

Comparative feature	Image	Brand	Impression
Definition	An emotionally colored image of the city, formed in the mass consciousness through targeted actions and intended for the psychological impact on the emotions and behavior of a person or the mass of people.	A trademark that consumers distinguish from others due to a unique, often figurative, identifier, as well as additional rational or emotional value.	Spontaneously formed set of emotional and rational ideas about the city
Nature of development	Created deliberately by the means of targeted actions	Lined up specifically	The impression is formed spontaneously
Assessment	May be both negative and positive	Always positive	May be both negative and positive
Is there a dependence on the quality of the object	No	Yes	No
Quantity	Only one	An object may have multiple brands	Only one

Source: (Karabanova, 2016; Lyulko, 2011; Tarasov, 2006).

As we see from Table I, the categories of image and impression have a special adjacency, since the image represents an impression (or an impression can represent an image) and is formed on its basis, but at the same time, an impression, unlike an image, occurs unintentionally, without directed efforts. A brand is a narrower concept that does not go beyond the limits of trade and denotes a trademark (Graver, 2012; Streltsov, Silnitsky, 2008).

We conducted a marketing study based on a

survey of 200 respondents, under the age of 60 years. 96 of them are men and 104 are women. Most of the sample was made up of respondents at a fairly young age (under 30).

Answers of respondents made it possible to identify and rank the most successful and unsuccessful components of the image of Vladivostok. The highest marks were obtained by the nature of the region (29%) and its geographical location (28%) (Figure 2).

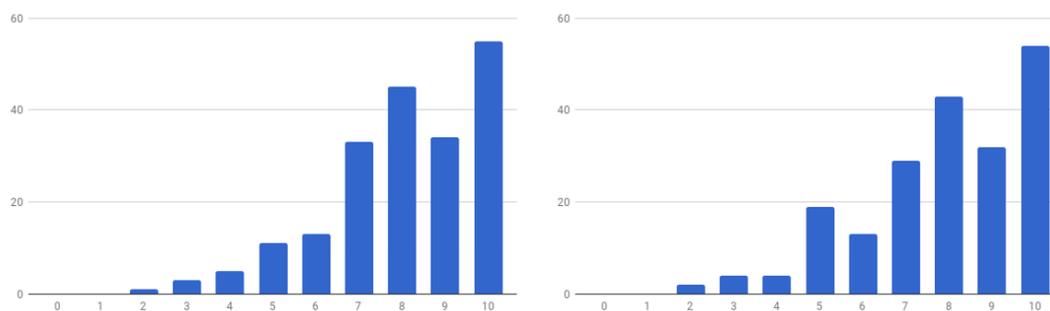


Figure 2 – Estimates of the beauty of nature and geographical location of Vladivostok

The average marks were obtained by activity of youth in all spheres (22%), and also dynamism of development (21%) (Figure 3). Regional

authorities (17%) and roads condition (13%) received the lowest marks (Figure 4).

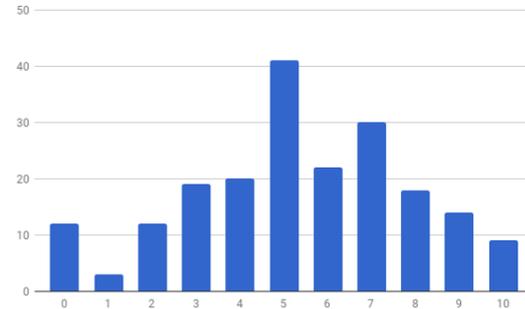
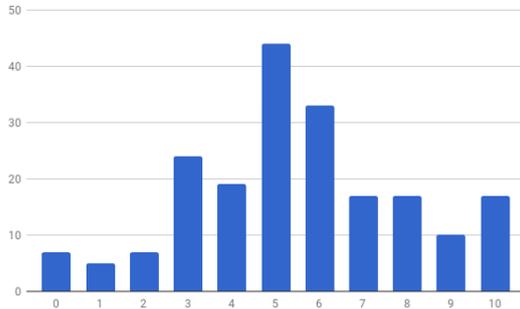


Figure 3 – Estimates of the youth activity in all spheres and the dynamism of bdevelopment

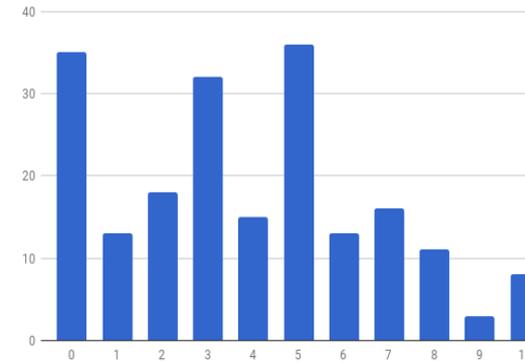
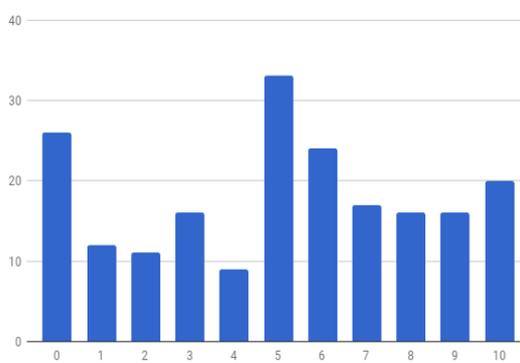


Figure 4 – Assessment of the state of roads and regional authorities

Moreover, we see a large variation in the estimates of almost all variables, with the exception of those that received the highest marks. That means that there exists a unified positive opinion on the nature and geographical

location, uniting the majority of citizens. According to the results of this survey, factors affecting the internal and external image of the city of Vladivostok were selected (Table 2).

Table 2 – Comparison of internal and external factors forming the image of Vladivostok

External	Internal
Favorable geographical location	Governance and corruption
Low scientific potential	Weak social support
Availability of resources	Weak dynamic development
Beauty of nature	Underdeveloped urban transport
Special relationships and proximity to Asia	Poor road conditions

Bad urban ecology

High youth activity in all spheres

The presence of image events (Tiger Day, City Day, drifting competitions, etc.)

Soviet building system

The systematization of the urban environmental factors forming the image shows that the image today is influenced by more negative factors than positive ones.

An important aspect of the territory's successful image is its positioning strategy. Positioning

means developing a marketing strategy aimed at creating a favorable image of our city. We have proposed a methodology for the formation and implementation of a marketing strategy, including the stages of preparation, development, and control (Figure 5).

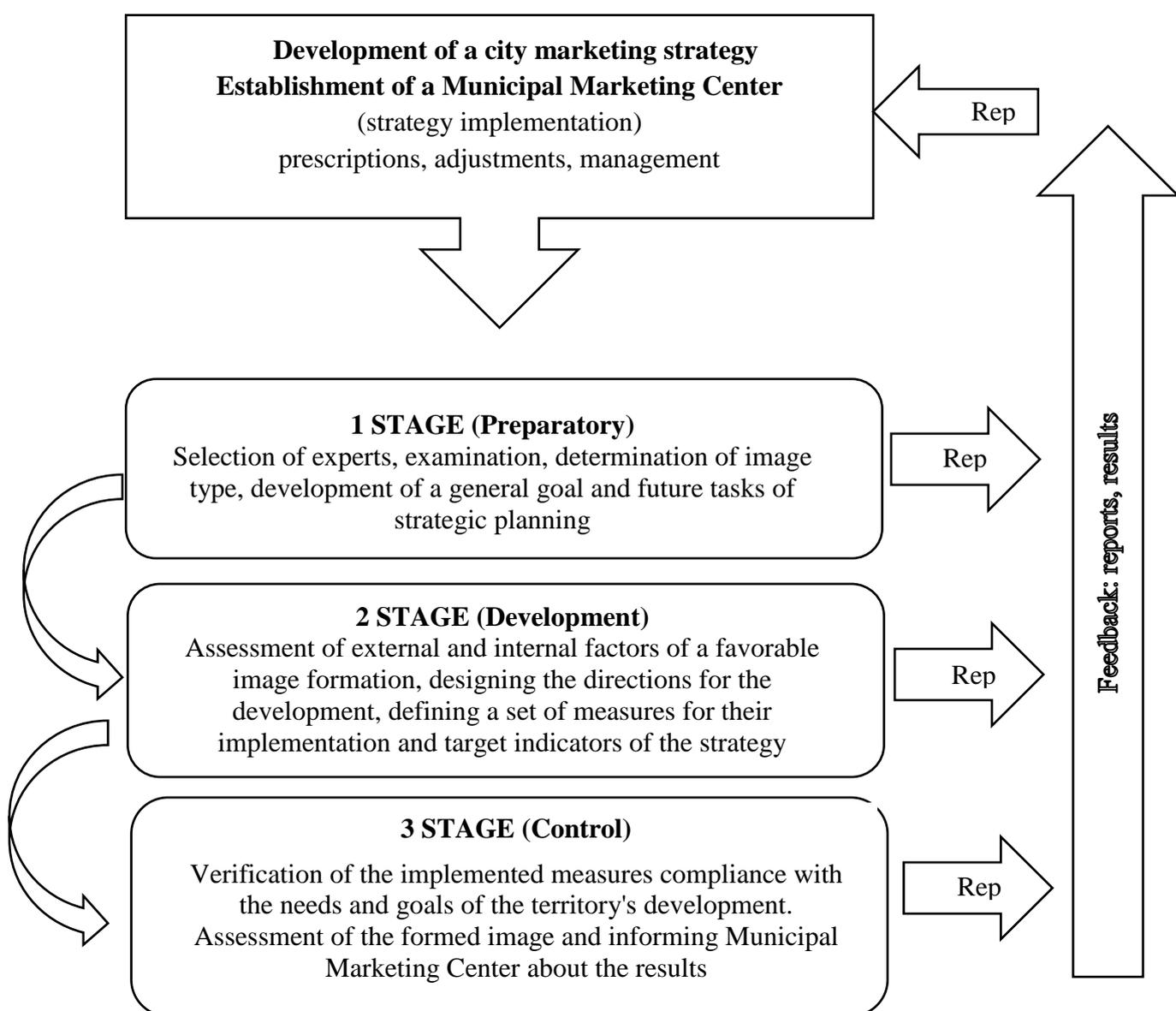


Figure 5 – Stages of a marketing strategy for creation a favorable image of Vladivostok

Conclusion

Summing up, we note that the regions and cities, especially over the past twenty years, have made many attempts to define their vision, build their identity and form their images in order to become more attractive to various "client" groups - new residents, enterprises and visitors. They strive to create the most competitive and attractive image in order to attract potential target markets and thereby increase their economic development. Unfortunately, the analysis of factors showed that the image of Vladivostok is influenced by negative factors that depend primarily on the urban population itself, which in turn does not consider the urban environment a comfortable, high-quality territory.

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