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THE PERSONAL SERVICE MARKET: PECULIARITIES OF THE REGIONAL DEVELOPMENT (BY EXAMPLE OF THE KRASNOYARSK REGION MARKET)

The dynamics of personal services market development in the Krasnoyarsk Region is notable for lagging behind those of all-Russian ones. Besides, there is a lower growth rate of the personal services volume in 2008. Having sufficiently large potential, the market of personal services can be attractive to average and small-scale businesses. The share of personal services in total amount of paid services testifies to it in 2002. The decision of business and state regulation in the branch of personal services should be based on applied scientific research of the market taking into account current trends, in particular the market fragmentation.

Keywords: personal services, the personal services market, fragmentation of the personal services market.

The development level of service can be considered as index of social and economic progress of regions, as well as the most important condition for population's life quality assurance. The basic task of the domestic service for people is comfortable living condition made at the expense of the household rationalization and therefore time save dup for another purposes, e. g. rest, self-education, satisfaction of cultural needs.

The domestic service for people represents the traditional and most volumetric sector of paid services sphere for the population of Russian Federation, which percentage is approximate equal to 10 % based on statistics [1]. The domestic service is sphere for the active work of small businesses. The territorial task

program "The development of small and average business subjects in Krasnoyarsk Region" in 2008–2010 contributes to the domestic service organizations' development and their problems solving [2]. This approved program is rather urgent decision in our opinion because the analysis of domestic service market development in Krasnoyarsk Region shows some problems.

Statistical analysis of the personal services market development dynamics has shown the rise of personal services volume in the country in general and in Krasnoyarsk Region in particular. The personal services volume has increased by 3.2 times (from 126.8 to 406.1 billion rbl.) in Russia over a period of 2002–2008 and just

by 2.1 times (from 3.2 to 6.7 billion rbl.) in Krasnoyarsk Region (fig. 1, 2).

The contrastive analysis of personal services market growth rates showed its negative dynamics in Krasnoyarsk Region. Thereby the growth rate of the personal services volume was equal to 3.7 % in 2008 in Russian Federation while there is reduction of this index by 1.3 % in Krasnoyarsk Region.

Having estimated the dynamics of personal services volume indexes without taking in account the price influence over a period 2002–2008, we can draw a conclusion that there is a fluctuating market development with a declining tendency in Krasnoyarsk Region in contrast to the all-Russian tendency of steady but slight growth (fig. 3).

The domestic service development depends on population living standards and progress of competition. There is tendency of personal services percentage reduction in the structure of paid services for people in spite of the people income growth, and this tendency has faster pace in Krasnoyarsk Region (fig. 4).

Thereby percentage of the personal services in Krasnoyarsk Region has decreased by 5,3 % and in Russia – by 1,8 % over the investigated period. As the analysis shows, Krasnoyarsk Region has been falling behind Russia indicators since 2006 in terms of the personal services percentage in the total amount of paid services for people.

Meanwhile it is significant to note that the personal services volumes growth in Krasnoyarsk Region has passed ahead of the paid services volumes growth except for the year of 2006, but tendency of lead rates reduction is fixed (fig. 5).

Thus, statistical analysis of personal services regional market in Krasnoyarsk Region allowed detection of its development problem. Meanwhile, in our view, it is possible to determine potential resources of domestic service market on the basis of examination its modern development tendency.

It should be noted that there are changes at the personal services market just like these at the other markets, e.g. market fragmentation to the commodity segments [3].

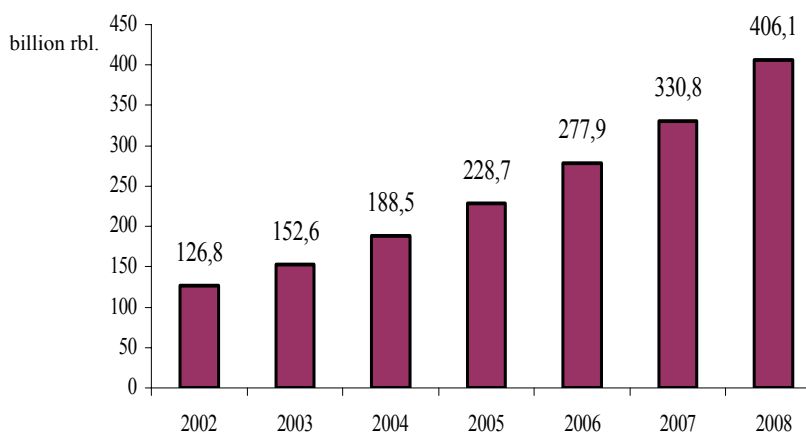


Fig. 1. The dynamics of personal services market development in Russia over a period of 2002–2008 (made up on the basis of [1])

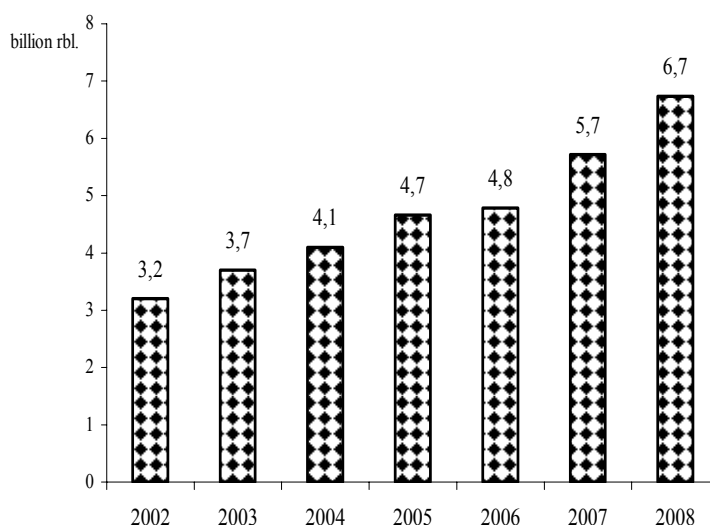


Fig. 2. The dynamics of personal services market development in Krasnoyarsk Region over a period of 2002–2008 (made up on the basis of [4])

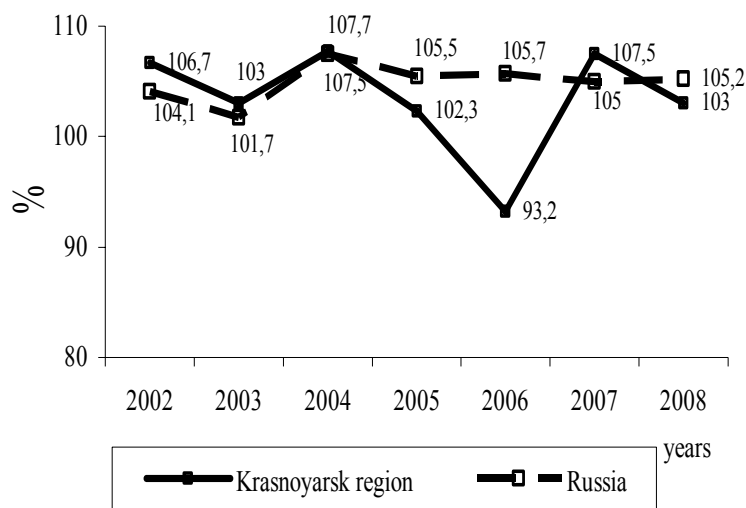


Fig. 3. The dynamics of personal services volume index in Russia and Krasnoyarsk Region over a period of 2002–2008 (Made up on the basis of [1; 4])

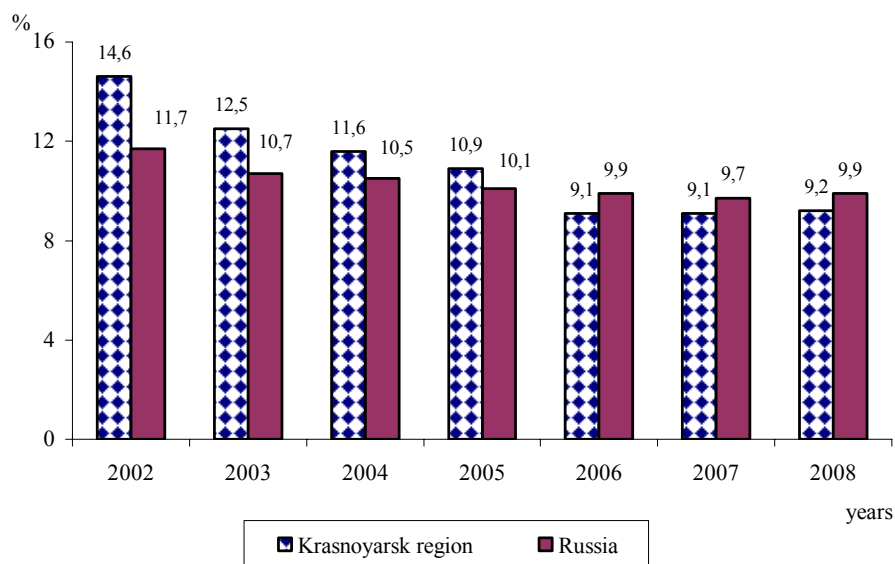


Fig. 4. The specific weight of the personal services in the total amount of paid services for people in Russia and Krasnoyarsk Region over the period of 2002–2008 (made up on the basis of [1; 4])

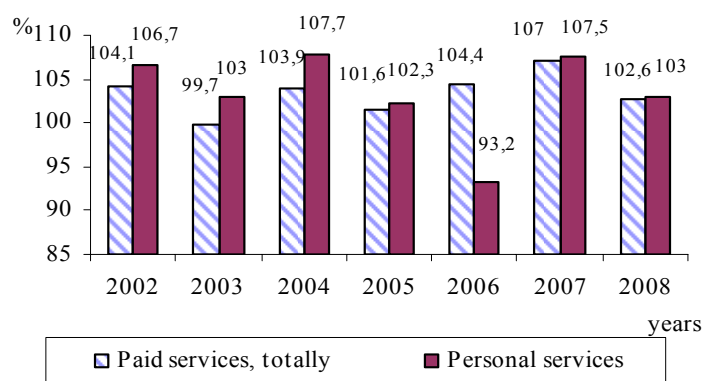


Fig. 5. The volume indexes of paid and personal services for people in Krasnoyarsk Region over the period of 2002–2008 (made up on the basis of [1; 4])

**The dynamics of personal services structure in Russia and Krasnoyarsk Region
over the period of 2002–2008**

		2002		2003		2004		2005		2006		2007		2008	
		RF	Krasno- yarsk Region	RF	Krasno- yarsk Region	RF	Krasno- yarsk Region	RF	Krasno- yarsk Region	RF	Krasno- yarsk Region	RF	Krasno- yarsk Region	RF	Krasno- yarsk Region
All rendered service		100	100	100	100	100	100	100	100	100	100	100	100	100	100
including:															
I	1.1. Repair and sewing of shoes	2.9	10.3	2.9	10.5	2.8	11.4	2.7	11.1	2.6	11.2	2.4	10.3	2.3	10.1
	1.2. Repair and sewing of clothes, sewing and knitting of knitwear	10.8	3.5	10.2	3.1	9.7	3.7	9.2	3.9	8.3	4.5	7.6	4.3	7.2	4.4
	1.3. Dry-cleaning and dyeing	0.8	0.4	0.8	0.3	0.8	0.3	0.8	0.4	0.7	0.4	0.8	0.4	0.5	0.4
	1.4. Laundry services	1.1	1.5	1.1	0.9	0.9	1	0.8	1.2	0.7	1.4	0.6	1.3	30	1.2
II	Repair and maintenance of domestic electronics, domestic machines and devices, repair of metalware	8	32.9	7.7	32.9	7.4	34.2	6.5	33.1	6.1	27.9	5.7	24.9	5.2	22
III	Manufacturing and repair of furniture	1.9	2.9	1.9	2.1	1.9	1.8	1.8	1.6	3.2	1.2	4.1	1.3	0.8	1.8
IV	Repair and building of dwelling and other structures	25	16.7	25.9	20.3	27	18.7	27.4	20.2	28.3	21	28.6	23.5	26	23.1
V	Maintenance and repair of transport facilities, machines and equipment	21.9	11	21.7	9.8	22	9	24.1	10.6	23.7	12.9	25.4	13	26	14
VI	Services of photographer's studio, photo and film laboratories	3.3	2.4	3.1	1.9	2.7	2.3	2.5	2.4	2.3	2.5	2.1	2.4	2	2.3
VII	Services of bathhouses and shower cubicles	1.9	2.1	2	1.7	1.9	1.9	1.9	2.3	2	3.2	2	3.3	2.2	3.7
VIII	Services of barber's shops and hairdressing salons	6.5	2.2	6.7	2.2	6.7	2.4	6.9	2.1	7.2	2.6	7.1	3	7.8	4.6
IX	Ritual services	6.9	10.5	7.3	9.9	7.7	10.2	8	9.7	8.2	10.6	7.8	11.2	7.2	10.8
X	Rental services	0.3	0.2	0.4	0.1	0.5	0.1	0.5	0.2	0.5	0.2	0.5	0.4	0.7	0.5
	Other domestic services	8.7	3.4	8.3	4.3	7.7	3	6.9	1.2	6.2	0.4	5.3	0.7	4.7	1.1

This leads to the necessity of approaches analysis for commodity bounds of personal services market segments delimitation. The types of personal services are extraordinarily various. This fact brings in the necessity of types classification for the rise of analysis effectiveness. Currently Russia has the classifier of the people services named "The all-Russian classifier of the consumer services" (abbreviation in Russian: "OKYH"). The aggregative group of this classifier, named "personal services", includes various and not always associated with essence of the domestic service points [5]. The personal services types in compliance with the all-Russian classifier of people service are in the table.

Such eclectic approach doesn't contribute to quality analyzing and developing potential of separate goods markets determining because of modern tendency of personal services market development, i. e. commodity fragmentation and B2B market forming. The imperfection of consumer services classifier led to necessity of relevant personal services classification on the basis of theoretically substantiated features.

The analysis of literature has shown that there are some approaches for the personal services classification

problem. Several authors divide services rendered by establishment for household services into three groups:

- services associated with new use values making (sewing of clothes, shoes, manufacturing of furniture etc.);
- services associated with renewal of use values created earlier (clothes, shoes, furniture repair, laundry etc.);
- personal services intended straight for people or for their surrounding conditions and non-fixed in the commodities (services of barber's shops and hairdressing salons, rental services etc.) [6].

Other authors include new types of services without their grouping, e.g. services of pawnshop and clock repair, exclude some types, e. g. ritual services, maintenance and repair of transport facilities, repair and building of dwelling and other structures, divide the group «repair and maintenance of domestic electronics, domestic machines and devices, repair and production of metalware» into separate services [7].

The personal service classification, in our opinion, should be done with a glance of its consumer essence determined by necessity which is met by any service.

Therefore prior to describe the proposed approach, we must give a definition of the category “life” essence. In the wide sense this category is understood as extraindustrial social life sphere of people, the walk of everyday life closely associated with material and spiritual needs satisfaction, reproduction of people, ethnos and population of country in general. In the narrow sense the term “life” is used as “domestic life” signified the style of people’s everyday life [8]. Relations in this sphere depend on ways of housekeeping. Self-service and hired (i. e. paid professional) labour in the form of personal services can be referred to these ways.

It’s possible to distinguish two subgroups in the main group of personal services: “household” and “consumer” services. The first subgroup consists of services which are aimed at the environment change. Effect object in this case is material products which surround the human being in his everyday life. The second subgroup includes services directed towards change of the people appearance.

This approach allows authors to formulate a personal services classification proposal. The division of personal services accordingly to the aggregative groups is presented in table. Taking into consideration the determined essence of a category “life” in this article, we propose to label groups I, II, III, VII, VIII, IX as “household” services.

The comparative analysis of «household» and “consumer” services development in Russia and Krasnoyarsk Region has shown the uneven development of concrete types (see table). Thus, in Russian Federation in general the basic share is taken by repair and building of dwelling and other structures (28.6 %) as well as the maintenance and repair of transport facilities, machines and equipment (25.4 %). The services of domestic electronics repair and maintenance and services of dwelling and other structures repair and building have the greatest specific share in Krasnoyarsk Region – 24.9 % and 23.5 %, respectively. These services also were prevalent in the domestic service structure for population of Krasnoyarsk Region in 2008; approximately 45 % of the domestic services total volume falls on the share of the given types.

However, in spite of considerable share of domestic electronics, domestic machines and devices repair and maintenance in the total volume of personal services, the demand for this type of services goes down, e. g. their specific weight in 2008 descended by 12.9 % in comparison with 2002, but the share of dwelling building and repair grew by 6.4 %.

The demand for the maintenance and repair of transport facilities, machines and equipment grew by 3 %

over the investigated period, the demand for the hairdressing salons and barber’s shops increased by 2.4 %, for the services of bathhouses and shower cubicles went up by 1.6 %, for the repair and sewing of clothes services it grew by the 0.9 %. The demand for the following services went down: manufacturing and repair of furniture (–1.1 %), repair and sewing of clothes, sewing and knitting of knitwear (–0.9 %) and other services (–2.3 %). Changes for the other types of services are negligible.

This market analysis of personal services in Krasnoyarsk Region allows drawing a conclusion that, in spite of rendered personal services absolute volume index growth, there are negative tendencies in this sphere too. For example, there is recession of the personal services share in the paid services total volume and of the demand for the specific types of services. Therefore innovative development of the domestic service for population is of great importance at present. The superior organization of public service establishment functioning can make easier the services market growth in Krasnoyarsk Region, provision of population with qualitative services expansion and consequently standard and quality of people’s life rising. The personal services market development guarantees the investment activity in this sphere, new vacancies appearance and gross regional product growth.

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