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## **GEOMARKETING AS AN INNOVATIVE TOOL TO ATTRACT CUSTOMERS**

The development of market relations in the competition conduces the maintenance and development of business, where the leaders of the companies must accept optimal decisions in a short period of time, provide grows in Ukraine, to minimizing expenses in the process of these decisions accepting. One of instruments of such search are marketing researches.

Geomarketing is a new direction of marketing researches, arising up due to wide distribution of the geographical informative systems and spatial data, used for a marketing analysis of territories.

Geomarketing is a relatively new concept, both for the Ukrainian geographers and for marketing specialists. Interdisciplinary direction of researches, essence of that consists of "integration" of instruments in geographical science and marketing instruments, stands after this concept. As a result of this integration a new instrument of business management is very useful in a present economic situation.

Founding the origin of Geomarketing, there was an increasing vagueness in the field of placing of new retail points of trading and service companies. In its turn, this vagueness arose up on pre-conditions of migratory activity of population and intensified competition in retail industries. Now modern businessmen feel more difficulties to making decisions about trade points in absence of ponderable grounds. Geomarketing is sent to creation of such grounds of placing points, that will allow to accept the forecast decisions about them, with the possibility of their activity economic planning. The main task of geomarketing is specify the optimal place of trade point placing and define its optimal attributes: registration, assortment, area of apartments, prices and others.

Geomarketing is based on the different methods of quantitative data capture about the local audiences of consumers at one or another market. The most widespread methods of geomarketing is an amount of habitants in districts, pedestrians or motor transport, passing through places of the supposed trade points, the telephone or personal questioning of habitants, count of "sign objects", in a district(plastic windows, foreign cars, conditioners.), and also other methods of research. Mostly a geomarketing project is conducted in a few stages:

- Calculation of local target audience number (habitants, pedestrians, cars).
- Research of stable and unstable generators of traffic.
- Study of descriptions and state of local target audience of necessities .
- Estimation of potential competition pressure.
- Treatment and data visualization .

There are mathematical models allowing by means of certain calculations, to define the utility of retail enterprise for a customer. One of most comfortable is a model of Reysly. According to this model the concentration of group of shops increases their attractiveness, and the border of trade zones of two centers dealing retail business is determined by distance between centers and their relative sizes. Intercommunication between the cost of journey of customer and attractiveness of shopping center is first confessed in her.

**The calculation of utility index is suggested to conduct on a next formula:**

$$U_{ij} = A_j * D_{ij} - b$$

where:

**U<sub>ij</sub>** is an utility of shopping center of j for i- of the customer;

**A<sub>j</sub>** is a measure of attractiveness of shopping center of j (level of concentration of shops);

**D<sub>ij</sub>** is distance to the shopping center of j, that the customer of "i" must overcome;

**a,b** are empiric coefficients.

**As** a result of realization of geomarketing project a customer gets a complete idea about the prospects of the business in certain local attachment, and also data for optimal configuration of the suggestion on this territory.

Ukraine while can not boast plenty of geomarketing researches. It is explained by a few reasons: by valuable null, both spatial and statistical, data, and also relatively subzero demand on geomarketing as an instrument by virtue of that another ways of competition while can give greater effect. Besidesit the deficit of areas results metropolises in that companies do not have a considerable choice at opening trade points especially large ones. However a situation changes and, someof available quality base of spatial data can considerably increase interest to geomarketing as to the useful universal analytical instrument.