

Секция «Методика преподавания иностранных языков и лингводидактика: Актуальные проблемы методики преподавания иностранных языков»

Improving the competitiveness of offline training in the modern language learning market of Russia

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The article is devoted to the research of the competitiveness management system in the sphere of educational services on the example of the Russian market of offline foreign language training. The author on the basis of comparative competitive analysis reveals the advantages and disadvantages of the traditional type of language training. Segmentation of the target audience and building a portrait of the consumer allow putting forward initiative proposals to achieve higher positions in this market segment.

In the market of foreign languages in Russia today presents a wide range of services. All of them differ both in educational mechanics and in the type of audience. Within the market, there are two main segments: online and offline training. At the end of 2016, the volume of the foreign language training market in Russia was estimated at 26.8 billion rubles. While large online services are increasing the audience every day, offline language schools have stagnated. The purpose of our work will be a comparative analysis of the competitiveness of EF English First, as the most famous representative of the traditional type language training centers, in the realities of the modern market.

We will narrow the scope of the analysis to the consideration of a specific product and impact on a specific target audience in order to further build competitiveness polygons that reflect the current state of the offline segment of the language training market. In our case, the product will be foreign language courses abroad in the form of educational tourism, and the target audience, in turn, will appear 18-25 years old female and male students. At the end of the study, we will be able to identify the main trends of the market segment under consideration at the present stage of development, as well as formulate initiatives for the potential growth and attraction of the student audience for a single company.

So, before proceeding to the first stage of analysis, we have segmented the selected target audience and formulated a portrait of the consumer. [1] In way to achieve this goal, we conducted a sociological research in the form of a survey with students of the Tula region. The total number of students who took part in the survey - 929.

After analyzing the data, we have formed the main characteristics of the consumer products and thus received a visual overview.

Finally, when the target audience of students is segmented, we can begin to analyze the competitive environment. We have compiled a list of indicators that serve as parameters for assessing the competitiveness of language schools in the context of this study. [2]

Using the method of paired comparisons of parameters, we determine the coefficient of significance of each parameter. To do this, we fill in a matrix of paired comparisons

Further processing of the matrix consists in summing the weight characteristics for each parameter and determining the specific weight of each of them in the total amount of weights. [2] Calculations was made in MS Excel.

Based on the results, we establish the priority of the criteria under consideration. The degrees of significance of these criteria allow us to assess the average competitiveness of each of the language schools selected for comparative analysis. [2]

Today, for EF English First, one of the veterans of both international and Russian language education market, the main competitors are the following schools: Kaplan International English, EC English, ILSC Language Schools, Skyeng, Big Ben International (representative of the Tula regional market).

For further calculations, we need to form expert assessments of each of the companies presented for each of the above parameters. The experts were students-respondents, who in addition to the survey were asked to fill in the application.

The subsequent calculation of the assessment of competitiveness is a weighted assessment of the enterprise and competitors on the list of key factors. [2]

We construct the polygon of competitiveness of comparable firms on the above evaluation parameters. This is a graphical connections of estimates of the position of the enterprise and its competitor on the most significant parameters presented in the form of vectors-axes. [2]

Now, when we see the full picture of the balance of power in the market, our task will be to offer those initiatives that in the long term will help EF attract students more actively, and compete with the market segment leader.

Finally, we calculate the potential effect of the proposed initiatives, resorting to the already familiar method of weighted evaluation, and build a polygon of competitiveness.

In that way, we investigated the system of competitiveness management in the sphere of providing educational services for the study of foreign languages. After analyzing the results of sociological research, we have identified the need to implement a number of initiatives that will allow the company to reach a more favorable competitive position, as close as possible to the market leader.

Источники и литература

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