

Determination of the integration potential of Russia and China at the market of the international air transportations

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Abstract. The author's approach to the research of factors influencing the formation of the inter-country integration potential is offered in the article. Within this approach a model of culture, reflecting the cultural values, the features of the material and institutional environment, adapted for specifics of the market of the passenger air transportations, is formed. The results of the questionnaire poll of the culture representatives of two countries – Russia and China are presented which have been used by the authors to reveal the gaps in perceptions of the passenger air transportations by the consumers of these countries in a section of 7P complex: product, price, place, promotion, people, process, physical appearance.

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Introduction

In conditions of globalization, development of the international trade, activization of the integration processes between the countries the determination of the inter-country cooperation potential with preserving the national features the inter-country cooperation acquires a special relevance. The assessment of the integration potential allows to reveal the economic opportunities of the future cooperation, to determine the perspective trends of development of integration and to assess the degree of its appeal. The inter-country integration potential is formed under the influence of a list of factors. The determination and quantitative assessment of these factors are methodically difficult.

The problems of analysis of the influence of various factors on the formation of the inter-country integration potential are mentioned in the works of Gelvanovsky M.I. [1, 2], Malhotra N.K. [3], Kotler P. [4], Caslione J. [4]. But the most part of the researches is devoted to the characteristics of types of the potential, quantitative assessment of the factors using economic-mathematical methods. The problems of qualitative assessment and interpretation of the factors, influencing the inter-country integration potential, are poorly studied [5-7]. The cross-cultural factors have a great influence on the formation of the inter-country integration potential. The researches in this field are presented in the works of Van de Vijver V.F.J. R. [8], Cheung F.M. [8], Leong F.T.L. [8], Kotler P. [9], Lee R. Nancy [9], Gesteland R. Richard [10], Gelade G. A. [11] and others.

All this confirms the relevance of the subject of the research and an insufficient level of its study in the economic literature.

Methods

Within this article the author's methods of taking into account for the influence of the cultural features on the formation of the inter-country integration potential are offered (fig. 1).

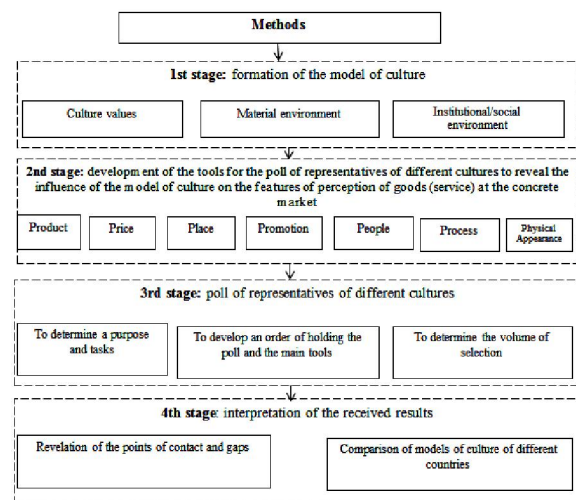


Figure 1: Methods of assessment of the influence of the cross-cultural features on the formation of the inter-country integration potential, the author's development

At the first stage for determination of influence of the culture on the inter-country integration potential the model of culture, including the following elements, has been built: the cultural values, characteristics of the material and institutional environment (tab. 1).

Table 1. Model of culture for research of the inter-country integration potential [12]

Elements of the model of culture	Characteristics
Culture values	Individualism (a priority of the personal purposes and interests, freedom of the individual from society)
	Collectivism (submission of personal interests to the public ones, cooperation, readiness for interaction and mutual help, interest to the problems and needs of each other)
	Hierarchy (submission of people to the social and group norms)
	Partnership (reliability, mutual understanding, trust and openness)
	Equality (the equal rights to life, freedom and happiness finding, equal opportunities in achievement of success and material welfare)
	Self-dependence (independence, aspiration for freedom)
	Youth (desire to seem young and to behave appropriately)
	Risk acceptance (overcoming obstacles to achieve purposes)
	Materialism (receiving material comfort and enjoying it)
	Efficiency and practicality (efficiency – the aspiration to do everything as good as possible and even better; the practicality – "all you can do")
	Activity (going in for sports, activity of work and leisure)
	Power over the nature (conquest of the wild nature)
	Traditions (ideas, customs, habits established in society)
	Fatalism (obedience to destiny)
	Humour (easy attitude to life)
Material environment	Romantic orientation (dreams, ideals, aspiration for the romantic concept of love)
	High level of scientific and technical development
	High level of stocks of natural resources
	Advantageous geographical position
Institutional/social environment	High level of economic development
	High value of the family as a social institution
	High level of literacy and education
	Strong influence of religion on society
	High level of legal culture (understanding a role of the state and the right in society life, legal activities of citizens)
	Developed culture of business dealing (norms, rules, traditions of business ethics)

In the international business the factors of the cultural environment make the biggest difficulties. Therefore it is necessary to assess the distinctions of national cultures correctly and to correlate them to some characteristics of the concrete market [13, 14]. Within this research the offered methodical tools have been tested on the example of the market of the passenger air transportations. By means of the air transports the commercial activities, tourist and business trips are carried out, "a global space", erasing the borders of the states, is thus created. Such space pushes the representatives, belonging to the different cultures, together and induces them to interaction [15]. The aviation has the cross-cultural character by its nature.

The influence of cross-cultural features is shown in behavior of the consumers concerning the perception (elements of communications, personnel, processes and external representation of services) and a choice of a service, price – 7P complex (Product, Price, Place, Promotion, People, Physical appearance).

At the 2nd stage within this research the perception of the reputation of an airline, types of services (low-budget transportations, booking of tickets, service aboard, comfort class, bonus programmes, etc.), prices for air transportations, forms of the offer of air services (purchase directly or with the help of intermediaries), advertising activities of airlines, programmes of loyalty, quality of the provided air services (speed of providing a service,

safety of flight, etc.), personnel of aircrafts (pilots, stewards), airports, airlines, external representation of service (appeal of salons of planes, appearance of employees, appearance of aircrafts, etc.) is analyzed by the consumers.

At the 3rd stage the questionnaire poll of respondents – representatives of cultures of two countries: Russia and China has been initiated to assess the influence of cultural features on the formation of the inter-country integration potential at the market of passenger air transportation. The volume of selection has made 300 people, when forming a sample the age and education, nationality, knowledge of Russian have been considered. The respondents have assessed the compliance of the elements of culture to the features of perceptions of the passenger air transportations on a scale "doesn't correspond – partially corresponds – completely corresponds". The assessment of the respondents "doesn't correspond" hasn't been included into the analysis for revelation of the distinctions and imposition of the elements of culture influencing the formation of the inter-country integration potential.

Body

On the basis of the developed methods the questionnaire poll has been held, the results of which allowed to reveal the influence of the models of Russian and Chinese cultures on the features of perceptions of the passenger air transportations by the consumers (tab. 2).

Table 2. Influence of the models of the Russian and Chinese cultures on the features of perceptions of the passenger air transportations by the consumers on the basis of the results of the questionnaire poll

Perceptions of the elements of 7P complex by the respondents	Elements of the model of culture (perceptions by the Russian respondents)		Elements of the model of culture (perceptions by the Chinese respondents)	
	Partially corresponds	Completely corresponds	Partially corresponds	Completely corresponds
Product – reputation of an airline	Youth, right	Partnership, efficiency and practicality, activity, scientific and technical level, geographical position, economic development, business culture	Romantic orientation	Individualism, risk acceptance, efficiency and practicality, scientific and technical level, right and business culture
– Types of services	Materialism	Efficiency and practicality, scientific and technical level, economic development	Traditions	Efficiency/practicality, activity, economic development
Price	Materialism, business culture	Scientific and technical level, geographical position of the country and its economic development	Geographical position of the country and its economic development	Materialism, partnership, activity, right
Place	Self-dependence	Partnership, activity, efficiency	Influence of the geographical position of the country and its economic development	Efficiency, individualism, traditions
Promotion	Economic development	Individualism, efficiency, activity, youth, humour	Romantic orientation, scientific and technical level	Individualism, efficiency, risk acceptance, activity
People	Partnership, equality, efficiency, humour	Collectivism, youth, education, business culture	Business culture	Partnership, self-dependence, efficiency, education
Process	Self-dependence, traditions, education, business culture	Partnership, efficiency, scientific and technical level	Traditions, risk acceptance	Efficiency, scientific and technical level, business culture, economic development
Physical Appearance	Youth, activity, traditions	Efficiency	Traditions, romantic orientation and business culture	

For the representatives of the Russian culture such characteristics of the elements of culture as the efficiency and practicality, partnership, activity and also scientific and technical level as the characteristics of the economic environment forming the model of culture influence the formation of the inter-country integration potential most of all. For the representatives of the Chinese culture such characteristics are the efficiency and practicality, individualism.

At the following stage, according to the methods, the main characteristics of culture, influencing the perception of the services of the passenger air transportations by the consumers, have been revealed, gaps in perceptions of these services in a section of 7P complex have been determined (fig. 2).

It is necessary to consider the designated in fig. 2 gaps in perceptions of the passenger air services by the representatives of the Russian and Chinese cultures when choosing the strategy and tactics of the inter-country integration for the purpose of leveling the gaps in perceptions.

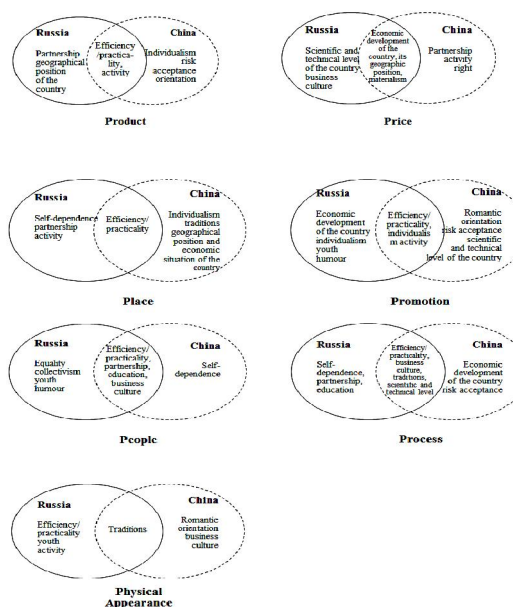


Figure 2: Influence of the models of the Russian and Chinese cultures on the features of perceptions of the passenger air transportations by the consumers in a section of 7P complex, the author's development

For the Chinese companies, functioning at the market of passenger air transportations and oriented on a Russian consumer, when defining a product line, price policy, sales, communication policy, standards of service of the personnel, it is necessary to consider the gaps in the cultural values of the Russian and Chinese consumers: partnership, self-dependence, activity, collectivism, equality, humour, individualism. It should be noted that also such elements of culture as the material and institutional components, expressed through the level of economic and scientific and technical development of the country, influence the features of perceptions of the air services by the representatives of the Russian culture.

In turn, for the Russian companies, oriented on the involvement of a Chinese consumer, it is necessary to take into account such features of the representatives of the Chinese culture as traditions, individualism, risk acceptance. It is necessary to emphasize that the feature of the Chinese model of culture is a high level of influence of the state regulation (right).

Conclusions

Within this research the original tools of the analysis of the influence of the models of cultures on the features of perceptions of the passenger air transportations by the consumers in a section of 7P complex are offered, what is an important factor influencing the formation of the inter-country integration potential at the given market. The approbation of the offered tools has been carried out, the gaps in perceptions by the Russian and Chinese consumers of the passenger air services, caused by the features of cultures of these countries, have been revealed.

The developed tools when using in activities of the Russian and Chinese companies, oriented on the market of the passenger air transportations, will promote the development of the inter-country integration, increase of efficiency and productivity of interaction of the companies of different countries at the given market, according to the increase of their competitiveness.

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