

emphasising that many other consumers are also actively saving energy, may help reduce free-riding and social loafing in group settings. Making any shared outcomes or collective achievements more salient, and publicly acknowledging the efforts of individuals, may also help motivate people to contribute to the greater good [1].

Conclusions. Thus it should be noted that, there is also vast scope to enhance the conceptual frameworks and empirical measurement of key behavioural economic principles as they are applied to energy policy. There is a growing call among researchers for a consistent framework that synthesises these behavioural anomalies, alongside greater reliance on empirical research and impact evaluation, more studies with large-scale interventions, and further research on the durability of effects. From a theoretical standpoint, researchers should aim to develop simple yet general models that explain a large portion of the psychological phenomena we have cited herein, including the additive and interactive effects of different cognitive biases. Some critics of behavioural economics.

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## **ANALYSIS OF THE TARGET AUDIENCE OF END USERS AS A STAKEHOLDER IN THE DEVELOPMENT AND INTEGRATION OF THE INNOVATIVE TIEX SYSTEM WITH THE CLUSTER ANALYSIS METHOD**

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Analysis of the market of transport services has shown that in the situation we have, the population is increasingly changing personal transport for urban passenger transport. Preservation of the social, economic and political stability of the city largely depends on the efficiency of the passenger transport complex.

To maintain the volume of traffic, public satisfaction and that of transport companies, there is a need to introduce an application that will save most time on transportation, unique use of the functions of the mobile phone and Internet, as well as reduce transport costs by monitoring and rational use of the number and releases of vehicles to the line.

It is proposed to give the system, which is offered for the development and integration in the market, an original name of TIEX. TIEX is an acronym that stands for “Time Is Expensive”. On the market there are many similar applications and systems used in Ukraine and all around the Globe. For example, "Yandex" has released a beta version of a new mobile application - "Transport".

However, the main features of the system TIEX are: operation of the system through a mobile application for OS Android and iOS; Designed for use on the territory of the Kharkiv region and Ukraine as a whole; The user notification function (Service) of the approaching vehicle to a pre-specified route; feature on arrival by a stopping point for evaluation and analysis of passenger transport and reducing operating costs.

A characteristic feature of the implementation of the TIEX project is the large number of stakeholders. It is expedient to analyze them (Table 1).

Table 1 — Comparative analysis of the main stakeholders in the project and their interests

Name of the stakeholder	Main interests of the project stakeholders
Manager and the project team	Clear statement of the terms of reference Implementation of the project Achieving targets of the project Career opportunities
Project investor	Getting the planned return of the project
Advertisers	Expanding the market of the advertised products Raising awareness of the advertised products
Customers (passengers)	Satisfaction of the needs (reducing time spent on travel, trip routing, notification of the arrival of the vehicle)
Society	Welfare of the social and ecological environment
Scientific society	Preparation of materials for research
State	Economic growth Social development
Public authorities	Fulfillment of requirements Increasing the size of payments to the budget Support to the development strategy implemented
Media	Creation of information occasions
Competitors	Growth of their market share Growth of their capitalization

To determine the target audience, market segmentation was carried out, which is, on the one hand, the method for finding parts of the market and determining objects at which the marketing activities are directed.

Thus, using the method of market segmentation, the method of multi-attribute classification was selected, when separation occurs on a set of analyzed attributes simultaneously. The most effective of these is the automatic classification

method, or cluster analysis.

As a result of classifying procedures, “clusters” or groups of very similar objects are created. Thus, the pre-survey was conducted among 90 respondents through the use of the Google Docs resource. This service independently created a form of 10 questions in the Form. A reference to the questionnaire was distributed in social networks, among friends, as well as in universities among teachers. After collecting the required number of responses, the data received were saved in a tabular form of Excel application (Pic. 1).

№	Отметка времени	1. Ваш возраст?	2. Ваш род занятий?	3. С какой целью с...	4. Чтобы добраться до...	5. Удовлетворяет ли Вас...	6. Будете ли Вы пользо...	7. Ваш мобильный теле...	8. Ваш мобильный теле...
1	11.17.2014 0:14:20	18 - 23	студент	бытовые цели (магазин, метрополитен	метрополитен	не удовлетворяет, хотел интересно просто посмо	не пользуюсь мобильны	т	
2	11.17.2014 0:14:38	18 - 23	студент	работа/учеба, бытовые и автобусы, троллейбусы,		да, я рационально испо	да, это то, что мне нужн	смартфон на платформе	т
3	11.17.2014 0:14:45	18 - 23	студент	времяпровождение/разв метрополитен		да, я рационально испо	интересно просто посмо	смартфон на платформе	5
4	11.17.2014 0:15:13	18 - 23	студент	работа/учеба, времяпро метрополитен		меня удовлетворяет рас	да, по необходимости	смартфон на платформе	т
5	11.17.2014 0:15:23	18 - 23	студент	работа/учеба, времяпро автобусы, троллейбусы,		не удовлетворяет, хотел интересно просто посмо	смартфон на платформе	т	
6	11.17.2014 0:16:17	меньше 18 лет	студент	работа/учеба метрополитен		меня удовлетворяет рас	нет необходимости	смартфон на платформе	т
7	11.17.2014 0:16:30	18 - 23	студент	времяпровождение/разв метрополитен		да, я рационально испо	интересно просто посмо	смартфон на платформе	5
8	11.17.2014 0:16:36	23 - 45	предприниматель	работа/учеба, бытовые и метрополитен, такси		не удовлетворяет, хотел	да, это то, что мне нужн	смартфон на платформе	т
9	11.17.2014 0:16:44	18 - 23	студент	работа/учеба метрополитен		меня удовлетворяет рас	интересно просто посмо	смартфон на платформе	т

Pic. 1 — Data with responses from the questionnaires in Excel format

The usefulness of cluster analysis for segmentation problems is due to the fact that classification by groups is characterized by the computing procedure itself. All calculations are performed automatically in the STATISTICA program. Thus, the result of the cluster analysis is the assignment of each unit of the study population (each consumer) to a particular segment. The results of the cluster analysis actually describe the consumer’s portrait from the rational (attributes of goods) and emotional (assessment of the degree of agreement with statements) points of view.

Thus, the representative of the third cluster is characterized by the features: student aged 18 to 23; actively going around the city using urban passenger transport and taxi services; unsatisfied with the time of travel and information in the schedule; believes that the TIEX system on the iOS platform is necessary for integration, and the representative of this group is ready to purchase the application without advertising. It is this cluster is the target group of the project. Brief description of the rest of the clusters is presented in Table 2.

Table 2 - Results of clustering

№ cluster	representative
1	Freelancer, aged 23 to 45; actively going around the city using urban passenger transport; meets descriptiveness; satisfied information; unsatisfied with the time of travel; will use only free system as required on the Android platform; the notification in the appendix.
2	Student, 18-23 years; uses only the subway at journey to university; satisfied informational content; unsatisfied with the time of travel; interest only in the free version of system on the Android platform from SMS notification.
4	Student, 18-23 years; actively going around the city using urban passenger transport and taxi services; will use only free system as required on the iOS platform; the notification in the appendix.
5	Student, 18-23 years; uses only the privately cars for the purpose of implementation of household trips; doesn't satisfy informational content and travel time; interest in system on the iOS platform with SMS notification; ready to pay for the appendix 50 - 100 UAH (\$3 – 6).

On the basis of the analysis of all clusters it is possible to draw a conclusion that in the majority, typical representatives of groups are students. It is explained by selection of respondents of poll, as students – the main users of social networks.

The classification of one of groups of stakeholders of the project – potential clients – gave the chance to distinguish from them target group, and also to identify interests and requirements of other groups of potential clients that will allow to steer reasonably this part of interested parties of the project.

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## PROGRAM-TARGET APPROACH IN THE DEVELOPMENT OF PHYSICAL CULTURE AND SPORTS

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The analysis of worked out in Ukraine programs of development of physical culture and sports revealed the principal features of the planning procedures and restrictions on its use in modern conditions.

The economic and political transformation that began in the late 80s in Ukraine led to the reorganization of some of the governmental organizations and initiated the formation of others. At the level of local government (as it can be seen in Ukraine) the main burden of the development of physical culture and sports is assigned to the local authorities.

The situation of the late 90-ies in Kharkov in the sphere of physical culture and sport is characterized by the fact that most of the sports facilities, sports and sports organizations (colleges of physical education, sports schools) were passed to the city administration, respectively, and functions, that previously were performed by trade union bodies, were delegated to local authorities of physical culture and sports.

The study has identified a number of fundamental reasons, which, in our opinion, do not allow to implement fully the principles of program-target planning for the strategic development of the sphere of physical culture and sports in the region, including: