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## **MODERN TYPES OF INNOVATIVE MARKETING IN THE ACTIVITIES OF ENTERPRISES**

**Abstract.** The article deals with the essence of strategic marketing management of the activities of enterprises and the concept of marketing strategy. The peculiarities of marketing of innovations and basic approaches to the classifications of marketing innovations in the scientific literature are revealed. Taking into account the existing approaches, a systematic classification of marketing innovations was provided with the purpose of further development of an effective marketing innovative strategy of the enterprise and justification of the corresponding marketing innovations in the marketing activity of the enterprise.

**Key words:** strategic management of marketing activity, innovative marketing strategy, types of innovative marketing, marketing of innovations

### **Introduction**

The development and implementation of new goods and services is extremely important for companies in the context of increasing their

competitiveness in modern economic conditions. Today, increased attention is paid to innovative activities, as dynamic external conditions and market instability require enterprises to use new means and tools in their activities that will allow them to occupy and maintain leading market positions.

Increasing competition between manufacturers, increasing consumer demands for goods and services are the main factors that motivate enterprises to introduce innovations in marketing activities to improve constantly the promotion of products and services that will be in demand among potential consumers.

Innovative marketing is one of the areas of strategic management, implemented at the highest level by company management. The main goal of innovative marketing is the development and introduction of new products, modernization and improvement of manufactured products or services, as well as the use of modern innovative marketing tools to promote products and services to consumers. According to world standards, innovation is the result of innovative marketing, which was embodied in the form of new or improved products and services that are brought to the market and implemented in the practical activities of companies.

Therefore, the relevance of the chosen research topic is determined, first of all, by the fact that innovative marketing and its implementation in the promotion of new products are the basis of strategic marketing management and economic development of companies.

### **Literature review**

Certain aspects of strategic marketing management are presented in the scientific works of such authors as: F. Kotler, Zh.-Zh. Lamben, D. Robertson, M. Porter, F. Brassington, S. Pettitt, W.D. Shkardun [3; 4; 11; 12; 17]. The key issues of innovative development of enterprises, including marketing activities, were considered in the works of such foreign and domestic scientists as: L.L. Antoniuk, A.M. Poruchnyk, V.S. Savchuk, V.M. An'shin, S.M. Illiashenko, O.I. Volkov, M.P. Denysenko, A.P. Hrechan, P.P. Mykytiuk, S.F. Pokropyvny, Yu.V. Karakaj,

Ya.S. Matkovska, S.V. Koval'chuk, and others [1; 2; 6; 7; 8; 10; 13]. However, it is necessary to substantiate the approaches to the definition of innovative marketing, its place and role in the strategic marketing management of companies.

The research of the specifics of the strategic management of innovative marketing activities of the enterprise is an urgent task in modern conditions for its further innovative development. Solving the task requires the systematization of types of innovative marketing for further justification of their application in the development of a marketing strategy, taking into account innovative aspects of development.

### **Research objective**

The purpose of the article is to systematize marketing innovations for the further formation of an innovative marketing strategy of the enterprise.

### **Results**

In the scientific works of F. Brassington, it is noted that the main component of the company's strategy is the marketing strategy. It is a key factor in the strategic development of the business entity. The main task of entrepreneurial activity is the development and introduction of goods and services to the market and making a profit. The economic efficiency of the enterprise and its development depend on competitiveness, that is, the ability to satisfy fully and effectively the needs of consumers using available resources. Other component strategies of the enterprise, such as finance, production, research and development, should be aimed at achieving the overall goal of marketing. The marketing strategy should take into account the company's limited resources and be coordinated with other areas of its activity [3, p. 92].

By marketing strategy, the author understands a system of goals, directions and marketing measures aimed at substantiating the target market, developing a nomenclature and product range, forming a sales and price policy, organizing an advertising campaign, service, etc. Marketing activities depend on the specifics of the market in which the company operates and the offered goods and services.

The concept of marketing innovations is the basis of all marketing activities devoted to market research and the development of the company's competitive strategy. The primary task of marketing units at the initial stage is to search for information and analyze the market, which involves assessing demand, the intensity of competition, consumer behavior, the dynamics of competitive advantages, the presence of competing products and the possibility of establishing new products and services on the market.

Let's consider the main approaches to the classification of marketing innovations in modern scientific literature.

The classification of innovations proposed by D. Robertson is widely used in marketing. It is based on the characteristics of the influence on the behavior of a social group. He defines three types of innovation: continuous, dynamically continuous, and discontinuous. Continuous innovation includes modifications of existing products. They have the least destructive effect on the formed patterns of consumer behavior. Continuously dynamic innovations mean the creation of a new product or a variation of existing one, which usually do not change the established patterns of consumer behavior. Disruptive innovations are completely new products that fundamentally change ("disrupt") the model of consumer behavior [11].

Zh.-Zh. Lamben considered marketing innovation strategies based on the source of their initiation, which are based on fundamental or laboratory research ("laboratory-imposed") and innovation strategies based on consideration of the needs of real and potential consumers ("demand-oriented"). According to the author's classification, innovations are initiated by the consumer, scientific and technological progress, intermediaries, the organization itself, competitors [12, p. 70].

The author D. Dej combines the following strategic directions, which are closely intertwined with marketing innovations:

1. Bottom-up approach. This approach means innovating in response to emerging technological breakthroughs or in response to a new market opportunity. New products, that fully meet the consumers' needs.

2. Top-down approach. This approach is associated with a change in orientation towards the main competitors, while the opinion of the company's top management is important. This approach is dominated by a high degree of control over innovative changes [4, p. 85].

Marketing innovations also include any change in the company's market policy. Among these are the improvement of basic and additional quality characteristics, expansion of physical accessibility and ease of purchase of a product or service, improvement of the level of consumer awareness, improvement of the perception of images of the product and the enterprise as a whole, reduction of risks during purchase and operation, reduction of price differentiation [9, p. 430].

Summarizing the opinion of the authors [9; 10; 11; 18] regarding the content of marketing innovations, they should be classified as organizational and management innovations. Marketing innovations in the direction of marketing activities consist of the following categories:

1) forms and methods of promoting scientific and technical innovations and the formation of new markets (secondary innovations in marketing, which are determined by the scientific, technical and technological process);

2) new methods of stimulating consumer initiative (pure organizational and management innovations in marketing);

3) combined approaches in marketing, which include both of the above directions in marketing innovations.

The main task of getting ahead of competitors in the market is to reduce the period during which a new product is designed. The time of the innovation process of a new product should be as short as possible.

Because of a delay in product release for several months and corresponding anticipatory actions of competitors, the delaying organization's income may be lost by up to 30-40% [10]. Marketing innovations are not so risky, but can be often copied by competitors. Favorable conditions have been created for marketing innovations today, as market changes cause the emergence of new needs or new ways of satisfying existing ones. Special attention should be paid to the different perceptions of innovations by consumers and producers. From the point of view of consumers, the conceptual approach to innovation consists of three elements: needs, a new idea, and a set of actions to implement the innovation. From the point of view of manufacturers, innovation includes novelty, an innovative concept, and the intensity of innovation.

Among the most common types of marketing innovations, depending on the tools of marketing activity, the following are also distinguished:

- application of new methods of marketing research;
- use of new strategies for market segmentation;
- selection of a new marketing strategy for coverage and expansion of target segments;
- change in the concept of assortment policy and product repositioning;
- modification of the product life cycle curve;
- improvement of pricing strategy, pricing methods or development and implementation of a discount system;
- access to new sales markets, improvement of the company's sales policy;
- application of new forms and means of communication policy: a new type, nature and means of an advertising campaign or the choice of an unconventional method for the enterprise to stimulate sales and attract consumers [13; 17].

Marketing innovations are very often an inevitable consequence of the introduction of other types of innovations, especially product innovations.

Marketing innovations are divided into the following types: introduction of significant changes in packaging, introduction of significant changes in design, implementation of a new marketing strategy, application of new promotion techniques, use of new sales channels, introduction of a new presentation concept, change or improvement of the existing pricing strategy [18].

Figure 1 presents a systematization of the combination of approaches, types and content of marketing innovations.

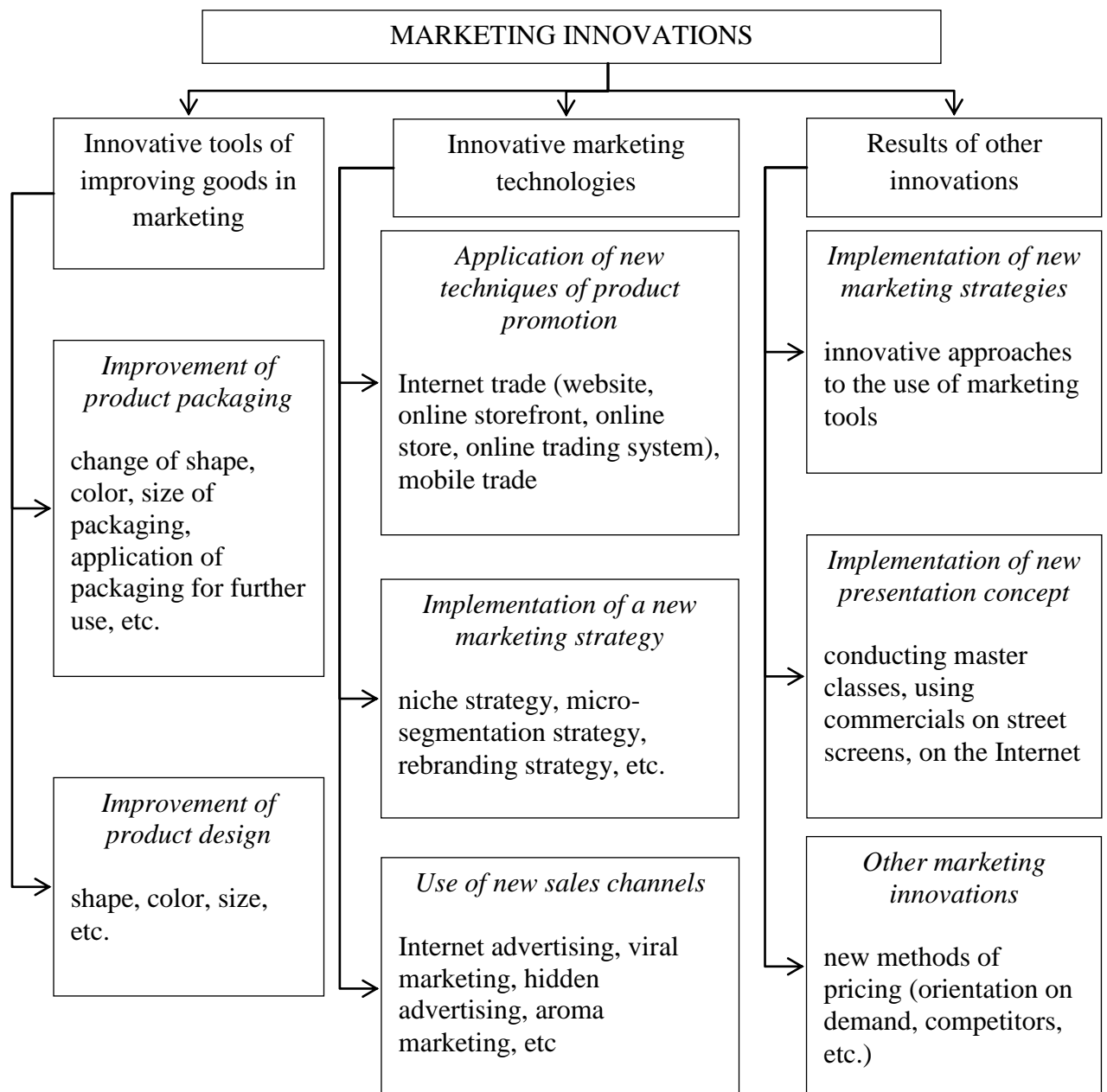


Figure 1. Classification of marketing innovations of enterprises

Source: summarized by the author based on [5; 10; 13; 14; 17; 18]

In the presented classification, marketing innovation can be considered in two aspects:

- as a separate tool of improving the product (when making significant changes to the packaging or changes to the design);
- as an innovative marketing technology that is used in the realization of innovation support in the market (implementation of new marketing strategies, application of a new promotion method, application of new sales channels, introduction of new presentation concepts, application of new price strategies).

Before starting the creation of an innovative product, it is necessary to determine the target audience, needs that it must satisfy, and what questions consumer must answer. If marketer follows this approach in creating an innovative product, it can give a good start to the correct positioning of the company.

Innovative products belong to the following groups: technological; production; marketing and logistics; commercial; organizational and managerial. According to the type of innovation, such innovative products are distinguished as: material and technical (product and technological); social [16, p. 64].

Product innovations help increase profits by increasing prices for a new product, as well as by increasing sales volume. If we talk about profits at the expense of price growth, then such an option is possible under conditions of insufficient demand or the implementation of an active or effective sales and advertising campaign. Obtaining profit due to increased sales volume is possible in the case when the company develops a new product and fills its own “niche” with it, maintaining monopoly status.

Technological innovations improve economic performance by improving the materials used or the manufacturing process. This significantly reduces costs and improves product quality.

Social innovations include economic and organizational-management methods, search for solutions and control over implementation. Social innovations



differ from material and technical innovations in that they are closely interconnected with social relations and the business environment. They, as a rule, depend on the use of innovation, group or personal qualities of personnel, and stimulate initiative in the development process. Among the large number of social innovations, innovations of human activity are of the greatest importance.

According to statistical data, in 2016, among the areas of innovative activity, 16.9% of all enterprises carried out market introduction of innovations. Ukrainian enterprises implement marketing innovations aimed at developing products and services, increasing sales and business efficiency, improving information support, applying new knowledge and technologies, entering new markets or market segments, and developing new ways of promoting products. The distribution of enterprises implementing organizational and marketing innovations showed that 72.8% of all enterprises engaged in organizational and/or marketing innovations; 55.4% of enterprises engaged in marketing innovations in 2016 [15].

Marketing innovation strategies determine the program of development and promotion of new products. Product innovation is a process that characterizes the generation of new ideas for an existing product, as well as the creation and introduction of new products to the market. Product innovation forms the basis of stability and development of the enterprise. Product innovation involves the formation and introduction of new products and is divided into progressive, degressive innovation and diversification according to the form of implementation [18]. Progressive innovation involves the development of a truly new product. Degressive innovation is understood as the development of market novelty goods.

Depending on the marketing strategy, marketing programs are formed, which can be oriented at:

- maximum effect regardless of risks;
- minimum of risks without expecting a great result;
- various combinations of these two approaches [8].

The strategy of innovative marketing is based on the main tasks of the development of the organization and can provide for the choice of areas of activity of marketing services; consumer research; product planning and its promotion, distribution and sales; price policy and methods of price development; coordinating the work of various functional units; alternative actions in a specific situation.

Any level of economic activity requires the formation of the necessary strategic approach to solve the tasks of an innovative marketing strategy. The marketing innovation strategy indicates the long-term course of the organization, which is calculated for the future and involves the solution of fundamental tasks, is the basis of the commercial policy of the enterprise.

It is important for the company to successfully solve the problem of forming a marketing strategy and managing it. The essence of planning, formation and management of innovative marketing activities of the enterprise is that the enterprise timely forms and implements a certain innovative marketing strategy, which corresponds to the specifics of its activity as a whole, most fully satisfies the requirements of market conditions and potential customers.

The establishment of the company's market goals usually precedes the formation of an innovative marketing strategy. It allows determining the target segment, positioning and marketing mix.

Marketing innovation can be formed in parallel with technological or product innovation, insignificantly changing, supplementing or transforming the final product. Marketing innovations can be isolated and presented in the form of a separate product, developed in accordance with the needs of consumers and presented on the market. Marketing innovation can be used to more effectively promote an existing product or service based on innovative marketing technology.

### **Conclusions**

Therefore, the marketing innovation strategy is a set of goals, directions, actions, and means that cover the planning, formation and management of

innovative marketing activities of the enterprise, which corresponds to the specifics of its activity, most fully satisfies the requirements of market conditions and potential customers, and allows attracting and retaining leading positions in the market.

Marketing innovations can be used in two directions: to improve the effectiveness of promoting an existing product or service based on innovative marketing technologies; and exist in the form of a separate product on the market, offered for the purpose of meeting the solvent demand of consumers and making a profit for the enterprise.

The generalized classification of marketing innovations used in the development and implementation of an innovative marketing strategy includes innovative means of improving goods in marketing, innovative marketing technologies and the results of other innovations. Innovative products in marketing include packaging and design improvements; innovative marketing technologies include the implementation of a new marketing strategy and the use of new sales channels and means of promotion; the results of other innovations in marketing include the application of a new concept of presentation, the use of new strategies and other marketing innovations.

The systematization of marketing innovations is necessary for the further development of an effective marketing innovation strategy of the enterprise and the justification of relevant marketing innovations in the marketing activities of the enterprise, which will be the object of further scientific research.

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