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INNOVATIVE MARKETING

Are all the innovations the same? Innovations are different, they vary greatly. On one pole are radical innovations and on the other are simple innovations. Radical innovations require innovative approach and innovative structure to become real goods or services. Radical innovations are dream innovations, such as there were images in science fiction in the 18th century – flying ships, submarines, etc. To make these dreams a reality a society needs an adequate level of science development and its corresponding technical bases. Less radical innovations are much easier to implement as people accept them accordingly because they fit with what people are used to. The only disadvantage in the perfectly fit innovation is that it is also too-easily perceived by your competitors who can copy it and introduce it even before you do it. Various types of innovations require different social groups support.

Viewing any modern society one can come to the conclusion that it is composed by definite social strata due to their attitude towards innovation and due to ways of turning novelties into common practice. Who goes in for innovation activity and who would purchase first the novelty to implement it in a rather risky way and who would later buy an unknown, innovative product or service? What is to be done to demonstrate and prove that it is indispensable for one's life and high living standards?

It is common knowledge that only a very tiny proportion of the population that is no more than 3% goes into novelty creation. These people are considered to be *innovators*. According to Everett Rogers, a well-known researcher in the sphere of marketing, the second group is constituted by the early adopters of new ideas who make up about 13% of the population and tend to be the *experimenters*. Their role in innovation development is also focused on make other people interested.

The 3^d *group* of the population who are about a third of it may start buying novelty if they find their commercial interest in it or if the novelty proves to be useful or innovation helps them to stand beyond the society and boast off. We can call this group as *adventures* as they enter the river not knowing its bed.

The 4th group of the population is used to buy products or services when

they are commonly used and their value has been already proved. They prefer to follow the likes and dislikes of the majority. They may be called *common buyers*.

And finally there are coming *laggards* who are the most conservative part 14% of the population, who are about 15%. They are accustomed to go into traditional things in order not to break their stability of life.

Who are the marketers to pay attention to in order to promote innovative product or service? The correct answer to this question is the way for effective innovation management.

Let us consider different variant.

1. If we focus on the early adopters, we might reach certain but short time success as what a well-to-do family can allow itself is not enough for promoting a new product and making it mass production and current practice. Such conclusion is proved by the fact that though the early adopters like to try out new things making other people envious, they may not be considered as the leading purchasing force.

2. The stress is likely to be made on the early majority as they are more practical. Before buying anything they would consider all the pros and cons of a new product or idea. Their weak point is that they may unexpectedly withdraw. Their characteristic feature and another weak point is that they act mostly under emotions which may not be lasting.

3. The bulk of the purchasers are likely to be the late majority as if they start being your client they would do it consciously, weighing all the benefits and drawbacks of the product and becoming your constant followers. The late majority is fond of rules and systems which is very important for innovation producers. Even if the system is lacking they are ready to create their own which make the innovation promotion even easier.

4. As laggards, the last social group or stratum of the population is very rational and reasonable they are to be your constant opponents. Viewing their position is easier to introduce improvements into your innovative product making it more perfect and required each time. They would also enrich you with reasons why people should adopt this new thing.

What *conclusions* can we make? In order to promote a new idea, product or service we are to learn:

- 1) likes and dislikes of the purchasing groups;
- 2) their purchasing capacity;

3) models of behavior of different social strata.

One more practical question occurs: can marketing speed up adoption of innovations? The importance of this question is undisputable as the success of novelty implementation depends on the speed with which the society becomes interested in innovation. And who gets reward for the innovation?

Sometimes, as with the laser idea which firstly appeared in the head of A. Tolstoy and found itself in his novel “Hyperboloid of Engineer Garin” and soon reappeared giving impulse to scientific discoveries no marketing is needed. In our case the writer was seeding the idea but the researches got their reward for its scientific elaboration and further implementation in social and scientific practice. Later there were medicals that started to apply the innovative idea in surgery, even in cancer treatment. Did A. Tolstoy benefit from his idea? No, he didn't. Only those who turned it into practice were rewarded. Why wasn't any marketing required? The idea was important, simple, corresponded to the human needs of that time and level of the science development.

Nowadays if marketers want to be required, appreciated and rewarded for speeding up the adoption of new idea, product or service and enrich competitive power of their companies they may take the following road:

1. Make a hypothesis of a new idea or product and throw it to the cage of those whom we called laggards. Find all the negative features and drawback of it by making them consider it firstly. They would tear your hypothesis into pieces making every piece a target for their critics. It will help you to learn how to make your idea better, which improvement it requires and to find out what infrastructure is needed for your innovation work.

2. Go down to whom we named the late majority, and give them your improved idea or product. What would you get back? A detailed version of what would make them purchase your product – its qualities, its price, it's form, etc.

3. Then go even more down to early majority and try to attract a reasonable number of them altogether with early adopters.

4. Next step is innovation investment. This might be the most difficult task. The choice of investors is wide. First see if you can afford the infrastructure investment. If not, look for someone among early adopters. If you fail to find the right person, be patient and start waiting. It would mean that your innovation is ahead of its time.

Marketers are to learn how to manage multiply challenges of radical

innovation and how to overcome difficulties of its implementation. It is not enough advertising the pros of the innovation or persuading different social groups to adopt it. For creation of innovation mentality one is to dig deeply into the hearts and heads of consumers.