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CLASSIFICATION OF MARKETING RESEARCHES ON INNOVATION PRODUCT

Abstract. At present innovations appear to be an important attribute in social and economic development. At the age of globalization, with customers' anticipations and competitive business growing up, those willing to stay afloat at the market and determined to develop (the latter being often caused by external reasons) are forced to carry out continuous innovational activity. Researches done both at a company's level and national, as well as international levels show an essential influence to the innovational activity carried out on an individual basis and the whole of economics, too.

Also, studies have improved theoretical tools of innovative business process by classifying systematizing innovation and refinement of individual classifications. This will lead to leakage of the innovation process in the company, which is a set of comprehensive, constantly-implemented in time and space of advanced scientific, technical, technological, organizational, socio-economic and environmental changes that lead to increased efficiency of the enterprise.

Key words: innovations, marketing innovations, business activity, economics

JEL classification: O30, O31, O33, O52

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КЛАСИФІКАЦІЯ МАРКЕТИНГОВИХ ДОСЛІДЖЕНЬ ІННОВАЦІЙНОГО ПРОДУКТУ

Анотація. На сьогоднішній день інновації є важливим фактором у розвитку соціально-економічного розвитку. В епоху глобалізації, підвищення очікувань клієнтів і більш конкурентоспроможного бізнесу, охочих залишитися на ринку, спрямованих на розвиток (часто обумовлено зовнішніми факторами), змушені здійснювати безперервну інноваційну діяльність. Проведено дослідження як на рівні компанії, так і на національному, міжнародному рівнях показують істотний вплив на інноваційну діяльність, яка здійснюється на умовах окремих принципів, а також всієї економіки.

Ключові слова: інновації, маркетингові інновації, підприємництво, економіка.

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КЛАССИФИКАЦИЯ МАРКЕТИНГОВЫХ ИССЛЕДОВАНИЙ ИННОВАЦИОННОГО ПРОДУКТА

Аннотация. На сегодняшний день инновации являются важным фактором в развитии социально-экономического развития. В эпоху глобализации, повышения ожиданий клиентов и более конкурентоспособного бизнеса, желающих остаться на рынке, направленных на

развитие (часто обусловлено внешними факторами), вынужденные осуществлять непрерывную инновационную деятельность. Проведено исследование как на уровне компании, так и на национальном, международном уровнях показывают существенное влияние на инновационную деятельность, которая осуществляется на условиях отдельных принципов, а также всей экономики.

Ключевые слова: инновации, маркетинговые инновации, предпринимательство, экономика.

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Problem statement in general terms. The very term "innovation" is associated with something brand-new, like reform changes, and a new product, knowledge or just ideas on what is wished for is perceived as new. An innovation may as well be, among others within processes and events of organizational evaluation, and even a technical, social or psychological one. References give no single definition of innovation. This is mainly caused by relatively short traditions in researching it, as well as by the difference of approaches to the theoretical concept itself.

Number of tasks to be solved by managers is growing due to the increase in uncertainty and complication of the external environment. Many of those tasks are essentially new and require a special approach. The problem is further complicated by the impossibility, due to the specific transformations within the economy of Ukraine, for the market relationships to grow up steadily, with continuous transition from stage to stage, as it used to happen in countries now developed, and with steady rise in the sophistication of company management systems. The Ukraine's rapid entering the world's economics makes up for the significant gap between the objective conditions for the activity of business entities and the level of appropriate management technology. Moreover, the very rate in the change of external conditions significantly overcomes that of awareness and level of professional competency for the most of Ukrainian managers. It can be possible to bridge the gap by means of continuous rehabilitation of management at various levels. The same goes with marketing activity management and implementation of marketing innovations.

Analysis of the latest researches and publications. Numerous scientists, both native and foreign ones, have dedicated their publications to researching innovational processes. Among them we may call Glushhenko L. D., Ivanov V. A., Illiashenko S. M., Kniaz' S. V., Kuz'min O. Ye., Kuznietsova A. Ya., Kuz'min O. Ye., Lutsyktiv I., Mensh G., Patora R., Pashuta N., Syrotyns'ka N. M., Stepanenko D. M., Tuvakova N. V., Fedulov L., Chukhraj N. I., Chukhraj N., Shumpeter J., Duijn Van et al.

Our analysis of the publications shows that development in innovations and innovational activity caused the appearance of a highly famous innovation classification systems. Various scholars express their own vision for such classification and single out their own features for it. Therefore, day-to-day realities necessitate an appropriate adaption of the theoretical toolkit to be done, aimed at effective innovation management. In particular, the classification of innovations demands systematizing.

Problem identification. The purpose of this research is to define the essence of and designing a marketing innovation classification.

Presentation of the primary research content. A demand for an innovation classification appears when we need to differentiate an innovation from another one, a real one from a fake one (the so-called pseudo-innovation) or to emphasize something revolutionary, which improves a company's activity or that of an industry branch or the whole economics significantly. The first scholar to divide innovations into separate groups was Schumpeter. He singled out five types of innovations [1]:

- 1) manufacturing of a new product or one with brand-new quality features;
- 2) implementing a new production mode, based on a scientific discovery or a new approach for the commercial utilization of the manufactures;

- 3) applying new materials;
- 4) acquiring new markets in a certain industry of the country;
- 5) implementing a new organizational matrix.

Schumpeter's followers further broadened his classification. One of them is J. Van Dain, adding the infrastructural innovations to the five ones mentioned above. These are the ones related to changes in infrastructure branches [2].

The German neoclassicist G. Mensch subdivided innovations into the following three groups [3]:

- 1) basic ones – creating a new industry or a market;
- 2) improving ones – perfecting the technological processes in production or the product itself;
- 3) pseudo-innovations – forming in order to satisfy current consumers' demands, without bringing significant changes in technology or the product itself.

Further development of innovations and innovational activity resulted in appearing an intricate system of classifications. It should be noted that there is no generally accepted innovation classification system. We suggest the kinds of innovations as defined by modern scholars.

Various scientists bring their vision of the classification and single out their own attributes and criteria. Some researchers distinguish up to twenty-five classifying qualities. Notwithstanding the vast variety, we should emphasize the main features to be found in most studies.

Thus, according to the feature "degree of novelty" Mr Glushchenko gives basic, improving and elementary innovations [4, p.97], while Mr Lutsykviv divides innovations by this feature into radical, relative, improving ones [5, p. 91–92]. At the same time, scholar Prygozhyn, taking into account the amount of novelty subdivides innovations into radical, combined and improving [6], while Stepanenko only gives radical and improving ones [7]. Mrs Syrotynska suggests three innovations according to the amount of novelty: radical, improving and pseudo-innovations [8], while scholars Fursina and Fedulov single out with this criteria innovations based on new discoveries and those created on the basis of new ways of exploiting things already invented [9, 10]. Further on, scientists Kuzmin, Kniazy, Tuvakova, Kuznetsova [11, pp. 26–27] mark innovations as radical and non-radical "by their character", whereas Ivanov V.A. subdivides innovations into basic ones, improving ones and pseudo-innovations [12, p.44].

In their turn, N. Chukhrai and R. Patora identify, according to the "level of novelty", radical innovations (which means implementing discoveries, inventions, licences) and ordinary ones (know-how, innovational proposals) [13, pp. 15–16].

As for S.M. Illiashenko, this scholar, identifies the following innovations, according to the "degree of novelty":

- radical ones (pioneering). These are based on discoveries and usually cause crating new industries and branches of consumption, new markets and form essential changes into traditional areas of human activity;
- ordinary ones, based on innovation proposals and improve traditional products, technologies, management methods;
- improving ones, based on innovation proposals and perfect traditional products, technologies, management methods.

As can be seen, most authors consider the "degree of novelty" or "level of novelty" an important classifying feature for innovations.

Thus, due to the analysis of scholars' opinions regarding classifying attributes and innovations types, we can systemize the innovation classification in the following way, see Fig. 1.

According to the terms used in the Law of Ukraine "On innovation activity", our proposal is to perform the classification of marketing researches in the area of innovational activity within the following directions: marketing researches of innovational product, marketing researches of innovation goods and marketing researches of the perspectives in innovational activity [18].

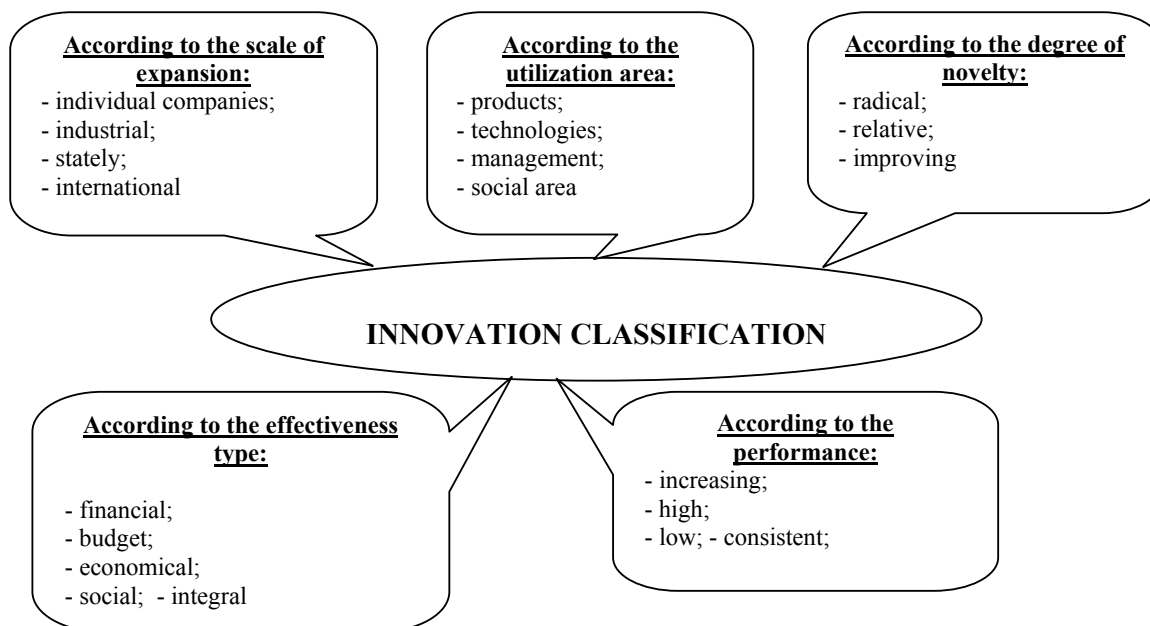


Fig. 1 – Innovation classification

Further detailing of concepts, methodology and innovation definitions, as well as appearance of new cooperation formats among business entities and within companies, particularly those happening under influence of globalization processes, as well as innovation development in the service industry and changes in the society demand structure – all these factors caused an expansion in innovation content and added two new innovation types: organizational and marketing one.

The organizational innovations determine implementation of new organization methods into business practice, work flows or into the company's external relationships. As for the marketing innovations, they include implementation of new marketing methods: design changes and product management, its promotion and location, its pricing.

See Table 1 for the statistics for the active innovation companies in 2015

Table 1

Ukraine's innovation active companies in 2015

Company size	Industry	Services
Small	18,45	18,34
Middle	25,57	22,00
Large	43,34	34,89
of which organizational and marketing innovations constitute:		
Small	50,54	69,68
Middle	31,45	65,01
Large	14,46	56,10

Source: <http://zakarpattya.net.ua/>

Table 1 shows the percentage of active innovation companies within the total amount of the companies inspected, according to the data by the State Statistics Service. Since, according to the European methodology CIS, organizational and marketing innovations have considerable priority, we may note that innovational activity for small-sized companies is much lower than with the larger ones, whereas organizational and marketing innovations occupy a bigger part via other ones.

According to the types of business operations within the active innovation companies, each company out of ten belongs to consumer goods industry; each company out of six is employed in production of chemicals and one out of five – in the equipment production.

During the last year, eleven industrial enterprises implemented innovations and six of them produced innovational manufactures, while seven of them did employed innovational processes.

The total amount of innovational expenses in 2015 constitutes 22.5 billion UAH, 81.9% of which went for purchasing machinery, equipment and software. As with previous years, the main financial sources for the innovational activity were still proprietary funds.

As for the Transcarpathian region, in 2015 innovational activity was performed by eight companies within the region, which is 5.8% out of the total number of the inspected ones. All the companies sold manufactures that is new for the given company only.

Out of the total number of companies selling manufactures, 4 are located in the city of Uzhhorod and one in the town of Mukachevo and within Mizhhirya, Mukachevo and Uzhhorod districts. These have sold manufactures for the total of 583.2 billion UAH. Out of the total amount of the innovational production sold, 78.2% went outside Ukraine.

Marketing researches on innovational products are essential for companies and enterprises. Most of them are usually performed engaging of secondary information and expert surveys.

Marketing researches on the innovational product is the one done for technical innovations and innovational technologies in production and production management. What is important, they have to be a result of scientific research and research and design engineering. In such analyses the following factors are defined as: degree of novelty for the innovational technology, its competitive advantages, terms of design and implementation. Also, the technology opportunities are evaluated, in respect for its transferring and producing goods and specialties implementing it. Then again, the potential of the would-be sales markets is evaluated for the goods to be produced using the technology.

Marketing researches on innovational goods is actually exploring the concept of the new products and services to be potentially provided by the company, as well as defining optimal properties for the goods and its utility, defining the optimal distribution channels for the product and the best ways for its promotion, competitive landscape for the innovation product, too.

The following classification of marketing researches on innovation product suggested by us is shown in Fig.2.

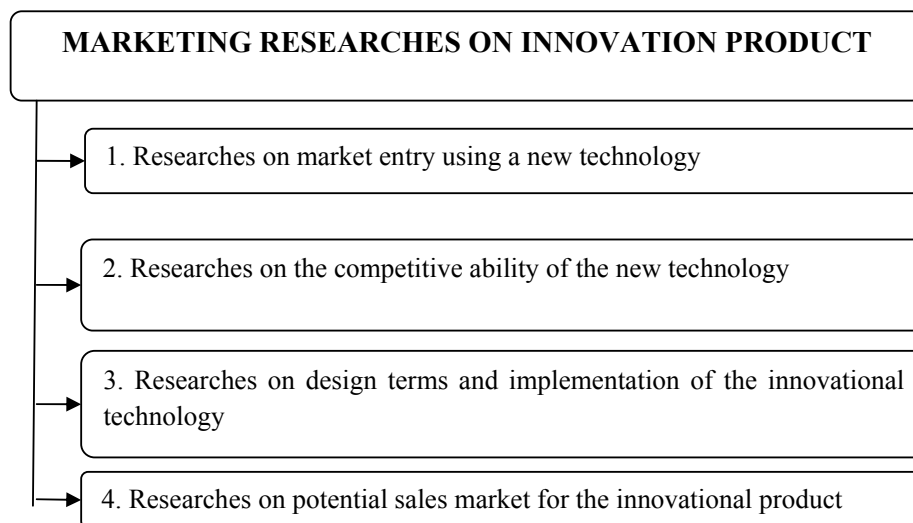


Figure 2 – A Classification of marketing researches on innovation product

Innovation marketing is a concept. According to it, a company should constantly improve its product and marketing methods, do research and development, pilot and experimental research, organize production of innovations, perform market research using benchmarking elements, set up communications, pricing and develop innovational strategies. Innovation marketing may also be viewed from the following points of view [15, p.270]:

1) as an analytical process envisaging discovering market opportunities for the innovational development;

2) as a means of active influence to consumers and the target market on the whole as related to introducing innovations to market;

3) as a function in innovation management, aimed at discovering possible ways of innovation activity, their implementation and commercialization. At the same time, here we may also consider innovation management as a function of innovation marketing aimed at realization of scientific and engineering achievements into goods that can satisfy consumers' demands and requests and provide for manufacturer's or seller's benefit.

4) as a means (or a market tool) of navigating individual business entities and the whole of the national economics for innovational development.

Innovation marketing includes the strategical and the operational components. The main target for the strategical innovation marketing is to project a market penetrating strategy for innovations. Therefore, the basis for strategical marketing researches is a market condition analysis with further determining market sectors, organizing and forming of market request and customer behavior modeling.

At the stage of operational marketing, specific implementation modes for a chosen innovation strategy. The operational marketing is aimed at maximizing incomes and sales result, support of company's reputation, expanding the market share.

While performing innovation activity, an important role belongs to the choice of implementation principles for the marketing events. we may identify the following principles for innovation marketing [16, p.164]:

- 1) determination at achieving the final practical result for the innovations;
- 2) seizing a certain market share in accordance with the long-term goal, as set for the innovation project;
- 3) integrating the research, production and marketing activities into a company management system;
- 4) aiming at long-term perspective. This requires close attention to the forecast research and projecting innovations based on that, in order to provide for highly effective business activity;
- 5) using mutually interdependent and agreed strategies and tactics of active accomodation to the potential innovation customers, while simultaneously influencing their interests.

The innovation process analysis shows that it envisages both research and development and engineering activities, as well as their marketing support (innovation marketing), logically connected. Here it must be noted that from the practical point of view innovation marketing is related to driving production and distribution of the innovation goods to meeting both current and perspective customers' requests, building up and stimulating demand for new products. Research and development and engineering activities are actually an embodiment of science and engineering to the innovation goods, the latter being able to meet customers' requests and bring profit to both the developer and the manufacturer.

Hence, innovational activity envisages performing a set of works, including the following [15, p. 27]:

- scientific and marketing researches (in particular, the laboratory ones), including business analysis, i.e. designing and substantiating the innovation project;
- designing and manufacturing innovations;
- laboratory and market tests.
- promoting innovations to the market.

Using an innovation marketing system at a company should be combined with utilizing new informational technologies, management of informational flows and various advertising tools. While performing innovation activity the following should be kept in mind [17, p.30]:

- innovations should be driven by consumption requirements and not aimed at reaching some technical advantage as a goal in itself;
- introduction innovations to the market should be supported by useful information on the product, for customers to realize the reasons for buying a certain goods;
- a deep marketing analysis should be made before introducing innovation to the market;

- marketing should emphasize the product competitive strengths.

Innovation marketing should be task solution-minded, namely those related to planning innovational activity:

- 1) choice of an optimal strategy for the company;
- 2) shaping an innovation portfolio, with those optimal by their nomenclature and assortment;
- 3) structurization of targets for innovation activity;
- 4) making-up of a schedule estimate for designing, producing and promoting of commercial innovations to the market.
- 5) determining managerial and engineering events to provide for the plan completion.
- 6) stimulating the plan completion.

It should also be noted that the traditional marketing tools are often inappropriate for solving tasks in innovation marketing. The main difference between innovation marketing and that of traditional goods (services, technologies) is that in this case innovation experts are busy looking for new ways in meeting the current demands or searching for new or hidden ones and ways of their meeting, respectively. Marketing innovations indeed leave behind all other innovations by their implementation time rate. This is due to the fact that once manufacturers realized the importance of implementing marketing at their companies, they started looking for better ways to satisfying consumers' demands and using new marketing methods and tools.

Resume and ways of further researches. The already completed researches gave an opportunity to improve the theoretical tooling for the management of innovation processes at companies by means of systemizing the innovation classification and specifying certain classificational attributes. This will improve the innovational process at companies, the latter being a totality of complex, regular in both time and space changes, namely, progressive science and technology ones, as well as technological, organizational, social and economic and ecological ones that lead to increasing the effectiveness of the company activity. We suggest to develop the research and methodology basis for the marketing researches on innovational product (technology), as well as for researches on marketing potential of innovations.

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