Methodology of marketing research of market niches of innovative products

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Abstract. The strategic uncertainty of the implementation of innovative products actualizes the need for marketing research. Marketing research is aimed at studying the behavior of all participants of the industrial ecosystem. The purpose of this work is the formation of marketing innovation potential, which will contribute to improving the effectiveness of marketing innovation. Based on the concept of strategic marketing and ecosystem approach, the directions of marketing innovation implementation are determined.

1 Introduction

The achievement of science and modern technologies causes an increase in the volume of high-tech products, which determines the influence of marketing factors on economic indicators and prospects for promotion in the industrial market. However, the strategic uncertainty of the implementation of innovative products actualizes the study of issues related to marketing research. Conducting marketing research helps to reduce the risks associated with the introduction of innovative products. The specifics of innovative products are determined by the content of the industrial ecosystem, which determines the forms of interaction and the nature of the relationship between the participants. The study of consumer behavior of innovative products requires constant monitoring of consumer preferences, the evaluation of the results of which will determine the content of the algorithm for managing consumer behavior. The high cost of innovative products of the high-tech sector of the economy and the risks associated with their introduction on the market necessitate market monitoring and marketing research. This problem was considered in detail in the works of the authors Bagiev G.L.[1], Bragin A.Yu.[2], Krasyuk I.A.[3], Krymov S.M.[4], Sozinova A.A.[5] and others, which determines the relevance of this study. Marketing research is aimed at studying features of the behavior of all participants in the industrial ecosystem, this will reduce the risks associated with the introduction of the product. The current stage of innovative development is based on innovations and digital technologies. The innovative activity of industrial companies is aimed at the digital transformation of business models. High-tech innovations have an impact on the development of technologies and business

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modeling, consumer behavior and the processes of formation of innovative potential. The innovation paradigm actualizes the development of new markets and market niches. Marketing research of the modern innovation market, making forecasts of their development determine the strategic vector of development of industrial companies. The dynamism of the external environment, the formation of competitive advantages based on the introduction of innovative products and technologies, ensure profit through the implementation of innovations and improvement of the organization of marketing activities. Marketing innovation potential is the integration of external capabilities and resources of the internal environment of an industrial company, creating conditions for products and technologies. The marketing paradigm of innovation is aimed at studying demand and consumer preferences, monitoring the market and identifying market windows that subsequently transform into market niches. Modern methods of marketing management of industrial companies use the following marketing tools: direct sales, professional retraining, application development, service and warranty service.

2 Materials and methods

Subject field (theoretical and methodological basis) the research was compiled by the works of Russian and foreign scientists in the field of marketing. The study considers new forms of interaction of participants in the industrial ecosystem, has a scientific orientation, used methods of synthesis, generalization, comparison, analysis.

3 Results

The innovative activity of industrial companies necessitates the implementation of marketing policy. Bringing an innovative product to the market allows the company to expand sales and strengthen its market position. The resource provision of innovative strategies is aimed at reducing risks and increasing the effectiveness of the use of marketing innovation potential. The analysis of the market situation allows you to determine the marketing parameters of an innovative product and create a portrait of a potential consumer. The assessment of the market, market niches and consumer preferences can be carried out using the following tools: benchmarking, field research, focus group, extrapolation. The data obtained as a result of marketing research creates the foundation for the development of a strategy and the formation of a marketing mix. The basis of the functionality of an innovative product is a market segmentation strategy. The concept of a new product is being put into trial production, market testing is being conducted, and a decision on serial production is being made. The implementation of an innovative product is a complex, complex project aimed at organizing an effective marketing system for their successful implementation and development in the market. The solution of this problem requires a systematic update of the applied marketing models, taking into account the applied planning horizon of marketing activities. Marketing activities take into account strategic priorities, production capabilities and market factors of industrial companies. Technical and technological renewal of production, the introduction of high-tech products, the use of digital technologies cause the need to organize marketing activities in the most economically profitable areas of activity, which will ensure the stability and stability of an industrial company in the market. Therefore, the application of an adapted approach to marketing activities, which is based on the creation of new values, determines the logic and choice of the direction of development of an industrial company (Fig.1).
The main directions of development of the national economy are: modernization, innovatization, digitalization, which have an impact on innovation processes, including the introduction of innovations and digitalization. The adaptation of marketing activities to changes in the external environment occurs due to the strengthening of market positions, concentration on the most profitable segments and diversification of industrial business.

4 Discussion

The development of an innovative economy requires new approaches to planning, organizing and controlling the activities of industrial companies. The marketing innovation process is aimed at improvement and promotion, which allows an innovative product to acquire unique characteristics and become more in demand. Russian and foreign scientists have made a great contribution to the development of marketing innovation: Arenkov I.A.[6], Golubkov E.P.[7], Molchanov N.N.[8], Drucker P.F.[9], Kotler F. [10], Lamben J.-J.[11], Hall S.[12], Preisner A. [13], etc. They examined the technologies for managing marketing innovation processes, identified the main directions of modeling their development. The use of a marketing approach in creating innovations provides an answer to the question: what kind of product or service is in demand. The evolutionary development of the processes of creating new value contributes to the reduction of production costs, the improvement of consumer the properties of the product, which necessitates the constant conduct of marketing research.

Sales of innovative goods, works and services decreased by 0.5% compared to 2020, their share amounted to 5.1% in the domestic market in 2021. The share of exports of innovative goods, works, services in total sales in 2021 amounted to 0.8%, there was a decrease of 0.2% compared to 2020 (Fig. 2).
The use of marketing technologies, conducting marketing research will determine promising directions for the development of the industrial sector of the economy. Digitalization of production processes and ecosystem nature create conditions for increasing the speed of scaling and commercialization of innovations, which leads to the creation of high-tech products. Sustainable and dynamic development of the national economy determines the conditions for the implementation of new ideas, monitoring of the industrial market contributes to a strategic vision of the process of forming new needs. The intellectual activity of a person aimed at creating new products, satisfying consumer demand, searching for and forming new market segments and niches is based on a competence-based approach and the development of marketing competencies. The costs of innovative activity do not always pay off. Traditionally, the following marketing innovations are used: changing the product design (marketing concept), a new marketing strategy (increasing the market segment), new methods of promotion (corporate identity, brand creation), new sales channels (Internet-Commerce, direct sales), etc. The activation of innovative activity of industrial companies requires the active use of marketing tools. The variability of different approaches to the assessment of marketing innovation activity is based on an ecosystem approach that allows assessing the impact of innovation activity on the effectiveness of marketing.

5 Conclusion

The specifics of innovative products are determined by the content of the industrial ecosystem. The process of launching innovative products is a difficult period, the evaluation of the results of which determines the commercial success or failure of introduction to the market. The marketing paradigm of innovation is aimed at studying demand and monitoring the market. Conducting a marketing policy allows industrial companies to strengthen their market positions. To assess the characteristics of the market, market niches, marketing research is conducted. The application of an adaptive approach to marketing activity determines the logic and choice of the direction of development of an industrial company.
The marketing innovation process is aimed at improving and spreading new knowledge, acquiring unique characteristics. The variability of different approaches to the assessment of marketing innovation activity is based on an ecosystem approach, the applied marketing methodology is aimed at researching market niches and determining the directions of strategic development of industrial activity.

References