

Beyzhanova A.T., Parymbek G.B.
Features of innovative marketing

The article deals the concept of innovative marketing, significance, features and innovations in the field of theoretical and methodological foundations of marketing and Rolv innovation to increase the competitiveness of the country. In accordance with the requirements of the market, innovation plays an important role in many enterprises. Many large companies use their innovative new marketing strategies in order to win new market segments.

Innovative marketing is needed to ensure that our country was odgim of the leading countries in the world, providing highly competitive and innovative products to bring a high level of blagosostayaniya population.

Taking into account the development of the modern trends of the world economy, the authors have tried to provide innovative ways of marketing in the future development of Kazakhstan.

Key words: innovation, marketing, management, scientific and technological progress, innovative marketing, peculiarities innovative marketing.

Бейжанова А.Т., Парымбек Г.Б.
Инновациялық маркетингтің ерекшеліктері

Мақалада инновациялық маркетингтің түсінігі, мәні, ерекшеліктері, инновация саласындағы маркетингтің теориялық және әдістемелік негіздері, елдің бәсекеге қабілеттілігін арттыруда инновациялық маркетингтің рөлі және инновациялық маркетинг кәсіпорынның инновациялық қызметінің ерекше түрі ретінде қарастырылады, себебі қазіргі заман талабына сай көптеген кәсіпорындар қызметінде инновациялар маңызды рөл атқаруда. Көптеген ірі кәсіпорындар өздерінің инновациялық қызметін жаңа маркетингтік стратегияларды қолдануға, жаңа нарық сегментін жаулап алуға, тауардың өмірлік кезеңін біртіндеп өзгертуге бағыттайды.

Инновациялық маркетинг елімізге алдыңғы қатарлы мемлекеттермен бір қатарда тұру, жоғары бәсекеге қабілетті инновациялық өнімдерді ұсыну үшін және халықтың әл-ауқатының жоғары деңгейіне қол жеткізу үшін қажет екендігі сипатталады.

Мақала авторлары әлемдік экономиканың дамуының заманауи тенденцияларын ескере отырып, Қазақстандағы инновациялық маркетингтің болашақта белсенді даму жолдарын көрсетуге талпыныс жасаған.

Түйін сөздер: инновация, маркетинг, менеджмент, ғылыми-техникалық прогресс, инновациялық маркетинг, инновациялық маркетинг ерекшеліктері.

Бейжанова А.Т., Парымбек Г.Б.
Особенности инновационного маркетинга

В статье рассматривается понятие инновационного маркетинга, значение, особенности инноваций в области теоретических и методологических основ маркетинга и роль инноваций в повышении конкурентоспособности страны. В соответствии с требованиями рынка инновация играет важную роль во многих предприятиях. Многие крупные компании используют свои инновационные новые маркетинговые стратегии для того, чтобы завоевать новые сегменты рынка.

Инновационный маркетинг необходим для того, чтобы наша страна была одним из ведущих государств в мире, обеспечивая высокую конкурентоспособность и инновационные продукты, чтобы принести высокий уровень благосостояния населения.

Принимая во внимание развитие современных тенденций мировой экономики, авторы постарались предоставить инновационные способы маркетинга в будущем в развитии Казахстана.

Ключевые слова: инновация, маркетинг, менеджмент, научно-технический прогресс, инновационный маркетинг, особенности инновационного маркетинга.

**FEATURES OF
INNOVATIVE
MARKETING**

Creation of promotion strategy on the market of new products and services today is impossible without innovation competition. In marketing widely used innovative technology to expand market opportunities and increase company profits. And bring to market innovative product and its effective implementation through innovative technologies can make the selection.

Currently innovation is a means of improving competitiveness is the most active. The production of new types of goods and services, create new bases of market, inflow of investments and will reduce costs. In particular, any process easy to get out of the crisis contributes to an increase in economic performance and innovative development. Areas for improvement and increase its market share through a new marketing campaign, new products, and, consequently, higher incomes. Therefore, the development of the economy at the present time the only instrument of influence on effective and innovative marketing.

Marketing of innovative – products and services in order to maximize the satisfaction of demand and needs in the application of new ideas and technologies in relation to innovation, aimed at identifying and creating demand in the market. As well as innovative marketing processes in the production and know-how differs from the transformation in the form [1]. In this regard, issued by one of many definitions, the concept of innovative marketing as innovative marketing, aimed at satisfying customer needs, the effective use of marketing funds for its delivery to the consumer prior to the conclusion of the innovation project-a set of actions [3]. That is, a new project of innovative products, plan it committed in the course of delivery to the consumer committed in the course of further marketing actions are set.

Another innovative marketing concept, as well as help on marketing activities in General, is the basis of market research and the search for competitive strategy of any organization [2]. Currently the main tasks in the organization of marketing innovation search any period studying the market: demand, consumer behavior and desire, and the availability of competitive products, the level of competition, the possibility of effective placement on the market of a new product. In particular, a generalized, innovative marketing is the creation of new market needs and new consumers.

In accordance with the definitions given above, any innovative marketing as a business philosophy, the company today is the main direction in the cycle of life through innovative thinking and entrepreneurship, basics of marketing and ideological system.

Innovative marketing as the process of analysis of the study of conduct provides for the implementation any: conducting marketing research to study market conditions, identifying the tastes of consumers, rising demand for innovation, forecasting, segmentation and selection of target segment, marketing strategy for innovation and implementation b

In connection with the promotion of innovation and innovative marketing is defined as the process of active will allow to solve several problems.

Innovative marketing as a function of innovation management, goods, services, technology complete product life cycle in respect of the period begins and ends with the period of search for new ideas.

In other words, in real terms, are required to make effective decisions in the creation of specific innovative marketing, providing research, production, organizational, financial and commercial activities of the innovative project is part of the complex. The purpose of the analysis of the innovative project, here everything is important: improving the competitiveness of enterprise products, creating a base for innovative growth of the company in long term and maintain a stable level of economic security of the enterprise. It is the result of innovative marketing is characterized through companies that are providing the best possible goals, indicators of economic growth.

Innovative marketing and marketing of innovations, in most cases, economists concepts from each other to distinguish. It's not two different concepts, but the concept of it is much broader than innovative marketing and marketing in innovative the organization's mission, philosophy of thinking, research, order, and style of management. This innovation synchronized, communication and risk taking full of a special kind. Importantly innovational Marketing of consumer goods, the acceptance of a new product based on research of indicators of quality and a careful study and demand forecasting.

The main principles of innovative marketing:

- research in the enterprise management system;
- the integration of production and marketing services;
- marketing research in relation to economic activities requiring high-performance ideas that provide innovation and long-term perspective;
- experience of active and potential consumers, their interests, and mutually agreed strategies and

interdependent actions aimed at the implementation of innovations in accordance with the requirements of production [2].

Often, innovative marketing, focused on market analysis, marketing strategy, as a set of practical measures, the implementation of product, increase sales volume and amounts. The promotion of products on the market, the purpose of which is to create technology for effectively implementing the strategic innovation marketing new product introduction methods should be used constantly.

Marketing strategy to market an innovative product with the release of specific characteristics, periods, stages, sequences, strictly it is part of the fare. If we consider them in more detail:

- First of all, strategic innovative marketing involves the study of the macroeconomic situation in the country: inflation, solvency of the population, its composition and growth rate, political situation, changes in tax, and the volume of production b.

- Innovative tactical marketing starts with thorough analysis of the market attractiveness of the product application technology. We study the demand of consumers for goods in a given period of time, i.e., is a survey of buyers in sales points and what for b. What kind of innovative product on the basis of this information, with the use of marketing tools, the market price and what quality will be found that, as far as we know the segment.

- Determining the position of products on the market and methods of marketing research innovation, competitiveness of goods, of similar.

- The last step to the process with the consideration and determination of directions of activity of the enterprises, including “investment portfolio” are analyzed.[4] This is done in order to promote products through the use of innovative strategies and marketing, able bleeke attractive to the buyer. Therefore, for the selected goods and expand market share strategy in practice is carried out with the aim of maximising yield. Features of innovative marketing, types of goods carried at this stage, identified specific, effective for profit is production for good prices, but the choice of location for a buyer and implementation of promotion strategies (advertising campaigns, improvement of production technologies, b) quite attractive.

The main innovation marketing unlike traditional marketing, innovative marketing of real goods, and not his idea and novelty. The main objective of this innovation or idea to see a place to ignore the fact that the cost of supporting innovation, as well as delivery income, i.e. in relation to the definition.

In addition, the characteristics of innovative marketing are: first, that the scientific and technical inter-sectoral commitment accounting features and performance. The necessity of application of innovations in research of this rule is based on several specific. Secondly, scientific and technical expertise in the implementation of products, including in the case of the consumer (purchasing from the company a fee) you must navigate. As a result of difficult and long negotiations, the sale of this product. Among the innovative products on the market of consumer products to the selection in advance. In the family, with the result that the procurement process is carried out through comparison and discussion.

Thirdly, scientific-technical and innovative production involves compulsory sale of goods, advertising, innovation, if the value of the nominal through the consumer, who may buy the product because he is not familiar with the product. Fourth, after-sales service, the company is a manufacturer in connection with technically complex and innovative products. Here in a nutshell, it is not a new product commercial success. Fifthly, innovative, scientific-technical production, depending on the amount and quality of innovation potential of the consumer is determined by the presence.

The use of innovative approaches to the organization of marketing in the sphere of creative work, to predict all-the manufacturer, for the purpose of production of competitive goods, the search and implementation of new ideas always aims at improvement of technology and organization. Researchers innovative thinking within traditional and contemporary areas of marketing highlights thinking

too much, maybe. If the first direction, specific organizational goals, target markets and provides for the establishment on the basis of product features, the process involves the search for innovative ideas and goals of the organization stay beetle killed all the ideas first to the second. The second direction in the organization, the availability of new products and technologies and major innovative projects with high risk, leading to the appearance of the Department, aimed at implementation of venture firms, the presence of prevents.

Overall, exploring the essence of the concept and characteristics of innovative marketing, we can give the following definition: customer needs, satisfying profit aimed at generating innovative projects, to predict its delivery to the consumer prior to the application of marketing tools in the decommissioning activities is the totality. Innovative marketing in development of key areas: the formation of demand for innovations, investment, legal forms, dealing with personnel issues – the role of innovative marketing in promoting a particular level. Because of this, reaches into both the producer and the consumer. In the creation of innovative marketing in the different products in a package, market innovation, innovation, the conditions and possibilities of its application is observed. Therefore, it is necessary to use innovative marketing techniques in the implementation of new. Accordingly, the output of innovative marketing in the economic development of the country, gives the share of competitive-edge technologies by leaders in the availability and connection of new vibrations that we can summarize.

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