

Beyzhanova A.T.,
Ilesbekov A.D.

**Efficiency of application
of innovative marketing
technologies**

Today the necessity of innovative methods and techniques for Kazakhstan's economics is an actual problem. The local companies have to implement and develop constant and innovative marketing technologies in order to succeed on the highly competitive market and take an independent stand in it. The innovative marketing technologies are the most effective concept or course of the marketing due to the renewal of the market with plenty of products. The innovative marketing technologies are innovative management techniques applied by enterpriser in defining and studying the demand, planning the manufacture, realization of the services and products. By using new techniques, we can perform market research efficiently and quickly, reduce the number of employees in the marketing, in general, to optimize the whole process.

Key words: marketing technologies, marketing research, promotion, competitiveness, innovative marketing techniques, marketing strategy.

Бейжанова А.Т.,
Илесбеков А.Д.

**Инновациялық маркетингтік
технологияларды қолданудың
тиімділігі**

Қазіргі таңда қазақстандық экономика үшін маркетингтің инновациялық әдістері мен тәсілдерін қолдану қажеттілігі өзекті мәселе болып отыр. Нарықтық экономика жағдайындағы қатаң бәсекелестіктен жеңімпаз болып, нарықта өз үлесін иемдену үшін, жергілікті кәсіпорындар, үздіксіз, жаңашыл маркетингтік технологияларды енгізіп, дамытып отыру қажет. Нарықтың көптеген тауарларымен толығына байланысты маркетингтік ең тиімді тұжырымдамасы немесе бағыты инновациялық маркетингтік технологиялар болып табылады. Инновациялық маркетингтік технологиялар – кәсіпкердің сұранысты анықтау және зерттеу, сонымен қатар өндірісті, қызметтер мен тауарларды сатуды жоспарлауда қолданатын басқарудың инновациялық әдістері болып табылады. Жаңа технологияларды қолдана отырып, біз маркетингтік зерттеу іс-шараларын сапалы жүргізуге және жылдамдатуға, маркетинг бөлімінде қызметкерлер санын қысқартуға және бүкіл зерттеу процесін оңтайландыруға мүмкіндік аламыз.

Түйін сөздер: маркетингтік технологиялар, маркетингтік зерттеу, жылжыту, бәсекеге қабілеттілік, инновациялық маркетингтік технологиялар, маркетингтік стратегия.

Бейжанова А.Т.,
Илесбеков А.Д.

**Эффективность применения
инновационных маркетинговых
технологий**

На сегодняшний день необходимость перехода на инновационные методы и приемы для Казахстанской экономики является актуальной проблемой. В условиях рыночной экономики, чтобы стать победителями и освоить свою долю рынка, отечественным производителям необходимо внедрять все новые и новые маркетинговые технологии. В связи с перенасыщением рынка товарами самой правильной концепцией маркетинга являются инновационные технологии. Инновационные маркетинговые технологии – это новые методы управления производства, исследований, продаж товаров и услуг. Использование этих технологий позволяет производителям проводить маркетинговые мероприятия качественно и быстро, а так же дают возможность сокращения персонала отдела маркетинга и в общем оптимизировать весь рабочий процесс.

Ключевые слова: маркетинговые технологии, маркетинговое исследование, продвижение, конкурентоспособность, инновационные маркетинговые технологии, маркетинговая стратегия.

EFFICIENCY OF APPLICATION OF INNOVATIVE MARKETING TECHNOLOGIES

The necessity of innovative methods and techniques for Kazakhstan's economics is an actual problem today. The local companies have to implement and develop constant and innovative marketing technologies in order to succeed on the highly competitive market and take an independent stand in it.

There are two options of the description of marketing technologies:

The description of marketing technologies related to the sequence of marketing stages. There are five stages of marketing: analytic, conceptional, formative, realizing and monitoring. Each stage has its specific innovative technologies. These stages match for both marketing strategies and its items (such as projection, advertising, realization of tourist product, etc.).

The marketing activity of the company can be referred as a particular system. An each item of the system is oriented to carry out the research task of the state-of-the-art and orientation of the company's external environment, the creation of its concept, planning of the nomenclature and pricing policy and market promotion [1].

Today the innovative marketing technologies are the most effective concept or course of the marketing due to the renewal of the market with plenty of products. The innovative marketing technologies are innovative management techniques applied by enterpriser in defining and studying the demand, planning the manufacture, realization of the services and products. The application of the innovative marketing technologies in any industry advances competitive growth and develops the specified industry. The implementation of the innovative marketing technologies enables the promotion and realization of the entire resources of the companies, including goods and services, and the selection of the optimal methods of merchandising for each product. The introduction, adaptation and development of the innovating marketing technologies in the companies are blocked by the influence of some objective and subjective factors, particularly by the limitation (expenses) of the marketing. They include: 1) the conduction of marketing researches and practical promos in an inappropriate time. Therefore the companies waste sufficient resources on ineffective interventions. 2) the marketing organization and the conduction of marketing researches require nonallowable charges from most of

companies. 3) the negative views of the company executives are considered to be subjective factors which prevent the development of the innovative marketing in Kazakhstan [2].

The analysis of the management issues of the company and the provision of the directions for the development of the innovative marketing technologies and competitiveness are important in the current market economy of Kazakhstan. In this context it would be appropriate to observe the foreign practice of the development of the innovative marketing technologies.

The recent actual innovative marketing tools used by the majority of foreign brands are described below.

Little Bird. It is known that the establishment of close relations with people in any industry is highly important. It's worth paying attention to this issue especially in marketing. In the Little Bird system the leaders of each industry are recorded, any marketing manager can enter into relations with the experts of other sectors and exchange information. It allows to find out the sector-specific-issues quickly and accurately. For example, the Tesla auto manufacturer can share information about special transport software features and limitations by establishing relations with Apple before manufacturing the electric cars. It was a precondition of further entering into promising cooperation of both major companies. As the result Apple company used its resources in motor industry, while Tesla company constructed a new automobile equipped with recent electronic technology [3].

Determination of an optimal sell-out price according to Van Westendorp method

KonSi – Price Sensitivity Meter of Van Westendorp software is used for determination of an optimal sell-out price of new product based on price options offered by responders.

Classical approach known as Van Westendorp method (referred to as Price Sensitivity Meter of Van Westendorp in Western literature) is represented in program for determination of an optimal sell-out price.

The realization of PSM Van Westendorp method assumes the conduction of survey during which testable products are presented to respondents for study and they are asked questions about how they accept a price set for testable product.

KonSi-Benchmarking Prices

The KonSi-Benchmarking Prices software is used for price monitoring in retail trade, price analysis and comparison, setting the new prices for goods taking into account the prices at competing

points of sale. The KonSi-Benchmarking Prices (simple) program is intended for solution of the following marketing problems. Your company competes with other stores. You and your competitors deal with equal or similar production. Prices at points of sale are different. The company's analyst faces up an issue of researching an assortment and prices of competitors, comparing the prices between competitors, determination of specific prices based on current competitive situation [4].

For price research a form is produced which has a list of goods and set prices at different points of sale. Your employees visit that points of sale and record prices for goods. Your price recorder also mentions goods on sale by competitors and previously unknown for you. An obtained information is entered into a computer. Prices at different points of sale are subject to benchmarking study.

The analyst formulates a proposal on setting of new competitive prices. Also he makes a report on price situation for head office. The study of competitor's prices and preparing of the report on price situation at competing points of sale are performed on a fixed periodic basis. Using the Price Benchmarking (simple) program the analyst can do the following in order to study a price situation:

- create lists of goods of interest and divide them into product groups;
- make a price and qualitative description of goods in each product group;
- list the involved competitive points of sale;
- prepare a form for acquisition of data about prices and points of sale;
- copy price data from different points of sale from filled paper forms to a computer;
- carry out an operative analysis on an assortment and prices for an each item at each point of sale;
- calculate the absolute and relative price variances (in percents) for competing points of sale;
- plan a new price for goods based on conducted audit of competitive environment;
- prepare a report on assortment and price audit at points of sale, include in the report the offers on price correction for proprietary goods.

Anketter for Positioning Brands software (program) is intended for conducting a questionnaire for end consumers in solving issues of brand positioning regarding «ideal» of article and dedicated market segments. This is a program for marketing managers who study the brands and handle problems of brand positioning regarding the market segments.

This program has unique features for supporting questionnaire projection for conducting a survey

for end consumers of products (brands) of interest according to the selected positioning model. The program allows automatically creating database for gathering filled questionnaires and automatically preparing a screen form for entering the filled questionnaires into a PC.

The given program makes possible to transfer acquired data according to the brand positioning model to KonSi Segmentation & Positioning program in which market segments are defined by methods of cluster analysis and positioning map (perceptual map) is created. Thereby Anketter for Positioning Brands program is a useful tool for performing a brand positioning. The program enables to speed up the time-taking process of acquiring a brand data and quickly prepare consumer details in order to define market segments and construct a brand perceptual map [4].

Also the development of innovative marketing technologies in promotion of goods and services is observed in foreign tourism industry. For example, BiblioGlobus tour operator offers worked out and implemented technologies such as: dynamic price lists; 3D flight check-in; detailed 3D models of hotels; interactive flight maps; touch sensitive self-service terminals.

Recently the tour operators implemented an innovation – so called «live price». Prices for tourist products are determined by objective market laws, not by subjective human factor. While bypassing dealers «the live price» is directly addressed to consumers at moment of request. The given innovation is characterized by the capability of tourists to select a tour and moreover minimize expenses. It is represented in form of dynamic price list at website of the tour operator which is remotely available for anyone. During the system operation the turnover of the company and amount of daily booking doubled. The data of this system does not pass through dealers, commercial department and airline division and directed to the consumer and makes it of high priority.

The basic advantages of this innovation are: automatic sales management; reduction of labour costs; protection from business espionage and price competition. The implementation of «the live price» in 2013 allowed to the representatives of tourism market to track and reserve online the best offers at effective prices which were calculated in a flicker of second individually for each customer.

In addition to this 3D flight check-in in air companies is one of the innovations of tour operators. The tourists chooses a seat on board the aircraft in advance, remotely register for the flight and get boarding card.

Travelers can determine the place on the plane for a month, and three months before the date of departure. Aviation market experts have already felt that mass use of 3D early check-in flight allows to avoid the queue to the check-in counter at the time of overloading the hub, and the special Drop Off desks at the airports without waiting in line to check in their Luggage.

Ray Burke was developed in the Harvard interactive computerized method of testing packaging design. On a large video monitor shows a supermarket shelf. Existing packaging or packaging with new design can be placed on this shelf alongside competitors' packaging is exactly the same as the buyer sees it in a real store. The participants of the study can guide the movement between the «shelves» of the virtual store with the mouse. If consumers want to explore the package in more detail (as we all do from time to time, when you go shopping), they can «zoom in» package and see the list of ingredients, the fat content or something else that can be printed on the packaging. The best part is that the program tracks and measures everything, making the research participant. Accordingly, it is possible to experiment with different design packages and measure their effectiveness in different ways [5].

Scientists of the Massachusetts technological University have conducted research using the technique, which they called the render method of the acceleration (or increase) of information (information acceleration), designed to conduct marketing research according to brand new products. A computerized system allows participants to consider, explore and look for information on a new product concept. The challenge is to go beyond mere description («This electric vehicle has a speed of 100 miles per hour, It can be charged from any household outlet...») in order to model the real process of information search, consumers who are in the process of making the decision to purchase a new product. In response to the request of study participants, the computer system may issue a description of the product oral statements about the product, comparative technical indicators or any other information which might need to the consumer when deciding to adopt this innovation or not. By replicating the search process instead of simply providing «passive» perceived descriptions the researchers hope to make the concept of a new product rather lively and realistic for consumers to judge its strengths and weaknesses, thus helping the manufacturer to adequately assess the potential of a new product and determine its strengths and weaknesses. When not activated-so-deep approach,

there is always the danger that the study of consumer reaction to brand-new foods will be particularly effective due to the lack of consumers a clear idea about the product that they are asked to evaluate [5].

Computer simulation has several advantages – it allows you to recreate experimental conditions and measuring different effects by configuring the software to show different images or selections.

Moreover, since the demonstration of the stimulus material is computerized, the experiment is conducted for each participant equally, with constant conditions. Finally, the use of computer with multimedia programs to achieve a much more accurate recreation of real-world conditions, thus increasing the realism of the experiment and the probability that the same results will be obtained outside the laboratory.

Domestic enterprises can effectively use higher foreign samples of innovative marketing technologies. We can confidently say that, the current system of implementation of the application, the introduction of new technologies that are available and ready, enables to increase company competitiveness and to grow share on the market. For example, the price is the first factor which have the most influencing in the choice of goods for consumers, at the level of the average social situation. But, in the process of goods delivery from producer to consumer, because of companies in connection with wrong application of promotion strategy and means of communication, market intermediaries determine the ending price. As a result the price of production of domestic products, will cost equal with foreign quality products. Of course, in selecting foreign suppliers comes out the winner. If

we actively use the internet and use the «Live price» pricing strategy, consumers could buy products through the network at the prices below, without extra costs. In this case, manufacturers not losses at the opening of additional sales and in labor force. Also, flexible prices, below that will promote growth of demand.

Another example of the effective use of such new technologies is computer program KonSi. Currently, it is the truth that many domestic companies mobilizes a lot of forces and mean of labor, during the marketing research in the gathering of information, in the course of its processing and analysis. With use of KonSi program we can perform market research efficiently and quickly, reduce the number of employees in the marketing, in general, to optimize the whole process.

Using innovative marketing techniques in the marketing strategies drawn up on the basis of market research, can be tested with the help of computer imitation. By creating a computer model, without extra costs, we can estimate the effectiveness of the strategy.

As you can see, any new marketing techniques give opportunities to save workforce, time and money costs. In addition, it improves the quality of marketing service, by reducing the errors done by human factors. We can say that, all of this are derivatives of rigid competitive struggle. The authors of such works, that is, the company now actively strengthening its position in the market. But, the pace of development of competition did not stop there, it constantly demands novelty. Therefore, domestic enterprises, considering the tough competition laws, increase using of these technologies in the service of marketing should be put forward.

References

- 1 Esimzhanova S.R. – «Marketing». Almaty/ Economy – 2006
- 2 Bagiev G.L., Bogdanova E.L. «Marketing of innovation» – 2004
- 3 The electron source: www.littlebirdmarketing.com
- 4 The electron source: <http://www.marketing-soft.ru/>
- 5 The electron source: <http://kelley.iu.edu/Marketing/>