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Maslak Olga, Doctor of Economics, Professor  
Kremenchuk Mykhailo Ostrohradskyi National University, Ukraine  
Maslak Mariya, Doctor of Economics  
National Technical University "Kharkiv Polytechnic Institute",  
Ukraine  
Yakovenko Yaroslava, PhD  
Kremenchuk Mykhailo Ostrohradskyi National University, Ukraine

### **THE RENAULT LOGAN CASE: A TESTAMENT TO FRUGAL INNOVATION AND ADAPTIVE MARKETING IN A GLOBALIZED ECONOMY**

The modern world economy is characterized by increasing complexity and interdependence, creating several global, national and local challenges. The aggravation of geopolitical contradictions, increased competition from developing countries and uneven distribution of resources creates a turbulent environment for economic activity. An additional risk factor is the spread of unfair competition, which undermines the free-market principles and hampers sustainable development [1].

In these conditions, the urgent task is to develop adaptive economic models that can function effectively in situations of uncertainty. Under such conditions, innovative marketing strategies can be an effective tool for promoting budget products. For example, focusing on the target audience, emphasizing value, creating an image of a "people's car", and using digital channels allowed the automaker Renault to succeed significantly with the Logan car [2]. It is clear that with the advent of new generations of models, Renault began to pay more attention to design, technology, and comfort. In 2024, Renault is actively developing its electric car line. An electric version of Logan may appear in the future, but at the same time, this model remains an essential player in emerging markets. The marketing strategy continues to adapt to changes in consumer preferences and

technological progress because the Renault Logan, launched in 2004, became not just a successful car but also an example of effective marketing strategies, proving that even with a limited budget, significant results can be achieved thanks to non-standard approaches to product promotion [3].

In the late 1990s, Renault needed to expand its presence in emerging markets. However, the company's existing models were too expensive for low-income consumers. In 1999, Renault management set the task of creating a car costing at most \$ 6,000, which could compete with cheap local production models. So, what are the main innovative approaches that made it possible to ensure this?

First, Renault identified Logan's target audience - residents of developing countries with limited budgets looking for a reliable and practical car. Marketing campaigns were aimed at this audience, creating the image of a car "for everyone" and contributing to its popularity. Instead of simply "downsizing" an existing model, Renault focused on the key needs of consumers in the target markets: reliability, space, and economy. Non-essential features were excluded to reduce costs.

Secondly, Renault actively collaborated with local dealers in different markets, adapting marketing campaigns to regional characteristics. In addition, the manufacturer actively involved suppliers in the development process to find ways to reduce the cost of components. Engineers from Romania, France, Turkey and other countries worked on the project, adapting Logan to different conditions.

Third, the use of "jugaad" played a significant role. This term means "finding a solution to a problem using improvised means" [4]. Renault adapted existing components and technologies from other models to Logan. For example, the door handles were borrowed from the Renault Clio, and the rear beam was borrowed from the first-generation Renault Megane. Even the factory was initially opened in the local market - in Romania under the Dacia brand, and later, the car was produced and sold in 27 countries around the world.

The Renault Logan case demonstrates the importance of flexibility and adaptation to local conditions when developing a product for the global market. Using innovative approaches to design and production

allows you to create competitive products even under strict cost constraints.

Therefore, cost-effective innovation can be an effective tool for companies seeking to compete in emerging markets. Focusing on consumer needs, efficient use of resources, and a global presence are key factors to success in this market segment.

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Paniaiev Volodymyr, Master's student  
Sumy National Agrarian University, Ukraine

## **MARKETING INNOVATIVE TECHNOLOGIES IN THE FORMATION OF COMPETITIVE ADVANTAGES OF TRADING ENTERPRISES**

The competitiveness of trade enterprises directly depends on their ability to meet the needs of consumers and earn profits for it. Satisfying society's demand in a profitable way is primarily related to the marketing activities of business entities, which is aimed at determining the needs of the target market and satisfying them in more