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OPTIONS OF SATISFACING CONSUMERS' NEEDS ON THE BASIS OF INNOVATIVE MARKETING

Today, companies both cope with existing consumer needs, and identify hidden (unidentified) or even form new needs. To meet them, companies must focus on the production of new products, and consequently apply new technologies in manufacturing. In this case, let's focus on main options of the aforementioned interaction.

1. Existing needs and new manufacturing technologies to meet them. Competitive advantages are formed due to introduction of new promising technologies in manufacturing of known products that meet existing needs in the best way.

An example is PE "Promenergomash" (Ukraine), which uses a 3D printer in manufacturing of spare parts for pumping equipment. The application of 3D printers has reduced the cost of production of sealing elements, logistics costs, improved the quality of products. The target market for the offered products is oil companies of the CIS countries.

This direction can be applied not only to products-products, but also to products-services. An example is "smart" supermarkets that are controlled via the artificial intelligence.

2. Existing needs, new products to meet them. Within this direction, competitive advantages are formed by offering new products (products or services) that meet existing consumer needs, but in more efficient and convenient manner.

A successful example is the experience of Hempire UA, which produces insulation materials of technical hemp for house construction. This material is one hundred percent environmentally friendly, as well as more durable and has better properties.

Also quite successful is the experience of NPP Nasostechkomplekt LLC, which manufactures a new frequency converter which saves up

to 8% of electricity consumed by electric motors of STD and AZM brands.

3. New needs, new technologies to meet them. Changes in consumer needs (dissolution, significant modification, or the formation of new ones) may be within the existing industry in which the company operates. However, the formation of new needs mostly indicates the prospects for radical transformation of existing or the formation of new industries.

Thus there is a radical transformation of existing industries and the formation of new ones.

An example at the domestic market is a new product of LLC "BTS-complect". In 2017, the company invented a cardboard recuperator, which is available for private consumers and costs about 300 euros. It meets two new needs at once: it provides oxygen to insulated homes; savings on heating, which has risen significantly in price in recent years.

4. New needs, new products to meet them. Offering new products (products or services) that create new needs that may be of interest to consumers: flying cars; freight, postal, military drones; "Smart" clothes able to transform or change characteristics according to consumer needs; new forms of labor management, in particular: freelance, self-management independent teams, etc.

In this case, new industries are formed (a set of industries).

Businesses that are the first to embark on this course receive a competitive advantage as a pioneer of the market or industry. However, the risks in this area are the greatest. The first direction is the least peril.

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МЕТОДИЧЕСКИЕ ПОДХОДЫ К КОММЕРЦИАЛИЗАЦИИ ИНТЕЛЛЕКТУАЛЬНЫХ ИННОВАЦИЙ

Мировой опыт промышленных предприятий неоднократно подтверждает актуальность и важность использования