

## POSITIONING OF INNOVATIVE PRODUCTS IN THE INDUSTRIAL MARKET OF KAZAKHSTAN

### Abstract

The formation of the post-industrial technological mode of production in the first half of the XXIst century, the development and dissemination of the sixth technological order in the context of the formation of a global innovation and technological space, determined the modern state economic policy of Kazakhstan aimed at achieving sustainable dynamic development of the country on the basis of economic diversification and abandoning the commodity orientation of development. The main vector of state industrial-innovative policy is the creation of competitive and export-oriented goods, works and services in the sphere of production and services. The position of the goods is the place that the given product occupies in the mind of the consumer in comparison with a similar product of the competitor. This is a complex process, consisting of a whole set of impressions and sensations that develops among consumers. Positioning is the way in which a consumer identifies a particular product according to its most important characteristics. The purpose of the article is to identify the features of the positioning of innovative products in the Kazakhstan market. A relatively new field of scientific research for Kazakhstani scientists is the marketing of innovative products. The study of existing technologies of positioning and promotion of innovations in the world practice is becoming especially relevant for the development of its own positioning strategy as an effective marketing tool in high-tech markets.

Key words: innovative product, positioning, methodology, marketing, tools, strategy, technology.

To effectively build a national innovation system in Kazakhstan, a new general line for the development of innovations operates, within which qualitative support for Kazakhstan innovators is provided. The state program of industrial-innovative development creates conditions for a scientific and technological breakthrough in Kazakhstan.

Throughout the world, innovation is seen as one of the main conditions for modernizing the economy. Creation, introduction and wide distribution of new products, services, and technological processes become the key factors of growth.

The market of any industry has its own characteristics, conditioned by the characteristics of market participants, the specifics of decision making, which are used in the marketing mix when working in the industry markets. Positioning is a tactic of business, and in each industry its specific, as a rule, requires a certain adaptation of existing knowledge to the conditions of real business.

Consider the methodology for positioning innovative products, based on the specifics of industrial development in Kazakhstan. Innovative products in Kazakhstan include products manufactured using innovative technologies and, as a result, previously unattainable technical and economic indicators. There are four categories of innovative products: primary technological products (raw materials and semi-finished products), innovative products, innovative technological services, special equipment for innovative technologies [1].

Each year, the capacity of the world market increases by an average of 18%. This happens unevenly. There are many promising industrial niches with accelerated development. Figure 1 (p. 180) presents the growth rates of sales in the most rapidly developing areas:

In general, by the end of 2017 the world market capacity should reach 610 billion dollars, and taking into account the full cost of consumer innovative goods will exceed \$ 1,5 trillion [2].

Despite the fact that the share of Kazakhstan in the world market of sales of innovative products remains low – at the level of 0,15% (while, for example, the share of US companies is about 50%), domestic developments are present in almost 30% of attractive global niches, and form about 5% of the unique niches that are absent or under development in the world market of innovative products.

For a better understanding of the situation on the development of innovations in the world and in Kazakhstan, it is necessary to consider innovative activity. Figure 2 (p. 180) illustrates the innovative activity of enterprises in Kazakhstan and countries around the world in 2016.

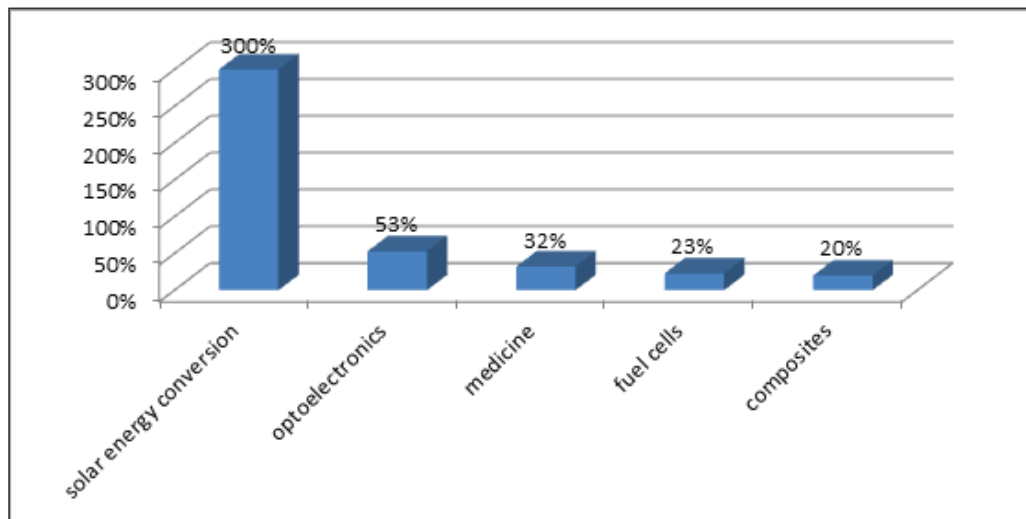


Figure 1 – Sales growth rates

Note – Source: Statistical Digest “Indicators of Innovation Activity”.

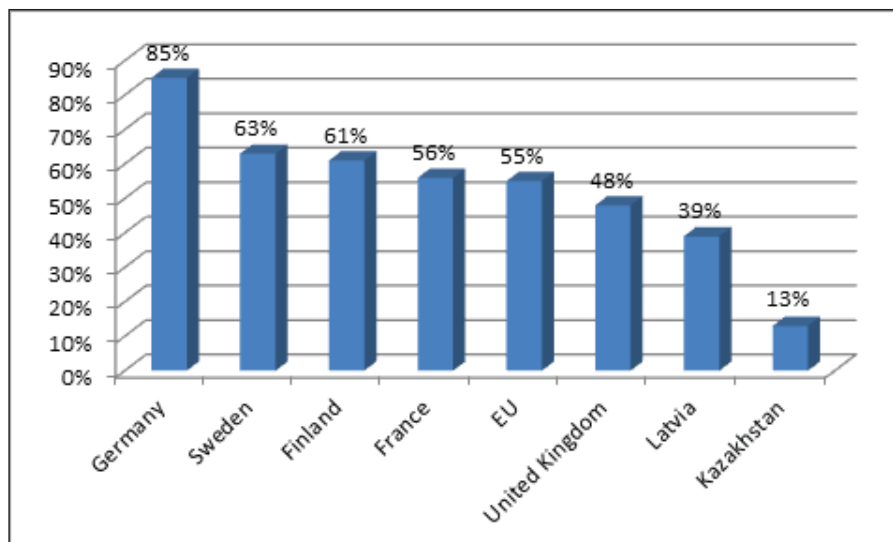


Figure 2 – Innovative activity of enterprises in Kazakhstan and countries of the world, 2016.

Note – Source: Press Service of JSC “National Agency for Technological Development”.

Sales volumes of Kazakhstani innovative products will increase in the next few years, as many launched projects, thanks to the program of innovative development, will pass into the production stage. The innovation market forces key operators to form innovative methods of managing the company, which gives a powerful impetus to improving management efficiency. A new high-tech business can not be controlled by methods from the last century, and illusions on this score must be dissipated. It is important to look for modern management technologies that are adequate to those market barriers that innovative products and their developers and producers must overcome [3].

One of their effective marketing tools in the market of innovative technologies should be a positioning strategy. The strategy of positioning in the market of innovative technologies is an effective and effective means for communicating the benefits and values that an innovative product can provide. The goal of positioning is the formation of the consumer’s belief that the goods they use are created on the basis of nanotechnology or the technologies themselves are unique.

Innovative products in the Republic of Kazakhstan include products manufactured using innovative technologies and, as a result, previously unattainable technical and economic indicators.

The task of the concept of positioning is to identify or simulate the rational and emotional benefits of innovative products. It is necessary to identify the conditions for choosing the correct positioning of innovative products (Figure 3) [3].

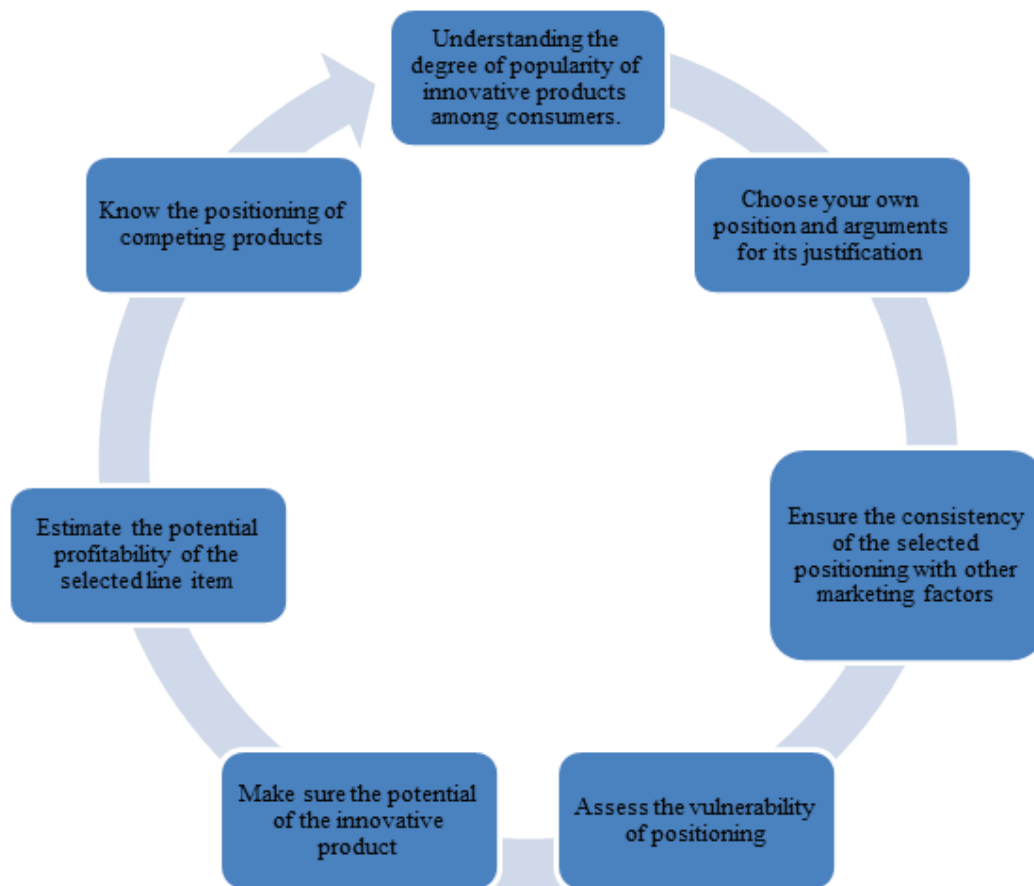


Figure 3 – Conditions for positioning selection

Note – Compiled by the author.

The concept of positioning of innovative products is the framework in which the identity of innovative technologies and innovative products is developed, their mission and ideology, the values of innovative technologies, image and image, associative elements and symbols. In the future, the approved concept of positioning should be the starting point for developing ideas for advertising campaigns and all creative materials for the promotion of innovative technologies and innovative products.

The starting point for the development of the positioning strategy is an understanding of the position that innovation products really occupy in the minds of real and potential consumers. In any case, innovative products occupy some specific place in the market. There are many approaches to researching the position occupied. Below are typical stages of determining the current positioning of innovative products (Figure 4, p. 182).

There are three main stages of the process of positioning.

1. The concept of positioning – the image of the product, based on the needs of consumers of the target market.

2. Positioning strategy – a set of marketing activities aimed at communicating the concept of positioning to the target consumers. At this stage, it is necessary to coordinate supply, pricing, promotion and distribution strategies into a coherent strategy.

3. Assessment of the effectiveness of positioning – determine the extent to which the previously achieved goals for positioning. It determines the degree of market susceptibility to marketing efforts of the company. Then the most optimal variant of the positioning strategy is determined [4].

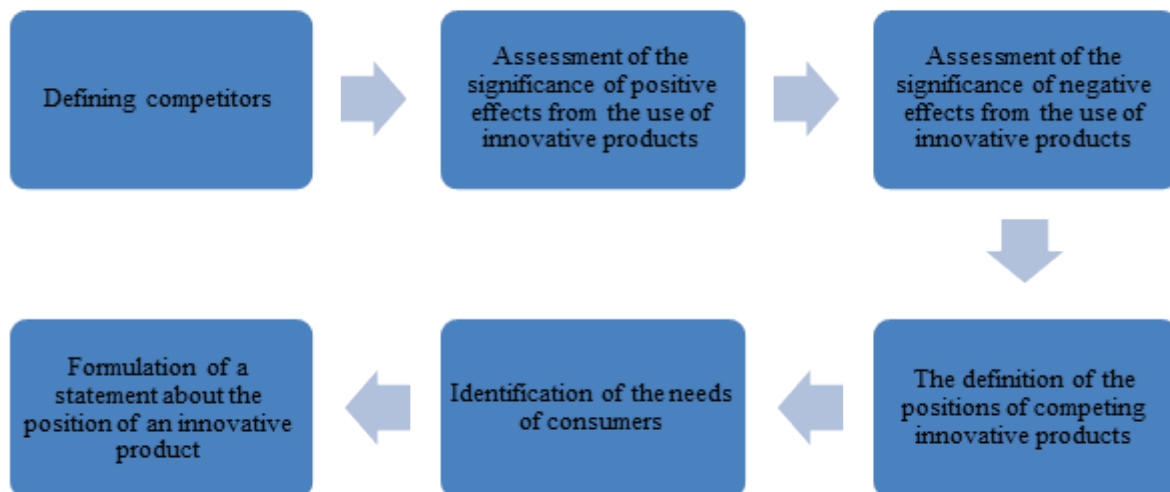


Figure – 4 Stages of determining the positioning of innovative products

Note – Compiled by the author.

Charles D. Shiv says that the positioning strategy is aimed at finding one or more characteristics that can be used to separate your product or brand from the products of competitors.

He outlines the following positioning strategies:

- ◆ Product-based positioning is the most commonly used approach that attempts to link a product to specific properties and characteristics;
- ◆ positioning based on advantages, solving problems and basic needs. This approach to positioning is closely related to the previous one, being the basis for it in the search for the reasons why the consumer chooses this product;
- ◆ positioning based on the ratio of price and quality. Very often a high level of prices is for the consumer an indicator of high quality of goods and a high level of service;
- ◆ positioning based on usage patterns [5].

In the process of positioning an innovative product, there are no fundamental differences, however, the very nature of the innovative product and the absence of direct competitors in the industry make it possible to identify some features in the development of the strategy.

First, the segmentation of the market that precedes the positioning process is more responsible and time-consuming, since the success of an innovative product depends directly on the choice of the target segment and in this case it is impossible to be guided by a competitor, in view of its absence on the market.

Secondly, the product differentiation and the definition of its competitive advantage, on the one hand, are not difficult, since the advantage of this product is its innovative component; on the other hand, it is this component that complicates the process of identifying and assessing the real benefits that the buyer receives from use of this product [5].

The main problem that a firm faces when releasing a new product on the market is consumer rejection of innovation, since any innovation involves changes that many consumers are wary of. In this case, when developing the concept of the goods, it is necessary to consider all possible variants of this problem and choose the positioning option, which will emphasize the real useful effect that the consumer receives when using this product.

Summarizing all the above, we can draw the following conclusions:

- ◆ the process of positioning is decisive in the overall strategy of the innovative product, as it is aimed at forming the ratio of the potential consumer to the product;
- ◆ the main distinguishing feature of the innovative product is the absence of direct competitors, which is why it is necessary to focus on indirect ones that satisfy a similar need;
- ◆ the main problem in the process of positioning an innovative product in the market is the unconscious rejection by consumers of any changes. Therefore, the company needs to clearly articulate the benefits that the consumer will receive after buying the goods.

## LIST OF LITERATURE

- 1 Statistical collection “Indicators of innovation activity”, 2016. National Research Institute “Higher School of Economics”.
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### Аңдатпа

Өндірістің постиндустриалдық технологиялық тәсілдің ХХІ ғ. бірінші жартысында қалыптасуы, ғаламдық инновациялық және технологиялық кеңістікті қалыптастыру аясында алтыншы технологиялық тәртіпте қалыптастыру және тарату Қазақстанның экономикалық әртараптандыру және дамудың тауарлық бағдарын тоқтату негізінде елдің тұрақты динамикалық дамуына қол жеткізуге бағытталған қазіргі заманғы мемлекеттік экономикалық саясатты анықтады. Мемлекеттік индустриалдық-инновациялық саясаттың негізгі бағыты өндіріс пен қызмет көрсету саласында бәсекеге қабілетті және экспортқа бағытталған тауарларды, жұмыстарды және қызметтерді құру болып табылады. Тауар позициясы – бұл өнімнің бәсекелестің ұқсас өнімімен салыстырғанда тұтынушының санасында алатын орны. Бұл тұтынушылар арасында қалыптасатын әсер мен сезімнің тұтас жиынтығынан тұратын күрделі процесс. Жайғастыру – бұл тұтынушының белгілі бір өнімді ең маңызды сипаттамаларына сәйкес анықтайтын тәсілі. Мақаланың мақсаты – қазақстандық нарықтағы инновациялық өнімдердің орналасу ерекшеліктерін анықтау. Қазақстандық ғалымдар үшін ғылыми зерттеулердің салыстырмалы жаңа саласы инновациялық өнімдерді сату болып табылады. Әлемдік тәжірибеде инновацияларды жайғастыру мен ілгерілетудің қолданыстағы технологияларын зерттеу, жоғары технологиялық нарықтарда тиімді маркетинг құралы ретінде өзінің жайғастыру стратегиясын әзірлеу үшін аса өзекті болып табылады.

Тірек сөздер: инновациялық өнім, жайғастыру, әдіснама, маркетинг, құрал, стратегия, технологиялар.

### Аннотация

Формирование в первой половине ХХІ в. постиндустриального технологического способа производства, разработка и распространение шестого технологического порядка в контексте формирования глобального инновационного и технологического пространства определили современную государственную экономическую политику Казахстана, направленную на достижение устойчивого динамичного развития страны на основе диверсификации экономики и отказа от товарной ориентации развития. Основным вектором государственной индустриально-инновационной политики является создание конкурентоспособных и ориентированных на экспорт товаров, работ и услуг в сфере производства и услуг. Позиция товара – это место, которое данный продукт занимает в сознании потребителя по сравнению с аналогичным продуктом конкурента. Это сложный процесс, состоящий из целого набора впечатлений и ощущений, которые развиваются среди потребителей. Позиционирование – это способ, которым потребитель идентифицирует конкретный продукт в соответствии с его наиболее важными характеристиками. Цель статьи – выявить особенности позиционирования инновационных продуктов на казахстанском рынке. Относительно новой областью научных исследований для казахстанских ученых является маркетинг инновационных продуктов. Изучение существующих технологий позиционирования и продвижения инноваций в мировой практике становится особенно актуальным для разработки собственной стратегии позиционирования как эффективного маркетингового инструмента на высокотехнологичных рынках.

Ключевые слова: инновационный продукт, позиционирование, методология, маркетинг, инструменты, стратегия, технологии.