

Olena Bozulenko, Candidate of Economic Sciences, Associate Professor,
<https://orcid.org/0000-0002-1825-4936>
Chernivtsi Institute of Trade and Economics of KNUTE, Chernivtsi

PECULIARITIES OF INNOVATIVE FOOD PRODUCTS SALE

Summary

The article studies peculiarities of innovative food products sale. It is estimated that every year tens of thousands of new consumer goods are introduced into production in the world. However, the current over-competitive market leaves only a small share of these products. The emergence of a new product is often associated with innovation. It is noted that any innovative product must be critically analyzed, because not every new change leads to development.

The economic essence of an innovative product and an innovative food product in particular is revealed. It defines product as such which was developed with the help of technological innovations application, which is characterized by the presence of new, different from the traditional consumer properties of food, when the degree of those properties expression is characterized by radical novelty, improvement, modification. It is manifested in the change of qualitative features of food, production technology, recipe composition, functional purpose, and packaging.

Peculiarities of marketing the innovation in the innovative goods market and possible problems that may arise when selling an innovative product are identified. It is noted that the innovative product promotion is made up of a set of measures aimed at stimulating consumer demand and maintaining a favorable attitude to the company, providing information about the innovation benefits to potential consumers and stimulating their desire to acquire innovation through information products, promotions, and sales promotion tools.

It is proved that the peculiarities of innovative food products sale are associated with the consumer demand activation and maintaining a favorable attitude towards the enterprise. Meanwhile promotion allows solving the following tasks: informing consumers about the innovative product and its properties; forming the innovative food product image; changing stereotypes of product perception; stimulating participants in the sales system.

It is proposed to consider the organization of innovative food products selling process as a combination of elements of the enterprise sales, pricing and communication policies.

Keywords: innovation, innovative product, innovative activity, sale, innovative food product, consumer.

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