

УДК 339.138  
DOI: 10.26140/anie-2020-0902-0057**ИННОВАЦИОННЫЕ МАРКЕТИНГОВЫЕ ТЕХНОЛОГИИ  
НА РЫНКАХ КРАСНОЯРСКОГО КРАЯ**© 2020  
SPIN-код: 6708-5470  
AuthorID: 891756**Незамова Ольга Алексеевна**, доцент, кандидат экономических наук,  
доцент кафедры «Логистики и маркетинга в АПК»SPIN-код: 2775-1664  
AuthorID: 829280  
Scopus ID: 57211156075**Оленцова Юлия Анатольевна**, старший преподаватель  
кафедры «Иностранный язык»*Красноярский государственный аграрный университет  
(660049, Россия, Красноярск, проспект Мира, 90, e-mail: tutor.eng@yandex.ru)*

**Аннотация.** В статье рассмотрено современное состояние рынков Красноярского края, дан анализ проблем, которые возникают в период кризиса, поскольку реально располагаемые доходы потребителей снижаются, рассмотрены факторы, влияющие на динамику потребительского поведения, рассмотрены проблемы, возникшие на рынке, которые тормозят его дальнейшее развитие. Среди них выделяют следующие: присутствие на рынке фальсифицированных продуктов; неразвитость менеджмента и маркетинга, ввиду недостаточного опыта; наличие на рынке большого количества импортных продуктов; низкий уровень сервиса в отрасли общественного питания и торговли; недостаточный ассортимент продукции; отсутствие гарантии качества продукции, неразвитая инфраструктура рынка. В работе также предложен механизм адаптации рынка к изменяющимся рыночным условиям при помощи более широкого применения инновационных технологий. В статье рассматриваются основные направления развития цифрового маркетинга и новые возможности, которые он обеспечивает. Цифровые технологии становятся все более востребованными и дают новые возможности по сбору информации и по осуществлению маркетинговых коммуникаций, которые требуют развития в современном мире. В работе большое внимание уделено анализу современных маркетинговых технологий, применяемых в развитых странах на аналогичных рынках, рассмотрены возможности их применения в Красноярском крае.

**Ключевые слова:** адаптация, маркетинговые технологии, потребительское поведение, ключевые факторы, мониторинг.

**INNOVATIVE MARKETING TECHNOLOGIES IN THE MARKETS  
OF THE KRASNOYARSK REGION**

© 2020

**Nezamova Olga Alekseevna**, associate professor, candidate of economic sciences, associate professor  
of the department «Logistics and marketing at agribusiness»**Olentsova Julia Anatolievna**, senior teacher of the department «Foreign language»  
*Krasnoyarsk State Agrarian University**(660049, Russia, Krasnoyarsk, prospect Mira, 90, e-mail: tutor.eng@yandex.ru)*

**Abstract.** The article examines the current state of the markets in the Krasnoyarsk region, analyzes the problems that arise during the crisis, since the actual disposable income of consumers is declining. It considers the factors that affect the dynamics of consumer behavior, and considers the problems that have arisen in the market that hinder its further development. Among them there are the following problems: the presence of falsified products on the market; underdeveloped management and marketing, due to insufficient experience; the presence of a large number of imported products on the market; low level of service in the food and retail industry; insufficient product range; lack of product quality assurance, undeveloped market infrastructure. The paper also suggests a mechanism for adapting the market to changing market conditions through the wider use of innovative technologies. The article discusses the main directions of digital marketing development and the new opportunities that it provides. Digital technologies are becoming more and more popular and provide new opportunities for collecting information and implementing marketing communications, which require development in the modern world. In this paper, much attention is paid to the analysis of modern marketing technologies used in developed countries in similar markets, and the possibilities of their application in the Krasnoyarsk region are considered.

**Keywords:** adaptation, marketing technologies, consumer behavior, key factors, monitoring.

*Problem definition in general form and its connection with important scientific and practical tasks.* Providing the population with necessary goods is one of the most important, and often the determining factor in ensuring the stability of society, its well-being, confidence in the future, and the health of its members. Since markets are generally a very dynamic structure, the need to track changes in it is most acute. Currently, the market situation is changing at an accelerated pace and requires the use of better marketing technologies. In the period of digitalization of the national economy, the combining of traditional marketing technologies and new trends in the development of digital (electronic, digital) marketing becomes particularly relevant [1].

*Analysis of recent researches and publications.* The analysis of scientific literature on modern developments of Russian (N. I. Arkhipova, doctor of Economics, Professor and M. T. Gurieva, candidate of Economics, associate Professor) and foreign scientists on the application of modern marketing

technologies makes it possible to consider the possibility of adapting these technologies to specific markets [2].

*Formation of the article goals.* The purpose of this research is to analyze the current market situation in the markets of the Krasnoyarsk region, identify the factors that most significantly affect the behavior of buyers, offer tools for adapting to modern market conditions with the help of more advanced marketing technologies.

*Presentation of the main research material with full justification of the scientific results.* The development of the market is influenced by a wide range of factors that need to be constantly monitored and adapted to them using the most advanced marketing technologies [3]. The behavior of market consumers is influenced by many factors related to the situation in the region, as well as in the country and the world as a whole. This study attempts to analyze the market situation and identify the factors that have the most significant impact on customer behavior. The economic situation in the country at this time is not stable and has the

features of a crisis. To understand the underlying factors that influence customer behavior, we need to consider the current situation in more detail [4].

To achieve this goal, we used such research methods as a set of economic methods: monographic, analytical, economic and statistical, content analysis, and causal research.

The identification of factors that affect the market situation and change the behavior of buyers was based on the study of static material, conceptual documents of the market strategy development in the Krasnoyarsk region. Confirmation of the study conclusions and results was based on the study of Russian and foreign scientists' works on the development of market relations [5]. As a result of achieving the set goal in the research, a set of measures was proposed to introduce more advanced marketing technologies in the markets of the Krasnoyarsk region, which will speed up its development and make it more competitive.

Krasnoyarsk markets are affected by the same factors that affect the country's economy as a whole. Among them are the following: the presence of falsified products on the market; lack of management and marketing due to insufficient experience; the presence of a large number of imported products on the market; low level of service in the food and retail industry; insufficient product range; lack of product quality assurance, undeveloped market infrastructure.

The economic crisis, both in the country as a whole and in the regions, is usually characterized by financial instability, which leads to the closure of some enterprises and often to a reduction in production [6]. Also, it should be noted that the production relations are violated, it leads to greater reductions in investment and deterioration of the investment climate overall, the business decreases, incomes are reduced, people experience psychological imbalance, increased unemployment, increased debt load of the population. If we also analyze the difficult demographic situation in the country, it becomes obvious the severity and urgency of the problem. The demographic situation in the country further intensifies all these phenomena.

At present, when we see a decline in oil prices and a slight fall in the ruble exchange rate, the introduction of modern marketing technologies becomes particularly relevant, as it allows increasing the turnover of funds and contributes to improving the efficiency of the economy [7].

The decline in investment inflows will have a negative impact in the future, as it is the development of science, production, and new jobs. In the region, there is now a slight decrease in employment. Per capita income is not high compared to some other regions. This situation affects changes in consumer behavior, forcing buyers to choose products of lower quality, sometimes surrogate. Thus, motivators to produce high quality products are disappearing [8].

The low-income segment is gradually expanding, which has been declining for the past few years, according to research. Many of the respondents noted that they feel a certain nervousness, because they do not see ways to overcome the crisis. They are not sure about keeping their jobs, saving money (only 43% of respondents have it), the stability of the ruble exchange rate, and they are afraid of further decline in the level of per capita income. (61% of respondents noted in the questionnaires that the share of food expenditures increased in the family budget by an average of 15%).

During the crisis, the behavior of customers, their preferences, habits, and lifestyle changes [9]. People have become more likely to choose "simpler" products, so they move to a different price segment, choose cheaper brands, manufacturers whose products are cheaper, and wait for promotions and discounts. The vast majority of respondents try to save money and develop different ways to saving, the most common of them are:

- Attempt to find stores with cheaper prices for familiar products;
- Waiting for the time of promotions;

- Purchase of products in large volumes;
- Search for products of cheaper brands;
- Buy products in smaller quantities and less frequently.

Since the economy segment in Krasnoyarsk tends to increase, the market should respond with the expansion of retail enterprises in the "Low price store" format. Stores in this format have their own special features:

- Low mark-up on goods (usually the mark-up is from 10 to 15 %);
- A lot of money is not spent on the design of trading halls;
- The product range is quite narrow and it contains about 50% of own-brand products;
- Placements for such stores are selected with a minimum rent;
- Advertising costs are minimal.

Currently, the trend of creating discounters extends even to such retail businesses as pharmacies and beer stores. Some stores will reformat their operations to meet market requirements.

Low prices in such stores are usually formed by selling products of unknown brands, products of a low-price segment, a low level of service, low rent, a minimum number of staff and the simplest and cheapest equipment.

In this regard, it is necessary to analyze how the market picture is formed in the minds of consumers, who and what influences the formation of consumer views.

To do this, we need to understand from what sources buyers draw information about the market. This question was also included in the developed questionnaire. As a result of the responses received, it was found that for a significant part of the population (68%), the main source of information is television, although the role of this communication tool has decreased by about 15% compared to 2018. In addition, about half of these respondents indicated that they use the Internet to obtain information in parallel.

24% of respondents use the Internet exclusively, these are usually young people. But in combination with other means of communication, about 67% of respondents use the Internet. People note that they have more confidence in information received from the Internet than in information received through television channels. A significant portion of the population still draws information from Newspapers (34%). In parallel with official sources of information, people actively use information received from their acquaintances, relatives, and friends (70 %), although such information is often distorted due to repeated transmission. In our opinion, it is the Internet information that is most appropriate to use for the formation of relations between various subjects of the food market.

There are still many problems in marketing related to the further development of market relations [10-12]. This includes a lack of marketers and managers professionally trained to work in the market, an imperfect market infrastructure that does not allow full interaction with transport, banking, wholesale and other enterprises, poor communication between product manufacturers and consumers, lack of information about the market and products, and insufficient consumer protection.

In this regard, it is necessary to raise awareness of merchandise and consumers about ways of products falsification and methods of this detection, to ensure the products test by experts, in case of the slightest suspicion on falsification [13].

These problems need to be resolved, and this requires the use of the most modern marketing technologies. Unfortunately, marketing has a significant delay (since it began to be implemented in our country much later than in developed countries), which is why the consumer loses. That is why the issue of introducing progressive marketing technologies is currently the most relevant [14].

The modern world is a world of accelerated technology development. It's impossible to compete if we don't have advanced technology. In our country, marketing began to

develop with some delay in comparison with other countries with market economies, since the country followed the market path in the 90s of the last century. But it is developing at a faster rate, because it can use the existing experience of developed countries that have long been on the market way.

Particularly relevant is the development of marketing technologies in times of crisis, when the income of the population begins to fall and the buyer is faced with a choice of which product to give preference to.

Despite the fact that marketing in our country is developing at a relatively high rate, some delay behind developed countries can still be observed [15]. If the delay in the industrial goods market is not so significant, then the delay in the agricultural products market and other agricultural markets is obvious. Many businesses do not fully utilize marketing opportunities, and advanced marketing technologies are often not used at all, which significantly reduces their effectiveness and does not allow people to fully meet their immediate needs. In addition, this circumstance significantly slows down the rate of the national economy development, as it reduces the opportunities for enterprises to invest in their development.

Often, the understanding of marketing is narrowed to the idea of promoting products through traditional advertising and sales promotion. In fact, progressive marketing should cover much more issues [16]. These issues include everything related to the product: the quality of the product, its competitiveness, environmental cleanliness, ergonomics, packaging, as well as the price, the choice of ways to effectively sell the product and, of course, the marketing environment and the development of loyalty programs.

All over the world, marketing technologies such as network marketing, which is based on the chains formation of independent agents that attract other people, are used in marketing, and quite successfully [17]. Managers receive a sales percentage of their group's products. Such networks have proven themselves well in foreign markets, provide a rapid increase in sales and promote employment. In the markets of agricultural products, this form of marketing is practically not used, although for some types of agricultural products it is quite acceptable.

Also, the organization of call centers could provide significant assistance in the implementation of marketing programs. Thanks to this, agribusiness enterprises could also send SMS messages, perform auto-informatory functions, i.e. carry out "voice mailings", which have recently become more popular than printed ones. This will ensure that customers are informed about services, products, various promotions, and special conditions, since they are often not interested in advertising. Mailing lists via the Internet are quick and do not require much time and are targeted, which allows getting good results and effectively achieve the goal [18].

Merchandising techniques are also not fully used, although they could bring tangible benefits. The consumer should enjoy going to the store, especially the grocery store, where they go most often. The store should have a pleasant, calm environment, where you would like to return. The service should be complete, but not intrusive, each store should have its "face" and be different from others. This will significantly increase its competitiveness in the market. The buyer should easily and quickly find the products they need and enjoy the purchase, forgetting about the money spent.

It's necessary not to forget about viral marketing, which is spoken about when people themselves share information among themselves. This can include the spread of rumors that increase the company's awareness and arouse interest in it. Word of mouth, especially managed, can also be useful if the product is presented as the best, but it is not presented as an advertisement, but as the opinion of a specific consumer who used this product. Various gifts, discounts, and bonuses also have a positive effect on consumers [19]. However, this is neglected in the markets of agricultural products. Publicity, when an opinion about a product comes from a

well-known person (opinion leader), or a specialist in this field, is also practically not used. This technology is quite expensive, but, as the experience of many large firms shows, it pays off quickly.

Such marketing is implicit in nature. Its essence is that the consumer should not notice that they are forming loyalty to a brand or company. Currently, there is a lot of advertising and the consumer is fed up with it, stops reacting, and guerrilla marketing avoids this problem.

Product placement allows the character to mention the desired product or company during audio broadcasts, or during the broadcast of the series through movie characters to show the product, logo or movie characters can use the product, and the viewer's attention is focused on the product [20].

The use of cross-marketing can also give good results, especially in a crisis period, but the agri-industrial complex does not use this opportunity either. And this technology allows you to save significant funds on product promotion, because promotion is carried out jointly. This is especially effective if businesses have the same target audience and consumers have approximately the same level of income. Sometimes this is a one-time collaboration, but this technology shows itself better in long-term cooperation, when partners carry out common advertising, promote each other and form a common loyalty program.

Recently, Internet marketing has become increasingly important.

SEO-optimization can fully justify itself in the food market and is used in many foreign countries. It is applicable to both wholesale and retail customers. This subspecies of modern marketing technologies, despite its cost, pays off quite quickly because it allows attracting a significant number of Internet users. To do this, the page must occupy the first positions in search engines. It's necessary to carefully approach the preparation of the site, the information must meet the request of consumers, carry a tangible benefit, have an optimal structure, and be attractive to the consumer.

Marketing in social networks is also unfairly ignored. With its help, it is advisable to form groups of like-minded people and associates, increase interest in the company and products, and, most importantly, conduct surveys, increase interest through competitions and increase the number of subscribers [21].

In social networks, we get feedback from the target audience, which improves the quality and effectiveness of services, increases the company's awareness. In addition, users of the resource discuss information and distribute it among themselves, and this does not require a large cost, although it does not provide a quick return.

Viral marketing in the food market can also bring considerable benefits because, as a virus, it spreads very quickly, covers a large number of consumers in a very short time. Viral marketing compares favorably with traditional advertising in its ease. People are already fed up with advertising, and here they can get the necessary information about the company and product in the form of a funny video, picture, or a nice photo that they themselves will distribute to friends. Information in this type of marketing is often distributed by popular bloggers that consumers trust.

Recently, digital marketing has been increased, for which various names are currently used (electronic, digital). Many researchers interpret it as marketing using various electronic devices.

This trend is due to the fact that people are spending more and more time on the Internet and mostly go there using mobile devices, which they perceive as a great convenience. An increasing number of users use digital channels, have the opportunity to use targeted advertising and, based on the processing of large amounts of data in the network, receive offers in full accordance with their needs.

*Conclusions of the study and prospects for further research in this area.* According to statistics, about 80 million people use the Internet in Russia, which is about 70%

of the adult population of the country. The number of Internet users is constantly growing and the development of digital marketing technologies is inevitable, often the use of these technologies becomes a condition for the company's survival in the market. Currently, sales conditions in the crisis market are becoming more stringent. The fall in the exchange rate of the ruble leads to a decrease in the capabilities of buyers and constantly puts them before the choice of which products to give preference to. Traditional marketing techniques are no longer sufficient in these conditions. marketing should become more diverse, bright, interesting, comfortable, and targeted.

Using digital tools makes it possible to increase the targeting of requests, avoid spending on useless audience and consider the characteristics of the individual, its interests and scope of activity. In this regard, special attention should now be paid to the integration of "traditional" marketing methods and advanced digital technologies. Since many economists predict a prolonged crisis, the improvement of marketing technologies in the coming years becomes very relevant.

#### REFERENCES:

1. Vasiliev S. *Modern marketing technologies* // Ural investor. 2005. No. 5(5).
2. Boone, L., Kurtz, D. *Contemporary marketing: textbook for university students*. - 11th ed., - M.: UNITY-DANA, 2005. pp. 214-217.
3. Antamoshkina O., Zinina O. and Olentsova J., 2018, *The formation of the alternative list in the output of competitive ecological products* / 18th International Multidisciplinary Scientific GeoConference SGEM 2018, 18 (5.4), pp 863-870, DOI: 10.5593/sgem2018/5.3/S28.110
4. Kostina G. D. and Moiseeva N. K., 2014, *Behaviour of consumers in the market of goods and services*, Moscow: Omega-L, p. 176
5. Goncharov D., 2013, *Marketing of food products in Russia*, Moscow: Finance and Statistics, p. 176
6. Durovich P., 2014, *Practice of marketing research*. In 2 books. Book 2. Wednesday. Market. Goods. Competitors. Consumers. Communications, Moscow: Grevtsov Publishing House, p. 400
7. Rozhkova A V and Karaseva M V 2020 *Regional structural export diversification* IOP Conf. Ser.: Earth Environ. Sci. 421 032015
8. Zinina O V, Shadrin V K 2018 *Development of tools for assessing the competitiveness of small businesses* / Socio-economic and humanitarian journal of Krasnoyarsk state UNIVERSITY №2 (8). Krasnoyarsk: Krasnoyarsk state University, Pp. 53-66.
9. Rozhkova A V 2019 *The implementation capabilities of the brand commercial network on the regional market of pasta* IOP Conf. Ser.: Earth Environ. Sci. 315 022085
10. Stepanova E V 2020 *Export orientation of agribusiness enterprises in the region* IOP Conf. Ser.: Earth Environ. Sci. 421 032047
11. Kukartsev V V, Khrankov V V, Fedorova N V, Rozhkova A V, Tynchenko V S and Bashmur K A 2020 *Features of evaluating the effectiveness of industrial enterprise marketing activities* IOP Conf. Ser.: Mater. Sci. Eng. 734 012081
12. Hazell P., Poulton C., Wiggins S. and Dorward A., 2010, *The Future of Small Farms: Trajectories and Policy Priorities*. World Development, 38(10), 1349-1361. DOI: 10.1016/j.worlddev.2009.06.012
13. Nikolaeva S. V. 2015 *Features of cost accounting in market conditions: the system "Direct-costing"*, Moscow: Mir, p. 128
14. Kiseleva E. N., Vlasova O. V. and Konnova E. B., 2015, *Market of food products*, Moscow: University textbook, p. 144
15. Belousov A A, Belousova E N and Stepanova E V 2020 *The influence of soil protection technologies on the content of organic substance in leached chernozem* IOP Conf. Ser.: Earth Environ. Sci. 421 032001
16. Kashbraziev R. V., 2017, *Model of multi-criteria assessment of regions for rational placement of agricultural enterprises on the territory of the Russian Federation*, Actual problems of Economics and law, 7, pp. 25-30.
17. Stepanova E V 2019 *Evaluation of innovation potential in Russian clusters* IOP Conf. Ser.: Earth Environ. Sci. 315 022091
18. Belyakova G, Stepanova E and Zabuga E 2019 *High Knowledge Level for an Innovation Cluster Environment Formation in the Russian Federation* 20th European Conference on Knowledge Management (ECKM 2019) Edited by Dr. Eduardo Tomé, Dr. Francisco Cesário Dr. Raquel Reis Soares Hosted By Universidade Europeia de Lisboa Lisbon, Portugal 5-6 September 2019 Vol. 1 pp.111-122
19. Kaishev and S. Seregin, 2004, *Food industry in 2003: Results, perspective*, Economist, 6, pp. 74-56
20. Antamoshkina O I and Zinina O V 2019 *A methodology for assessing the prospects of modifying business strategy of an enterprise in the external environment* IOP Conf. Ser.: Mater. Sci. Eng. 537 042023
21. Zinina O V, Dalisova N A 2019 *The value of the analytical method in ensuring the competitiveness of agricultural organizations* / Bulletin of the Altai Academy of Economics and law № 3-2. Barnaul: Altai Academy of Economics and law Pp. 67-71.

Статья поступила в редакцию 01.04.2020

Статья принята к публикации 27.05.2020