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# Marketing research applied to innovative products: the case of organic products

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# New!

- Market situation
- Importance of innovation
- The marketing mix
- Market research in the product lifecycle
- The innovation adoption curve
- Market research
- The role of marketing in innovation



# Market situation

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- Changes in the population
  - Ageing
  - Integration of women into the workforce
- Higher purchasing power
- Differences in tastes and preferences (fast food vs slow food)
- Migration
  - Short term
  - Long term



# Market situation (2)

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- Environmental concern
  - Increase of organic products
  - Friendly technology
  - Conservation of natural resources
  - Recycling
  - Search for the authentic and natural characteristics
- Out of home consumption
- Price sensitivity



# The importance of innovation

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- Types of innovation
  - Technical innovations
  - New product development
  - Organization and market changes
- Types of product development:
  - New concepts
  - Additions to existing products
  - Modifications of existing products
- The use of market research



# The marketing mix

- Marketing: The act of buying or selling in a market. The total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.
- McCarthy's 4 P's of marketing
  - Product
  - Price
  - Place
  - Promotion





# The marketing mix (2)

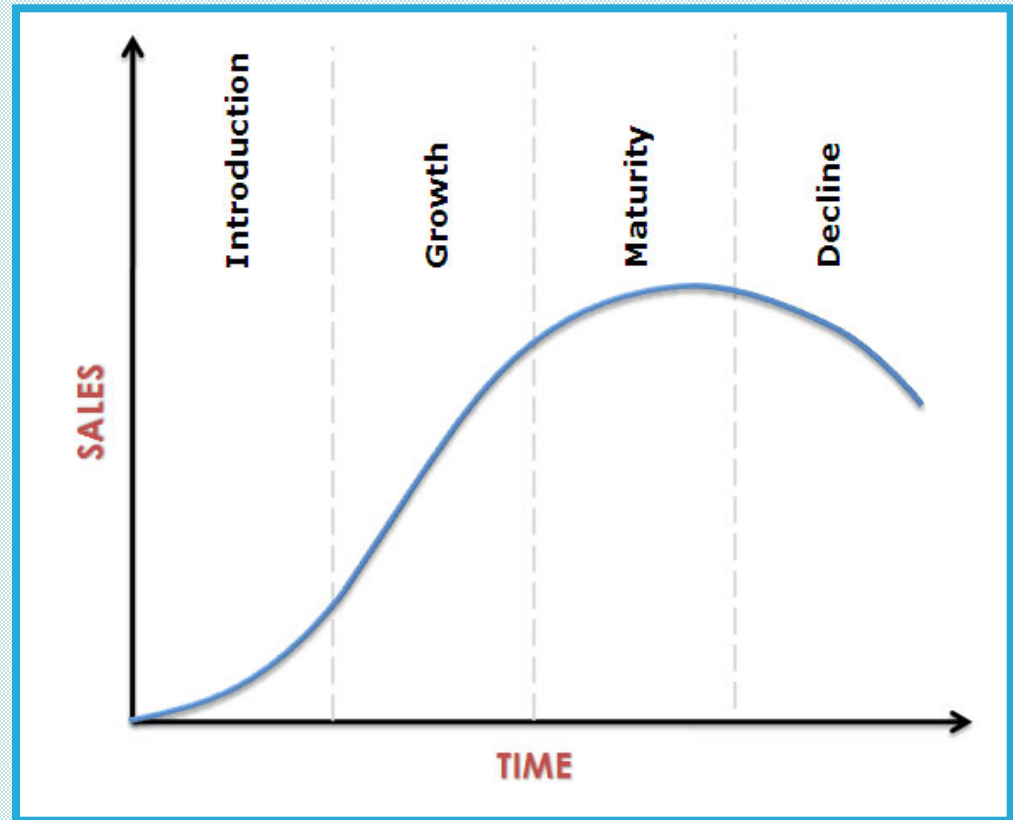
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- Q&A about marketing mix
- Product (variety, quality, design, features, brand, packaging, services, support, warranty)
- Price (list price, discounts, allowance, payment period, credit terms)
- Placement (channels, coverage, assortments, location, inventory, logistics, internet, mobile)
- Promotion (advertising, personal selling, sales promotion, media, public relations)



# Market research in the product lifecycle

- Introduction – establishing needs
- Growth – youth
- Maturity – improvement
- Decline - maturity

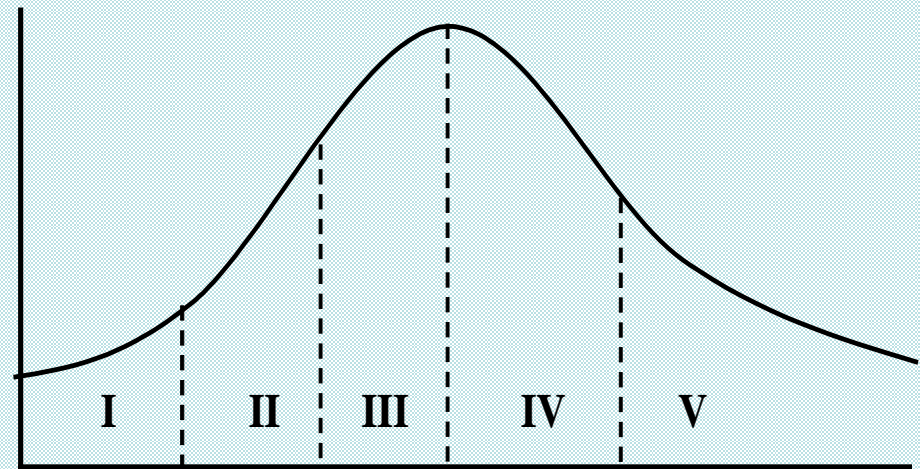






# The innovation adoption curve

- I. Innovators (2.5%)
- II. Early adopters (13.5%)
- III. Early majority (34%)
- IV. Later majority (34%)
- V. Laggards (16%)



Rogers (1995)



# Innovation adoption process

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- The speed of adoption depends on:
  - Relative advantages offered
  - Compatibility. Complexity
  - Risk
  - Communication and capacity
- Different types of risk
  - Research
  - Time
  - Technology
  - Market



# Market research

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- Sources of information
  - Secondary
  - Primary
- Types of research according to the information
  - Qualitative
  - Quantitative



# The role of marketing in innovation

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- Different marketing strategies
  - Causes
  - Information
  - Promotion campaigns
- Final recipients