

MARKETING RESEARCH OF THE CONSUMER ATTITUDE TO NEW PRODUCTS

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The article deals with the problem of Hormolzavod № 1 of Odesa entering the market with a new product that is milk with exotic tastes (banana, chocolate, strawberry, and cherry). Qualitative and quantitative research directions are identified for consumers of new products. When conducting a marketing research of consumers' attitude to new products, taste and price preferences are discovered, as well as the influence of the advertisement knowledge on the choice of the milk manufacturer. After analysing the data received from qualitative (focus groups) and quantitative (questionnaire) research, we concluded that the manufacturer should be targeted at a female audience, which buys milk more often and is more interested in the emergence of new tastes. It is found out that the new tastes are more attractive for regular customers and that is why sales promotion is more likely to be oriented for this category of customers.

The target audience for new tastes of milk is the cluster "Active milk consumers" who buy milk often enough and do not pay attentions to the advertisement. High-quality products in a wide range should be offered to them. It is also important to attract the attention of "Conservative milk consumers" who do not trust to new tastes and advertisement but buy milk often enough. The attention can be attracted by various ways of sales promotion. The price range of new products for future consumes is quite wide – from 15 to 25 hryvnias. The type of logo also has a communicative influence that future consumers want to see in the traditional blue and white colours.

Generally, consumers of milk products react positively to new tastes of milk so that will strengthen the competitive position of Hormolzavod № 1 and attract the attention of consumers of other trademarks and lead to interest in the segment of "Passive milk consumers."