



## The emergence of a new product on the market and its impact on consumers

PhD Goran Mihajlovski,<sup>1\*</sup> PhD Trajan Dojcinovski<sup>1</sup>,  
PhD Katerina Bojkovska<sup>1</sup>, PhD Nikolce Jankulovski<sup>1</sup>

<sup>1</sup>*Faculty of Biotechnical Sciences Bitola, University "St. Kliment Ohridski "Bitola, R. Macedonia*

*\*Contact author: PhD. Goran Mihajlovski, Faculty of Biotechnical Sciences - Bitola,  
University "St. Kliment Ohridski " Bitola, R. Macedonia,  
e-mail: [goran.mihajlovski@gmail.com](mailto:goran.mihajlovski@gmail.com)*

**Abstract:** Regardless of the business in question, marketing is constantly facing the need to constantly solve specific problems regardless of the nature and complexity of the decisions to be made. That this paper suggests that represents the process of marketing research and its application.

Based on that, showing the general process of the development strategy for a new product, ie when and how it should appear on the market and which aspects are taken into account.

Also given is the review of the procedure when selecting a design of the new product, the manner of presenting its technical characteristics and what are the ways taken by the company to bring the product closer to the ordinary consumer, and a general overview of consumer psychology when a new product or service emerges on the market.

From here comes the subject of analysis in this paper and this is the emergence of a new product on the market, with a focus on consumer psychology in the emergence of a new product or service on the market.

**Key words:** marketing, market. consumer, product, business.



## Introduction

In the process of buying, and in order to meet their own needs, people produce a specific type of behavior.

On the basis of this, one of the definitions of consumer behavior suggests that it is "consumer behavior that arises in the demand, acquisition, behavior and disposal of products, services and ideas that they expect to meet their needs." It is therefore considered that the knowledge of the consumer's psychology and his behavior is the basis for many marketing strategies such as positioning of the products, segmentation of the market, development of a new product, their application, etc.

Consumer behavior is a complex, multidimensional process that determines the personal characteristics of consumers, the characteristics of products and the state of consumption. marketing research on a new product on the market suggests that the secret to successful company performance in conditions of great market competition is that real things need to be done at the right time, and the strategy for the development of the new product on the market should be aligned with the mentality and purchasing power, and marketers where it is marketed.

Consumers in trying to develop their own lifestyle or maintain it and change it for the better, meet a number of gaps that result in new purchases and attitudes that in turn cause changes in the future lifestyle.

In fact, this points to the fact that, although there is a good marketing strategy for its presentation

on the market, from the aspect of design and technical characteristics, it is still a fact that the cost of this product is quite high in relation to the average purchasing power of the citizen, and this is why it is considered to be a product in the mobile telephony which is quite interesting to the consumers, but because of the cost price there is a low percentage of consumption, on the basis of the company offering this mobile phone, or it should reduce the cost or be found similar to mobile phone model from that generation who will be podostaben for consumers from all aspect.

Otherwise, when we talk about marketing research, it can be said with certainty that there are as many definitions as the experts deal with in this area. According to the American Marketing Agency AMA, marketing research is a function that connects users, consumers and the public with the one who promotes marketing. Based on this, the very process of marketing research determines the required information, addresses them to its users determines the manner of gathering information, analyzes the data and announces the findings, ie this is some way of summarizing the processes from the current operation of one marketing research project. In fact, the process of marketing research itself is a process that uses a scientific methodology that is implemented through several stages of decision-making, where the research process is rounded off with a report. proposals to resolve this.



## 1. Promoting a new product in low developed market conditions

Companies are faced with the fact of lack of alternative in their functioning except the orientation towards market and consumer needs, it felt the handicap of a permanent organizational structure tailored to the different economic conditions. However, it is a fact that the companies have not made any complete restructuring of the organizational scheme in the direction of the changes in the manner of management

Thus, before the start of the privatization process, and thus the transformation of the enterprises in which there was a commercial sector, it can be said that only a small number of cases involved market researchers.

However, thanks to the processes that are in progress outside our country, and refer to stimulate the market method of management has created a need basis, not only to understand but also to undertake immediate actions in this direction.

On that of starting from the fact that the organization is an expression of a certain conception of work to better address the objectives in terms of the objectives, given that the organizational structure depends on the conditions in the environment and has a dynamic character in order to adapt in line with the change published, in our country within the organizational restructuring of the companies, as necessity arises the need for an organized approach in the implementation of marketing research as is done in countries with a market tradition.

It is understood that there are conditions for organizing the marketing department research, but only in larger companies where there are potentials to carry out these activities, because the establishment of a new organizational unit marketing requires enormous professional effort, restructuring costs and the need for professionally trained staff to implement activities derived from this sector.

However, in addition, it can be said that it is very hard to assess the intensity of needs for market research companies themselves, so in that relationship with that intensity you need to find an organizational form of research department, this is especially It highlighted the economic underdeveloped companies, but in this context it can be said that in recent years in the country is undergoing a process of formation of service companies, aimed at customer needs.

So, marketing firms are equipped with many professional staff, using modern research methods for marketing through the use of computer systems, allowing their permanent or occasional clients to conduct market research using these modern methods, otherwise, the role of these specialized institutions is particularly important because companies are not interested in basic business marketing is not always profitable to develop large-scale custom offices, marketing due to high the costs and the insufficient utilization of certain of their employees. (Dr Nada Sekulovska, "Marketing Research", Skopje 2004; p. 16-21.)

The establishment of this type of institution is also beneficial because of the fact that there is objectivity in the approach in the research on the consumer market, the fact is that in our country there are more companies for this purpose, which dictate the fast pace and make the marketing research a prestigious occupation.



## 2. Function of the new product on the market

The first and most important marketing tool is the product, the product itself is the basic and most complex element for securing the market position of a company. From here comes the decisive strategy of every company is the development of a product or product line that meets the needs of a particular group of consumers.

In order to create a successful new product, it is essential to identify a product with such characteristics, which will provide the largest return on the invested assets in relation to the risk involved. Therefore, to achieve these set goals it is necessary to take the following steps:

- development of a general strategy based on market needs, industrial structure and necessary resources;
- developing a flow of ideas from different sources for new products;
- developing concepts for selecting ideas for the new product;
- develop a procedure for the final selection;
- development of product specification with respect to optimal production characteristics;
- testing the product;
- testing the sales market;
- commercialization and product control throughout its life cycle

On this basis, each of these steps is connected with the necessity of choosing the best alternative that is closely related to the need for more information, and providing information is done through the process of marketing research.

## 3. Correlation of the new product with consumers

When we talk about the market potential, it is thought of the ability of the market to receive a product in a given period of time, that is, it is the answer to the question of how many consumers

would buy the new product on the market and how much of that sale would be a big profit.

On the basis of this, in measuring the market potential, the first step is measuring the market demand for a particular product on the market, which is the total quantity that a certain group of consumers in a certain geographical area will buy in a certain period of time in a particular marketing environment, according to a specific marketing program.

Otherwise, the share of the market on the market represents the demand for products, and this is expressed as:

$$Q_i = S_i Q$$

Where:

$Q_i$  - demand of the company,

$S_i$  - market share,

$Q$  - total market demand.

This function is called a function of the demand for products and services of a company on the market. (N. Sekulovska -Marina B. Gjorgjieska "Marketing Research" Skopje 2004, p. 282-390)

On this basis also important data for a marketing manager and a potential sale of the company, in fact it is part of the market potential can a company to realize from the sale of svoite derivative. common way to measure the market potential is as follows:

$$Q = nqp$$

Where:

$Q$  -is the total potential of the market,

$n$ - number of buyers of the product,

$q$ - amount that a customer buys,

$p$ - cost of the product.

While consumers in attempts to develop sosptveniot lifestyle or to maintain and change for the better, meet with a number of probelmi resulting in new purchases and attitudes which in turn cause changes in future lifestyle.

From diagram no.1 (N. Sekulovska -Marina B. Gjorgjieska "Marketing Research" Skopje 2004, p. 395) it can be seen that, in particular, lifestyle influences the motivation of people, defines their attitudes and needs, and thus their behavior when buying, he determines the decisions of the agents who, in turn, change their lifestyle.



## Conclusion

From the one that has been stated so far, one can conclude that the companies that are engaged in production services can not survive on the market of goods and services with the same offers for a longer period of time.

Therefore it is necessary to undertake various marketing strategies in terms of finding new products and services and their adequate marketing presentation on the market to consumers.

This is because the rapid pace of living in people causes a daily change in their needs in terms of their purchasing power, changing their desires and needs, and the need for new services and new products in the market for a given activity,

which pushed back the companies speedy pace by consumers who consistently follow.

Therefore, it can be concluded that it is very important that the emergence of a new product is in line with the time when it is being placed, the purchasing power of consumers, in order to reach the right level of usable value of the new product among consumers on the market, the need for a new product is justified on the consumer market.

In short, it means placing a new product at the right time and in the right place, which means constantly monitoring the purchasing power and the need of consumers in the market of goods and services.

## References:

- "Marketing Research", Nada Sekulovska-Marika Baseska Gjorgjieska, Skopje 2004
- [www.pretpriemac.com/megjunarodni-marketing-strategii](http://www.pretpriemac.com/megjunarodni-marketing-strategii)
- <http://marketingdetective.blogspot.com/p/what-is-marketing.html>
- "Marketing Management", Bosko Jachovski - Anita Sulevska, Skopje 2004
- <https://marketing365.mk>

## Attachments:

Diagram no. 1- The lifestyle of the consumer and his behavior

