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FORMATION OF MARKETING COMMUNICATIONS OF INDUSTRIAL ENTERPRISES TO ADVANCE INNOVATION GOODS ON THE BASIS OF CONSUMER DEMAND INDIVIDUALIZATION

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Research methodology. The results are obtained by using of: marketing methodologies interaction (communication method) – for determining the interaction of professional users with the tools of communication; synergistic method – for studying the structure of the communication channel, the network approach – for the basic model development of personalized interactive subject - subject of communications.

Results. It is revealed that in the conditions of development of the information economy the personalization of demand and supply of innovative tech products is the basis of individualization of marketing communications in industrial markets with the aim of transforming a consumer into a partner.

It is proposed to form the structure of the communication channel as the optimal set of marketing communication tools for effective promotion of innovative products in industrial markets, taking into account situational factors of consumption and consumer innovativeness based on the dominant motive of consumer choice.

The updated definition of marketing communication channel is proposed, which takes into account not only the features of spreading innovative tech products for industrial markets, but also the perception by the consumer, which allows to emphasize the process of marketing communication in the model channel with personalized feedback.

Novelty. The methodological provisions for the formation of personalized interactive subject - subject marketing communications in the industrial markets are developed, which are carried out taking into account the involvement of professional users to interact with the vendors of innovative technically sophisticated products.

Practical value. The proposed methodological approach allows to create communication channels for the innovation products distribution in the industrial

market, based on the responses of professional users to their content, in order to obtain the cumulative effect of several instruments of marketing communications.

Key words: marketing communication channel, innovation good, industrial market.

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