

SUMMARY

Subject matter: Innovative instruments of marketing communications on the FMCG market

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Topicality of the research: Lack of research of new possibilities of such media as Internet in communication with consumers on the FMCG market.

Objectives of the research: prepare a research of the marketing communication instruments on the FMCG market and make a proposal of their innovation

The tasks of the research:

- characterize the FMCG market and its structure in global aspect
- study the features of consumer behavior on the market
- characterize the features and tendencies of the FMCG market development in Russia
- study the traditional instruments of marketing communications on the FMCG market
- create and propose new efficient instruments of marketing communications on the FMCG market

The theoretical and practical significance of the research: theoretical foundations FMCG market are shown; the nature, objectives, tasks, functions of marketing communications are examined; the new complex of efficient innovative instruments of marketing communications on the FMCG market are proposed

The results of the research:

- the new classification of FMCG consumers is proposed
- the analysis of the FMCG market in Russia is done with the description of main its features and tendencies

- a special questionnaire was designed to find the most efficient instruments of marketing communications
- a complex of innovative instruments of marketing communications on the FMCG market was created

Recommendations: we plan to continue our work on studying the effect of the complex of created instruments by proposing it to a real enterprise – participant of the FMCG market in the North Caucasian region.