

# Identifying the consumer innovator

Bureau of Business Research, School of Business Administration, University of Southern Mississippi - The future consumer

Product/ Market Objectives	No Technological Change	Improved Technology	New Technology
No market change		<i>Reformulation</i> Change in formula of physical product to optimize costs and quality	<i>Replacement</i> Replace existing product with new one based on improved technology
Strengthened market	<i>Remerchandising</i> Increase sales to existing customers	<i>Improved product</i> Improve product's utility to customers	<i>Product life extension</i> Add new similar products to line; serve more customers based on new technology
New market	<i>New use</i> Add new segments that can use present products	<i>Market extension</i> Add new segments modifying present products	<i>Diversification</i> Add new markets with new products developed from new technology

Description: -

- Consumers -- Mississippi -- Laurel.

Diffusion of innovations -- Mississippi -- Laurel.

Television relay systems.Identifying the consumer innovator

-Identifying the consumer innovator

Notes: Bibliography: p. 53-60.

This edition was published in 1969



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Tags: #logo

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When you have a really tough problem, it often helps to expand skill domains beyond specialists in a single field.

## The future consumer

Specifically a rapid search method based upon semantic network analytic and memory model techniques has been demonstrated to be effective.

## Lead user

But before that happens, marketers will need to know which past innovations have been successful, and why or why not ; this knowledge is key for ensuring innovation strategies can meet evolving consumer needs in a demanding retail environment.

## SearchWorks

They also manage innovation as venture investment managers would, tracking progress against key performance indicators, adapting quickly to in-market performance, and appointing leaders to make decisions with autonomy. Two different methods exist - one is best suited to searches for product innovations developed by consumer lead users.

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While social networking sites such as Facebook and Google+ have made a mark on the consumers others such as Twitter, Blogger, Instagram and YouTube are also becoming prominent channels of communication amongst internet users. Various studies have explored the effectiveness of this theory in terms of identifying any user innovations. So, there are some line extensions that would come out just because of that fundamental learning.

## Identifying Consumers' Unmet Needs to Fuel Product Innovation

**Consumer segmentation** To understand your demand, you must identify consumer segments that share common characteristics. These are initial and ongoing costs, risk and uncertainty, and social approval. Determine strategic roles for each innovation. The most successful innovators understand the roles different kinds of innovation play in the overall growth algorithm—and the portfolio composition required to reach growth targets.

### **The future consumer**

**Social Media** Social media includes social networking sites, professional networking, blogs, micro-blogging, photo sharing and video sharing sites. Innovation is, at its core, about solving problems — and there are as many ways to innovate as there are different types of problems to solve.

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