

2.3 Enterprises with non-technological innovation

2.3.1 Marketing innovation

In the period of 2006–2008, enterprises in the Czech Republic most frequently used new media and techniques for promoting when implementing marketing innovation (76 % of all enterprises with marketing innovation). New methods of pricing goods or services ranked second with a much smaller proportion of 43 %. New methods for product placement were indicated as the least frequently used method for implementing marketing innovation (28.5 %). Comparison by size-class shows that large enterprises put a greater emphasis on significant changes to design or packing (52.4 %) than small or medium-sized enterprises did. It can also be observed that the proportions of new methods for product placement and new methods of pricing goods and services are almost the same among large enterprises. A more considerable emphasis was given on significant changes to design or packing by foreign affiliates (47.3 %) than by national enterprises (28.9 %).

Figure 2.50: Breakdown of marketing innovation by type, size-class and ownership (as a percentage of enterprises with marketing innovation); 2006–2008

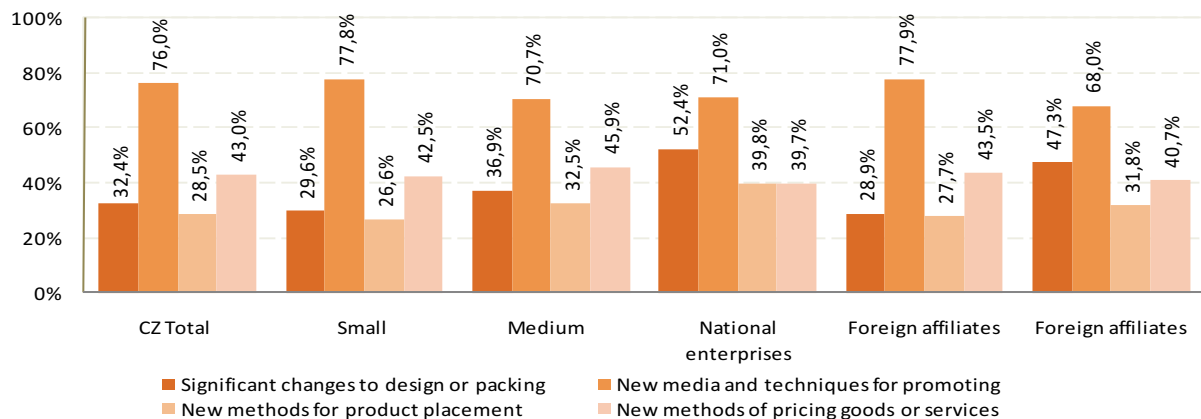
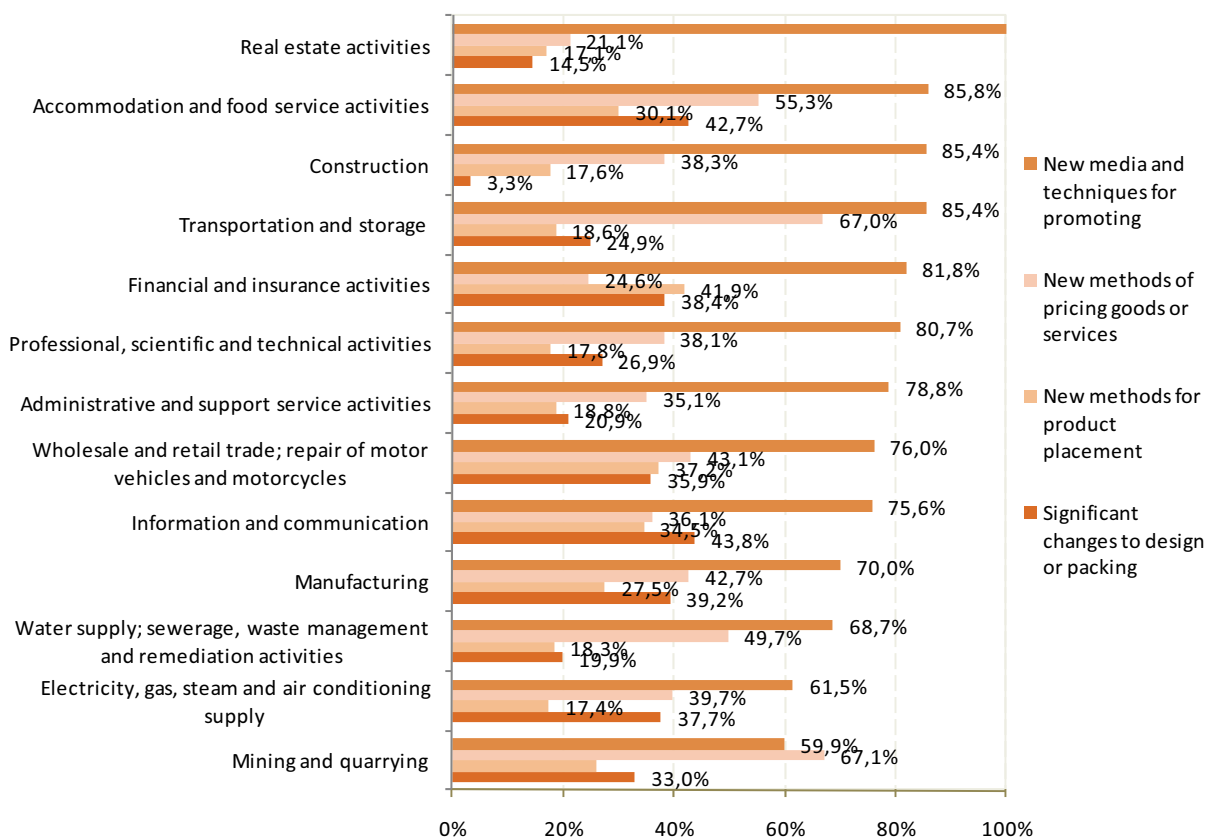


Figure 2.51: Breakdown of marketing innovation by type and NACE (as a percentage of enterprises with marketing innovation); 2006–2008



The breakdown by sectors (Figure 2.51) shows that new media and techniques for promoting was the most frequently used method by enterprises with marketing innovation in all industries (with the exception of “mining and quarrying”). Enterprises in “mining and quarrying” preferred new methods of pricing goods or services as the most useful method for marketing innovation (67.1 %).

In “manufacturing”, using new media and techniques for promoting was given primary importance by 70 % of enterprises. The proportion of new methods of pricing goods or services was much smaller (39.2 %). New methods for product placement had the lowest proportion of 27.5 %.

Enterprises in “information and communication” (43.8 %) and “accommodation and food service activities” (42.7 %) were the ones with the highest proportions of significant changes to design or packing. The lowest proportion of this method for marketing innovation was recorded in “construction” (3.3 %).

Figure 2.52 shows proportions of marketing innovations in different regions. Clearly, new media and techniques for promoting was the most common method for implementing marketing innovation in all regions, with the highest proportion in the Jihočeský region (81.2 %). However, proportions of other methods are quite different in different regions. For example, significant changes to design or packing scored the highest proportion in the Královéhradecký region (46.7 %) while the lowest proportion was recorded in the Moravskoslezský region (19.6 %).

Figure 2.52: Breakdown of marketing innovation by type and region (as a percentage of enterprises with marketing innovation); 2006–2008

