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## **MARKETING RESEARCH OF INNOVATIVE PRODUCTS AND TRANSFER OF INNOVATIONS TO AGROINDUSTRIAL PRODUCTION**

By marketing studies have examined a set of measures aimed at identifying and analyzing factors that influence on the processes of promoting research development from developer to consumer.

The study of the demand for innovation was carried out with the selection of research developments in the form of business studies, that is, taking into account the situation existing on the market in relation to demand and supply, specific scientific developments, innovations.

Marketing research on innovative products and innovative developments in the dissemination of information included: organizing an advertising campaign through exhibitions, fairs, meetings, seminars, conferences, performances on radio and television, presentations, surveys, market analysis, trial and discount sales of scientific products, service and guaranteed scientific support.

The research has found that effective means of promoting research development on the markets are: patent support of thematic areas, that is conducting competitive scientific research, systematic study of world achievements; patent form of protection of scientific developments; analysis of the results of licensing operations.

The results of marketing research showed that the most demanded were the innovations presented in the form of potato varieties Legend, Dyvo, perennial and legume grasses: thymothy Daryna, Pidgiryanka, orchard grass Marichka, red clover Ukrainochka, white clover Skhidnichanka, varieties of oat Ant, Arkan and of naked oat Avhol, separate elements of the technology growing and protecting crops.

The efficiency of the transfer innovation should be seen as a strategic, effective, economic and organizational mechanism to increase the use of available capacity.