Welcome

BMGM5001 Marketing and Sales

Week Two

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Before we start……

This is a full-time university course as such the university definitions of engagement and decorum apply as per the university code of conduct

Please ensure you arrive by 2pm and have arranged to be here until 5pm for each lecture

Mobile phones

If you ever have any queries at all please reach out on n.brailsford@uwtsd.ac.uk

Let's make this module an enjoyable one, so attend, engage and participate ☺

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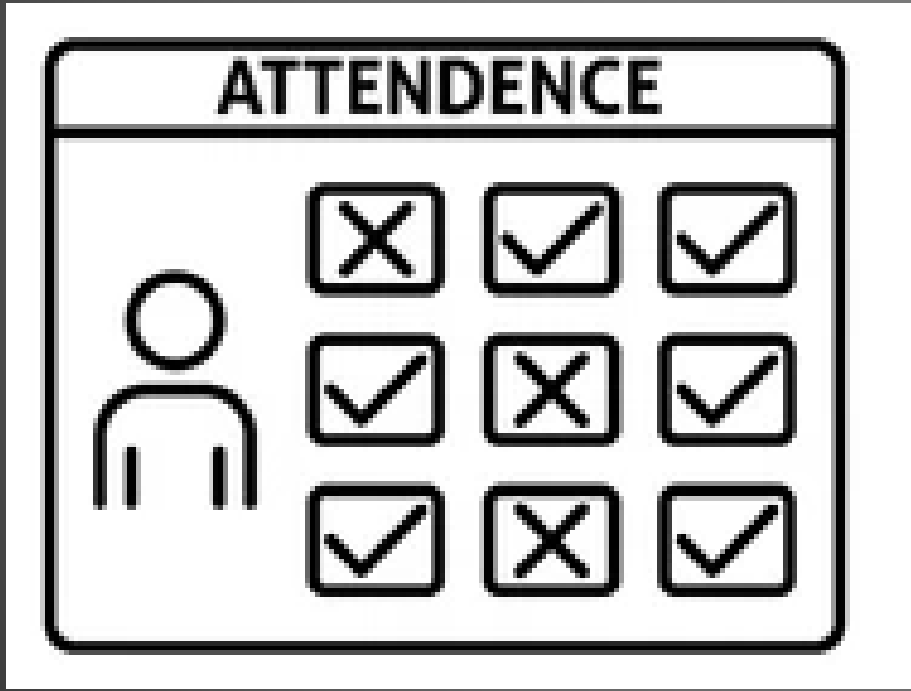
Register



Recap of last week....

- What is Marketing?
- The Marketing Institutions
- Role of Marketing in Organisations
- Past Marketing Essentials
- Modern day Marketing

- A key shift in philosophy!

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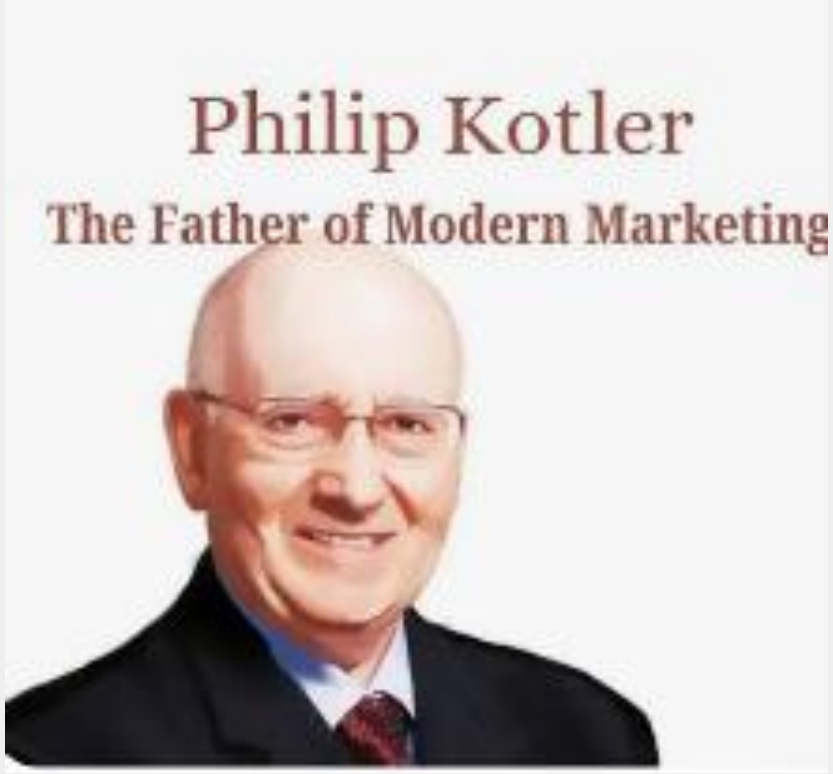
What are Restaurants selling??

Philip Kotler

Known globally as the "father of modern marketing" and for authoring *Marketing Management*, the world's most widely used marketing textbook



Kotler's Marketing Concept

Successful restaurant businesses achieve their goals by understanding and satisfy customer needs better than their competitors

The focus is not on selling food. The focus is on delivering the value, experience, and benefits customers are seeking

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What Are We really selling?

Business	Product	What customers are really buying
Restaurants	Meal	Connivence, enjoyment, socialisation
Fine Dining	Food and Drink	Status, exclusivity, memorable experiences
Coffee Shops	Coffee	Comfort, relaxation, workspace, community
Street Food Vendors	Fast Food	Speed, authenticity, affordability
Michelin-Starred Restaurants	Tasting Menus	Prestige, culinary adventure, story telling
Gastropub	Food and Drink	Atmosphere, belonging, local identity

Perspectives

Marketing Perspective

A product-focused restaurant asks:

What food do we want to sell?

A market-oriented restaurant asks:

What do our customers want to eat, experience, and feel?

The restaurant that understands these underlying needs is applying Kotler's marketing concept

Sales Perspective

Sales are not just about persuading customers to buy more

Poor sales approach:

Would you like fries with that?

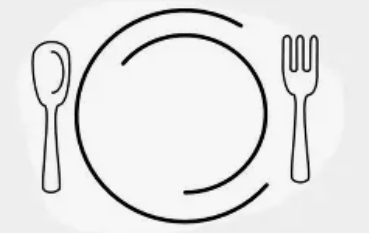
Customer-focused sales approach:

Many guests enjoying this dish also like our locally sourced side salad as it complements the flavours perfectly

Kotler's Marketing Concept

Kotler argued that businesses should not focus on selling products.
They should focus on understanding customer needs and creating value.

Our customers rarely buy food alone;
they buy experiences, emotions, convenience, memories, and social connections



Kotler's 4 Ps

Product
What are we serving?

- Food quality and taste
- Menu variety
- Presentation of dishes
- Restaurant atmosphere
- Customer service
- Authenticity of cuisine

Price
What are customers willing to pay?

- Premium pricing at Michelin-starred restaurants
- Student discounts
- Early bird menus
- Meal deals
- Dynamic pricing at food festivals

Place
Where do customers access the experience?

- Restaurant location
- Food delivery platforms
- Pop-up restaurants
- Street food markets
- Online ordering systems

Promotion
How do customers hear about us?

- Instagram food photography
- Influencer partnerships
- Loyalty schemes
- Email marketing
- Special offers
- Food bloggers and reviews

Food festivals

- Product
- Price
- Place
- Promotion

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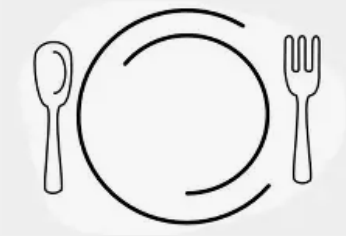
The Ps

- However, in hospitality and gastronomy, many marketers argue that the experience

We will be extending this term to the **7 Ps**, adding **People, Process, and Physical Evidence**



Customer Behaviour

How customers choose, purchase and evaluate food experiences

- Cultural influences on food choices
- Social influences (friends, family, social media)
- Personal preferences and dietary requirements
- Perceived value for money
- Brand loyalty and repeat visits
- Online reviews and recommendations

Customer Expectations

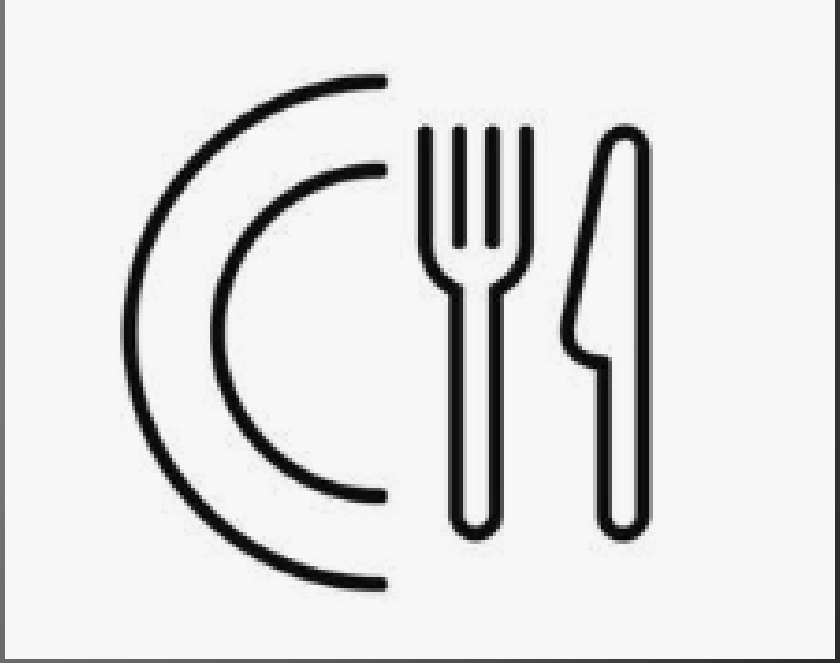
How customers choose, purchase and evaluate food experiences

- Food quality and taste
- Service speed and friendliness
- Cleanliness and hygiene
- Value for money
- Atmosphere and ambience
- Consistency of experience

Dining Motivations

Reasons why people choose to eat out

- Hunger and convenience
- Socialising with friends and family
- Celebration and special occasions
- Experiencing new cuisines
- Status and prestige
- Entertainment and enjoyment
- Cultural exploration



Needs Versus Wants

Needs
Basic requirements necessary for survival

- Hunger
- Hydration
- Nutrition

Wants
How people choose to satisfy those needs

- Choosing sushi instead of a sandwich
- Wanting a luxury dining experience
- Ordering a premium coffee rather than making one at home

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Consumer Decision-Making Process

Concept	Key Question
Consumer Behaviour	Why do customers choose certain food experiences?
Customer Expectations	What do customers expect before they arrive?
Dining Motivations	Why are customers dining out?
Needs vs Wants	Are they satisfying a necessity or seeking an experience?
Decision-Making Process	How do customers decide where to eat?

Consumer Decision-Making Process (EBM Model)

The consumer decision-making process is most associated with:

Engel, Blackwell and Miniard (EBM Model)

It has been adapted by many marketing scholars over time.

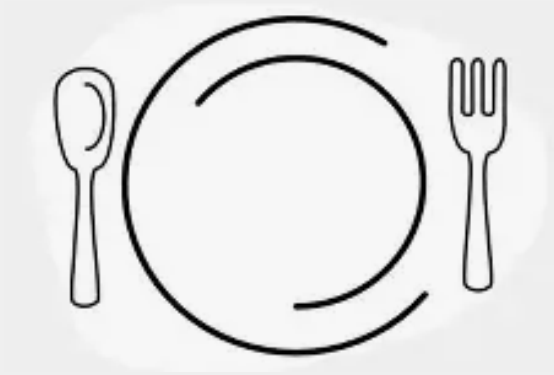
The classic model includes five stages

1. **Problem recognition**
2. **Information search**
3. **Evaluating alternatives**
4. **Purchasing decision**
5. **Post purchase evaluation**

Consumer Decision-Making Process (EBM Model)

The stages customers go through before choosing where to eat:

1. **Problem Recognition**
   "I'm hungry."
2. **Information Search**
   Looking at Google reviews, Instagram, TikTok, or recommendations.
3. **Evaluation of Alternatives**
   Comparing restaurants, menus, prices, and locations.
4. **Purchase Decision**
   Booking a table or placing an order.
5. **Post-Purchase Evaluation**
   Reflecting on the experience and potentially leaving a review.



Consumer Decision-Making Process (EBM Model) Application

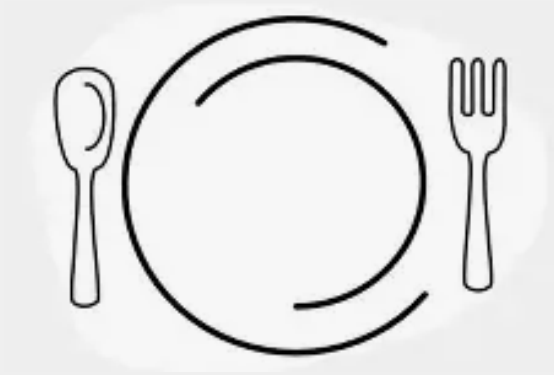
Problem Recognition: "I need dinner."

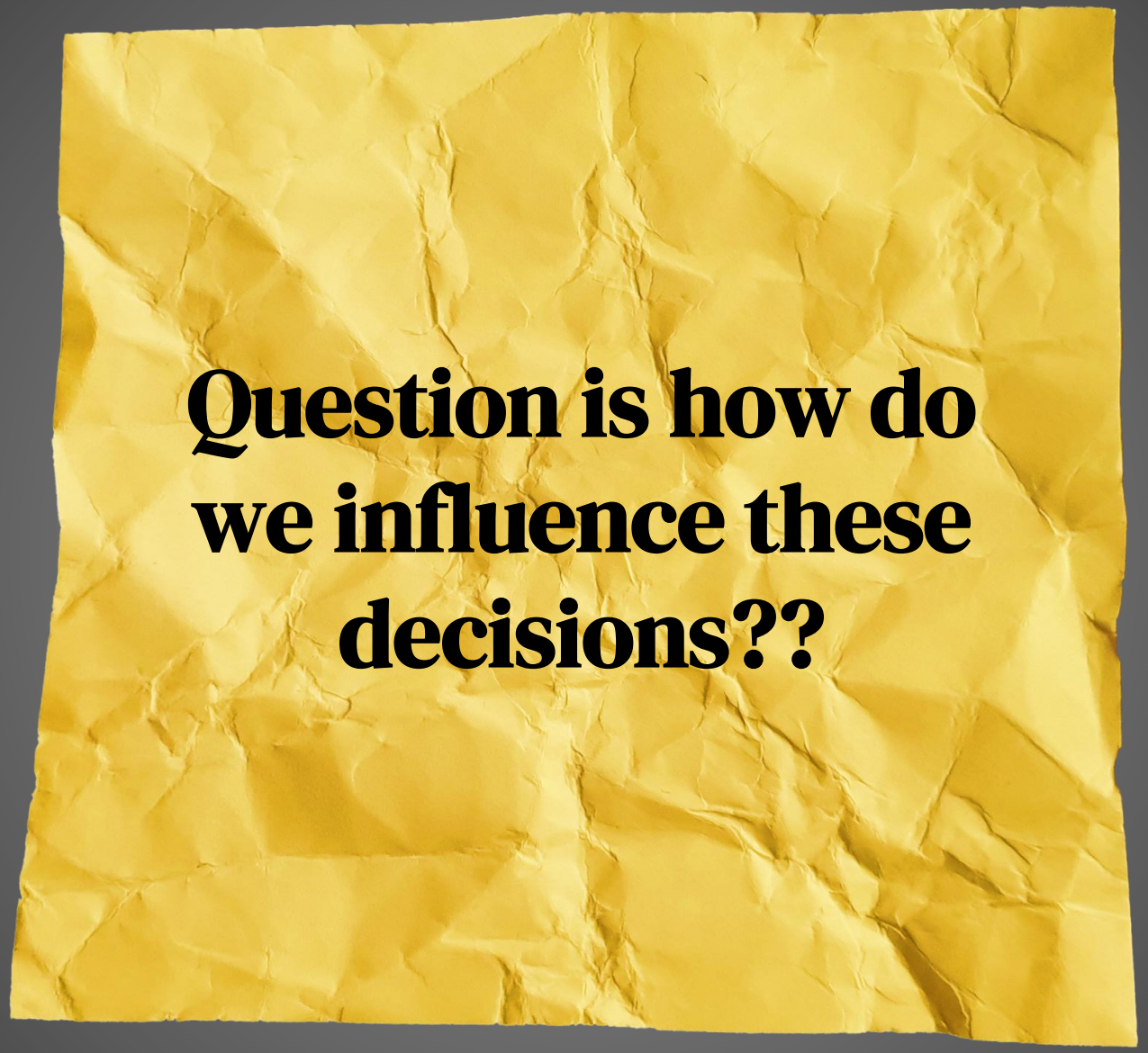
Information Search: Check Instagram, TripAdvisor, Google Reviews

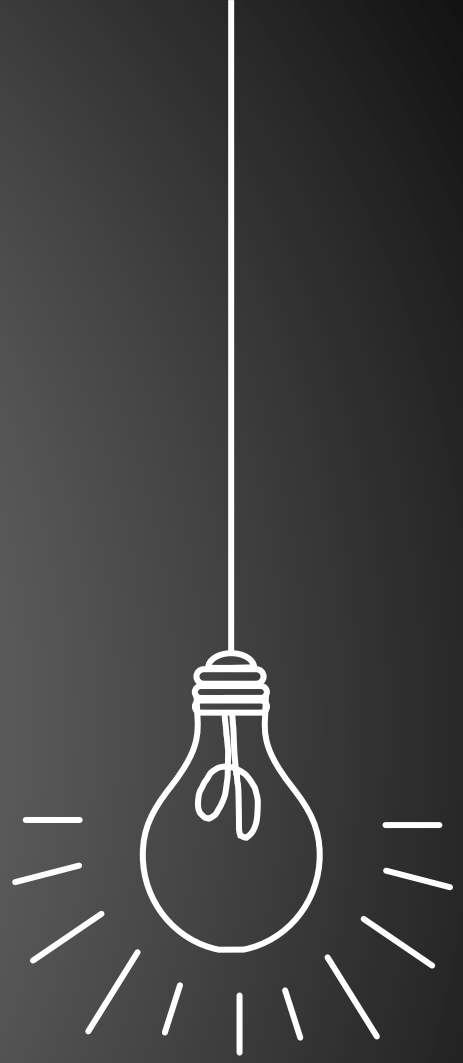
Evaluation: Compare an independent restaurant, Nando's, and a local gastropub

Decision: Book the gastropub

Post-Purchase: Leave a review and decide whether to revisit







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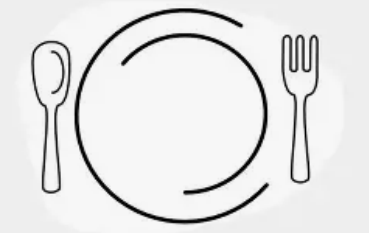
Maslow's Hierarchy of Needs (Maslow, 1943)

Maslow suggested that people are motivated
by a series of needs,
starting with basic survival needs and
progressing towards personal fulfilment.



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Maslow's Hierarchy of Needs (Maslow, 1943)

Physiological Needs

Basic survival needs

- Food
- Water
- Nutrition
- Hunger satisfaction

Safety Needs

Feeling safe and secure

- Food hygiene
- Cleanliness
- Trustworthy food sources
- Dietary safety
- Consistent quality

Love and Belonging Needs

Social connection and relationships

- Eating with family and friends
- Celebrating occasions
- Community dining
- Shared experiences

Esteem Needs

Status, recognition and prestige

- Social status
- Luxury experiences
- Recognition from others
- Quality and exclusivity

Self-Actualisation Needs

Personal growth and fulfilment

- Exploring new cuisines
- Food tourism experiences
- Learning about cultures through food
- Ethical and sustainable food choices
- Culinary creativity

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Maslow Applied

Maslow Level	Food Festival Motivation
Physiological	To eat and satisfy hunger
Safety	Trusted vendors and food hygiene
Belonging	Spending time with friends and family
Esteem	Attending a prestigious food event
Self-Actualisation	Discovering new cuisines and cultures

Thank you!

Do you have any questions?

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