

What is Marketing?

Satisfying customer needs

‘ (a) process by which individuals and groups obtain what they want through creating and exchanging products and value with others’

(Principles of Marketing)

- Bodyshop in late 1970's introduced animal-cruelty free cosmetics and toiletries



- They designed the right products, right time

Needs

Wants

Demands

Needs

- Human needs are states of felt deprivation
- Physical - food, water, clothing, warmth, safety
- Education, insurance, pensions
- Products and service people always buy
- Social- belonging, affection
- Individual – knowledge, self-expression

Wants

- Shaped by culture and individual personality
- Wants can change as time passes
- Wants aren't essential for humans to survive, but it's associated with needs
- Wants satisfy the needs

Demands

- The difference between wants and demands is desire
- If a consumer is **willing** and **able** to buy a need or a want, it means that they have a **demand** for that want

Demands

- Usually applies to luxury or premium brands:
 - Eg. Samsung mobile vs Apple iPhone
 - Eg. Honda Civic car vs Mercedes-Benz
- Consumer Buying Power

Needs



- States of deprivation
- Physical - food, clothing, shelter, safety, water
- Social - belonging and affection
- Individual - knowledge and self-expression

Wants



A want is a product desired by a customer that is not required for us to survive. So, want is the complete opposite of need, which is essential for our survival.

Demands



If a customer is willing and able to buy a need or a want, it means that they have a demand for that need or a want.



CONSUMER
PRODUCTS



VALUE
SATISFACTION
QUALITY



EXCHANGE TRANSACTIONS
RELATIONSHIPS



MARKETS



CORE
MARKETING
CONCEPTS

What is a Consumer Product?

- ‘any tangible product for sale that is used by a person or household for non-business purposes’ (boundless.com) 2015.
- ‘merchandise or other item of common or daily use, originally bought by individuals or households for private consumption’ (businessdirectory.com) 2015

Gibbs SR Toothpaste 1955



JOHN BULL August 28 1955



'TINGLING-FRESH'
-and that means healthy gums

Ice-fresh!
Tingling-fresh! Ice-fresh! SR means sparkling whiteness for your teeth... pure sweet breath. And for your gums, that tingling-freshness means even more... it's a tingle of health.

For SR does more
Yes, more than freshness. That tingle on your gums tells you that brushing with SR is doing them good. For the tingle comes from SR's Sodium Ricinoleate, a substance that has been proved beneficial to the gums. So brush with SR, and toughen them: up to resist infection.

No wonder everyone is turning to SR - the toothpaste that looks after both teeth and gums. 1/8 and 2/6



Ice-fresh, tingling-fresh for teeth and gums

40



Consumer Product Benefits

Tangible

Facts: See, touch, smell

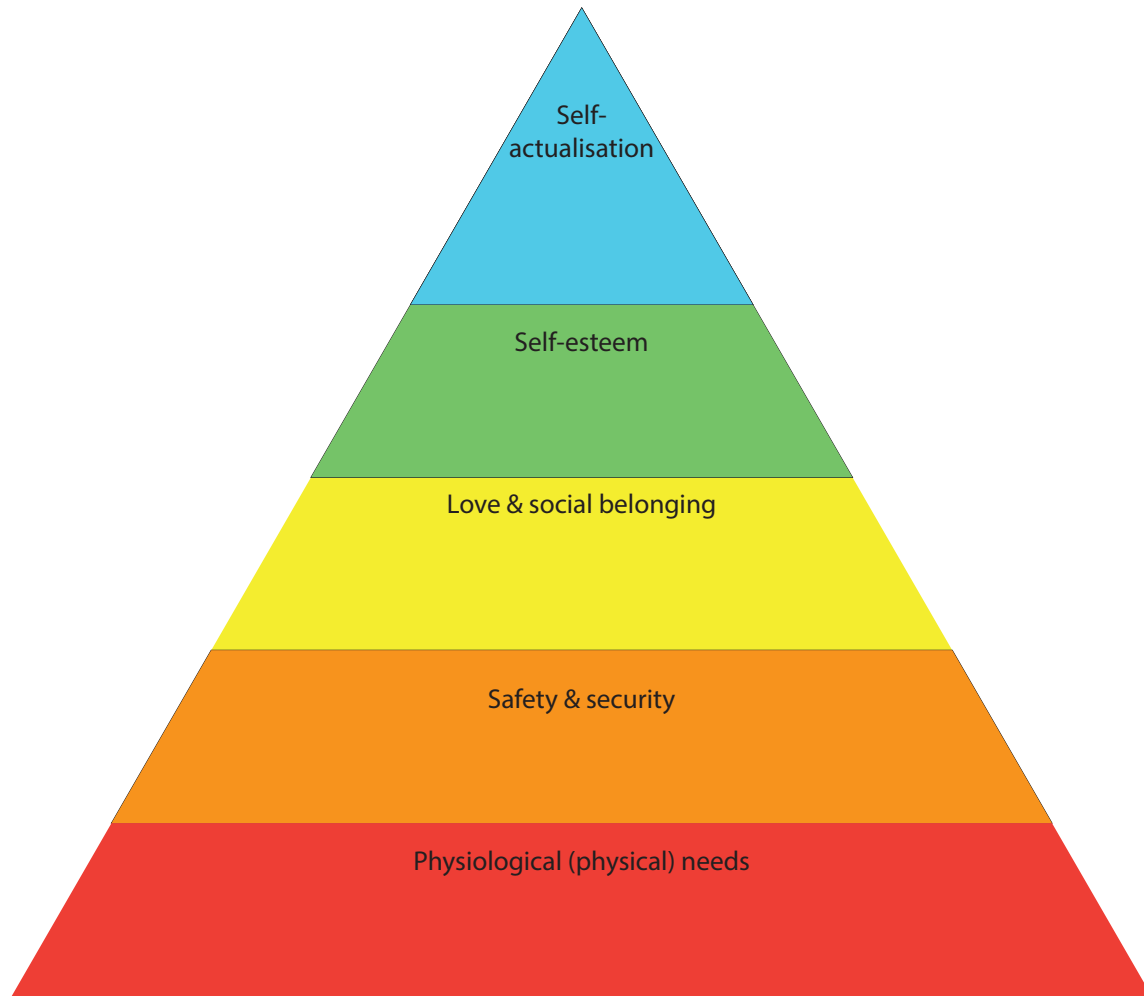
Intangible

Emotional: experiences, status, ideology

Exercise 1

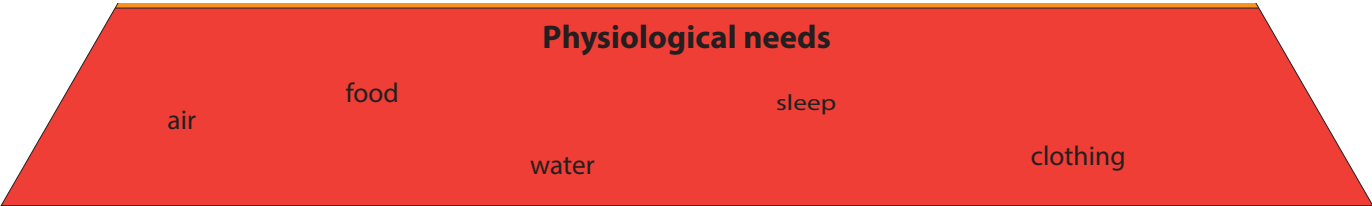
- Taking your consumer product, list the Benefits:
 - Tangibles
 - Intangibles

Maslow's Hierarchy of Needs

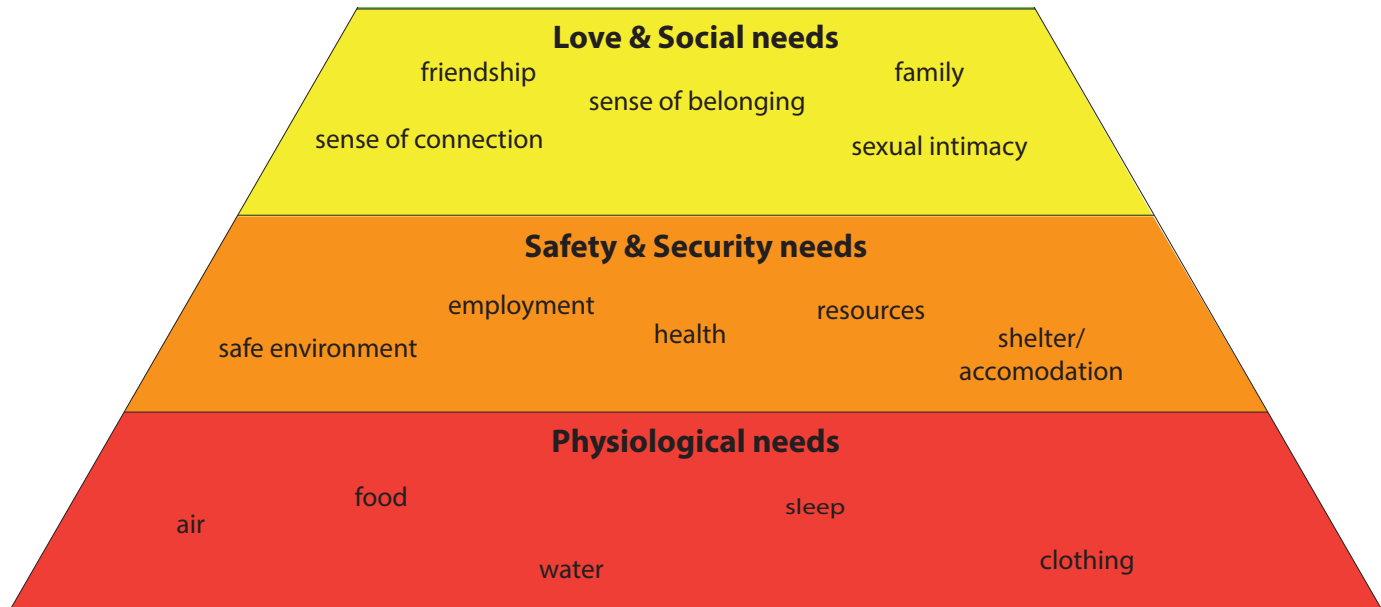


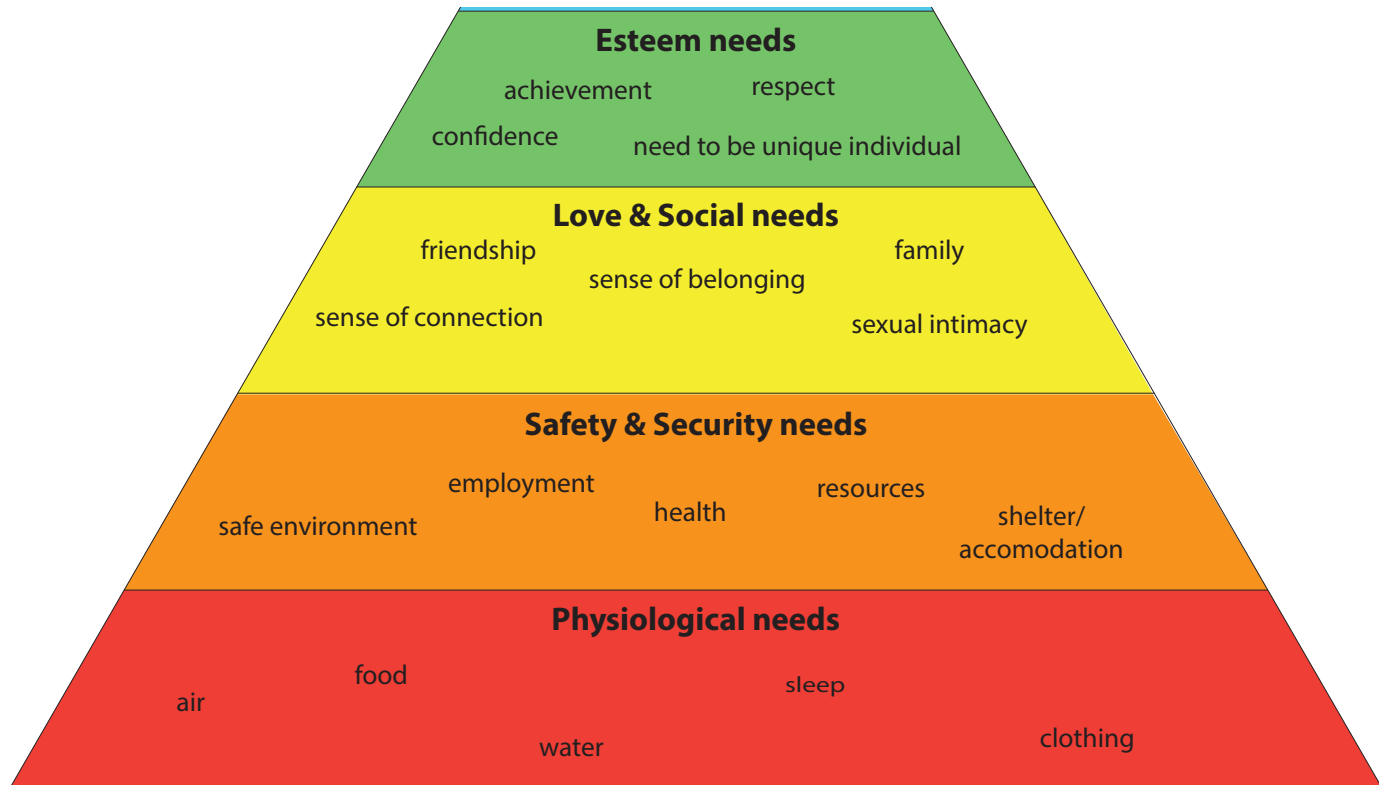
Exercise 2

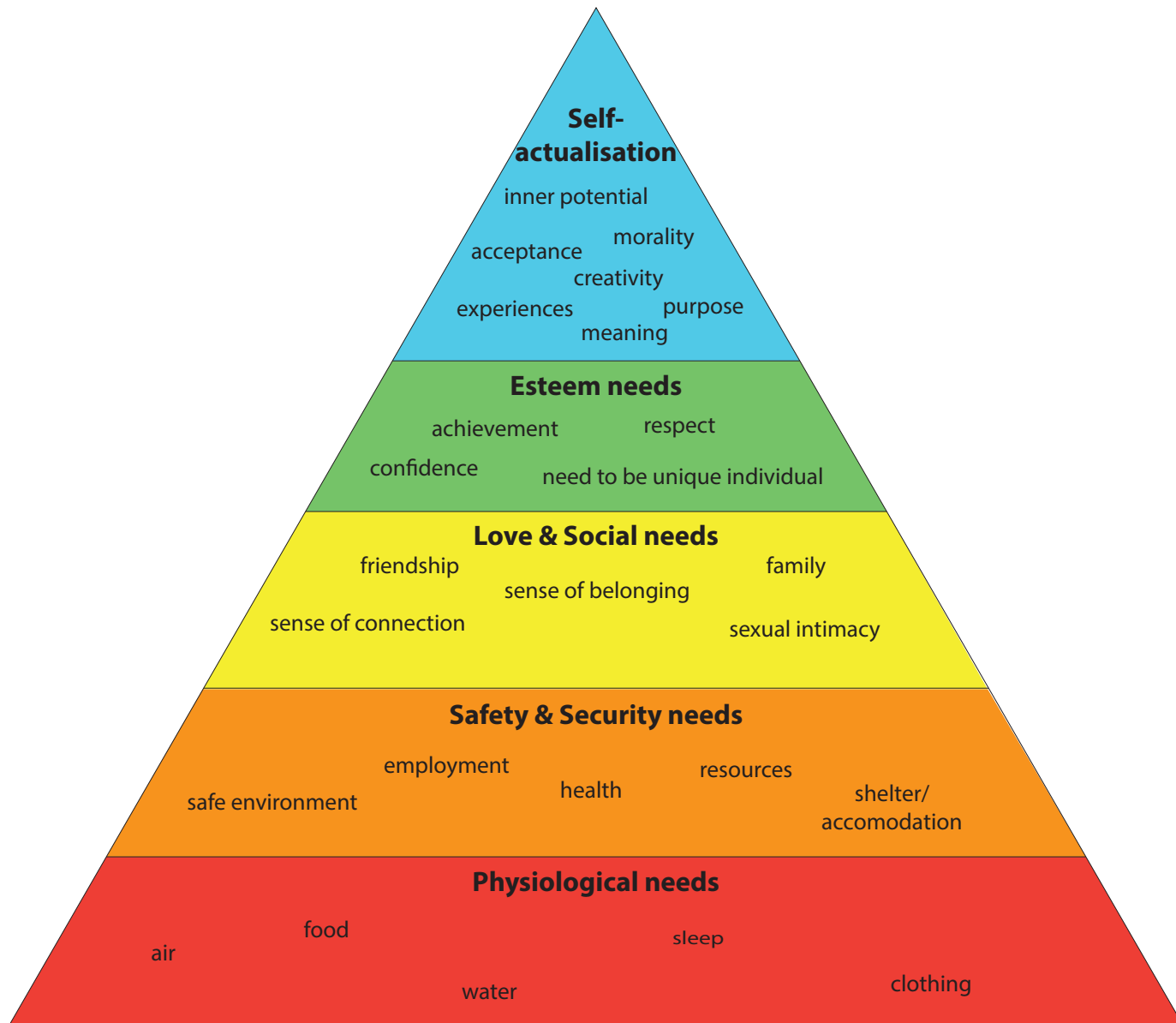
- Maslow's Hierarchy of Needs:

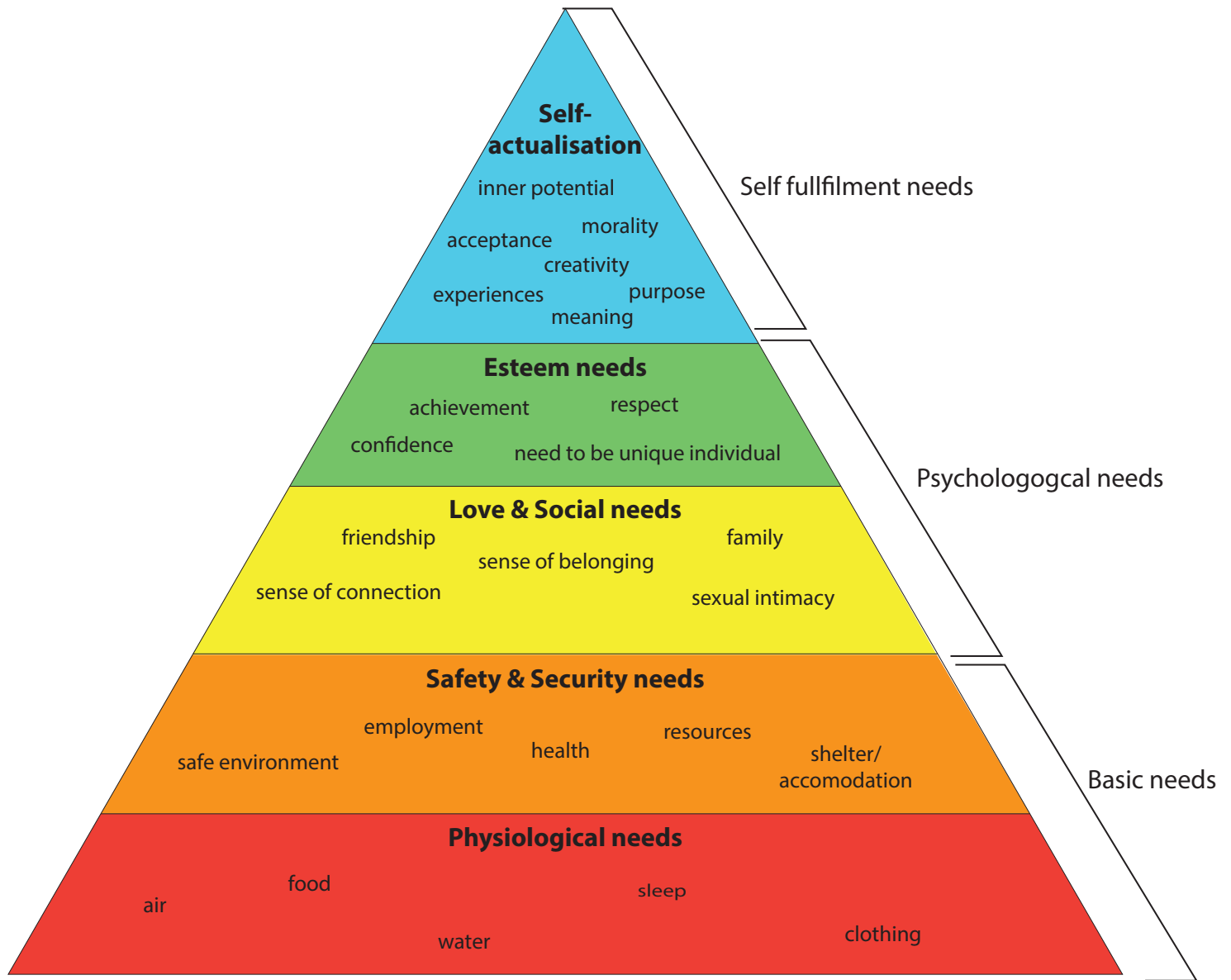












Maslow believed:

- One must satisfy lower level (depravation) needs before progressing on to meet higher level (growth) needs
- Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization
- Progress is often disrupted by failure to meet lower level needs

- Tutor: Match products to Maslow's Hierarchy

Exercise 3

Relate your consumer products to:

1) Maslow's Hierarchy

2) Needs Wants Demands