

Marketing 1000 Final Exam Study Notes

Needs/Wants/Demands

Needs

- States of felt deprivation, including basic physical needs for food, clothing, warmth, and safety. Social needs for belonging and affection, individual needs for knowledge and self-expression, these needs were not created by marketers; they're basic part of human make up.
- ex need for shelter, food,

Wants

- Form of human needs that take as shaped by culture and individual personality
- We need food, but we want Big Mac's

Demands

- Human wants that are backed by buying power
- we as consumers demand products that we believe will satisfy our wants

Marketing Concepts

The Production Concept

Production Concept – the idea that the buyers will favour products that are widely available and highly affordable.

- management should focus on improving production and distribution efficiency
- useful in two situations: when demand>supply, and when the product's cost is too high so the company can use improved efficiency to bring it down
- can cause marketing myopia – businesses can lose sight of the real objective of building customer relationships by satisfying customers' needs

The Product Concept

Product Concept – the idea that buyers will favour products that offer the most in quality, performance, and innovative features.

- marketing strategy should focus on making continuous product improvements

The Selling Concept

Selling Concept – the idea that the market will not buy enough of the firm's products unless it undertakes a large-scale selling effort.

- typically used with unsought goods, such as insurance and blood donations
- used when a firm faces overcapacity
- marketing focuses on selling what they make rather than what the market wants
- focus on creating sales transactions rather than building long-term customer relationships

The Marketing Concept

Marketing Concept – the marketing management philosophy that holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do.

- customer focus and value are the paths to sales and profits

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JG Myers



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web autogenes training ist die insel der ruhe und die quelle der kraft im hektischen fordernden alltag die man immer und überall erreichen kann es führt zu tiefer entspannung körperlicher und seelischer gelöstheit es stärkt gesundheit und widerstandskraft baut stress ab und schenkt

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