

PRINCIPLES OF
Marketing

Chapter Eight

Products, Services, and Brands: Building Customer Value



Product, Services, and Branding Strategy

Topic Outline

- What Is a Product?
- Product and Services Decisions
- Branding Strategy: Building Strong Brands
- Services Marketing



What Is a Product?

Products, Services, and Experiences

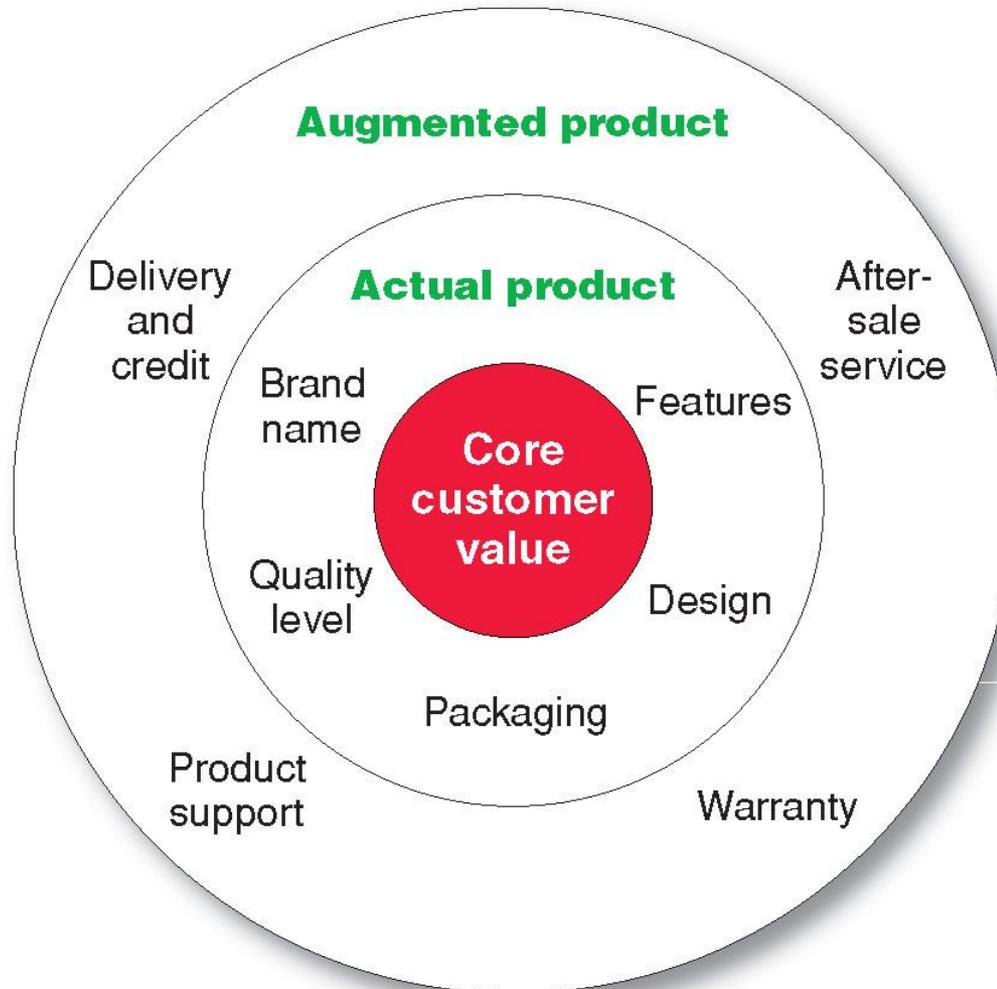
Product is anything that can be offered in a market for attention, acquisition, use, or consumption that might satisfy a need or want

Experiences represent what buying the product or service will do for the customer



What Is a Product?

Levels of Product and Services

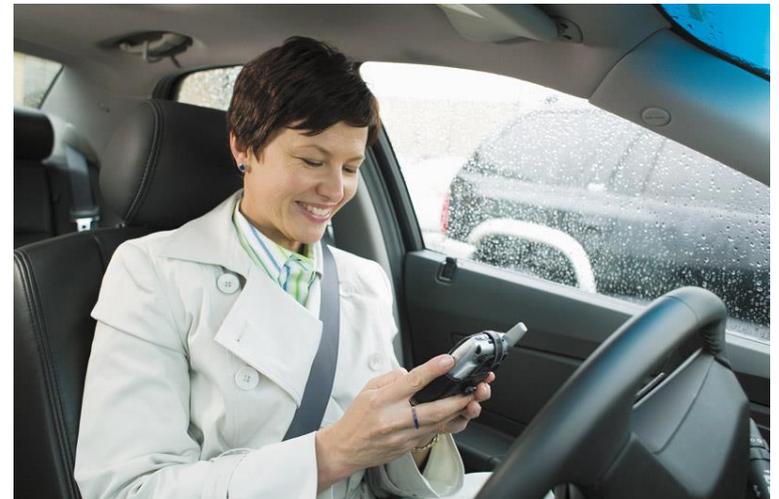


What Is a Product?

Product and Service Classifications

Consumer
products

Industrial
products



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What Is a Product?

Product and Service Classifications

- Consumer products are products and services for personal consumption
- Classified by how consumers buy them
 - Convenience products
 - Shopping products
 - Specialty products
 - Unsought products



What Is a Product?

Product and Service Classifications

Convenience products are consumer products and services that the customer usually buys frequently, immediately, and with a minimum comparison and buying effort

- Newspapers
- Candy
- Fast food



What Is a Product?

Product and Service Classifications

Shopping products are consumer products and services that the customer compares carefully on suitability, quality, price, and style

- Furniture
- Cars
- Appliances



What Is a Product?

Product and Service Classifications

Specialty products are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort

- Medical services
- Designer clothes
- High-end electronics



What Is a Product?

Product and Service Classifications

Unsought products are consumer products that the consumer does not know about or knows about but does not normally think of buying

- Life insurance
- Funeral services
- Blood donations



What Is a Product?

Product and Service Classifications

Industrial products are products purchased for further processing or for use in conducting a business

- Classified by the purpose for which the product is purchased
 - Materials and parts
 - Capital
 - Raw materials



What Is a Product?

Product and Service Classifications

Capital items are industrial products that aid in the buyer's production or operations

Materials and parts include raw materials and manufactured materials and parts usually sold directly to industrial users

Supplies and services include operating supplies, repair and maintenance items, and business services



What Is a Product?

Organizations, Persons, Places, and Ideas

Organization marketing consists of activities undertaken to create, maintain, or change attitudes and behavior of target consumers toward an organization



What Is a Product?

Organizations, Persons, Places, and Ideas

Person marketing consists of activities undertaken to create, maintain, or change attitudes and behavior of target consumers toward particular people



What Is a Product

Organizations, Persons, Places, and Ideas

Place marketing consists of activities undertaken to create, maintain, or change attitudes and behavior of target consumers toward particular places

Social marketing is the use of commercial marketing concepts and tools in programs designed to influence individuals' behavior to improve their well-being and that of society

