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CREATING CUSTOMER RELATIONSHIPS AND VALUE THROUGH MARKETING

I. WHAT IS MARKETING? [LO1]

Marketing: Delivering Value to Customers [LO 1-1]

- The American Marketing Association (AMA) represents those involved in the development and practice of marketing worldwide. It defines marketing as “the activity set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”
- To serve both buyers and sellers, marketing seeks to:
 - a. Discover the needs and wants of prospective customers.
 - b. Satisfy these needs and wants.
- Prospective customers include:
 - a. Individuals buying for themselves and their households.
 - b. Organizations that buy for their own use or for resale.
- **Exchange:**
 - a. Is the trade of things of value between a buyer and a seller so that each is better off after the trade.
 - b. Is the key to discovering and satisfying consumer needs and wants.

II. HOW MARKETING DISCOVERS AND SATISFIES CONSUMER NEEDS [LO 1-2]

Discovering Consumer Needs

- Marketing’s first objective: discover the needs of prospective consumers. Marketers use surveys, concept tests, crowdsourcing, and other tactics to better understand consumer ideas.
- Consumers may not always know or be able to describe what they need or want. (Ex: Personal computers, smartphones, electric cars, etc.) Effective marketing research can help.

Consumer Needs and Consumer Wants

- a. Should marketers try to satisfy consumer needs or consumer wants? Both!
 - A *need* occurs when a person feels physiologically deprived of basic necessities, such as food, clothing, and shelter.

[1-1]

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William M. Pride, O. C. Ferrell



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