

Examples of Buying Motives

Emotional Motives

- Power
- Love
- Peer Acceptance
- Label Recognition
- *Prestige*
- Nostalgia
- Pride
- Pleasure
- Aesthetic appeal or beauty

Rational Motives

- Saves Time
- Saves Money
- Makes life easier
- Improves health
- Safe or improves safety
- Durable
- Well-made
- Fulfills a physical need such as hunger or protection from the elements

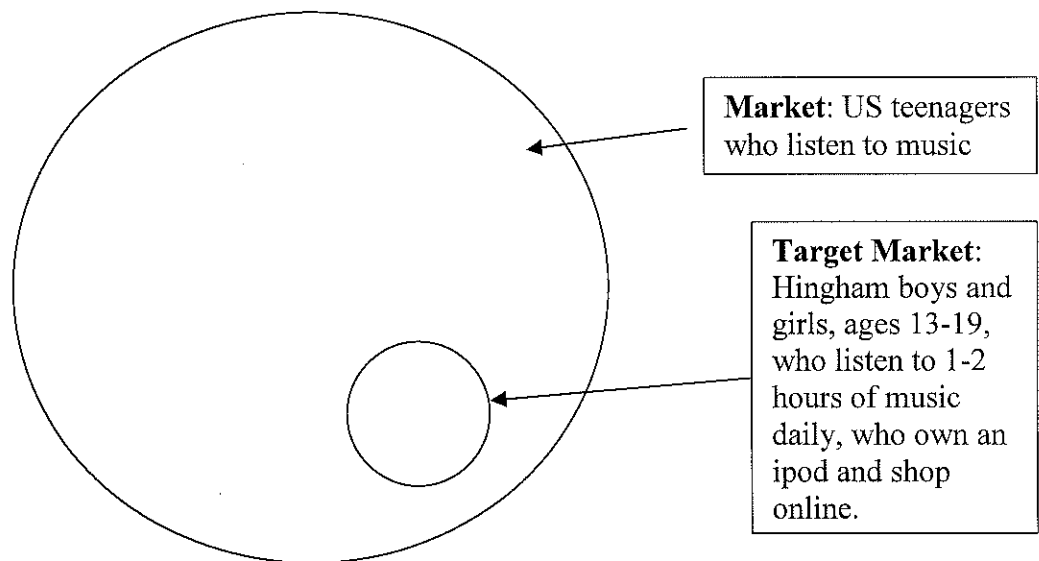
Marketing Terms

Marketing: Communicating an idea to a specific audience.

Market Analysis: Analyzing your customers or potential customers. (It is challenging to satisfy them if you don't know who they are or what they want.)

Market Research: process used to collect, analyze and interpret data so that sound marketing decisions can be made. It is used to investigate markets and competition.

Market: group of people who have a demand for a product or service and are willing and able to buy it.



Market Segmentation: is a way of analyzing a market by specific characteristics in order to create a target market. By identifying target markets one is able to develop products/services that appeal them. (Automobiles are often segmented by income and age.)

Target market: the specific market that you are going to concentrate your efforts.

Factors that define a particular market are demographic, geographic, psychographic, and behavioral.

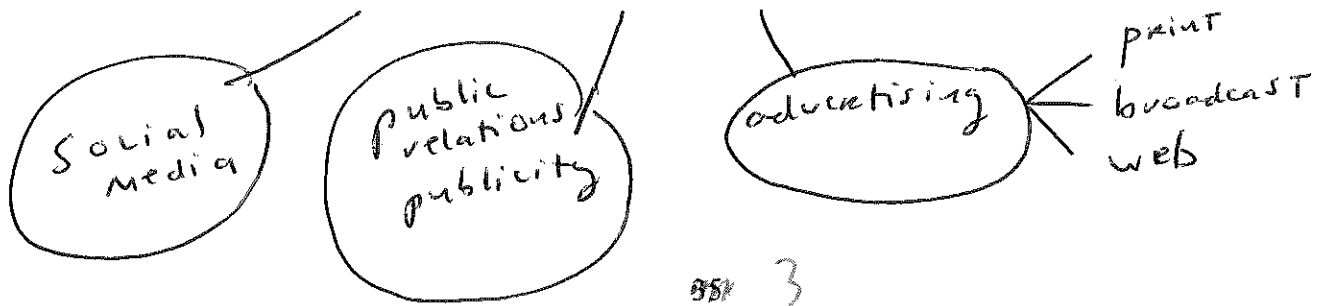
- **Demographics** (age, gender, income, occupation, education)
- **Geographics** (regions, state, country, or area)
- **Psychographics**: Includes information about an individual's lifestyle (how one spends their time and money). Visit the magazine section of a major bookstore to see the different magazines that appeal to various market segments.
- **Behavioral**: (how the consumer behaves) Looks at the benefits desired by consumers, shopping patterns, and how one shops. For example, many people desire luxury and premium merchandise. The luxury market is a growing consumer trend as individuals define themselves more and more through the products and brands they buy.

For example: Mastercard research revealed five groups of online consumers: confident core users, cautious shoppers, mainstream users, curious but not convinced, and technology skeptics. The overriding finding was that enhance security measures influenced a shopper's online purchase decision. Each group had different levels of concern about security. (Glencoe, Marketing Essentials, 2006, pg 41)

The Plan & the 4Ps

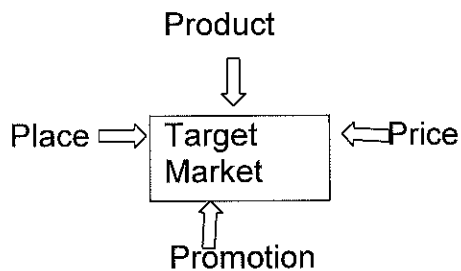
Your marketing plan should include information about:

- **Product** - your products and services, its benefits and characteristics.
- **Price** - what you'll charge customers for products and services. May be affected by supply and demand, your costs, and/or your competition.
- **Place** (distribution) - how you will get your products to your customers.
- **Promotion** - how you will promote or create awareness of your product/service in the marketplace. It should tell your potential customers about your product, availability, where to purchase, how to purchase and why to purchase. Involves advertising and/or publicity.



How do marketers make marketing mix decisions?

Before developing a marketing mix, the marketer usually has a **target market** in mind. Once the target market is determined, the decisions about each of the 4Ps will be made with this target market in mind. The marketers will make **product, place, price, and promotion decisions that meet this target market's needs and wants.** The marketers will develop a product that the target market needs, set a price the target market will pay, make the product conveniently available to the target market, and advertise the product in the right medium and in a way that appeals to the target so that the message will be successfully communicated.



The key to a successful marketing plan is choosing the right product, selling it at the right price, making it available at the right place, and promoting it in a way that will reach the target market.

Business Management – Marketing

Respond to the following questions for each of the local businesses named?

Business Name: Atlantic Bagel - Hingham			
Slogan:			
Create a typical customer profile (target market) based on four broad categories listed on page 35.			
Demographics (personal characteristics)	Geographics (location)	Psychographics (values, interests)	Consumer Behaviors (how one acts, appeals to consumer based on its benefits)
Name Motives as to why the target market spends money there. Rational 1. 2.		Emotional 1. 2. 3.	
What is the compelling reason why a "loyal customer" goes there?			
How would you reach your target market in terms of "marketing" to them? What would be the "medium"? What would your "message" be?			
If you were the owner of Atlantic Bagel – what would be the one thing that you would want your customers to differentiate your business from your competitors'?			
Name one word that you would want your customers to associate with your business?			

(4) (5)

Develop a Marketing Plan:

Students will work in small groups.

Each group is responsible for marketing one of the following products:

Product	Cost to Business
27-foot Seacraft Stingray speedboat	\$40,000
40-foot Winnebago Explorer camper	\$90,000
Segway Scooter	\$3,000

- Each group must identify their specific target market. (core group you are going to focus on and appeal to)
- Develop a slogan for each product that could be used to advertise them. Examples of slogans include:

Make decisions around your target market. Four strategies:

- **Place:** where will you sell them? How can your target market purchase them? How will they be distributed to your target market?
- **Price:** How much will it be sold for? Same price or will they be sold at different prices based on where/how it is sold?
- **Product:** What special features of the product will it have that you can use to appeal to your target market (colors, features, benefits, warranty, free service, etc.)
- **Promotion:** How will you promote your product so that your target market will be aware of the product and purchase the product?

Have details – and not general solutions. i.e. advertise on the radio. You will present your plan to the class during the last 15 minutes of class.

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