



Review quiz

- 1 All of the following are accurate descriptions of modern marketing today, except which one?
- a. Marketing is creation of value for customers.
 - b. Marketing is customer satisfaction at a profit.
 - c. Selling and advertising are synonymous with marketing.
 - d. Marketing involves building and managing profitable customer relationships.



Review quiz

- 2 Society and culture shape the basic form of human needs called _____.
- a. Needs
 - b. Wants
 - c. Demands
 - d. value



Review quiz

3. When backed by buying power, wants become _____.

- a. social needs
- b. Demands
- c. physical needs
- d. self-esteem needs



Review quiz

True or False

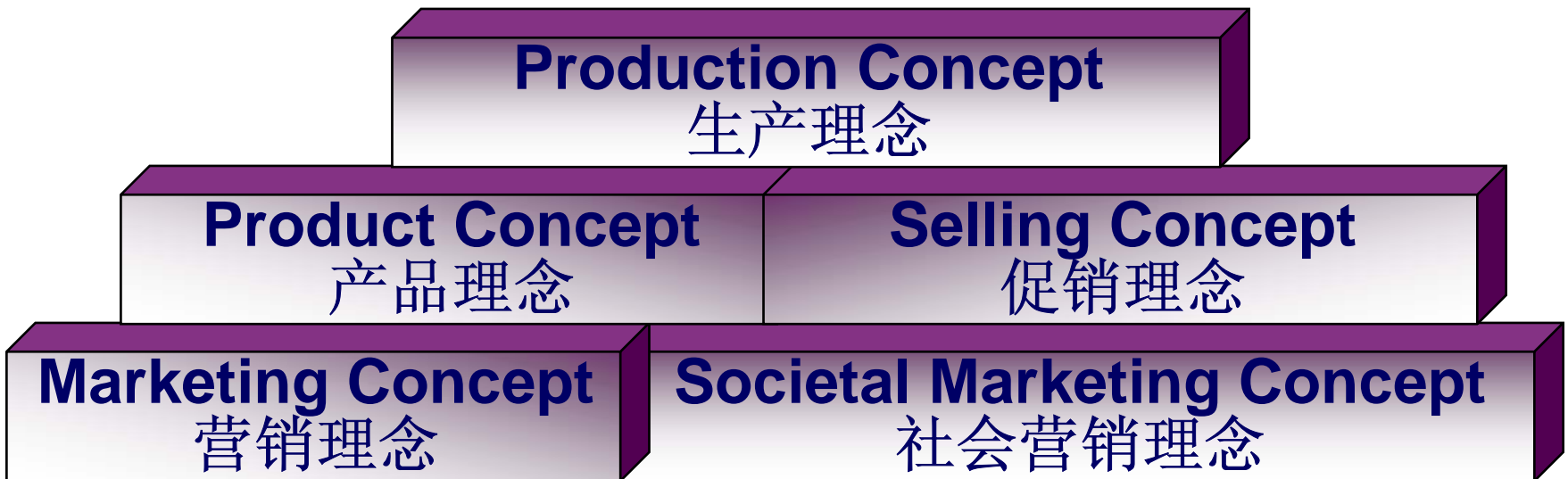
1A value proposition is a set of benefits offered to satisfy customer needs.

2Exchange is synonymous with transaction.



2.3.1 Marketing Management Orientations

The orientation of the firm typically guides marketing efforts





(1) Production Concept

生产观点 (the production concept)

时间：20世纪初

背景：生产力水平较低，市场状况基本上供不应求。大多数企业只能生产单一产品。

特点：

- 企业认为消费者会喜欢那些价格低的和随处可买得到的产品，因此企业应致力于提高生产的效率和扩大配销的范围上。
- 企业生产经营的核心在生产环节，而非消费需求上
- 有时也可以起到一定的作用



(2) Product Concept

产品观点 (the product concept)

时间：20世纪20年代之前

背景：单一产品市场基本均衡，生产处于饱和状态。经营者开始认为消费者喜欢高质量、多功能、具有多种特色的产品。

Holds that consumers will favor products that offer the highest quality, performance and innovative features.

Organisations focus on continuous product improvement

产品自恋症——营销近视症
酒香不怕巷子深



(3) Selling Concept

推销观点 (the selling concept)

时间：20世纪末到二次世界大战结束

背景：产品供大于求。1929-1933年的经济大危机，产品过剩成为企业经营中的问题

特点：认为消费者对于购买存在某种惰性和抗衡心理，需要有效的推销技术进行刺激。经营重点放在推销上，目前主要用于非盈利或者非渴求产品的经营中。



(3) Selling Concept

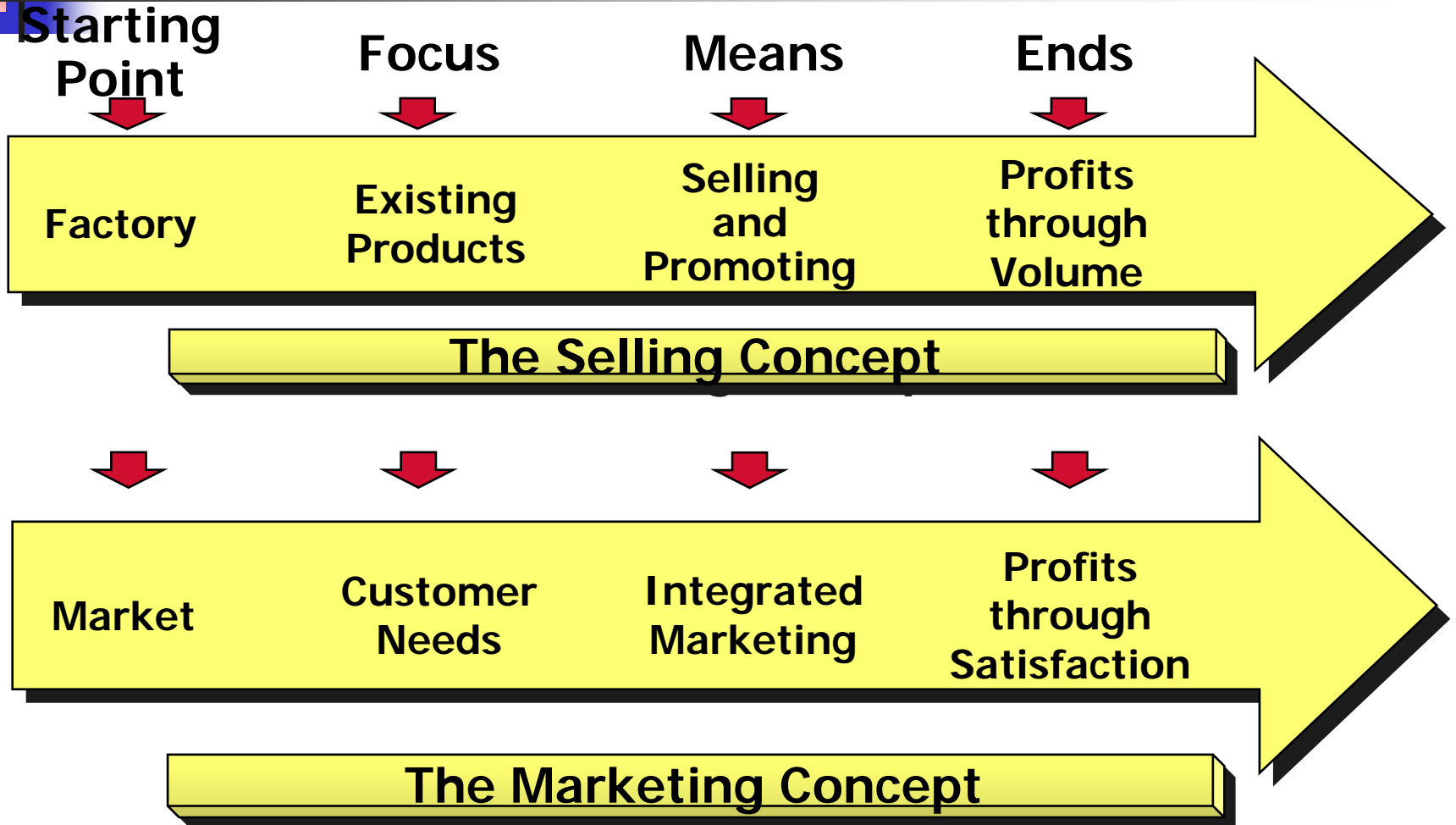
推销观点 (the selling concept)

The organization focuses on existing products and uses heavy promotion and selling technique to achieve profitable sales. It is an insidious orientation

Normally unwanted product.

会员卡购买前

(3) Selling Concept





(3) Selling Concept

The most successful promotion case from P&G
They found people use tooth paste based on length instead of volume, so they change the package to increase the sales.



(4) Marketing Concept

营销观点(marketing concept)

时间：20世纪50年代

背景：生产力迅速提高，产品丰富，消费需求不断更新，购买选择性增强。市场主导权转移到卖方。企业的经营目标必须在满足顾客需求的基础上实现。日本三井家族的百货公司代客订购和无条件退货。

特点：消费者导向，从买方需要出发设计生产产品。组合产品和耐克的销售模式。



(5) Societal Marketing Concept

社会营销观点 societal marketing concept

时间：20世纪80年代以来

背景：单纯重视市场的观点导致外部不经济，环境污染、道德问题等出现。

特点：关注社会和消费者的长期利益。

一次性用品的起落



(5) Societal Marketing Concept

社会营销观点 societal marketing concept

- The organization's task is to determine the needs, wants and interests of target market
- Also to deliver the desired satisfaction more effectively and efficiently than competitors
- And in a way that preserves or enhances the customer's and the society's well-being.



Societal Marketing Concept

Society
(Human Welfare)



Societal
Marketing
Concept

Consumers
(Want Satisfaction)

Company
(Profits)

Our Credo

We believe our first responsibility is to the doctors, nurses and patients,
to mothers and fathers and all others who use our products and services.
In meeting their needs everything we do must be of high quality.

We must constantly strive to reduce our costs
in order to maintain reasonable prices.

Customers' orders must be serviced promptly and accurately.
Our suppliers and distributors must have an opportunity
to make a fair profit.

We are responsible to our employees,
the men and women who work with us throughout the world.

Everyone must be considered as an individual.

We must respect their dignity and recognize their merit.

They must have a sense of security in their jobs.

Compensation must be fair and adequate,

and working conditions clean, orderly and safe.

We must be mindful of ways to help our employees fulfill
their family responsibilities.

Employees must feel free to make suggestions and complaints.

There must be equal opportunity for employment, development
and advancement for those qualified.

We must provide competent management,

and their actions must be just and ethical.

We are responsible to the communities in which we live and work
and to the world community as well.

We must be good citizens — support good works and charities
and bear our fair share of taxes.

We must encourage civic improvements and better health and education.

We must maintain in good order

the property we are privileged to use,
protecting the environment and natural resources.

Our final responsibility is to our stockholders.

Business must make a sound profit.

We must experiment with new ideas.

Research must be carried on, innovative programs developed
and mistakes paid for.

New equipment must be purchased, new facilities provided
and new products launched.

Reserves must be created to provide for adverse times.

When we operate according to these principles,

the stockholders should realize a fair return.

Johnson & Johnson



2.3.1 Marketing Management Orientations

Production Concept

Product Concept

Selling Concept

Marketing Concept

Societal Marketing Concept

- Consumers favor products that are available and highly affordable.
- Improve production and distribution.
- Consumers favor products that offer the most quality, performance, and innovative features.
- Consumers will buy products only if the company promotes/ sells these products.
- Focuses on needs/ wants of target markets & delivering satisfaction better than competitors.
- Focuses on needs/ wants of target markets & delivering superior value.



Exercise

What philosophy is it

1 All that mattered was to make what you can because people will buy it anyway.

2 Henry Ford: you could buy any **color** Model T you wanted, as **long** as it is black



What philosophy is it

- 3 We are professional flour millers. Blessed with a supply of the finest North American wheat, plenty of water power, and excellent milling machinery, we produce flour of the highest quality. Our basic function is to mill quality flour
- 4 We must hire salespersons to sell it just as we need accountants to keep our book.



What philosophy is it

- 5 We are in the business of satisfying needs and wants of consumers
- 6 "We make it happen for you" (Marriott)
- 7 "To fly, to serve" (British Airways)
- 8 "We're not satisfied until you are" (GE);
- 9 "Let us exceed your expectations" (Celebrity Cruise Lines).



课后作业

1 Clip or photocopy three current print advertisements and identify the marketing orientation that, in your opinion, the companies appear to be following.

2.3.2 Marketing Program

The Four P Components of the Marketing Mix



2.4 Building Customer Relationships

客户关系管理

The process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. 通过提供卓越的顾客价值和满意度进行建设和维护有益顾客关系的过程

- * End user
- * partner



Customer Perceived Value 顾客感知价值

- Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.



Customer Satisfaction 顾客满意

- Dependent on the product's perceived performance relative to a buyer's expectations.



Loyalty & Retention 忠诚度和回头率

- Financial Benefits 经济利益
- Social Benefits 社会利益
- Structural Ties 结构联系



Loyalty & Retention 忠诚度和回头率

- Focus on profitable customers 选择价值高的客户
- How about the unprofitable customers?
 - Relating with more carefully selected customers
 - Relating for the long term
 - Relating directly

Partner Relationship Marketing 合

作关系管理

- Partners inside the firm
 - All employees customer focused
 - Teams coordinate efforts toward customers
- Partners outside the firm
 - Supply chain management
 - Strategic alliances



2.5 Capturing Value from Customers 获取顾客价值

- Creating customer loyalty and retention 建立顾客忠诚度和形成回头客
- Growing share of customer 提高消费者份额
- Building customer equity 建立客户资产
- Building the right relationship with the right customers 建设正确的关系

Customer Loyalty & Retention 种 程度和回头率

⑤ Customer Lifetime Value 顾客终生价值

- ⑤ The entire stream of purchases that the customer would make over a lifetime of patronage.

⑤ Share of Customer 顾客占有率

- ⑤ The share a company gets of the customers purchasing in their product categories.



Customer Equity 客户资产

- ⑤ Customer equity is the total combined customer lifetime values of all the company's customers.