

Needs are artificially
created



**ASSIGN
BUSTER**

Skills assignment 1: 'Needs Are Artificially Created' Requirements Max 700 words incl referencing, titles Excl bibliography Source for every argument APA referencing Explain terminology Intro * Definition of marketing * Definition of needs -> motives -> biogenic or psychogenic, artificial needs? , wants and demands * Definition of artificially creating * Represent the guiding essay question, represent your stance: needs are already existent and marketing merely satisfies the needs. Needs pre-exist marketing. Essay question: Are the 'needs' of consumers artificially created? Body 1 Theoretical argument (assumption): * Theory of rational consumer choice * Microeconomics book: research combinations of prices and goods, preferences, optimal consumption point * Maslow pyramid: needs are in a hierarchical order, but they already exist. logical reasoning: needs are prefilled, therefore cannot be created. Marketing is mainly guidance for consumers about availability and prices of products. 2 Empirical arguments -> factual * Contra: observations that disprove iPhones/Tablets -> statistics of sales * Industry of organicfood-> statistics * Pro * Safety advertisements Conclusion ----- Summarize. Clear end sentence " Marketers do not create needs: Needs preexist marketers, marketers along with other societal factors, influence wants. Marketers might promote idea that Mercedes would satisfy a person's need for social status. They do not, however, create the need for social status". (Philip Kotler, Marketing Management: eleventh edition, chapter one, page no. 1) Need becomes motive (p 98 kotler) when it is aroused to a sufficient level of intensity to drive us to act. 3 theoretical arguments: freud, maslow, Herzberg. Freud: psychological shaping behaviour i. e. need for recognition, esteem or belonging. Freud states that there's unconscious

behaviour/needs/motivation... Such as size, shape, weight and brand name.

Marketers can use the technique “ laddering” which traces a person’s motivations on a scale. (look up?) This can help the marketer decide at what level to develop the message and appeal.