

Essay on investigate the consumer trends

[Business](#), [Company](#)



Being Alive Trend Analysis

Various authors have defined various definitions regarding marketing in their own words. A few definitions are mentioned below which gives clear understanding about what really Marketing is?

“ Marketing is the action, set of expressions, and procedures designed for developing, corresponding, conveying, and trade of offerings that contain worth in front of customers, clients, followers, and the general public at big level.” Or in other words “ Marketing is such a practice through which an individual or groups find what they need and want through creating and exchanging products and value with others” (O'Shaughnessy, p. 56). A lot of people think that marketing is made only for advertising or sales. However, marketing is a company hard work and affective effort to do everything to acquire customers and maintaining relationships with them. Even small tasks, such as writing thank you letters, a potential customer, and timely return phone calls, meetings with past clients can be considered as marketing. The ultimate aim of marketing is to meet the company's products and services, requirements and wants of their people, thereby ensuring profitability.

The concept of being or stating alive basically creates a sort of awareness that good health tends to be for better health. The use of this particular trend is all about analyzing and finding the effectiveness of this particular aspect for longevity (Lynn J. Frewer, p. 125). The trend of Being Alive, inevitably change the entire relationship of a person with their parents and important people lies in their circle.

The current and latest trend of Being Alive is about “ Wellness” which goes

beyond the stance of eating and exercising the rights which will consequently enhance the quality of one's live with efficiency. If we see in different parts of the world, in terms of being alive trend, then a trendy fashion of increased interest in the natural, alternative and homeopathic remedies in total. With the help of the concept of being alive, the tradition of change along with an effective diagnostic stance in total. Yoga and other sort of exercises have increased the entire trend of the industry accordingly (Tormod Næs, p. 256). There is a vast movement and enhancement is found among the consumer based treatments and quality of utilizing the products all along. With the help of the current trends of Being Alive, consumers are now becoming more focused and worthwhile in terms of prohibited the things which are not effective for their personal health and among these products, the name of cigarette is one of them, Apart from the trend pertains to the trend and quality of life, having a property in a new country or state, is yet another important thing that comes under the ambit of specific trend in total. The consumers drive for greater longevity together with the improvement in the overall quality of their life. The trend could be satisfied by the overseas development which offers health suites, massages and other sorts of wellness based activities. The stance of consuming and utilizing the fresh foods and fruits are now increasing tremendously in all over the world and the trend could not be derailed because it has its own importance that cannot be neglected from any mean (Jaehwan Kim, p. 199). All of such trends of being alive have a dominating influence of the marketing based functions, often known as Marketing Mix Functions, and it will be analyzed right away. Marketing's Four P's: Marketing mix and marketing 4 P are interchangeably

used to one another. In fact, they are not essentially the similar thing.

" Marketing mix" is a regular expression used to explain the diverse types of organizations to bring the product or service to market in the whole process should make choices. The 4Ps is one-way - possibly the most well-known method - the explanation of the marketing mix, and was first spoken by EJ McCarthy.

The four P's of marketing is usually comprised under the following categories:

1. Product: The right item for consumption to gratify the wants of your target market.
2. Price: Bring the accurate product accessible to the customers at right cost.
3. Place: The right manufactured goods at the accurate price presented in the right place to be bought by end users.
4. Promotion: Inform likely consumers of the accessibility of targeted product, its price and place.

Each of the four P's creating a changeable control marketing mix that will create a centre of attention of customers to your business.

When it comes to the products, the trend which pushed the desires of the customers is high quality with affordable rates and with the help of these things the trend of being alive would certainly place their desire in a perfect and well organized manner in total

In the trend, the stance on pricing could be effective as well, as customers wants effective and quality based products at affordable prices, hence they required these things from different angles

In terms of Placing, the trend is now enhancing as a product with high amount of placements are now more worthwhile from different angles and their attraction too

In terms of promotion, the trend that increases the things is the utilization of different promotional based mediums including electronic and paper mediums.

Works Cited

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