

Marketing assignment



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Marketing Assignment . Marketing Assignment Five Characteristics of Innovation for Iphone Relative Advantage This refers to the perceived relative advantage of the product over the existing products. The innovative product should seem to be superior to any of the products present in the market.

When iphone was launched in the market it was superior to any of the mobile phones presently available to the public. Iphone was an amalgamation of the laptop, music player and a phone. These three functions could now be performed by a single device. This was an advantage which none other device gave. Thus iphone was an instant hit in the market; it was the start of a new type of market – the market of smart phones

Compatibility

Compatibility refers to the degree to which innovation matches the values and experiences of the individuals. Iphone was highly compatible with the needs of the modern day phone user. Most people at the time of launch of this product were already using a laptop, a music player and a phone. The launch of iphone provided them with a new ease – they could now work on the internet and listen to music without carrying their laptops or music players. The function of three devices could now be performed by a single device.

Compatibility

Complexity refers to the degree to which the product is difficult to use. Products which are complex and difficult to understand take a longer time to penetrate in the market. The iphone is very easy to use device. The single button operation of iphone is one of the reasons it is preferred over Samsung galaxy series.

Divisibility

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Divisibility means the degree to which the innovation can be tried on a limited basis. These limited trials as they are called help the company in finding out the reaction of the public towards the product and make changes if necessary. These trials are very common for iPhone launches. Just before the launch the product is tested among college-going youth, business executives etc. in order to know their input regarding the product. The main problem with divisibility is knowing if the sample group represents the feelings of the entire target population. This problem has to be solved by market research specialists for iPhone.

Communicability

This refers to the degree to which the benefits of the innovation are visible or describable to others. The advantages of iPhone are very easy for the user to show. There is a visible difference in the features of an iPhone as compared to other phones. The possession of an iPhone has soon become a fashion statement among people soon after its launch.

The Difference between People of Different Culture far outweighs Their Similarities

Globalization has helped on the convergence of civilizations. However, the differences between people of different cultures far outweigh their similarities because people are different in religions, customs, traditions and cultures. Marketers should consider these differentiations when they decide to be global because lack of estimate that could lead to a lot of losses. For example, of different religion, citizens in Saudi Arabia are Muslim and Muslim could not eat ham. Therefore, McDonalds considered this differentiation when they opened their branches there and chose the menu that free of ham and bacon in order to satisfy their target market need. Moreover, they

try to change the menu to be appropriate to Saudi taste. Respectively, McDonalds is successful there and make a lot of profit. On the other hand, some marketers in Saudi Arabia lose a lot of money and fall in their job when they opened mini market near gas station like America. All gas station in Saudi Arabia has labor to fill the gas and the weather there is very hot. Therefore, people do not like to leave their car to buy something from the mini market. Furthermore, people go to mini market if it is necessary only because they prefer to buy what they need from supermarket. In short, the differentiation between cultures is more than similarities and marketers should put that on their mind in order to success.

Bibliography

Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2009). Marketing - Management. New Delhi: Pearson Education.