

# Marketing environmentpsycholo gy



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What leads people to buy Crest toothpaste instead of Aquafresh toothpaste or Crest toothpaste instead of Sensodyne toothpaste? Is it the price, the taste, the advertisement or the habit of always buying that product? The toothpaste industry is a widespread industry with many different brands. Each brand has many different products. So how do we as the consumers decide which brand we want to use? Three different brands for toothpaste are for example Crest, Sensodyne and Aquafresh. Crest toothpaste is a brand that has been on the market for more than fifty years.

It was the first ever to be accepted by the American Dental Association. The mission statement of Crest is to : "... provide branded products and services of superior quality and value that improve the lives of the world's consumers. "(retrieved from [www.crest.com](http://www.crest.com)) Sensodyne promises to „ relieve sensitive teeth by building a protective barrier that blockst he pain cause by hot, cold, sweet acidic and other contact triggers. "(retrieved from [www.sesodyne.com](http://www.sesodyne.com)) The third toothpaste is Aquafresh The slogan for Aquafresh is " three in one protection for your family".

The three protection aquafresh apparently offers is : good breath, teeth strengthening with fluoride, and fight cavities. (retrieved from [www.aquafresh.com](http://www.aquafresh.com)) Even though products keep improving and the companies keep developing new brands it the marketing environment determines how the product will sell. The marketing environment is divided in to a macro-and into a microenvironment. If there are changes in these environments the companies need to adjust their marketing concepts accordingly.

Every country has a certain demographic environment, these are split into certain target groups, adjusted to these target groups for example the baby boomers, the Generation X and the Millenials, companies have to change their campaigns to attract the certain consumer range they are aiming for. For example : In recent years the marketing environment has changed and many people emphasize more eco-friendly and biological products. Many consumers are more aware of the chemical/toxic-levels their desired product contains. Many companies constantly adjust their products to the consumer comands to make it more tempting for them to buy the product.

Companies shouldn't always focus on improving their product, but rather see if there is a demand in an improved product. I do think it is fair that a buyer can exert power over a supplier. The buyer is the consumer and if he is in control he can buy according to what he needs. If the supplier would be in charge, he could risk delivering products that have no demand. Suppliers already benefit from their manipulative commercial and their high prices, so it is only fair that the buyer can manipulate the power of the supplier.