

Augmented product marketing assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

The concept of the augmented product arises from the need to differentiate a generic product from those of its competitors. Brands cannot exist in the long-run unless consumers can distinguish it from others. The more distinctive a brand position, with favorable attributes that the customer considers important, the less likelihood that a customer will accept a substitute. To attract and retain consumers, the brand must convince them that it is relevant to the consumer's individual needs.

In order to do that, marketers must understand what a consumer segment considers as the core benefit of the product (generic reduce) and what their expectations are from the brand (expected product). The augmented product refers to services and other activities that support the marketing of the main (or core) product. The augmented product comprises the totality of features of a product. It includes the core benefits and any numbers of 'add-on' or premium benefits, which makes the product more acceptable to certain segments of the markets.

This definition is wider than the mere provision of after sales services and warranty back up which form part of this definition; it also includes sales persons, service response, transportation and, where appropriate, assembly or construction of the product at the customer's home or workplace. In other words, the augmented product encompasses everything surrounding the service and its delivery, including intangible attributes such as accessibility and atmosphere. It also includes all aspects of the commercial transaction of the purchase itself and the provision of credit when required.

In many modern marketing situations, the value of the augmented product is often deemed to be at least as important as the core product. The Three Layers Involved In Augmented Products are further detailed below: There are three layers involved: 1. The core layer: The core product is usually undifferentiated. The core product is what actually meets the consumer's basic needs. It involves the tangible and intangible benefits and features of the core product. The core product is easy to imitate. 2.

Layer two (The Service Dimension): This layer makes the core product more appealing and less easy to imitate. It includes the additional services and the expected added-value surrounding the core product, which makes the core product more appealing and less easy to imitate. The core product + the service dimension = the expected product. This includes: before-sales service & advice, after-sales service, maintenance and repair, extended warranties, retailing value, inimitable intangible benefits.

These are the distinguishing factors of a product that makes a customer choose the product over other products. This layer adds on to the expected product. This does not necessarily be relevant to the core product itself. This layer augments the product beyond what is expected or required by the product. It adds elements to the product designed to make it more appealing. Layer three adds more and adds things that might be described as less inherently part of the product itself.