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Essay, marketing The marketing process involves making sure that the s get to know the kind of products and services available in the market in order for the manufacturer to make sales. At times, these products and services unfortunately are negatively affected in terms of their adoption rates. This implies that their compatibility, complexity, observability, trialability and relative advantage are not up to standard. Compatibility is whereby a product meets the customers' needs. Complexity comes about if the customer experiences difficulties in knowing how a product works. This mostly occurs to most electronic products such as DVD players, refrigerators and LCDs.

Again, the new product should have better attributes than the previous one for it to sell. In triability, we include products such as shampoo and lotion while with observation are products like clothes and shoes.

The product life cycle in marketing is used in order to determine changes in marketing solutions. In the maturity stage, sales are normally reduced due to competition of the same products. This is the second last stage in the product life cycle. The following three categories of product should therefore be reinvented: Product pricing, product distribution and promotions. Effective marketing emphasizes on these categories due to reasons such as; customer satisfaction when it comes low prices of purchasing these products (pride & feral 2008).

Prices set for these products should not be too high such that the customers can not afford or even too low. Besides, distribution of the products ensures that they reach the target customers in a timely manner. Product promotion is also essential in marketing because this strategy promotes more sales and

encourages more customers in to the purchasing behavior.

REFERENCE

Pride , W. M., and Ferell, O. C ., (2008). Marketing. HoughtonMifflinCo.