

# [The a need or want by mainly](https://assignbuster.com/the-a-need-or-want-by-mainly/)

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The Production Concept is justabout manufacturing, and does not spent much effort on knowing something aboutthe customer.

“ Says Law” states that ‘ Supply’ creates its own ‘ demand’ (Jean –Baptiste Say, 1803). Says law simply meant that If a product is made, somebodywill want to buy it. As a result, business is mainly concerned with making asmany units as possible. I think that “ says Law” may work in some cases, butrequires the risk of concentrating too much on its own operations and losingsight of the real objective of marketing – satisfying customer needs andbuilding relationships. The product concept is based uponthe idea that customers prefer products that have the most quality, performance, and features. The idea of the selling conceptis the thought of being “ aggressive” when selling towards the customer. Black’slaw suggests that customers will not buy enough of the business’s productsunless large-scale promotional and “ aggressive” selling efforts are carriedout. Black’s law also states that themarketing concept is defined as,  “ Identification and satisfaction of the customers’ stated and unstatedneeds and wants to which a firm’s goals can be best achieved through this typeof marketing management philosophy” (Black’s Law 1891), The marketing concept focuses upon thecreation of value and a long-term customer relationship.

Customer satisfactionis a vital concept to this proposal. Customers are satisfied that value isdelivered through an exchange process – when an individual or an organisationdecides to satisfy a need or want by mainly offering money or goods or servicesin exchange.  The explanation of the concept” needs” is the basic human supplies like shelter, clothe, food, water. (RajanSaxena, 2009).

What Rajan basically means is that needs that do not requiremarketing because people always purchase them are essential for human beings tosurvive. Unlike needs, wants aren’t essential for humans to survive, but it’sassociated with needs. For example, if we always manage to satisfy our wants, it transforms into a need. Wants are quite different in the way that theyaren’t permanent, and it regularly changes.

As time passes, people and locationchange, wants change accordingly.  If acustomer is willing and able to buy a need or a want, it means that they have ademand for that need or want (M. Govindarajan, 2007).