

The a need or want by mainly

Business, Management



The Production Concept is just about manufacturing, and does not spend much effort on knowing something about the customer.

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

Customer satisfaction is a vital concept to this proposal. Customers are satisfied that value is delivered through an exchange process – when an individual or an organisation decides to satisfy a need or want by mainly offering money or goods or services in exchange. The explanation of the concept “ needs” is the basic human supplies like shelter, clothes, food, water. (Rajan Saxena, 2009).

What Rajan basically means is that needs that do not require marketing because people always purchase them are essential for human beings to survive. Unlike needs, wants aren't essential for humans to survive, but it's associated 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 they aren't permanent, and it regularly changes.

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