



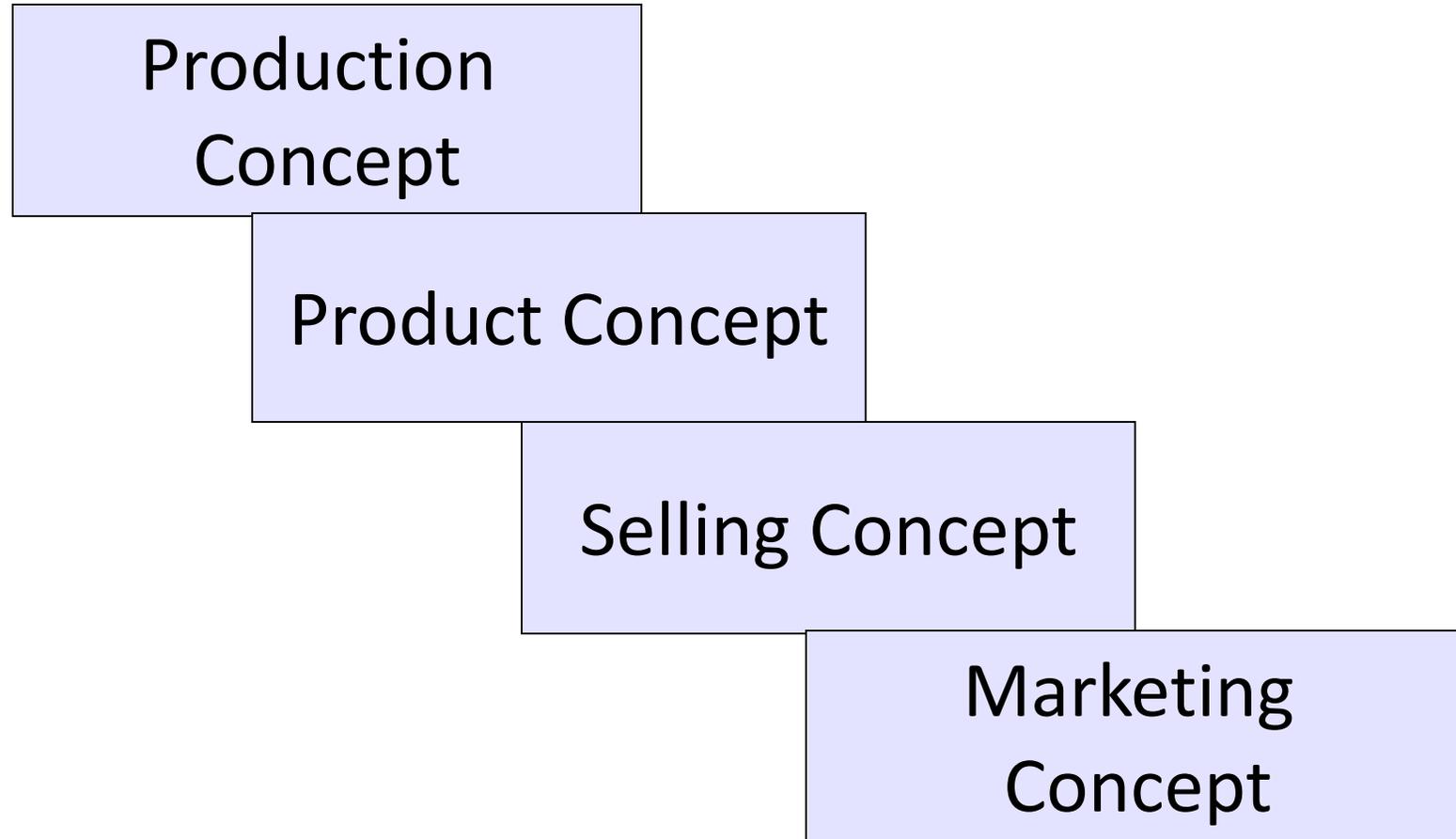
# PRAKTIK PEMASARAN

## KONSEP KONSUMEN

# Personal Consumer

The individual who buys goods and services for his or her own use, for household use, for the use of a family member, or for a friend.

# Development of the Marketing Concept



# The Production Concept

- Assumes that consumers are interested primarily in product availability at low prices
- Marketing objectives:
  - Cheap, efficient production
  - Intensive distribution
  - Market expansion

# The Product Concept

- Assumes that consumers will buy the product that offers them the highest quality, the best performance, and the most features
- Marketing objectives:
  - Quality improvement
  - Addition of features
- Tendency toward Marketing Myopia

# The Selling Concept

- Assumes that consumers are unlikely to buy a product unless they are aggressively persuaded to do so
- Marketing objectives:
  - Sell, sell, sell
- Lack of concern for customer needs and satisfaction

# The Marketing Concept

- Assumes that to be successful, a company must determine the **needs and wants** of **specific target markets** and deliver the desired satisfactions **better than the competition**
- Marketing objectives:
  - Profits through customer satisfaction



# REFLEKSI



- 1. Informasi penting hari ini**
- 2. Manfaat penting dari informasi penting hari ini**
- 3. Tindak lanjut yang dapat saudara lakukan**



**Thank you!**  
**Any questions?**