



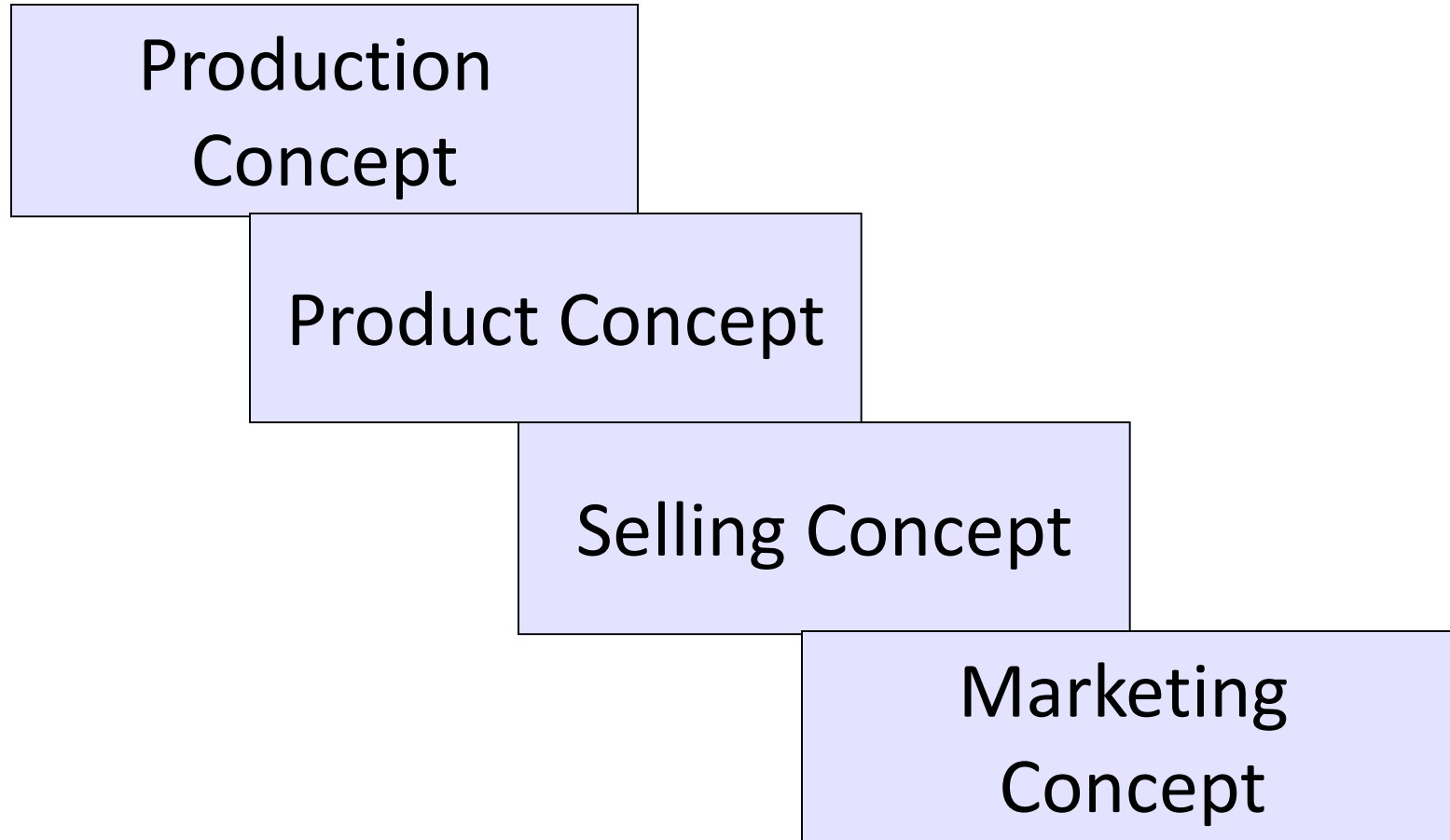
PRAKTIK PEMASARAN

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?