

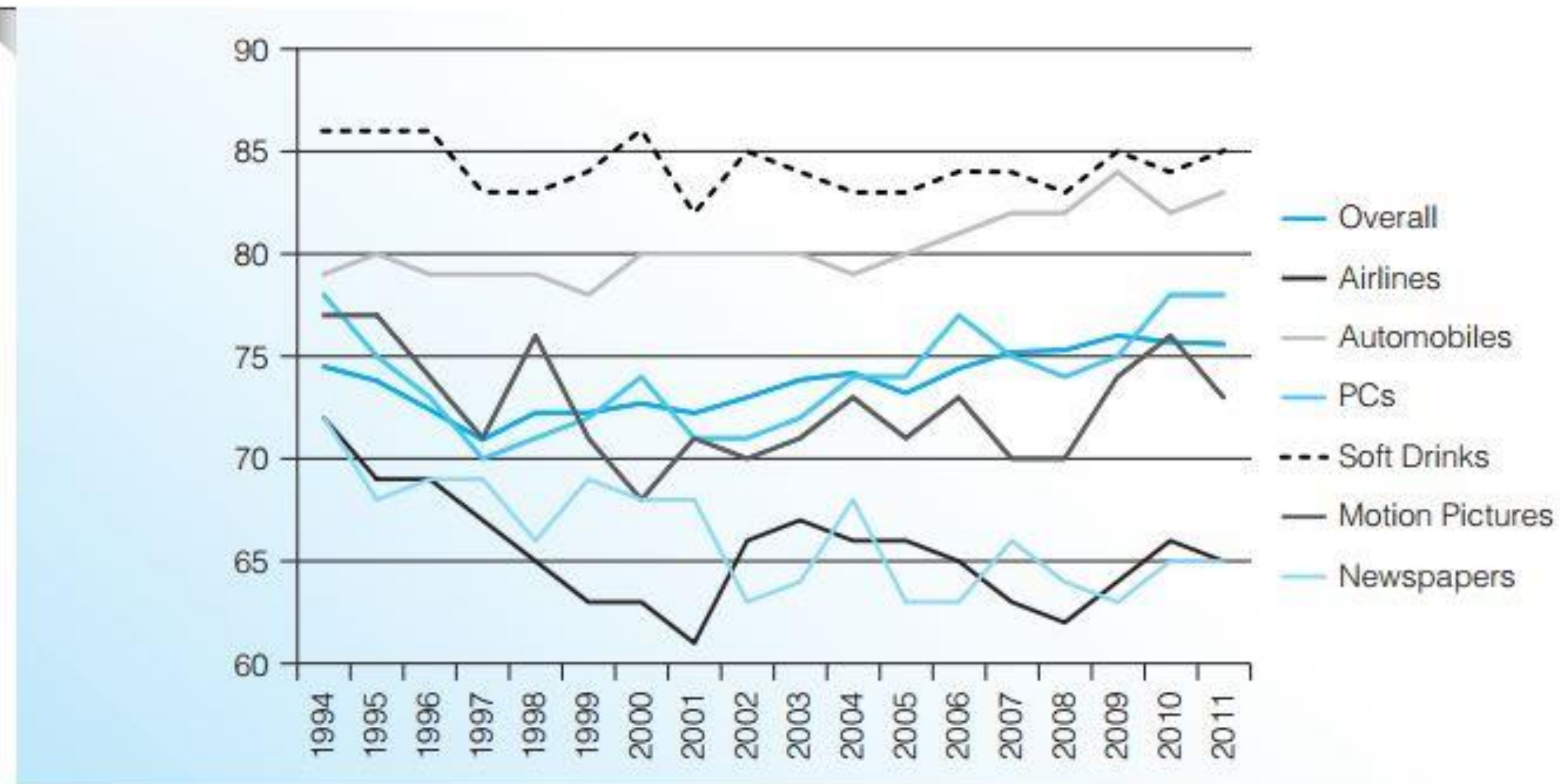


PEMASARAN DI PEREKONOMIAN SAAT INI (Lanjutan)

EXHIBIT 1.4 Major Characteristics of Transactional and Relationship Marketing

	Transactional Marketing	Relationship Marketing
Marketing Focus	Customer Acquisition	Customer Retention
Time Orientation	Short-Term	Long-Term
Marketing Goal	Make the Sale	Mutual Satisfaction
Relationship Focus	Create Exchanges	Create Value
Customer Service Priority	Low	High
Customer Contact	Low to Moderate	Frequent
Commitment to Customers	Low	High
Characteristics of the Interaction	Adversarial, Manipulation, Conflict Resolution	Cooperation, Trust, Mutual Respect, Confidence
Source of Competitive Advantage	Production, Marketing	Relationship Commitment

EXHIBIT 1.5 American Customer Satisfaction Index



Source: American Customer Satisfaction Index and the University of Michigan Business School, <http://www.theacsi.org>, 2012.

Source: American Customer Satisfaction Index and the University of Michigan Business School, <http://www.theacsi.org>, 2012.

Marketing Program Decisions

Marketing Program Decisions As we will address in Chapter 6, successful marketing programs depend on a carefully crafted blend of the four major marketing mix elements (i.e., product, price, distribution, and promotion). Earlier in the chapter, we discussed the many different types of products that can be offered to customers. Since the product and its attributes fulfill the basic needs and wants of the customer, it is no surprise that the product and the decisions that surround it are among the most important parts of the marketing program. This importance hinges on the connection between the product and the customers' needs. Even large corporations fail to make this connection at times. McDonald's, for example, spent over \$100 million in the mid-1990s to launch the Arch Deluxe—a hamburger designed for adult tastes. The product failed miserably because it was designed for older customers (who are not McDonald's core

market), was expensive, and had a very high calorie content. McDonald's customers avoided the Arch Deluxe and the sandwich was eventually discontinued.²⁴ As this example illustrates, marketing is unlikely to be effective unless there is a solid linkage between a product's benefits and customers' needs.

Pricing decisions are important for several reasons. First, price is the only element of the marketing mix that leads to revenue and profit. All other elements of the marketing mix, such as product development and promotion, represent expenses. Second, price typically has a direct connection with customer demand. This connection makes pricing the most over manipulated element of the marketing mix. Marketers routinely adjust the price of their products in an effort to stimulate or curb demand. Third, pricing is the easiest element of the marketing program to change. There are very few other aspects of marketing that can be altered in real time. This is a huge plus for marketers who need to adjust prices to reflect local market conditions, or for online merchants who want to charge different prices for different customers based on total sales or customer loyalty. Finally, pricing is a major quality cue for customers. In the absence of other information, customers tend to equate higher prices with higher quality.

Branding and Positioning

Branding and Positioning When you think about a company like Southwest Airlines, what comes to mind? Most people will likely say low fares and no bag fees. Others may think of limited routes and destinations. As we will see in Chapter 7, what customers think about a company and its offerings is the focus of branding and positioning strategy. In order to understand branding, the marketer must have a clear understanding of how the elements of the marketing program work together to create the brand. While product decisions (such as design, style, and features) play a prominent role in branding, so do other program elements such as price/value, availability/exclusivity, and image/reputation of both the firm and its offerings. Marketers must also make decisions regarding package design, trademarks, and warranties or guarantees. *Product positioning* involves establishing a mental image, or position, of the product offering relative to competing offerings in the minds

of target buyers. The goal of positioning is to distinguish or differentiate the firm's product offering from those of competitors by making the offering stand out among the crowd. As Southwest has shown us, even something as simple as "no bag fees" can be very successful in setting the firm apart from the competition. Another example is the battle between Walmart and Target. The mental image that most customers have of Walmart is associated with everyday low prices. Target has a slightly different position, one that emphasizes value with a stronger sense of style and quality.

Social Responsibility and Ethics

The role of social responsibility and ethics in marketing strategy has come to the forefront of important business issues in today's economy. Our society still reverberates from the effects of corporate scandals at Enron, WorldCom, and ImClone, among others. Although these scandals make for interesting reading, many innocent individuals have suffered the consequences from these companies' unethical behavior. *Social responsibility* refers to an organization's obligation to maximize its positive impact on society, while minimizing its negative impact. In terms of marketing strategy, social responsibility addresses the total effect of an organization's marketing activities on society. A major part of this responsibility is *marketing ethics*, or the principles and standards that define acceptable conduct in marketing activities. Ethical marketing can build trust and commitment and is a crucial ingredient in building long-term relationships with all stakeholders. Another major component of any firm's impact on society is the degree to which it engages in philanthropic activities. Many firms now make philanthropy a key strategic activity.



REFLEKSI

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



That's all. Thank you! 😊

Any Questions?