

PRINCIPLES OF
Marketing

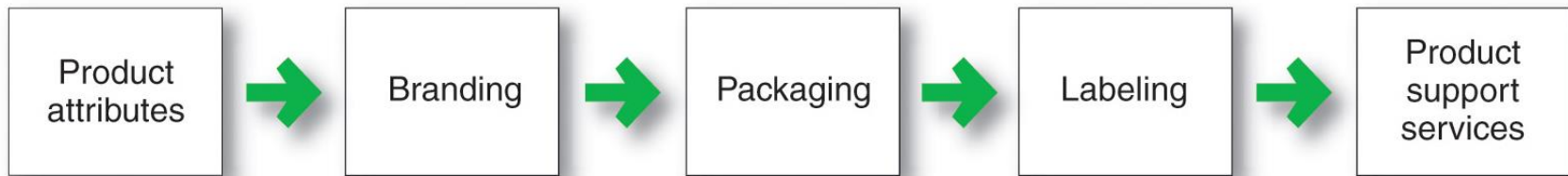
Chapter Eight

Products, Services, and Brands: Building Customer Value



Product and Service Decisions

Individual Product and Service Decisions



Product and Service Decisions

Individual Product and Service Decisions

Product attributes are the benefits of the product or service

- Quality
- Features
- Style and design



Product and Service Decisions

Individual Product and Service Decisions

Product quality includes level and consistency

- **Quality level** is the level of quality that supports the product's positioning
- **Conformance quality** is the product's freedom from defects and consistency in delivering a targeted level of performance



Product and Service Decisions

Individual Product and Service Decisions

Product features are a competitive tool for differentiating a product from competitors' products

Product features are assessed based on the value to the customer versus the cost to the company



Product and Service Decisions

Individual Product and Service Decisions

We've remodeled the most important parts of your kitchen.



obsolete, it's to make them better. If we can't make them better, we don't make them at all. Pick up OXO Good Grips® and you'll feel what we mean. They're easy to hold, easy to use and easy to love. In fact, they might just change the way you feel about your kitchen.

We've remodeled the peeler. We've remodeled the garlic press, the can opener and the wooden spoon. And we didn't stop there. Any kitchen tools that weren't comfortable or easy to use were fair game. The idea isn't to make the old tools

OXO GOODGRIPS
For information call 1-800-545-6111

Style describes the appearance of the product

Design contributes to a product's usefulness as well as to its looks



Product and Service Decisions

Individual Product and Service Decisions

Brand is the name, term, sign, or design—or a combination of these—that identifies the maker or seller of a product or service

Brand equity is the differential effect that the brand name has on customer response to the product and its marketing



Product and Service Decisions

Individual Product and Service Decisions



Packaging involves designing and producing the container or wrapper for a product

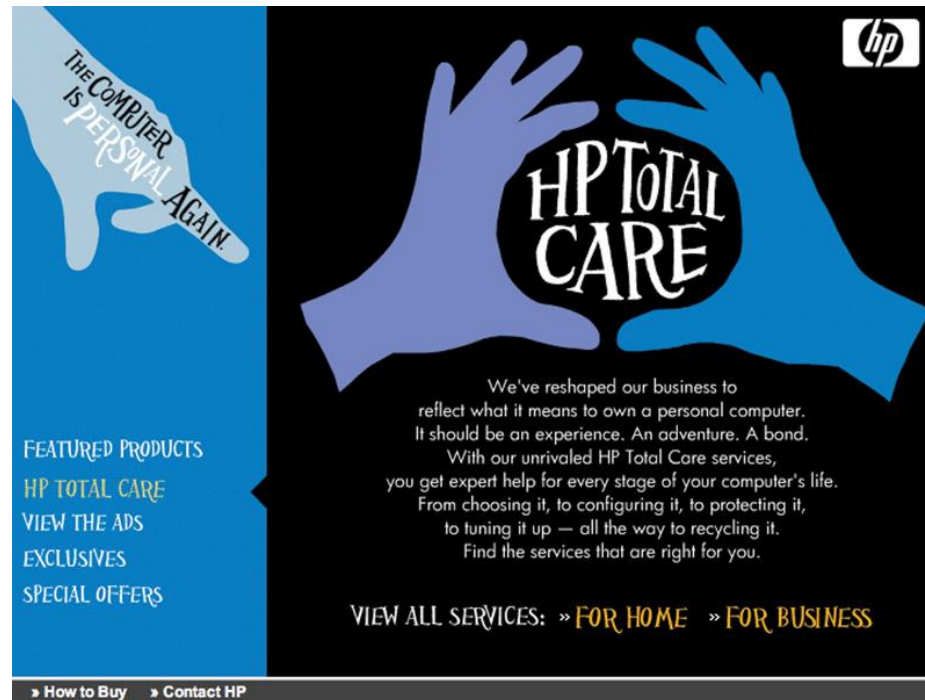
Labels identify the product or brand, describe attributes, and provide promotion



Product and Service Decisions

Individual Product and Service Decisions

Product support services augment actual products



The advertisement features a blue and black color scheme. On the left, a blue vertical bar contains the text 'The COMPUTER IS PERSONAL AGAIN.' written diagonally. Below this, a list of links is provided: 'FEATURED PRODUCTS', 'HP TOTAL CARE', 'VIEW THE ADS', 'EXCLUSIVES', and 'SPECIAL OFFERS'. At the bottom of this bar are links for 'How to Buy' and 'Contact HP'. The main black area shows two hands, one light blue and one dark blue, cupping a central circle with the text 'HP TOTAL CARE'. The HP logo is in the top right corner. Below the hands, a paragraph of text describes the service: 'We've reshaped our business to reflect what it means to own a personal computer. It should be an experience. An adventure. A bond. With our unrivaled HP Total Care services, you get expert help for every stage of your computer's life. From choosing it, to configuring it, to protecting it, to tuning it up — all the way to recycling it. Find the services that are right for you.' At the bottom, it says 'VIEW ALL SERVICES: » FOR HOME » FOR BUSINESS'.



Product and Service Decisions

Product Line Decisions

Product line is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges



Product and Service Decisions

Product Line Decisions

Product line length is the number of items in the product line

- Line stretching
- Line filling



Product and Service Decisions



Product Mix Decisions

Product mix consists of all the products and items that a particular seller offers for sale

- Width
- Length
- Depth
- Consistency

