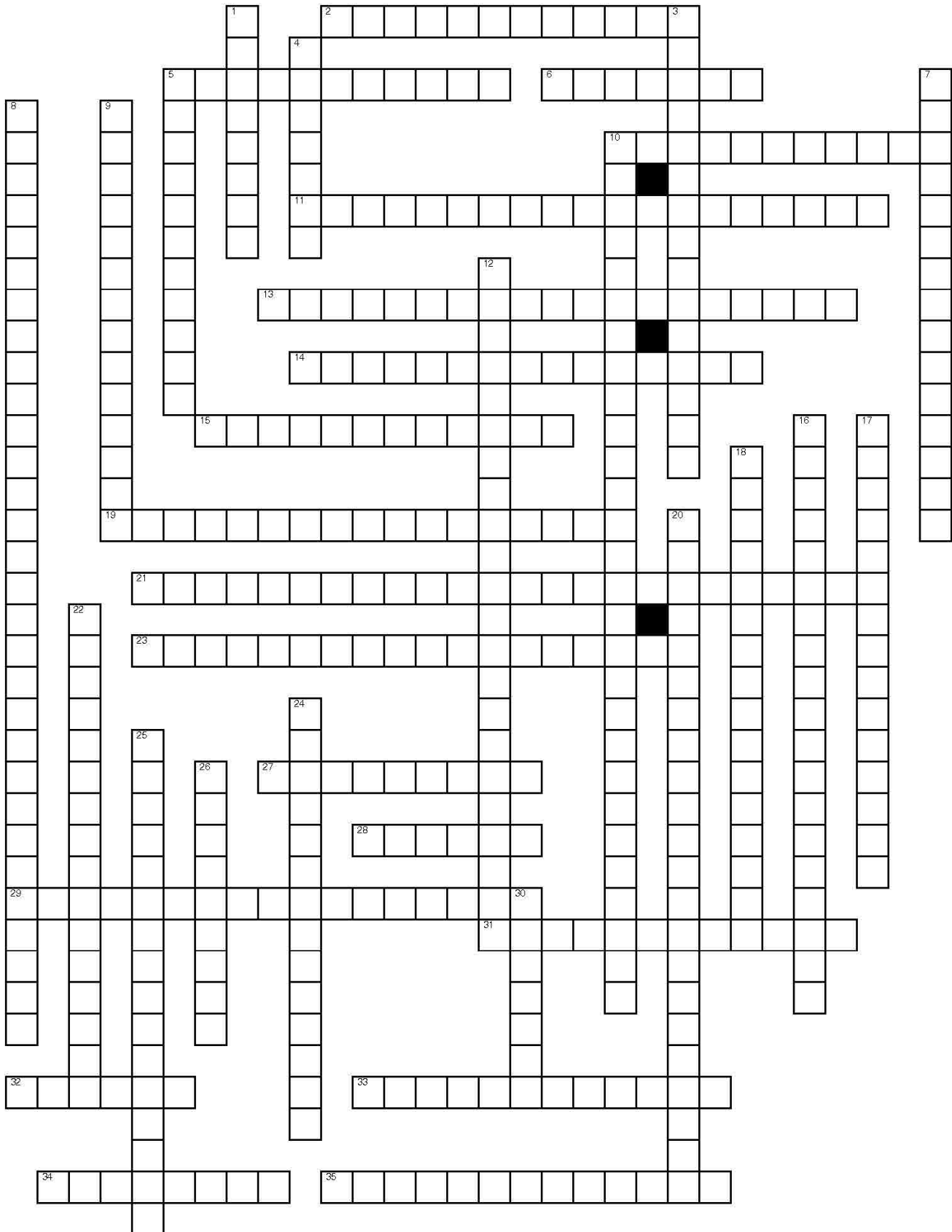


Marketing Concepts



Marketing Concepts

Across

2. products the customer had not planned to buy but were at the right place at the right time; sales may be lost if customers do not see these items at the right place and right time
5. babies born between 1965-1977; children of dual-careered parental homes and rising divorce rates; media savvy; big spenders in cosmetics, electronics, clothing and entertainment; reached through sharp images music and humor
6. products bought often, routinely and without a lot of thought
10. involves communicating with large numbers of consumers at one time
11. completely new products people do not know about
13. items of necessity consumers usually do not want to spend a lot of time or money buying
14. involves direct spoken communication between sellers and consumers
15. using channels to get products to consumers
19. items especially sought items by consumers; less comparison shopping than other types of products
21. developing, improving and maintaining a product mix
23. babies born between 1946-1964; aging population; are of interest to companies promoting products related to aging populations
27. applying promotional techniques to potential customers
28. increase in cost
29. products especially sought out by consumers usually for emergency reasons; no time to shop around
31. aggregating process which clusters people with similar needs into market segments
32. changes in households, the economy, politics and workplace; changes in personal attitudes about health, time, fun and general living
33. reduce the marketing focus to product-market areas where companies are more likely to have a competitive advantage
34. person who buys the product

Down

1. person who uses the product
3. involves promotional activities other than advertising, publicity and personal selling raising interest, trial or purchase by customers other channel members
4. determines prices for products in order to maximize profit
5. babies born between 1977-1997; children growing up in computer-dense environment; comfortable with computers; are attractive to marketers for building lasting consumer loyalty
7. products remain unsought but not forever such as gravestones and encyclopedias
8. managing market information to maximize business decisions
9. similar group of consumers responding to the same marketing mix
10. created by the government to help distribute federal aid; used by marketers to target consumers and launch promotional campaigns
12. products purchased due to the consumer's negative view of other comparable products such as bottled water
16. money left after basic living expenses have been paid
17. applies to a fairly homogeneous group of consumers
18. business must satisfy needs and wants of their customer to compete
20. series of companies who participate in the flow of products from producer to the final customer
22. money left after taxes are taken out of paychecks
24. products seen as little-interest and little-involvement products; hard for marketers to distinguish these products from others; example light bulbs and toilet paper
25. items customers do not yet know they want or need to buy; promotion is the only way for marketers to raise awareness of the product
26. obtaining the money necessary for business operations

Marketing Concepts

Across

35. applies to a more heterogeneous group of consumers

Down

30. providing consumers with the products and services they desire