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Core product actual product augmented product

Differentiate the concept of actual product augmented product and core product in social marketing. Core product actual product augmented product adalah. Core product actual product augmented product pengertian. Core product actual product dan augmented product. Three levels of product - core value actual product augmented product. What is augmented product with example. What is the difference between the core product the actual product and the augmented product.

Consumers often think that a product is simply the physical object that he or she buys. In order to actively explore the nature of a product, we also consider it as three different products - the main product, the real product and finally the product increased. This concept is known as three levels of a product. Three levels of a product the main product is not the tangible physical product. Don't touch it. This is because the main product is the advantage of the product that makes it valuable to you. So with the example of the car, the advantage is convenience i.e. The ease you can go where you like it, whenever you want. Another main advantage is speed as you can travel relatively quickly. The real product is tangible and physical. You can use it. Once again with the machine, it is the vehicle you try with the drive, buy and then collect. You can touch it. The real product is what the average person would think with the generic product group. The increased product is the non-physical part of the product. It usually consists of a lot of added value, for which it is possible or can not pay a prize. So, when you buy a car, part of the product increased would be the guarantee, customer service support offered by the car manufacturer and any after-sales service. The increased product is an important way to adapt the core or real product to the needs of a single customer. The features of the increased products can be converted to benefits for people. Characteristics and benefits of product characteristics and advantages are also relevant to the three levels of the product. Products tend to have a whole range of features but only a small number of benefits for the actual consumer. Let's look at this other way, if you purchase a Nintendo console has many features; For example, you can play alone or you can play against another opponent or two or three opponents. You can also have Internet access. Avatars are adaptable so you can create yourself and your friends. These are all examples of functionality to the consumer. However a consumer can buy it because he or she wants to stay fit and will use software and peripherals to become healthier. Becoming healthier is the advantage for the consumer. Consistent marketing will aim to discover consumer preference for benefits and will match individual functions to preference. That is why professional sellers, for example, often ask many questions while a novice seller will tell you only the characteristics of the product. New product development (NPD) The new development of the product (NPD) will take into account the consumer preference for functional benefits considering research on their needs. NPD aims to meet and anticipate needs. NPD offers productsThey offer benefits to the main, actual and increased levels. NPD could offer a replacement product for a current line, you could add products to the current, current line, Discover new product lines and sometimes offers very innovative products that the world could never have seen before. The new products are launched for all types of reasons. As we know from our previous lesson on the economic context, the legislation that is changes in the law can mean that companies have to design and develop new products. An example of this was when we moved from video recorders to digital recorders and DVDs. Therefore, the products must be changed to change target markets. Sometimes the company will need to increase the volume that offers a production plant, since perhaps it is not in full regime. An example of this could be a box producer of canned soup that has a factory that can work 24/7, designing different soup derivatives à €

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