

Marketing Management

Understanding the Basics

**What is the difference between
Need, Want and Demand ?**



Needs

- Needs are the basic human requirements which generally includes Food, Clothing and Shelter
- In today's scenario, Education and Healthcare have also become an extended part of Needs
- Human have many complex needs:
 - Physical needs for food, clothing, warmth and safety
 - Social needs for belonging and affection
 - Individual needs for knowledge and self – expression

Can You Identify these Brands?

1.



2.



3.



4.



5.



1.



Camlin

2.



HUL

3.



Pillsbury

4.



Amul

5.



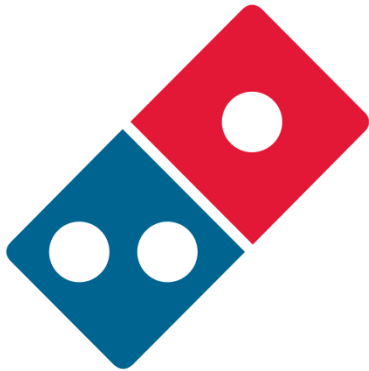
Dettol

Wants

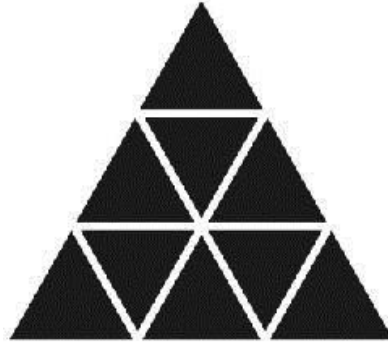
- Wants are a step ahead of needs
- A want is something a person would like to have, but It is not absolutely necessary
- E.g. Branded Clothes, Big House, Gold/ Diamond Jewellery etc.

Can You Identify these Brands?

1.



2.



3.



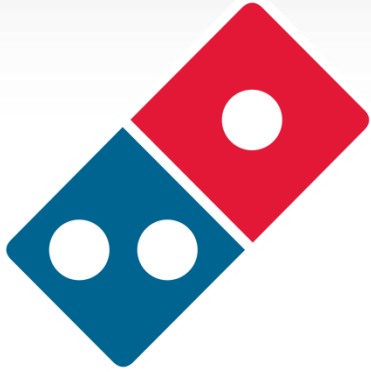
4.



5.

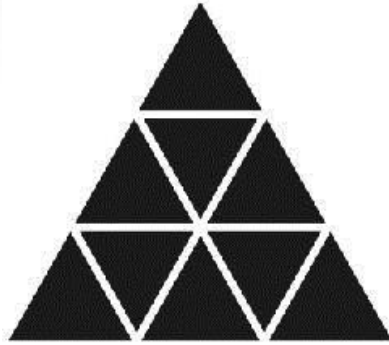


1.



Domino's Pizza

2.



DLF

3.



LG

4.



Titan

5.



Tanishq

Demands

- A step ahead of wants is demands
- When an individual wants something which is premium and he also has the **ability to buy it**, then these wants are converted to demands

Want + Ability to Pay = Demand

Can You Identify these Brands?

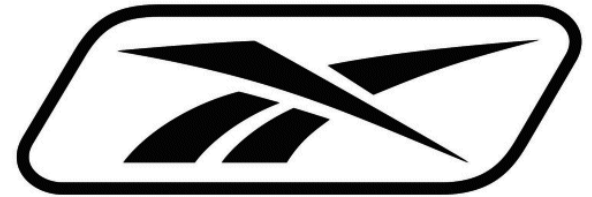
1.



2.



3.



4.



5.



1.



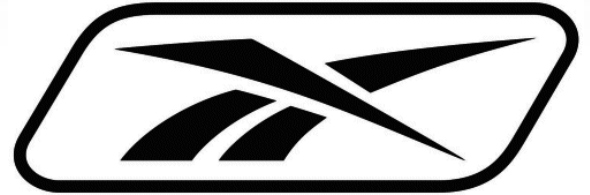
Apple

2.



Mercedes Benz

3.



Reebok

4.



BMW

5.



Rolex

Examples of Needs, Wants & Demands

<u>Needs</u>	<u>Wants</u>	<u>Demands</u>
Food	???	???
Travelling	???	???
Mobile Phone for communication	???	???
Vehicle	???	???

**What is the difference between
Product and Brand ?**



Products

- Products perform some function & fulfill customer's needs
 - E.g. – Transportation fulfills customer's need of travelling from one place to another
- Products in the same category performs similar functions and thus fulfill the same needs

Brands

- Brands are different from products because they don't just cover a customer's needs, they fulfill a customer's demands
 - E.g. – In case of Transportation, customers who want comfortable & speedy road journey, will prefer “Volvo Buses”, person who does not prefer road journey, yet wants to travel with comfort & speed at mid-range price, will go for Rail journey in “**AC III/ II tier**” and in case a person who wants to spend least time in travelling and is ready to pay premium prices, will prefer “**Airlines**”
- Brands offer an Emotion, and help to differentiate it from similar products by competitors

Examples of Products & Brands

<u>Products</u>	<u>Brands</u>
Smartphone	Galaxy S7, I Phone 7, Moto Z, Vivo V5
Wrist Watch	Titan, Sonata, Fastrack, Timex, Casio, Rolex
LED TVs	Sony Bravia, Samsung, LG, Philips, Videocon
Bikes	Hero Splendor, Honda Unicorn, Bajaj Pulsar, Suzuki Gixer
Cars	MS Swift, Hyundai I20, Honda City, Nissan Micra