

Does Marketing Create or Satisfy Needs?

“The real voyage of discovery consists not in seeing new landscapes, but in having new eyes.”
- Marcel Proust

Today's marketers have more than two eyes. They have sharp vision like the eagle to identify the prey. They are quick to notice any space which can pave the way for them to sneak in the minds of the consumers. Once settled in they begin playing with the brain eventually creating and modifying concepts called “needs” which would have never existed.

The traditional concept of marketing was only about sales or meeting the “current needs” of a consumer. But the same cannot be felt, today with the number of firms on the rise in the same industry, state and even the same street.

Everyone is in a race either to:

- Capture a customer and satisfy their needs
- Create a customer and satisfy their needs.

So what If the competitor has already captured the potential customer, there are many more people in the market yet to realize the need which is created but not actually needed.

Example:

Mac Books or laptops are such a common commodity among students and even school kids irrespective of the fact that it is not really needed. Can't they manage with a desktop at home?

But now day's companies do more! They educate people and give them reason to buy their products and this is what people might call it “creation of needs” people purchase something when they need it, if they think they do not need the product they may not purchase it. How many people today in Pakistan need I-pod? How many people really need Mobile + Internet + Camera + TV all in one set? Can we call it marketers created their needs?

So what actually creates the need or motivates customers that a need exists?

Looking at advertisements today the word 'free' is the most common denominator found in the ads, free is used in combinations such as free home trial, free inspection, and buy one get one free, free installation, free parking, free demonstration and free consultation. The word free is usually a powerful catalyst that springs the consumer into buying that particular product or idea even though he or she might not need it. I think it also baits people into buying things they don't need.. Also terms such as 'no payments till 2010' or 'money back guarantee' 'no down payment' 'offer good while supplies last' kindle customers to try the product . Therefore it creates needs, we will need something that didn't even exist a year ago but now we can't live without.

So what really helps creating and satisfying needs?

The best answer to that would be NEW AGE MARKETING!

Social Networking:

The powers of social networking sites or Blogs are considered to be an honest and personal medium of expression, hence the trust and involvement is more. Blogs are going to change the face of communication on earth! It's up to us when and how do we want to leverage this.

Take for example the Egypt Revolt, People communicated and planned and collaborated via FACEBOOK. The leaders gathered the masses and even people who did not bother about dictatorship were made to believe it was wrong and forced to take part in the revolt.

In the same case many products and services are spoken about through Social Networking sites and the need seed is planted immediately.

Fresh Face Brand Ambassadors

Campaigns are tailored to their tastes and habits. Celebrities that connect better with the youth are in hot demand: Mahendra Singh Dhoni, Ranbir Kapoor and Genelia D'Souza, to name a few. Advertising and market research agencies are busy researching this set of consumers. Since the youth can be influenced so easily by a role model they are willing to experiment on what any of these stars prefer. This is also a fit in statement. Word Of Mouth and Personal Recommendations as play the most convincing role in marketing goods and services as people believe their words as guarantee.

Therefore what Marketers now do is hypnotize the customer with the virtual and turn it to a real need, satisfy it and eventually create another need by introducing another product or rejuvenating the current product. All they need is little bit of the consumer's time and freeze the realistic thinking ability.

The marketers are like farmers who plant the seed and wait to reap the fruits over a period of time .Therefore Companies like Apple have planted the thought of "not enjoying a daily experience" if one does not own an I PHONE but little do most people realize that they need such a sophisticated phone. Jewelry stores are on the top lists as well because creating emotions and pride is easier than actually creating the gold.

Therefore the whole process can be summed up in the following way:

- Thinking Power - Using and increasing potential.
- Leading Anywhere - Developing the strength and motivation to identify and use opportunities
- Developing Creativity - Bringing out the inner artist and energizing the creative center.
- Overcoming barriers - Gaining traction and leverage when challenges try to slow us down.
- Moving forward relentlessly - Sticking to the plan and finding new ways to get things done.
- Expanding possibilities - Combining skills and insights in new ways.
- Releasing Restrictions - Finding ways to unleash from the bonds of limited thinking and non-productive beliefs.
- Feedback and Learning - Building on what is learnt and increasing success factors.
- Goal Achievement - Creating and working the plan of success.

At every point in time, there are infinite possibilities and a parallel reality exists for each possibility, so there are literally infinite branches...

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