

I.

◆ :
pure tangible good - hybrid offer - pure services

- ◆
- 1) : (benefit), 가 !
 - 2) : , (feature), , ,
 - 3) : 가 (A/S, warranty, credit, Installation)

II.

1. (Consumer Products)

				Unsought Products
가	가	가	가	
Distribution		distribution	distribution	
				,
	, ,	가 , 가 ,	가 ,	, ,

(p.240 Table8-1)

2. (Industrial Products)

- 1) (Materials & Parts)
- 2) (Capital Items): ,
- 3) (supplies & Services)

3. Organizations, Persons, Places, and Ideas(marketable entities)

- 1) : , , ,
Organization Marketing, Corporate Image Advertising
- 2)People: Person Marketing
- 3)Place: Business site Marketing, Tourism Marketing,
- 4)Ideas: , , Social Marketing

III. ()

1. (Product Attributes)

- 1) - Performance Quality Level & Consistency

- (+ →)

-

- : → → 가 ()

- 2) (Feature): (가 vs)

- 3) : &

“Form follows Function”

2. : name, term, sign, symbol, design, ...

가 ,

- 1) :

- 2) ① : , , ,
가 ()

② : , PB, / / co-branding

③ : (p.255),
multi-brands, new brand

3. - , , ,

- 가, , + , , ,

4. : identify, describe, promote

5. : Services that augment actual products

IV. (product mix & assortment)

1. :



①

②

③

④ ()

2. :) P&G
- :) ,
- :
- ◆ : , ,

V.

1. : intangible, inseparable, variable, imperishable

2.

1)

-
-
-

- 2) : offer, delivery, images

- 3) : empowerment, quality standards,

4)

VI.

vs

◆ : , 가 , ,

I.

1. (Idea Generation): , , ,
FGI, Brainstorming,(,)
2. 가(Idea Screening)
3.
 - 1) Concept Development
 - 2) Concept Testing
4. : targeting, positioning, sales objectives / 4p /
5. : cost & benefit 가
- 6.
7.
 - 1) Standard Test Markets
 - 2) Controlled Test Markets
 - 3) Simulated Test Markets
8. : when, where, market rollout over time
9. 가 : sequential vs simultaneous devt.

II.

◆

	Low	Rapid Rise	Peak sales	Declining
	High	Average	Low	Low
	-	Rising	High	Declining
	Innovator	Early adopters	Middle majority	Laggards
	Few	Growing #	Stable,	
		M/S	M/S	milk
		, warranty		Divest
가	Cost-plus		가	가

Distribution		Intense	More intensive	Selective
	()	mass		Reduce to level needed to retain hard-core loyals
	Heavy	Reduce	Increase	

(p.293 Table 9-2)