Work with love – “For if you bake bread with indifference, you bake a bitter bread that feeds but half our hunger.”



Kahil Gibran – The Prophet

Product components

[the total product]





Directions

- To identify and discuss the six product components
  - how product components may be
    - a dominant product component
    - a non-dominant product component
    - a determinant product component
  - how marketing practitioners may employ this knowledge:
    - when designing, developing,and deploying strategies and tactics for new and existing products

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The total product

Product considerations <> Product layers <> Product components



Product strategies must be congruent with brand strategies

Previously we have discussed

product considerations - what marketing practitioners consider when designing, developing and deploying strategies and tactics.

product layers - how marketing practitioners examine the core product outcomes, the expected product outcomes, & how a product may be augmented to deliver a unique product value proposition.

The total product



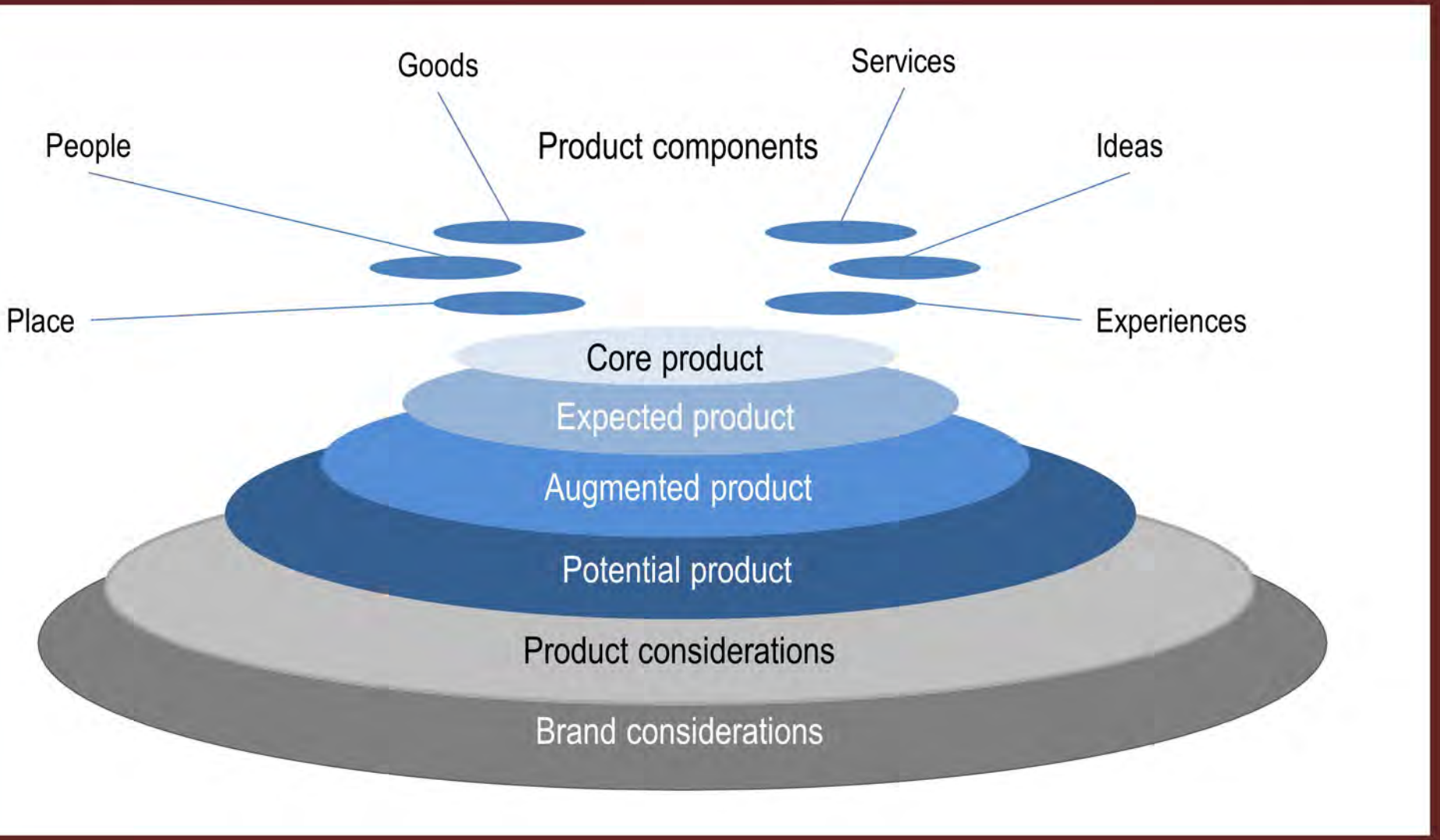
Product strategies must be congruent with brand strategies

- Product considerations
- Product layers
- Product components

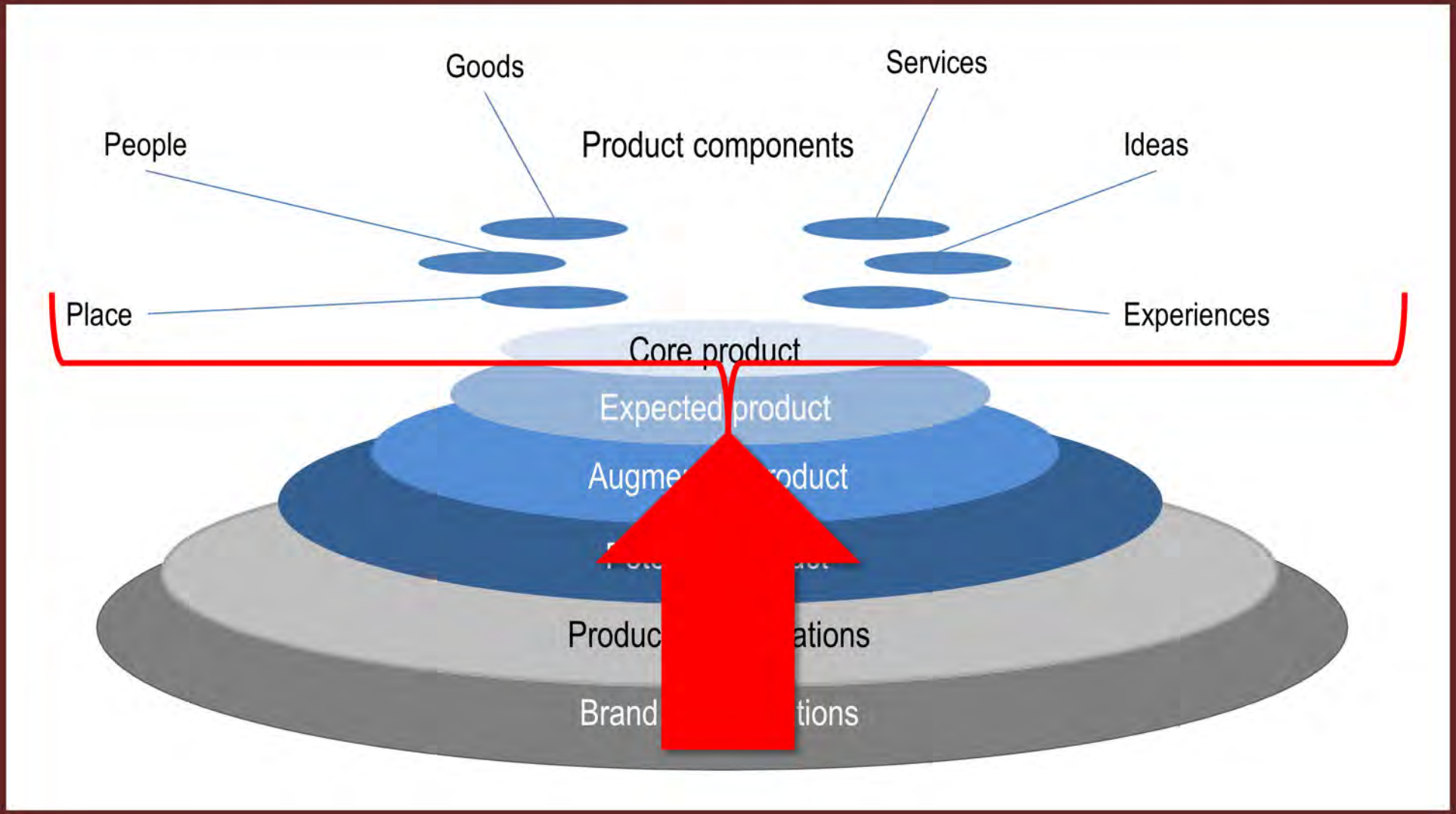
Let's explore

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The total product – an exploded view



The total product – an exploded view

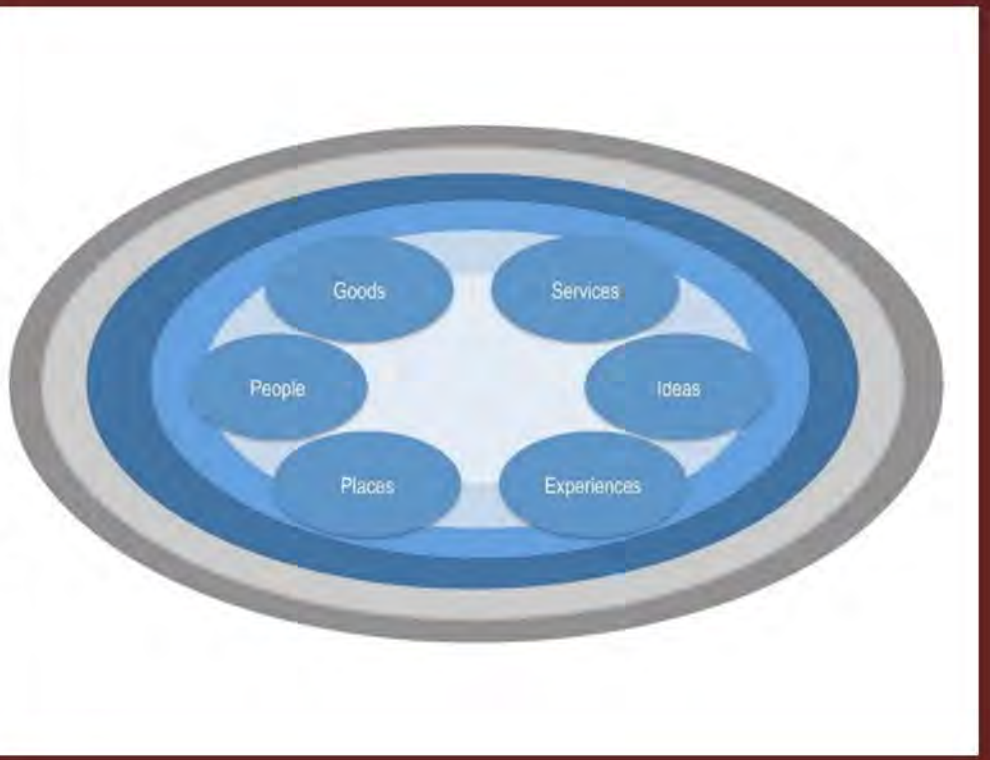


Although, subjective and sometimes difficult to determine – there are

Always
5 product components

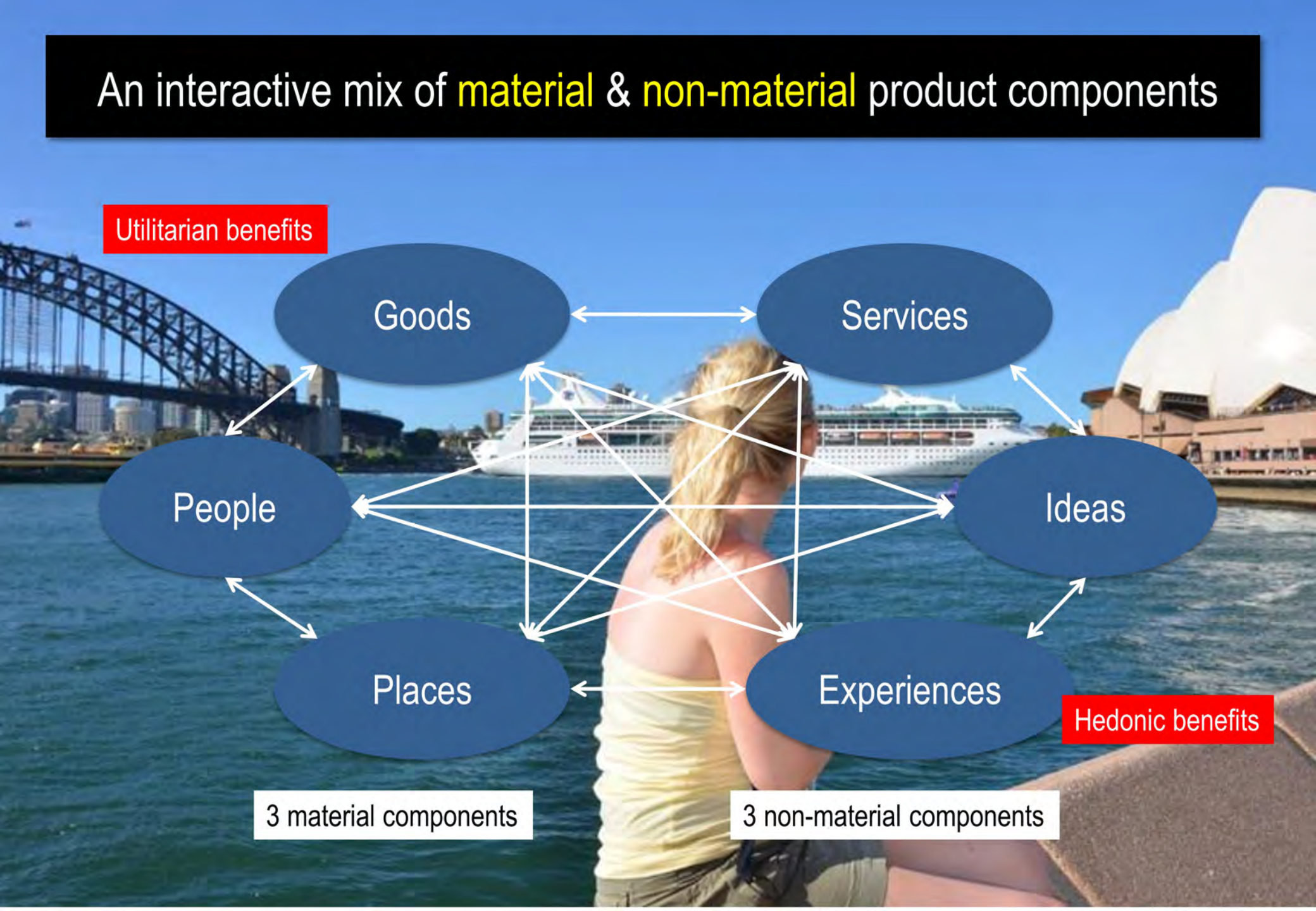
Often
6 product components

Generally
1 dominant component



All product components determine quality, value, & satisfaction & could be thought of as determinant components

An interactive mix of material & non-material product components



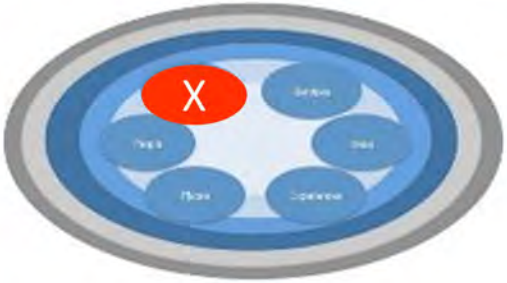








Although we tend to think of products as **goods**



A product may not have a goods product component













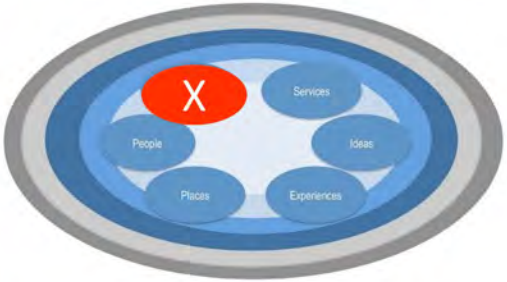








Although we tend to think of products as **goods**



A product may not have a goods product component













Products as a **mix** of product components



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As a product component

Goods may be defined as:

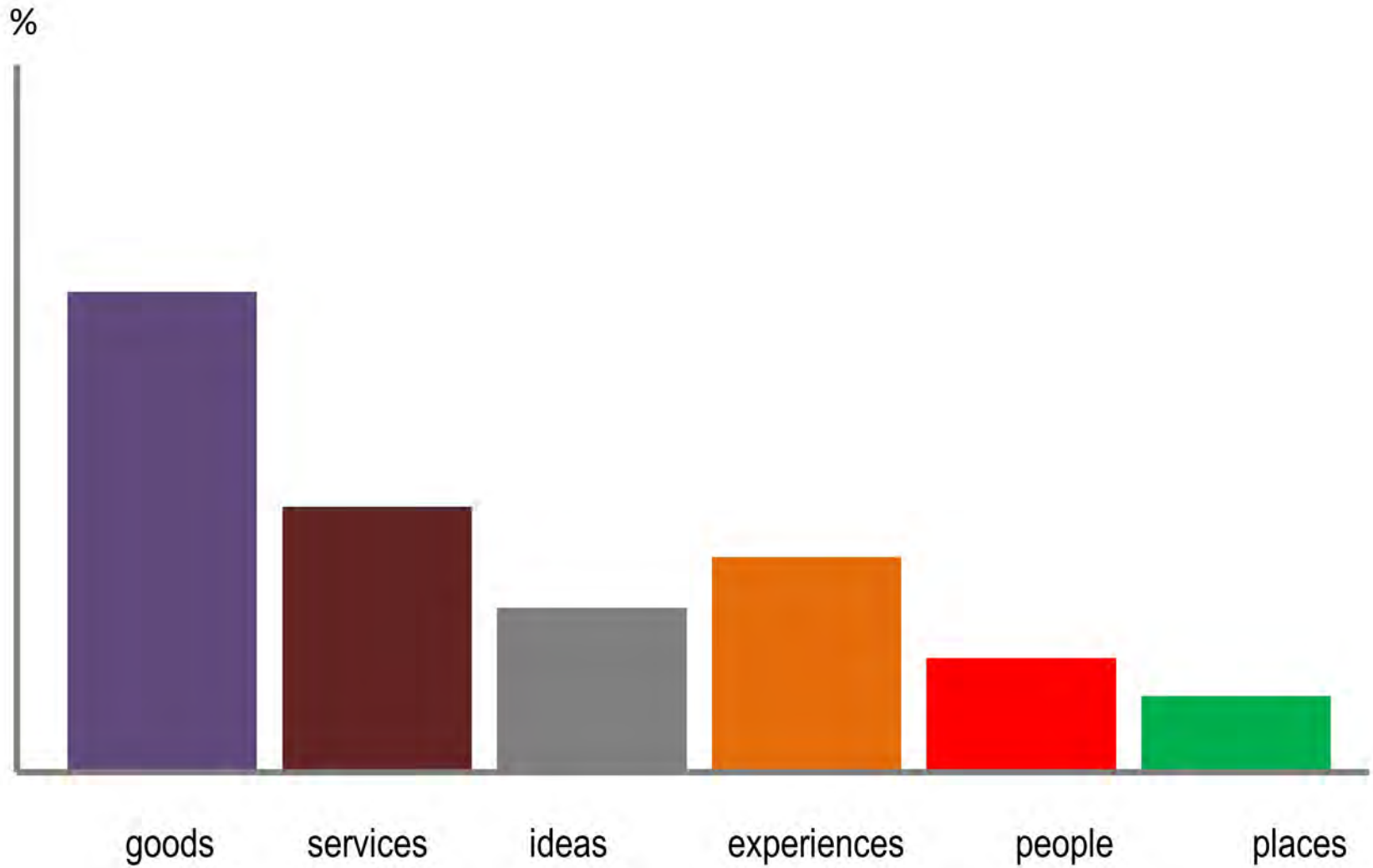
Goods can be a dominant or determinant product component. Goods as a product component are material product properties that may be evaluated by the senses. Goods are acquired for an immediate or long-term consumer benefit and may be classified as **consumables** or **durables.** Whilst, goods are material and provide utility or a service they are surrounded by non-material product components.

Once manufactured, goods may be packaged, stored, handled, distributed, & exchanged; may require B2B & B2C marketing channel services. Goods may be classified as possessions & valued as assets.

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Communicating the product components

1 dominant + non-dominant components



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Kitchen utensils - goods or services?



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Goods need channel partners services to reach the market



Milan fabric distributors

B2B organisations are part of the total product

The dominant component can be difficult to define



Examples of goods dominant products



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Examples of goods dominant products



Often referred to as
fast moving consumer goods
FMCG

Keep in mind that
the total product
is one exchange

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Examples of goods dominant products



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Examples of goods dominant products

Consider the branding





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Examples of goods dominant products



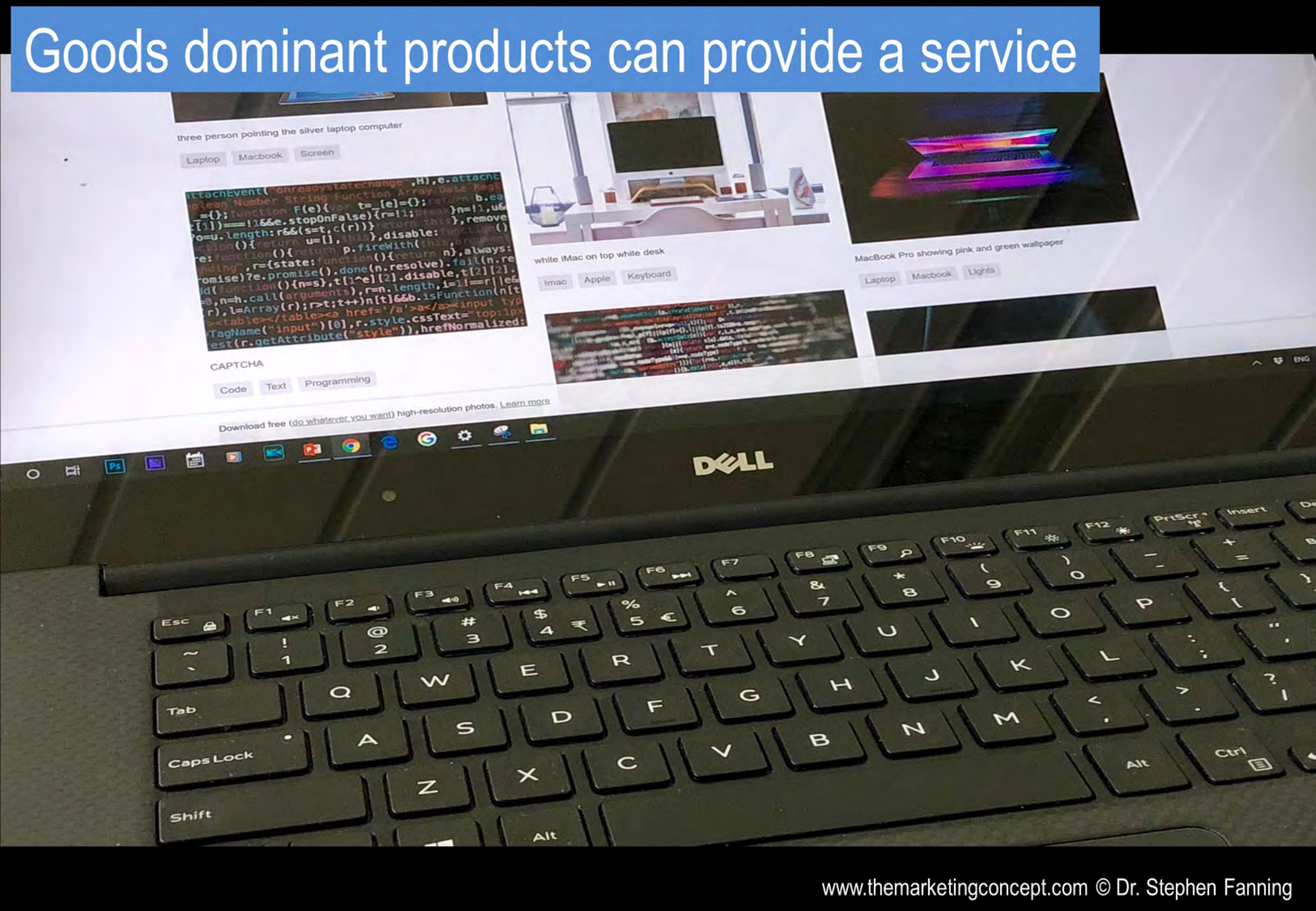
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Can a goods dominant product provide a service

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Goods dominant products can provide a service



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Goods [whitegoods/appliance] provide a service*

*Holbrook (2005); Vargo & Lusch (2004)



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Some goods [motor cars] provide a service*



"My car gave me many years of reliable service"

*Holbrook (2005); Vargo & Lusch (2004)



Can a product be 100% goods

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As a product component

Services may be defined as:

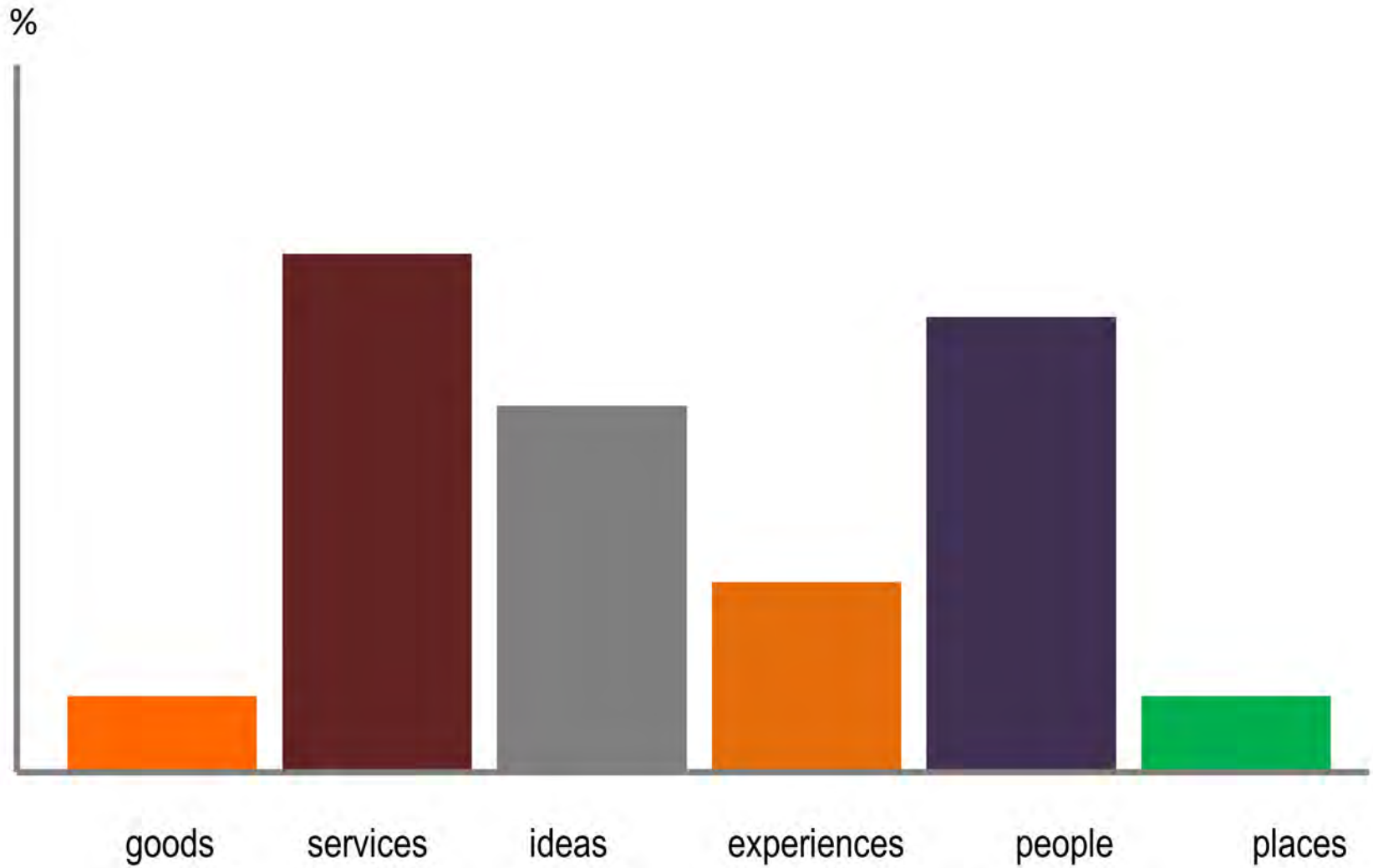
Services can be a dominant or determinant product component. Services as a product component, are the performances, acts, deeds, &/or efforts that provide a benefit for internal or external customers. Services may result in a solution to a problem, produce a desired result, produce something material or facilitate the delivery of a product. Services can be performed by people and/or machines. Services can be directed towards people &/or machines

Services may be visible, however, often are hidden from the customer and not noticed unless not performed. Services may result in something material but a services is never a possession that can be stored prior to sale or resold after a sale.

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Communicating the product components

1 dominant + non-dominant components



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Consider Fast [service] – Food [goods]

Which is the dominant component?



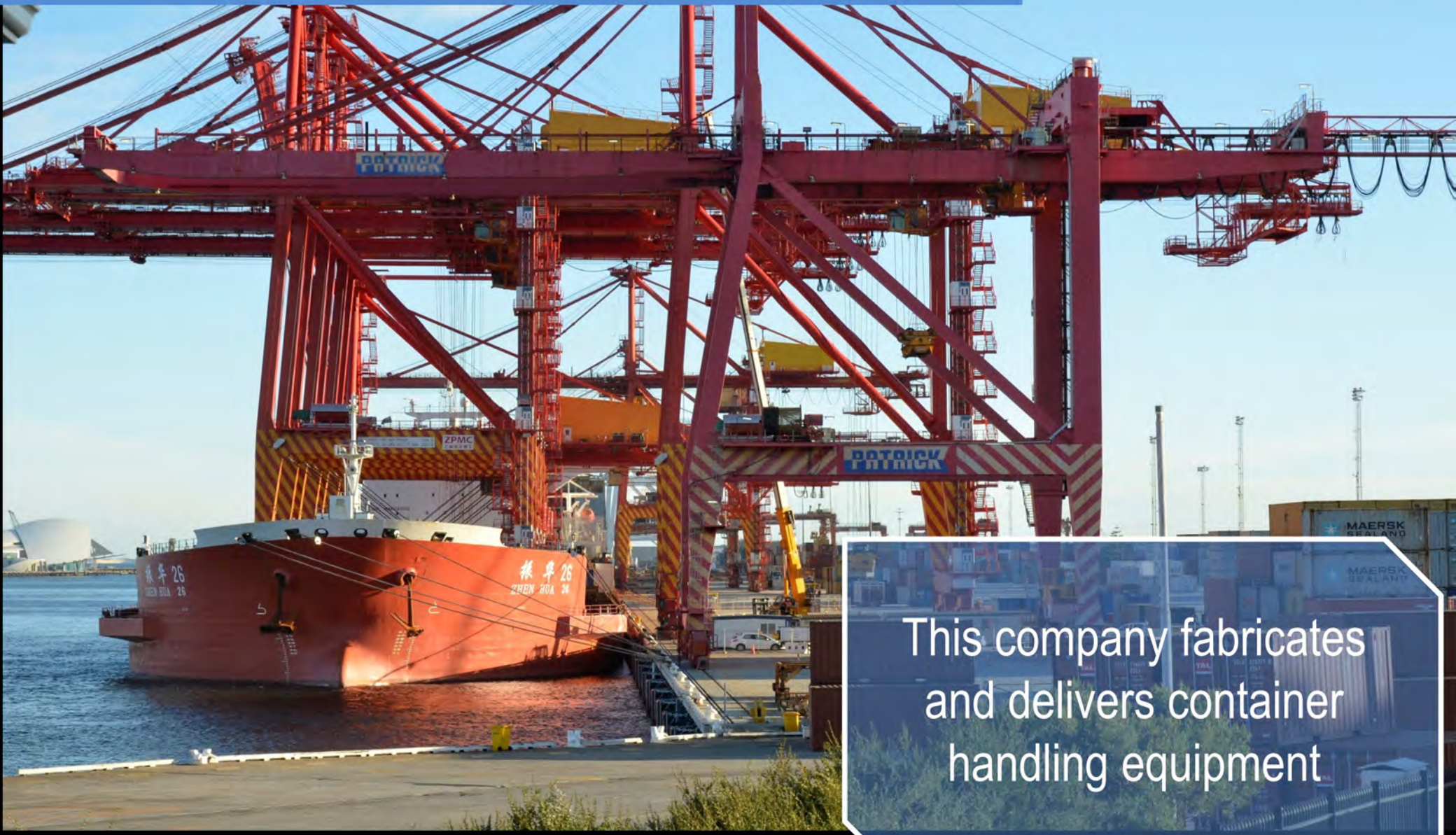
The Cambridge Bar & Grill - Edinburgh, Scotland go to www.thecambridge bar.uk for more info

Services bring goods to market



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Where do services start ?



This company fabricates and delivers container handling equipment

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The marketing channel for goods is often a series of services [B2B and B2C]



[initial services]



[enabling services]

Consider the location of where a product is consumed



The total product is the total of what is delivered to a customer

Fish & Chips, Fremantle Fishing boat Harbour

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Facilitating & supporting services deliver goods to customers











Consider all the services that retailers conduct

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All [B2C] products include facilitating & supporting services

Facilitates
The buyer decision process

&

Supports
The buyer decision process

Initial services
[purchase behaviour*]

Enabling services
[product delivery*]

Peripheral services
[post purchase*]

*note the relationship with the 3 time zones

The marketing channel is often a series of services










initial, enabling, & peripheral services

B2B services

Facilitate

think online shopping



courtesy of trendwatchers.com

B2C services

Support

the customer





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Services facilitate & support exchanges



finance



design & construct

[services can result in a material object]

[services can enable the production of a material object]

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Services are the foundations of society





How old is the postal service in Britain? [1516]

Services are economic activities that



that, facilitate, & support an exchange, add value for the customer across the 3 time zones



Services are broad e.g., B2B, B2C, B2G, G2B, C2C


Sometimes the service component is
Visible
Product visibility
Product contact
Product inseparability

Product visibility:



Sometimes the service component is

Hidden

Only noticed when not performed or a failure



Sometimes the service component is

Hidden





Product visibility:

Sometimes the service component is

Hidden





Product visibility:


Product visibility:
Visible
[front-stage]
Heathrow Airport: London
Services
Hidden
[back-stage]



Does every product have a service component

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Examples of services dominant products

Keep in mind that

Not all retail businesses are retailing goods



Examples of service dominant products



Retail services

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Examples of services dominant products









Transport services [e.g., taxis, buses, etc]

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Examples of services dominant products





Transport services [e.g., taxis, buses, logistics, trains, etc.]

Examples of services dominant products

Do people play a part in the provision of these services?





Essential services [e.g., fire, ambulance etc]

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Examples of services dominant products

Do people play a part in the provision of these services?



Health Services [Murdoch Hospital]

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Examples of services dominant products



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Examples of services dominant products



Mechanical services

[e.g., airconditioning - provide comfort]

Examples of services dominant products



International services

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Examples of services dominant products





Services delivered by equipment [technology]

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Examples of services dominant products



Services delivered by equipment [technology]

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Examples of services dominant products

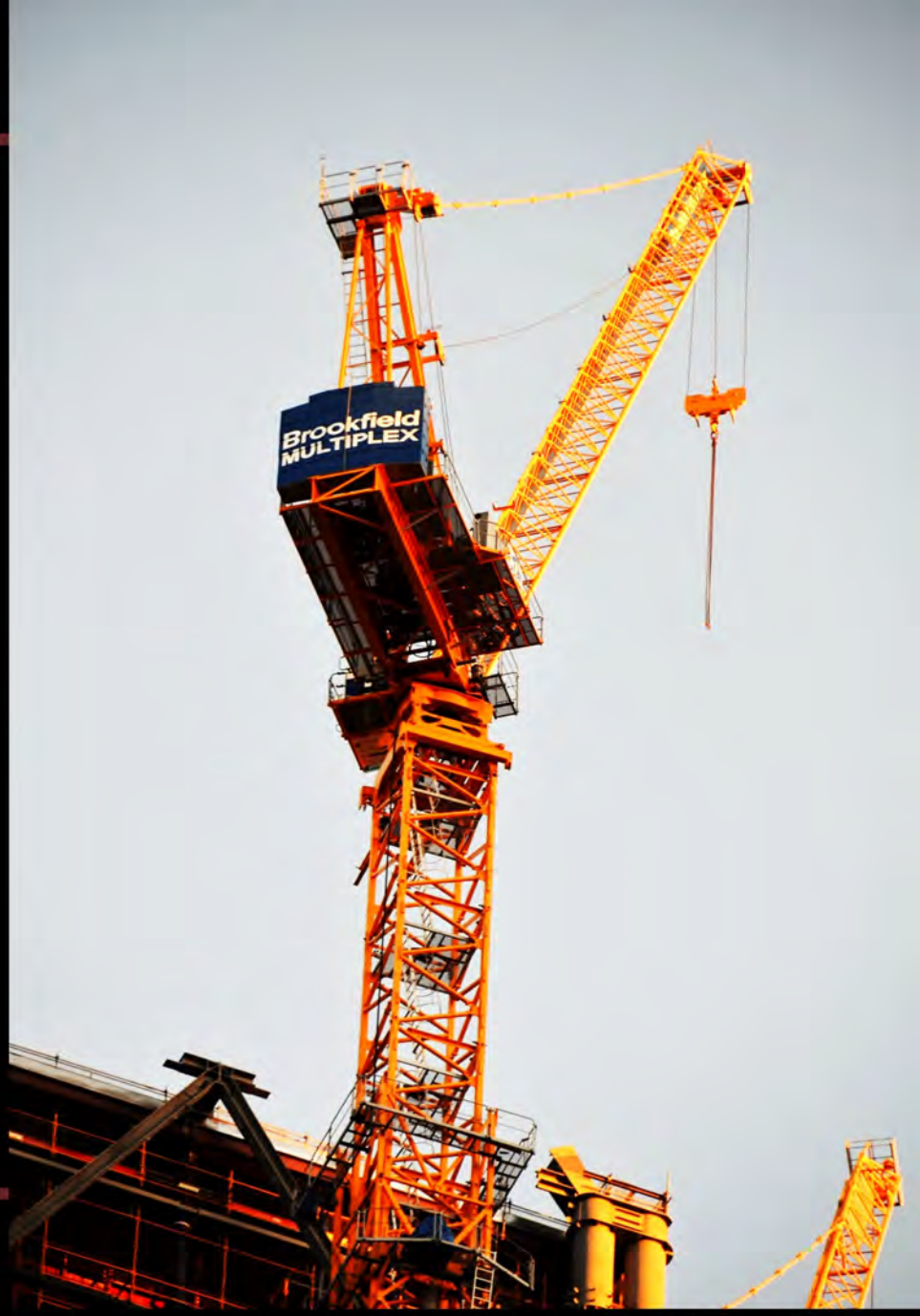




Services delivered by equipment [technology]

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Services may be delivered by people & equipment & result in the production of a material asset



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Services by people & equipment

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New models of

Product ownership



Services provide an alternative to product ownership

e.g., hiring a canal boat

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New models of

Product ownership

[hire means - temporary access or use of]

Hiring a bike on Rottnest Island or a Porsche



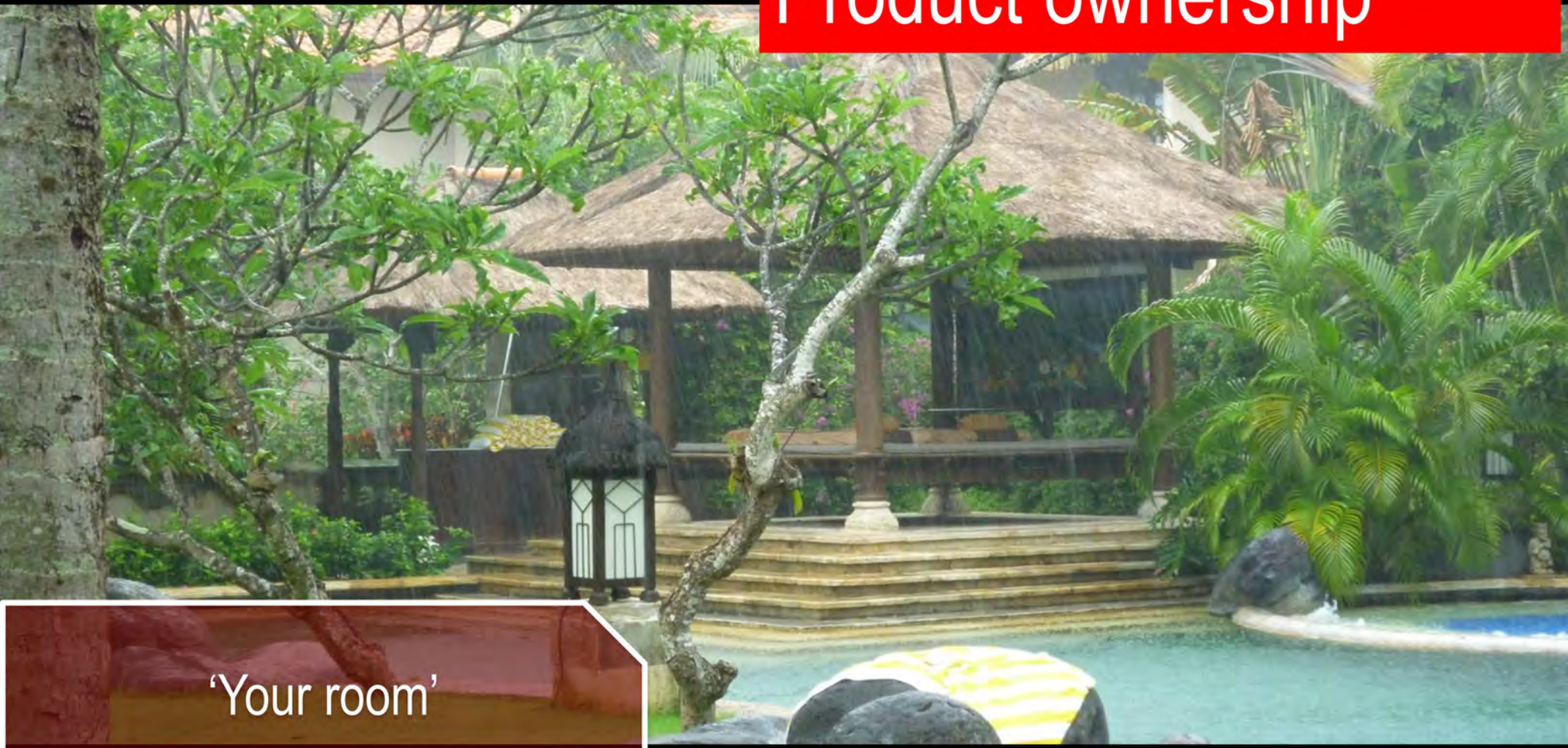


Services can provide temporary access

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New models of

Product ownership

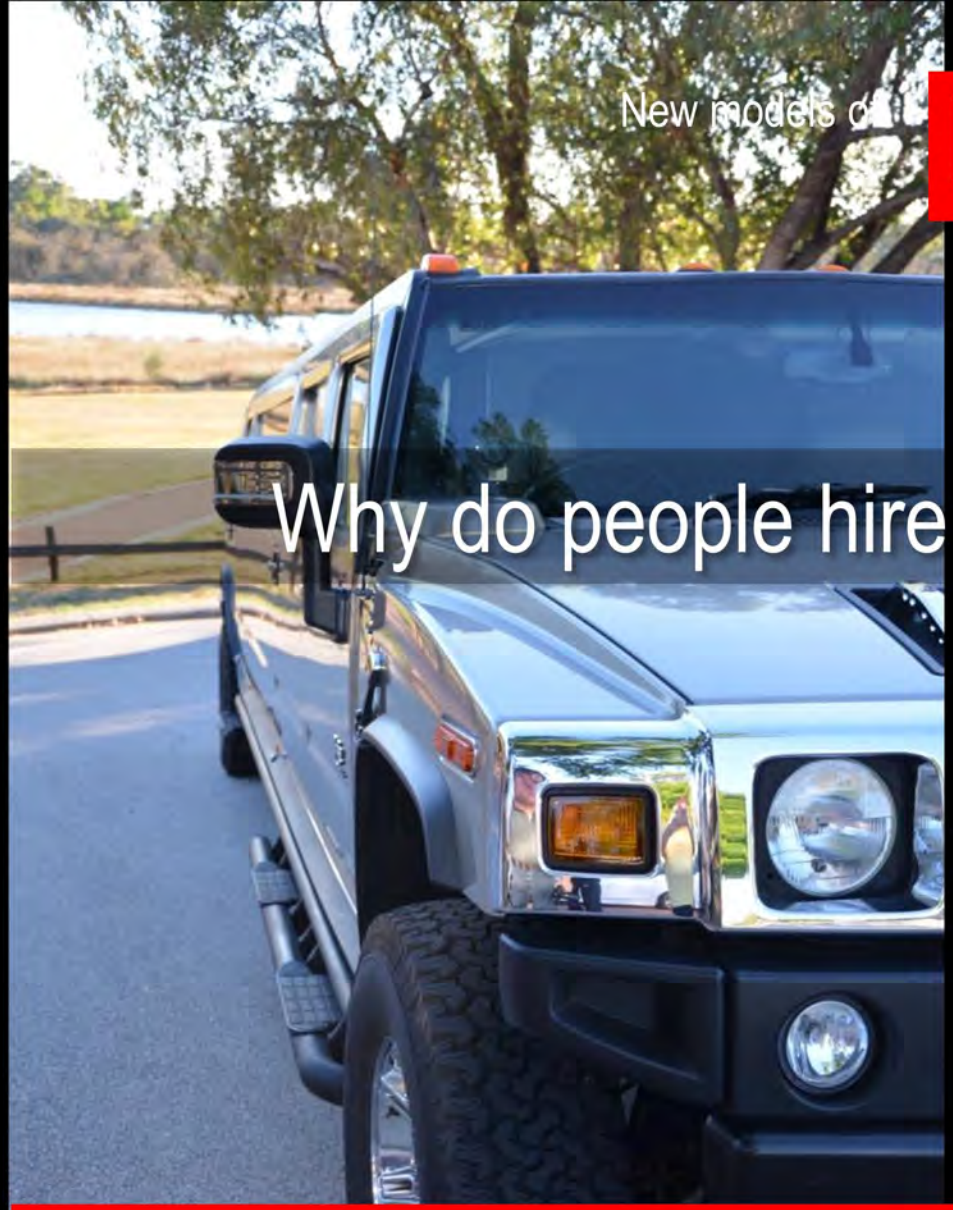


‘Your room’

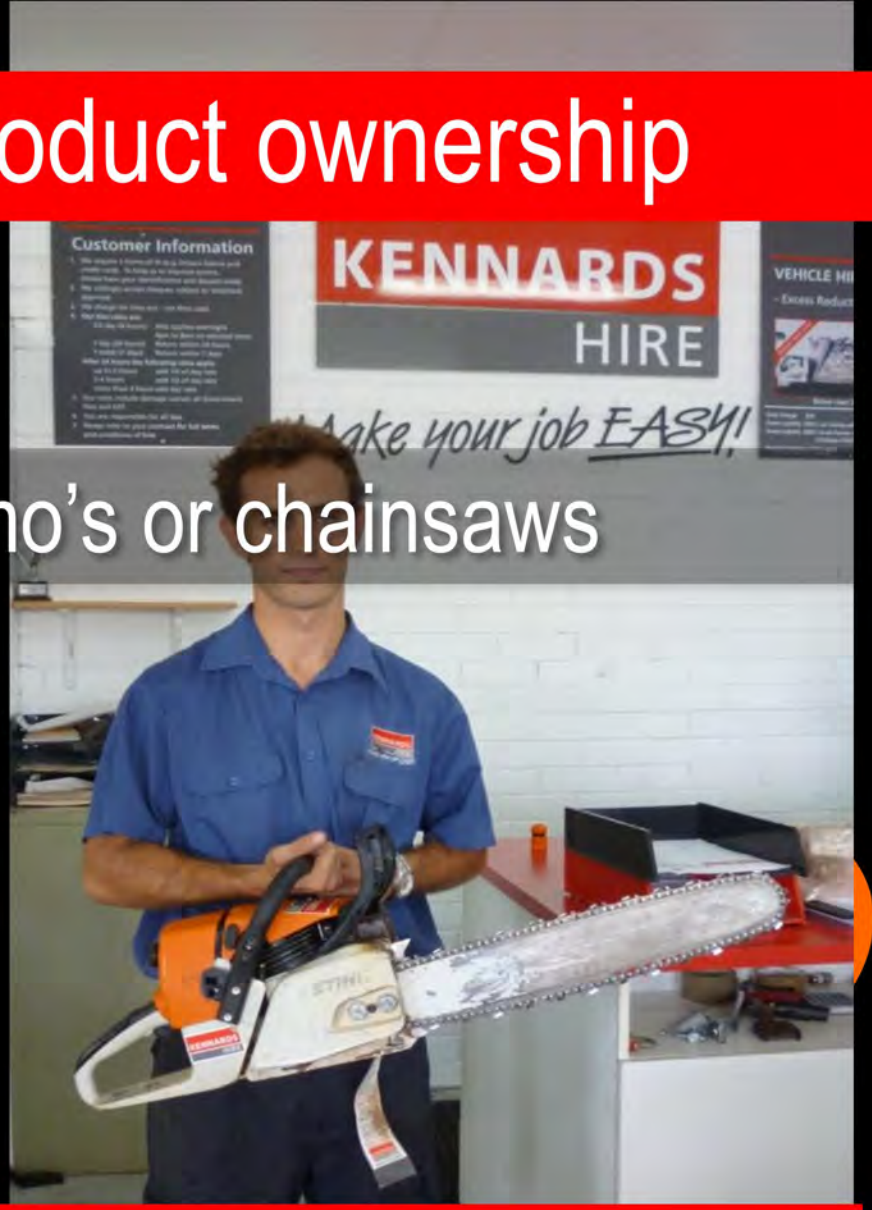
means temporary access
[for the duration of your stay]

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Product ownership



Why do people hire limo's or chainsaws



Services can provide temporary access

Hiring a limo and driver

Hiring a chainsaw DIY

Software provides a service

B2B & B2C



Imagine all the apps that would be happening in a city

Services can be IT services - [B2B B2C]





IT services support B2B & B2C customers

https://www.sap.com/australia/products/leonardo.html

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We will now go through the remaining
4 product components

We will begin with ideas
Like all the product components ideas are more comprehensive than what we may first think.

Ideas are the very basis for going to market

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As a product component

Ideas may be defined as:

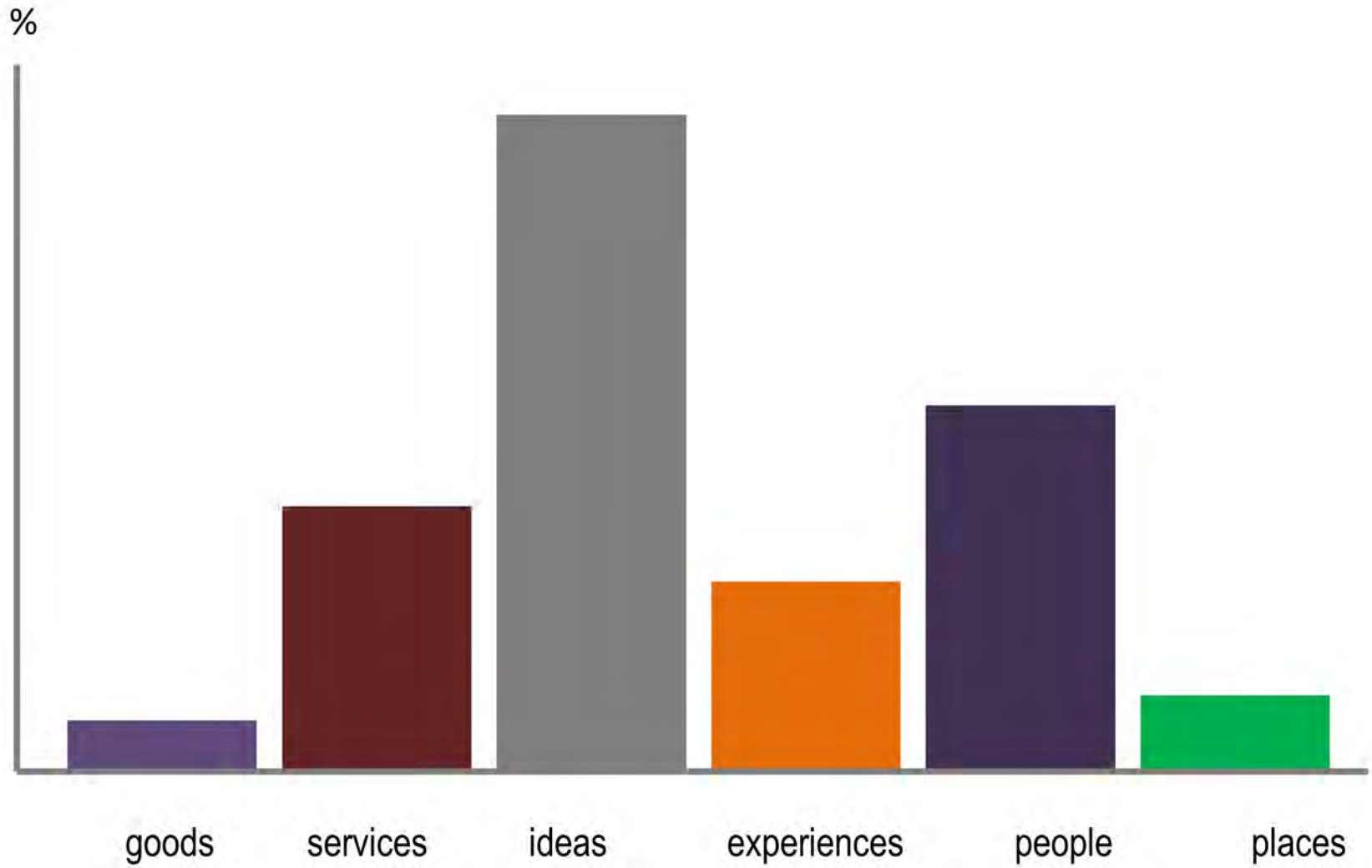
Ideas can be a dominant or determinant product component. Ideas as a product component is the knowledge that is transferred from one party to another, the product information that enables a product to be considered, compared, and purchased. Ideas communicate the value proposition of the product and position a product in the marketplace.

Ideas as a product component are often the reputation of the organisation/brands. Ideas include what consumers value[123]. Therefore, price is an idea that is embedded within a product.

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Communicating the product components

1 dominant + non-dominant components



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ideas
market ideas or market through ideas

"I have a great idea for a business"

Have you considered crowdfunding?



Most businesses start with an idea

ideas



- ✓ take a product from the mind to market
- ✓ are at the very core of business strategy

http://www.walkfreefoundation.org

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Product positioning

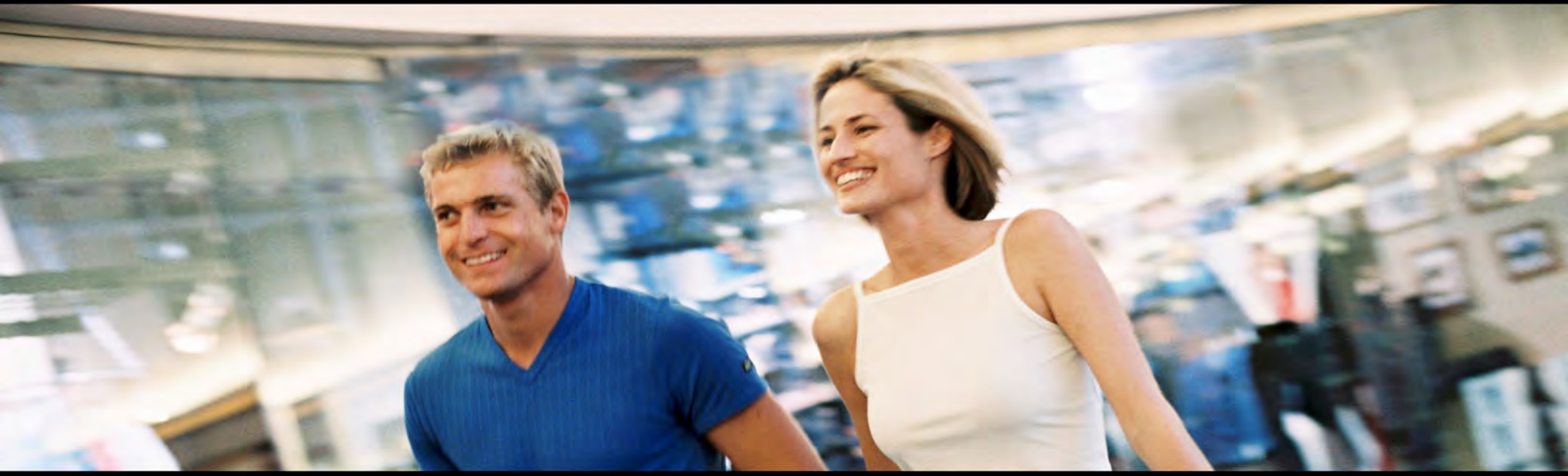


the concepts, philosophies, images, brands, knowledge, associations and issues that position a product[6] in a consumer's mind.

ephen Fanning

Product adoption – requires the product to be:

important to the customer, be affordable, provide distinctive benefits, not easily copied, profitable, & easily communicated,



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the product value proposition is an

idea

that needs to be communicated

product associations and expectations

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ideas

I am thinking of
going to Japan



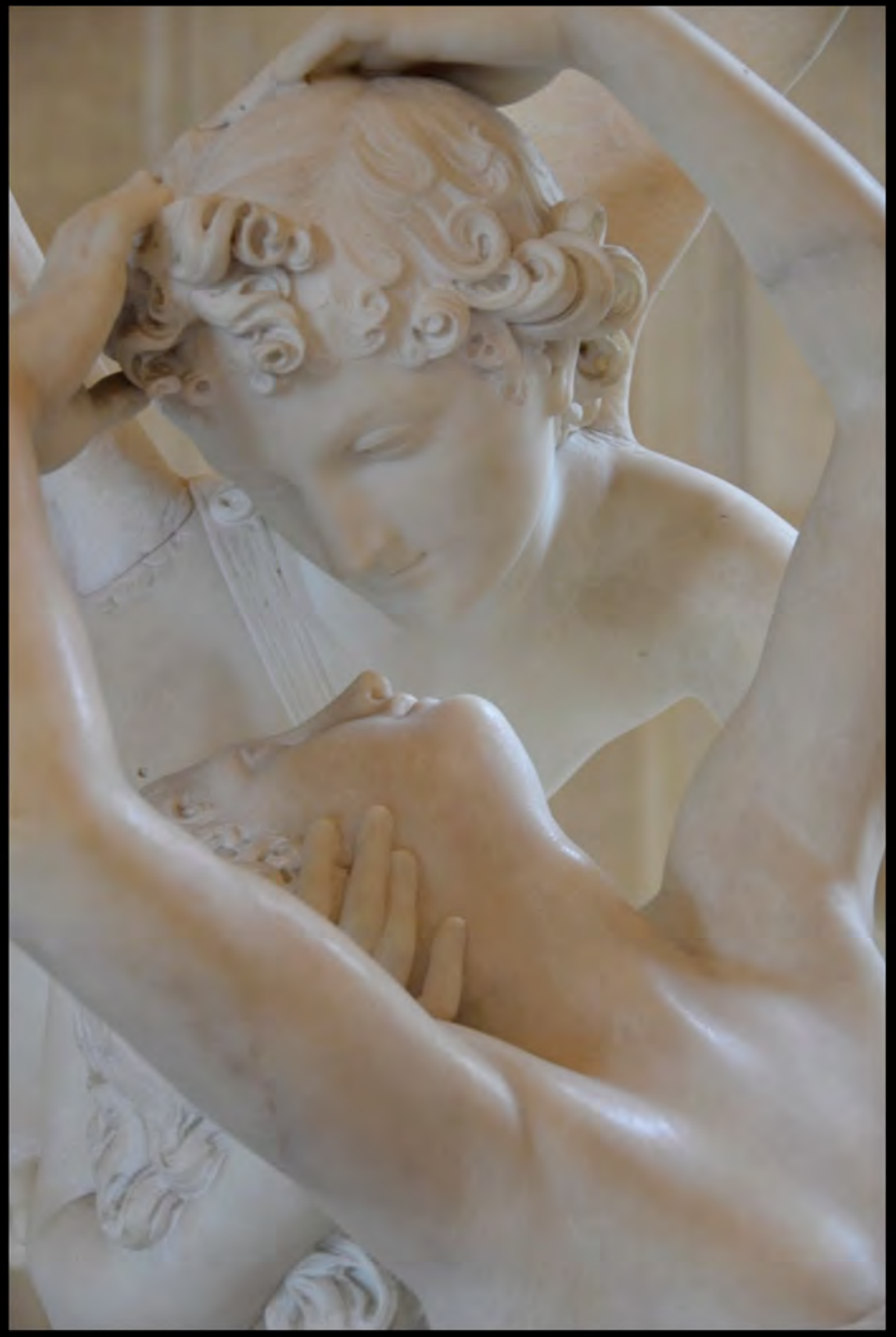

ideas
Wallpaper*
DAZED
surface
COMPANY
Good Housekeeping
HAIR & BEAUTY
ELLE
FLEX
Esquire
Woman's World
fitbeauties
Baby Bust
Newsweek
Economist
essentials
seventeen
Nuts
COSMOPOLITAN
HELLO!
Esquire fashion special
FREE LITTLE BOOK OF LOVE ANSWERS...
ODYSSEY
Marketing Week

Produce marketed as – *fresh, local, organic, fair-trade*





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Does art communicate ideas?

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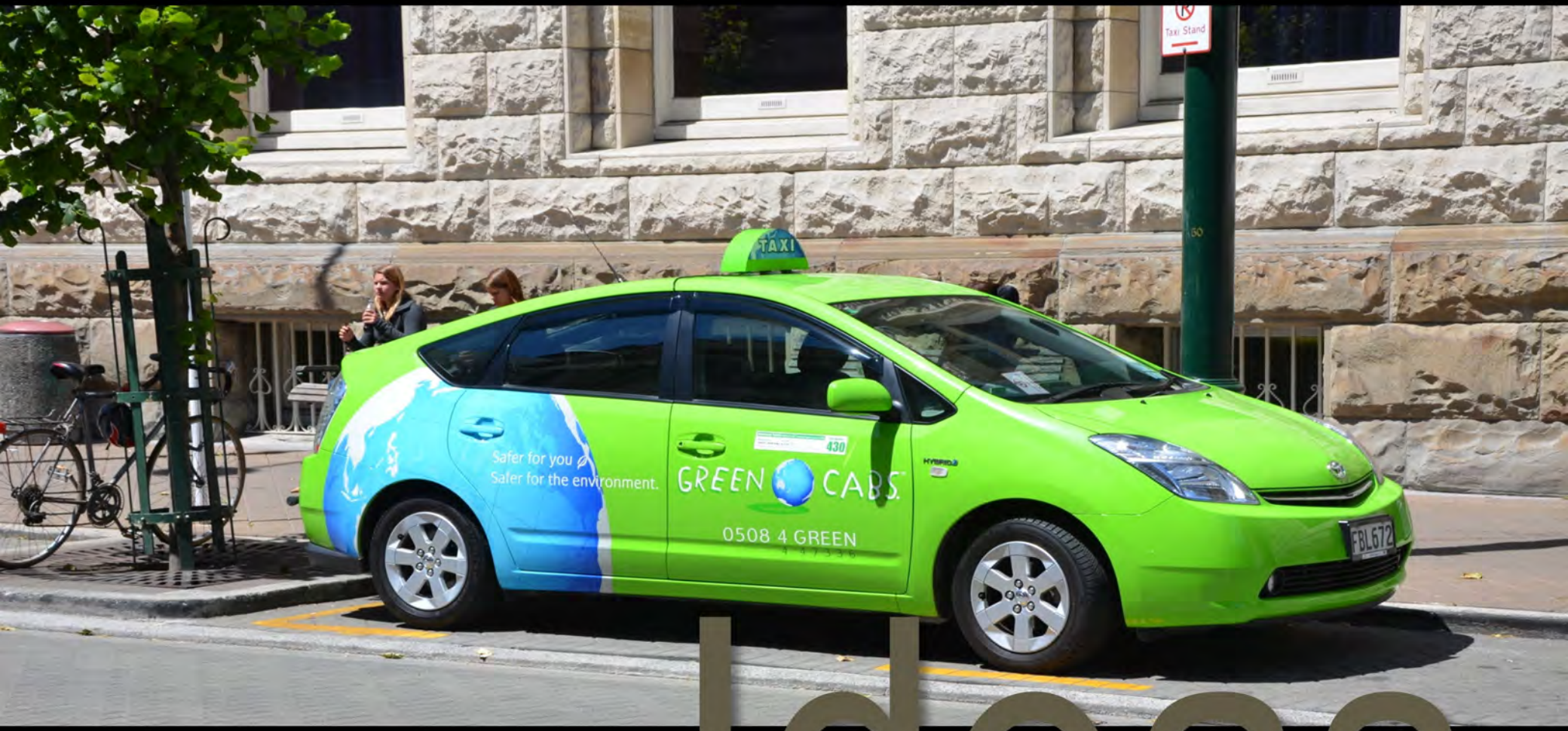
Ideas can be the dominant component



Ideas can be the dominant component



The idea of sustainability



Ideas

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The idea of sustainability



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The idea of sustainability



ideas

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The idea of sustainability



Ideas

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The slow food movement



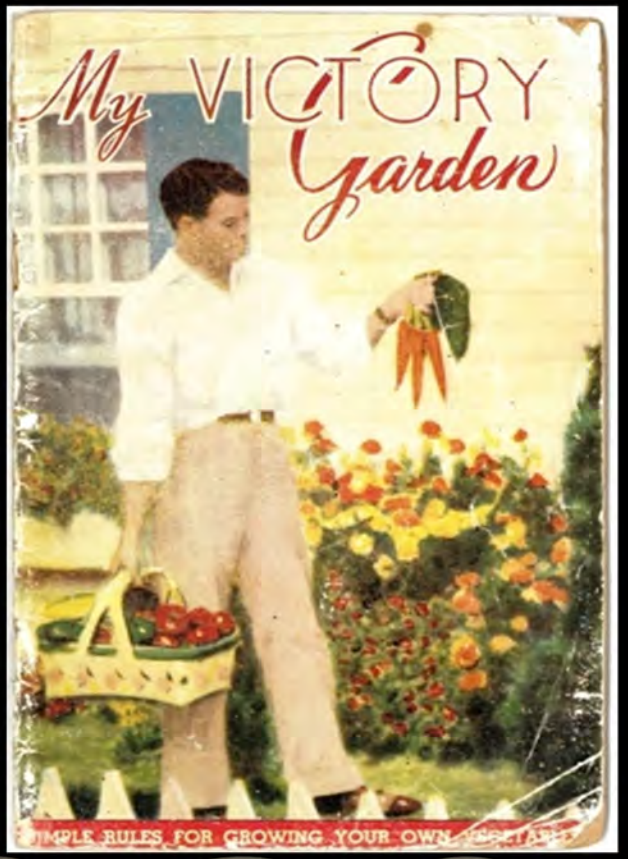




Ideas

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Ideas

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- brand strength
- brand stature
- brand associations
- brand architecture:
  - family brand structure, individual brand names, private-label brands:
- brand competitors
- brand comprehension
- brand community
- brand counterfeiting
- brand extension:
  - brand leveraging, brand dilution
- brand identity
- brand image
- brand inertia
- brand licensing:
  - co-branding
- brand name
- brand personality
- brand position and positioning.
- brand recognition
- brand relationships:
  - brand loyalty, brand love, brand switchers, brand loyals.

brand considerations

ideas

the product associations, legends & myths



Levi's®













ideas

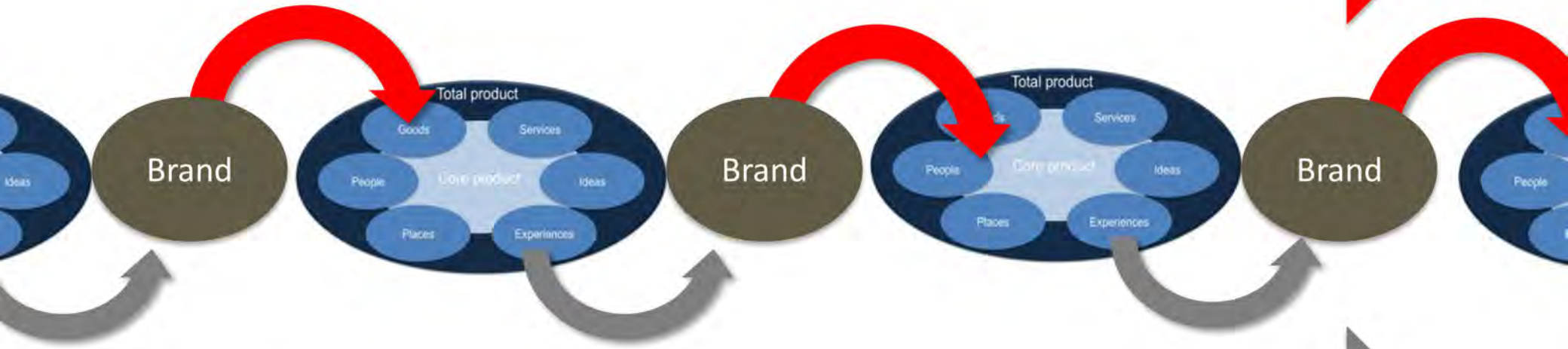
Heuristics for quality value

Brand heritage

- Over time some organisations build a brand heritage & a competitive advantage.
- It is not just global brands [often there are local or national examples]
- A brand can be a person



Product choice influenced by the brand



Brand choice is influenced by the product experience

Brand equity is enhanced or eroded over time

Original





Replica

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Original

Replica

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Furla store - Bologna

ideas

Product desirability

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The communication of status/wealth



Product desirability

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Product value is an idea

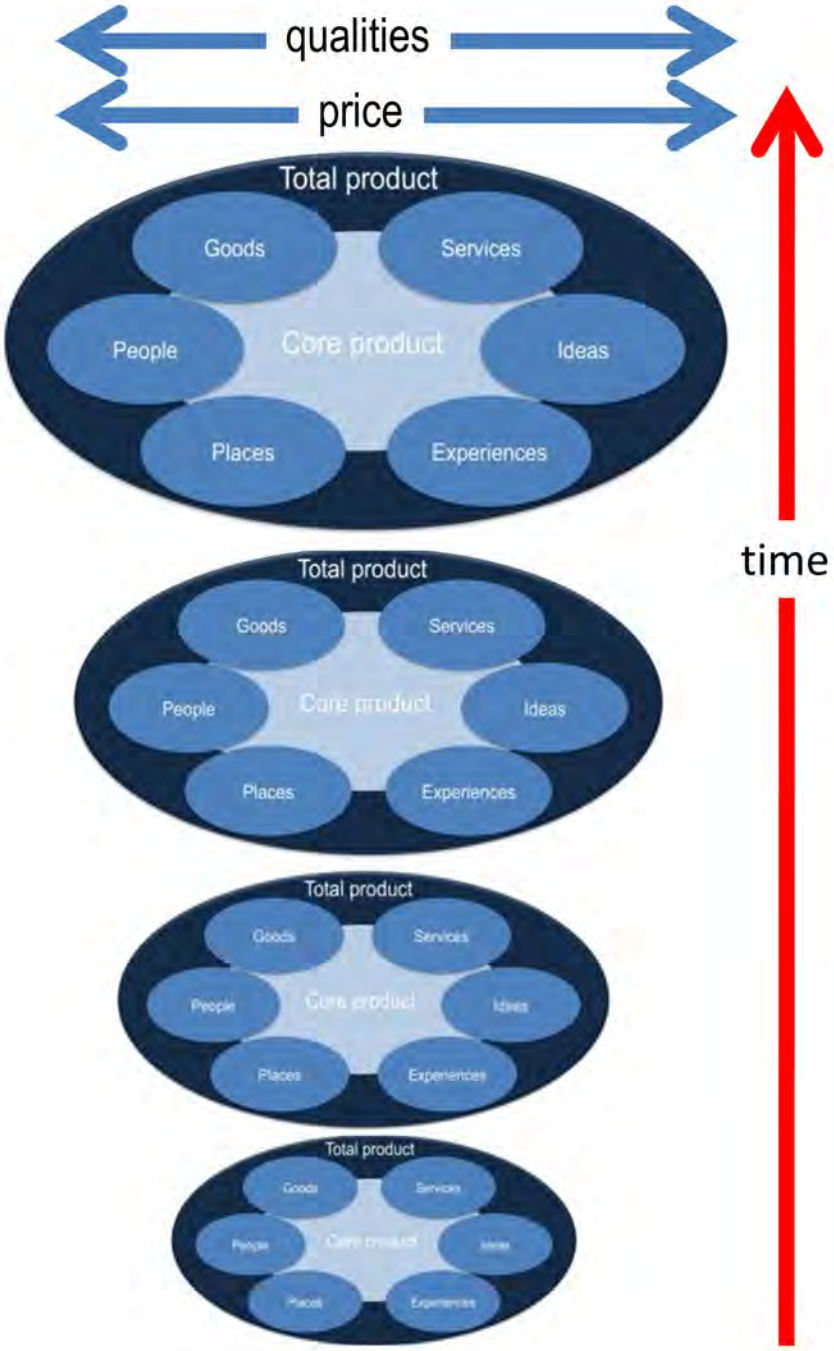
being comfortable with a price





value – rings the cash register

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A customers willingness to spend will increase as product qualities are enhanced and the customer's perception of product quality increases

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Product strategy

The very basis of strategy is to determine whether to compete

a low price with minimal augmentation

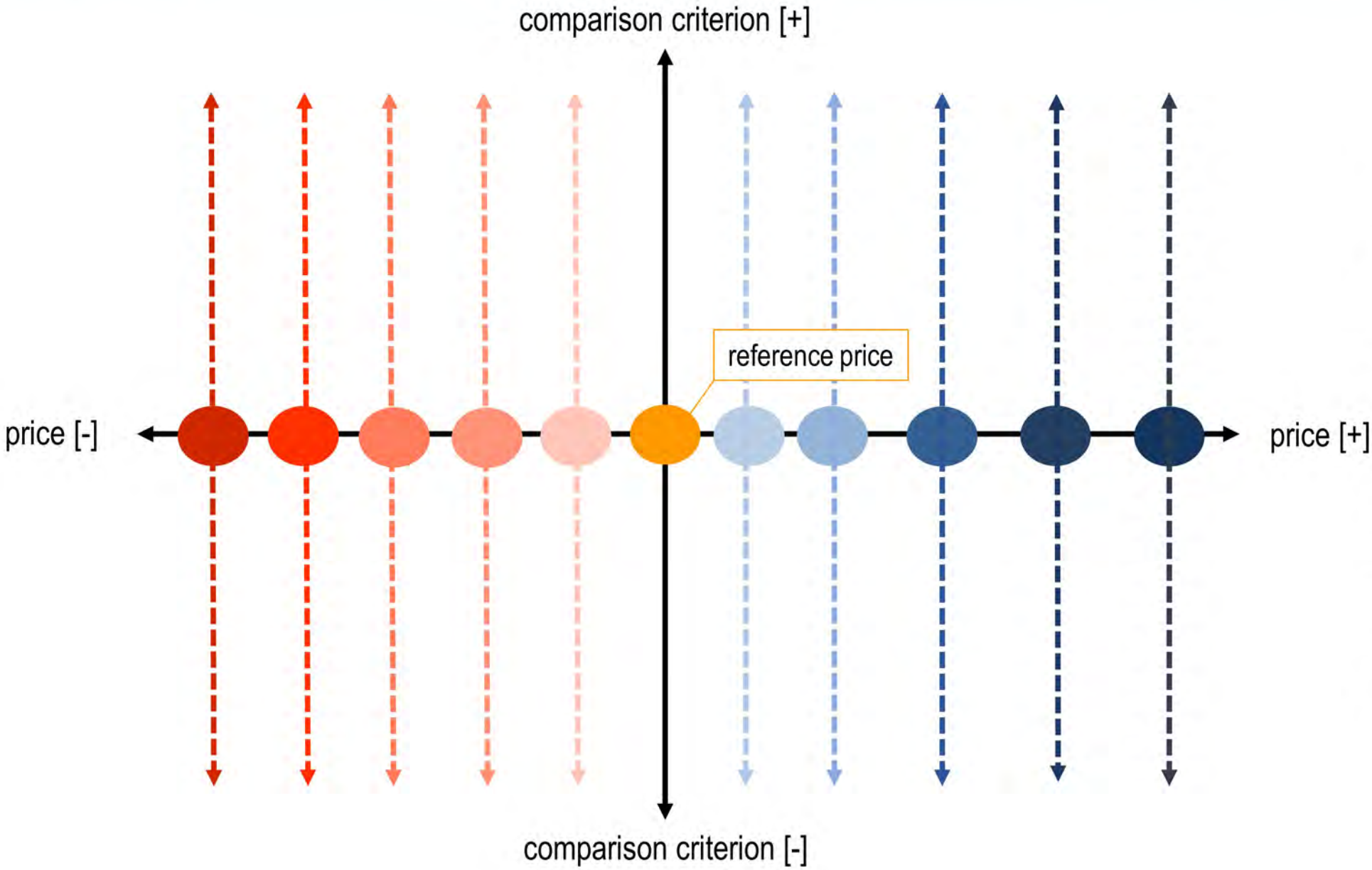
a **higher price with appropriate augmentation.**

Adapted from Porter (1996)

Product value is determined through



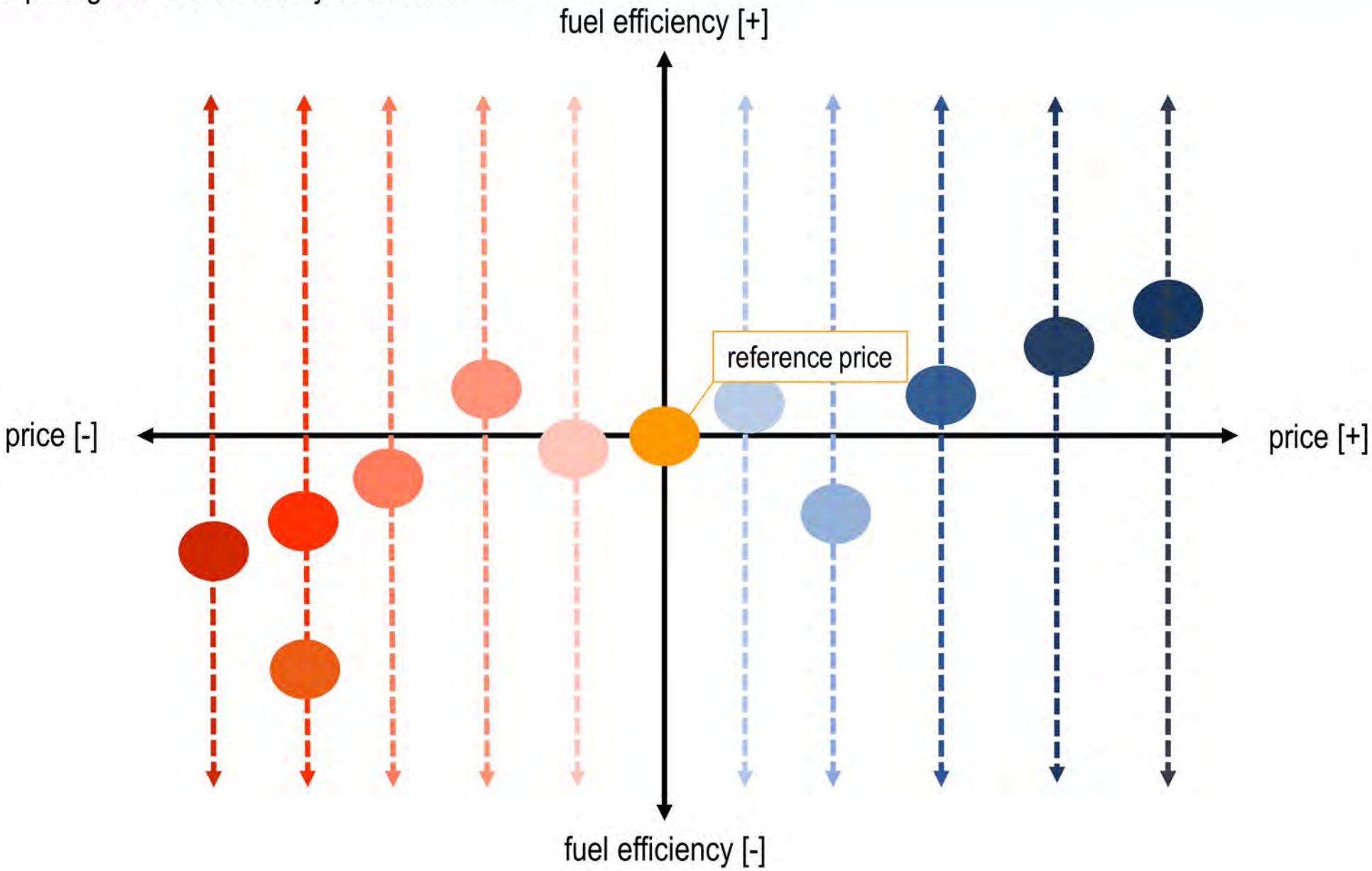
Employing a reference pricing to compare different products on selected criterion



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Employing a reference pricing to compare different products on selected criterion

Comparing the fuel efficiency of automobiles



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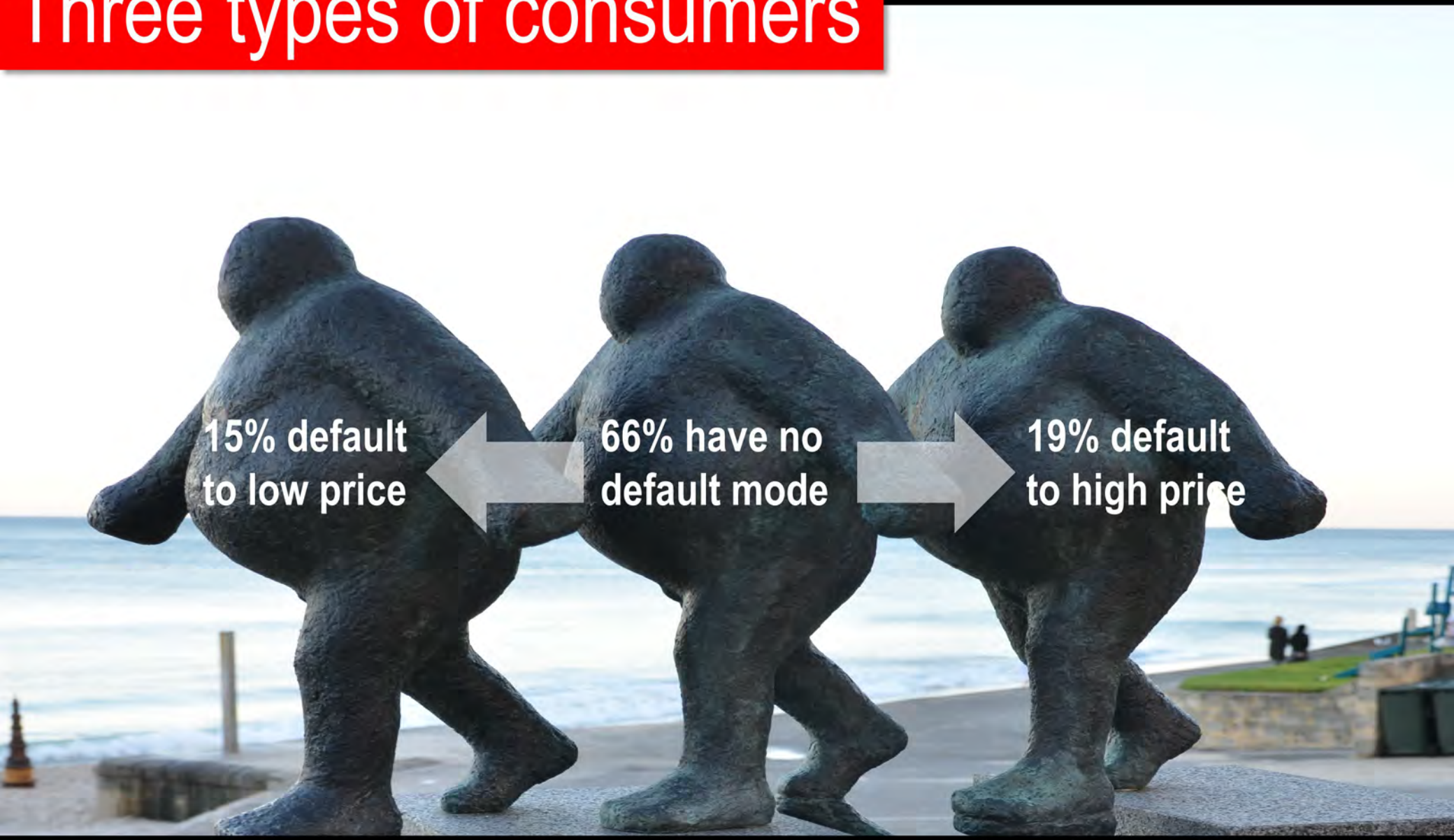


☑ Price can be strategic

☑ Price can be tactical [e.g., manage supply & demand]

Generally there are:

Three types of consumers



Sculptures by the sea Cottesloe 2011

General thoughts on pricing



Customers are the only source of revenue.

- There are 1,000's of ways for an organisation to spend money.
- However, *there is only one way to make a profit:*
  - to sell something for more than it costs the organisation to produce.
  - The goal of pricing is to cover costs and facilitate an *appropriate* profit

General thoughts on pricing



The price will always be too high until value has been communicated and understood

Choose the strategy with caution







Trout and Rivkin (2000) argue that:

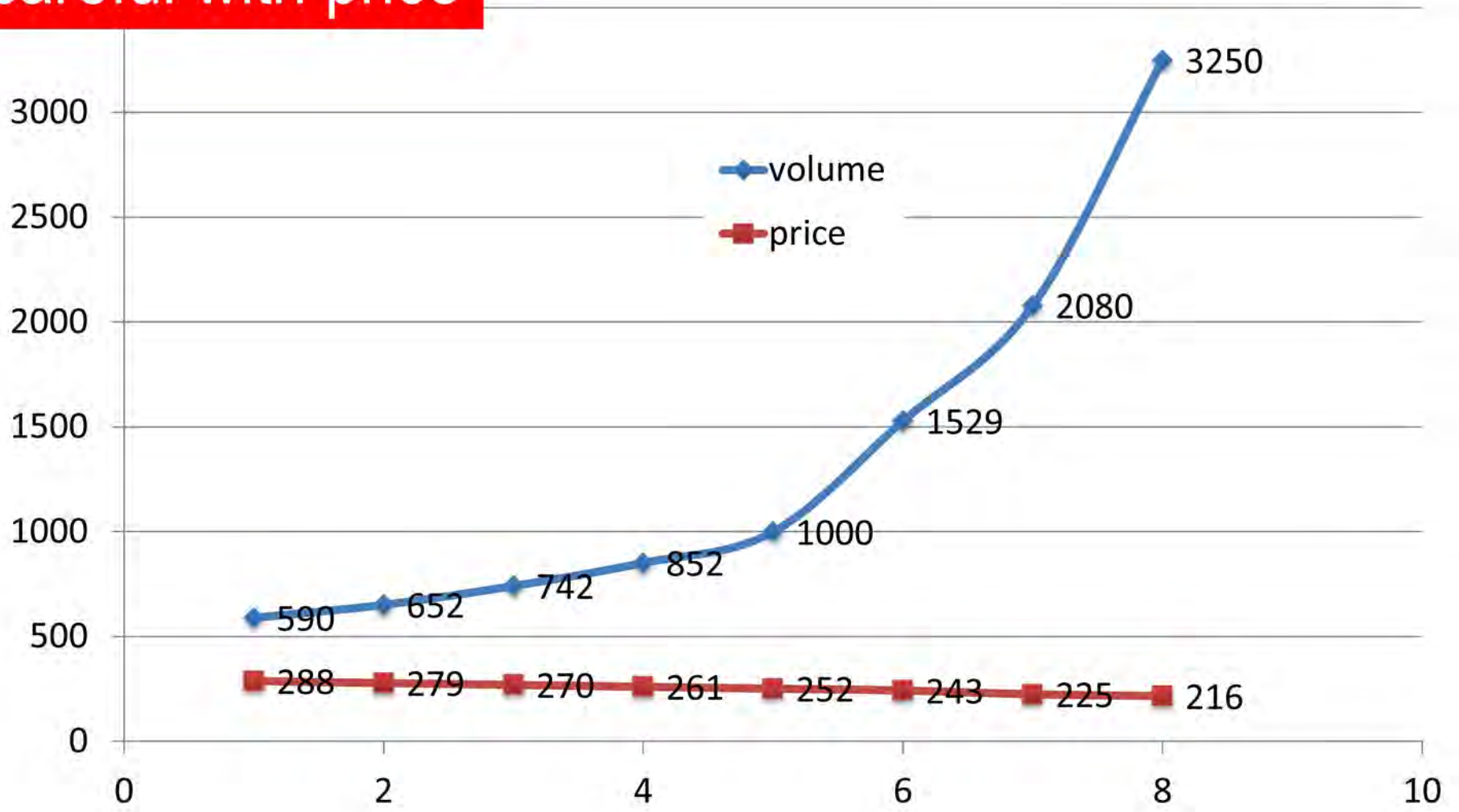
It is insane [and unsustainable] to compete on a low price basis unless you have a significant cost advantage over your competitors

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Price and volume

[assuming a breakeven of $200]

Be careful with price





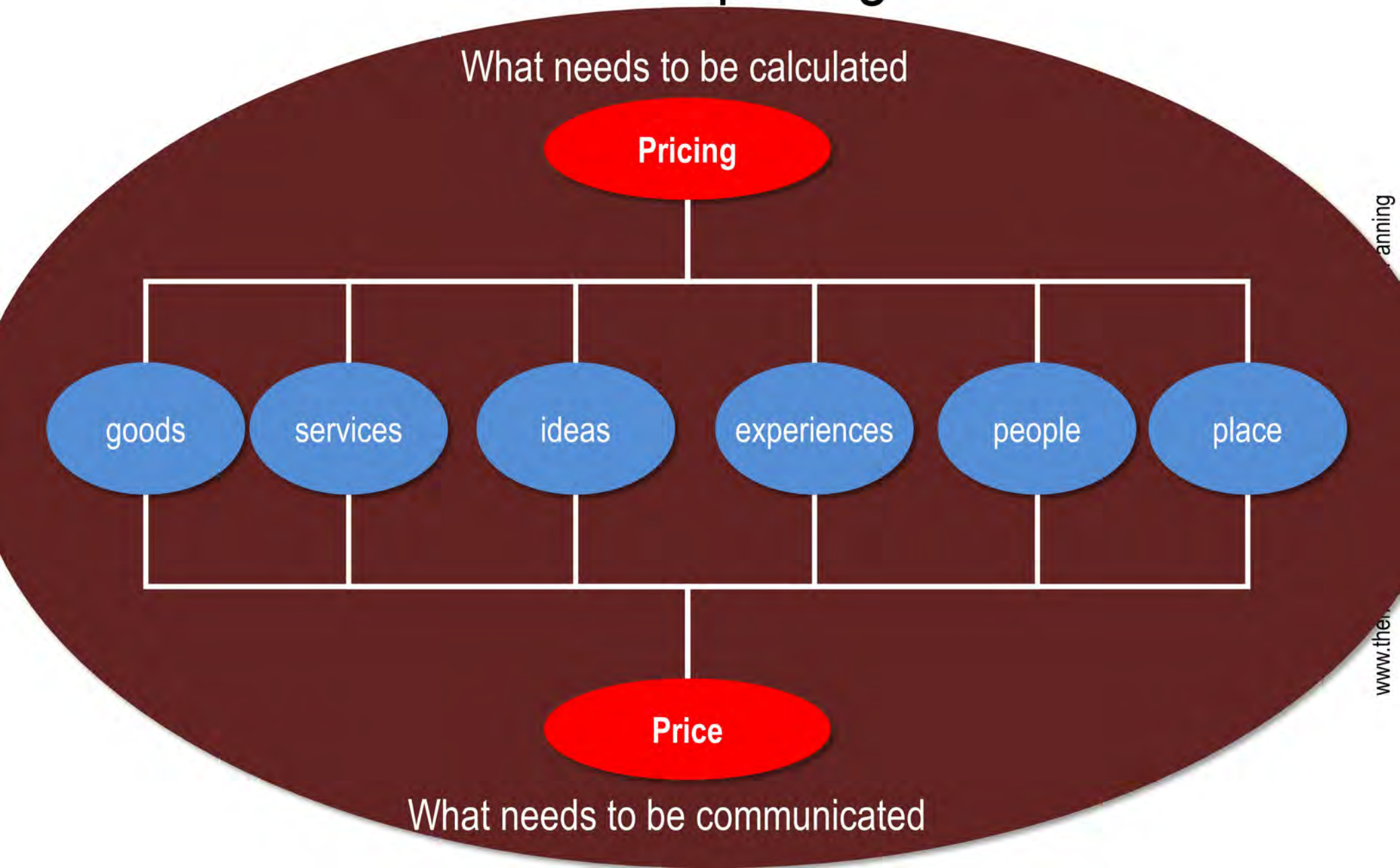
Production costs

Pricing considerations

Perceived value Competitors' products[6]

Perceived value of organisation's product[6]

Price & pricing



Best value may not be the cheapest [initially]



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As a product component

Experiences may be defined as:

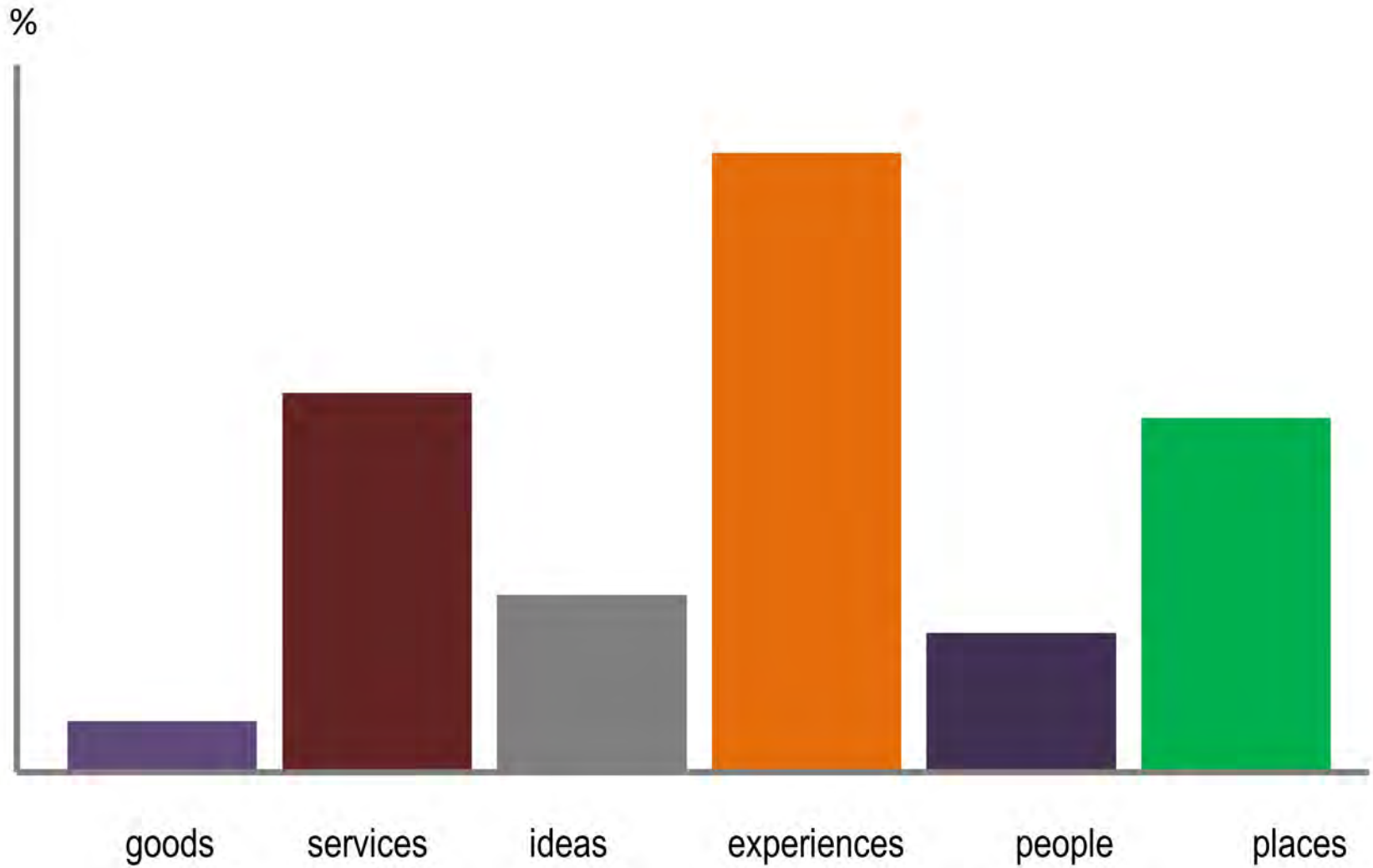
An experience can be a dominant or determinant product component. As a product component an experience is an event, occurrence, or encounter that leaves a consumer with an emotion, impression, knowledge, or attitude.

All product have a customer experience, which influences the customer's post-purchase behaviour. Some product may be designed to provide an extreme experience.

www.themarketingconcept.com © Dr. Stephen Fanning

Communicating the product components

1 dominant + non-dominant components



www.themarketingconcept.com © Dr. Stephen Fanning









Experiences

target market?















Experiences

target market?

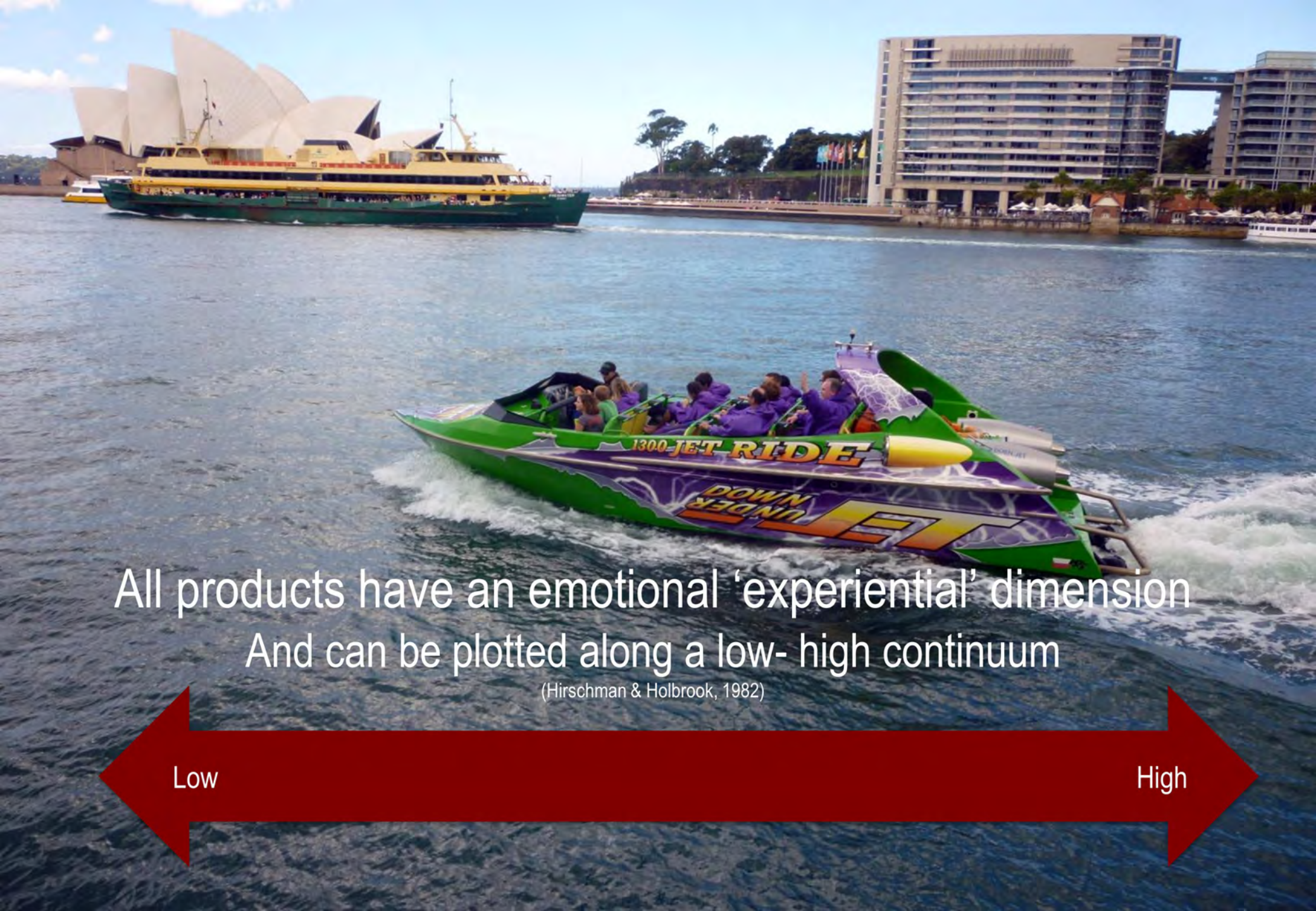
Experiences



Experiences



www.themarketingconcept.com © Dr. Stephen Fanning



All products have an emotional ‘experiential’ dimension

And can be plotted along a low- high continuum

(Hirschman & Holbrook, 1982)

Low

High

Neglected
Manipulated
Surprised
Tired
Disappointed
Frustrated
Bored
Irritated
Confused
Unhappy
Hurried
Wary
Stressed
Dissatisfied

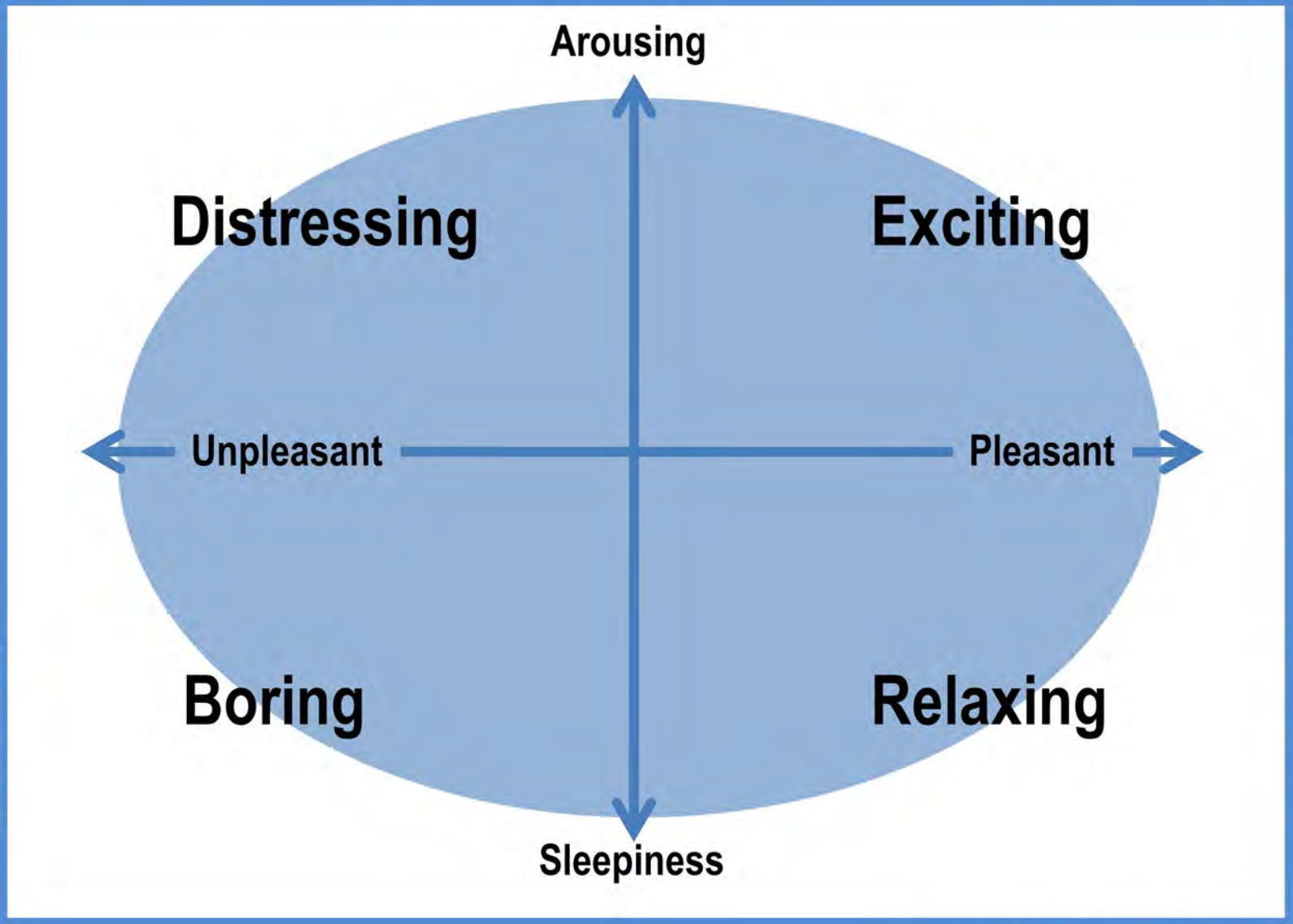


Affect

Happy
Satisfied
Patient
Energetic
Pleased
Delighted
Interested
Relaxed
Trusting
Safe
Cared for
In-control
Valued

Adapted from Shaw (2007)

Mapping the product-customer experience



Avoid

Approach

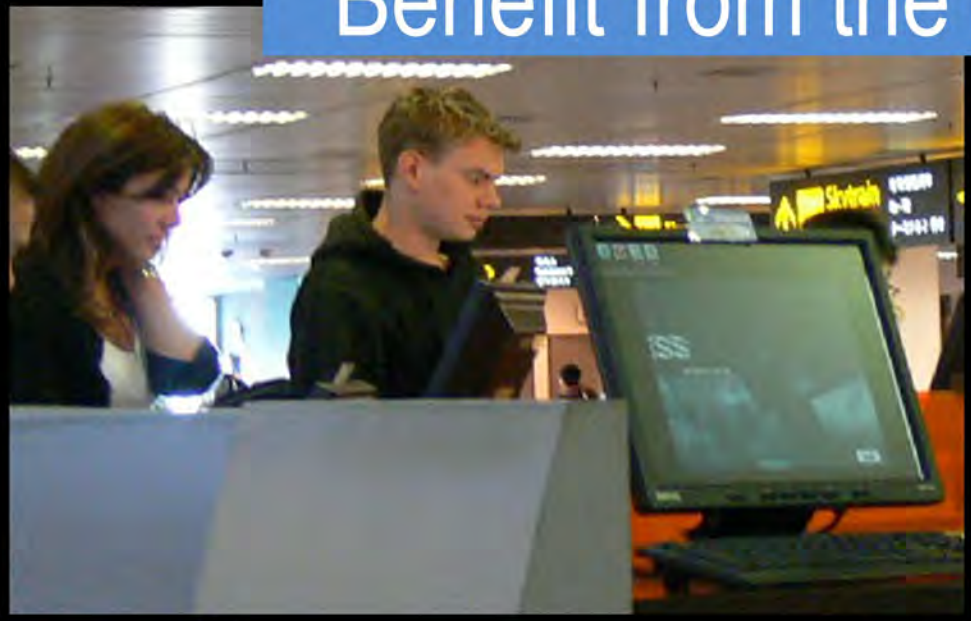
adapted from – Russell (1980 & 2003).

A sacred experience



www.themarketingconcept.com © Dr. Stephen Fanning

Benefit from the experience – or go direct





- Societal & technological changes have changed the way consumers search, choose and consume
- Consumers are more willing to seek new ways to shop – think omni-channel

As a product component

People may be defined as:

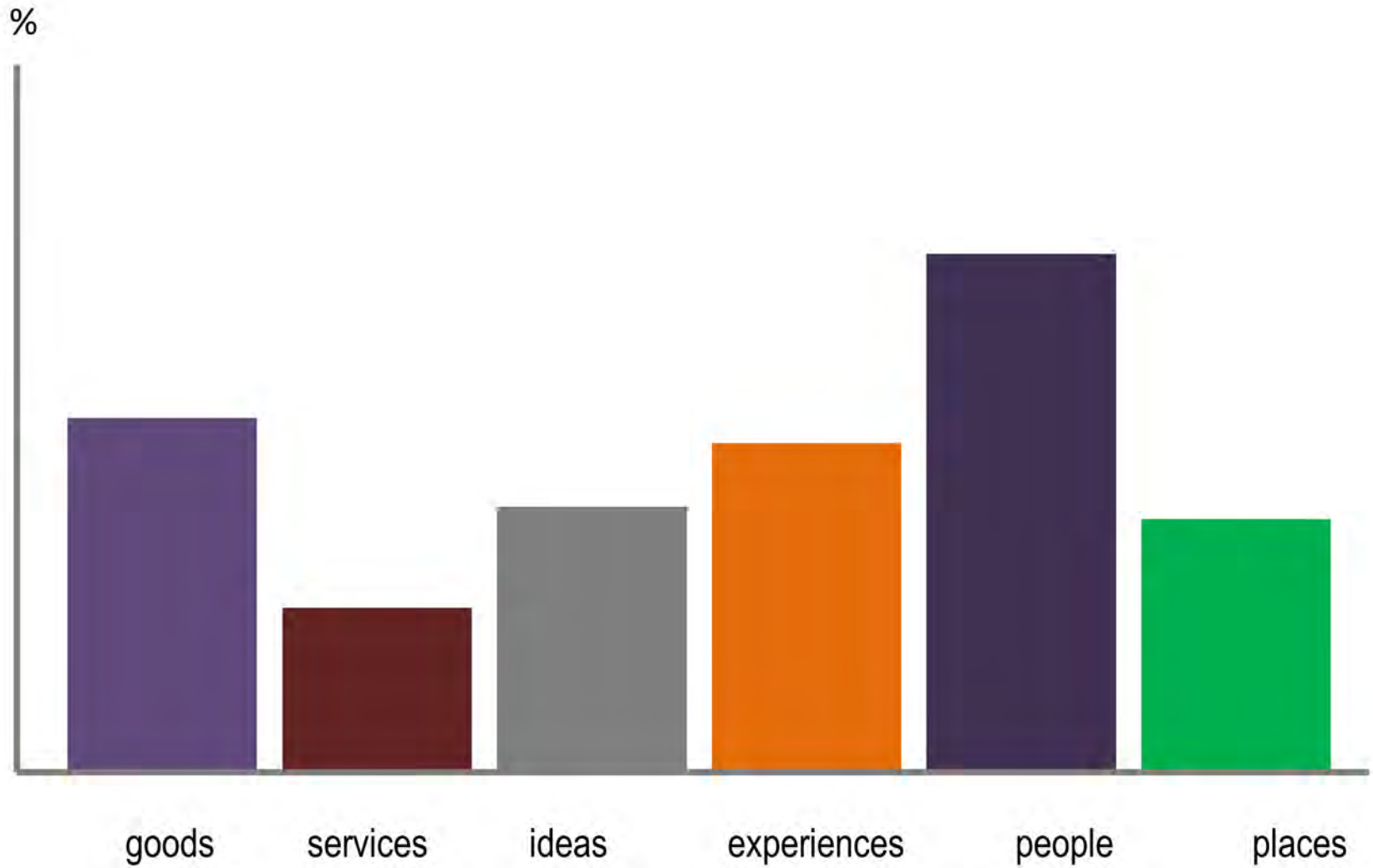
People can be a dominant or determinant product component. People as a product component are the human qualities, skills, and interactions that enable the production, and delivery of a product. The people component includes the social value of a product.

People design & develop products; can influence consumer preferences. People can be part of the service, ideas & experience components. People vary in skills & attitudes & managing customers and employees requires considerable attention.

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Communicating the product components

1 dominant + non-dominant components



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Products have animate and inanimate components



People



may be an iconic part of a product[6]





Changing of the guard – trooping of the colours


People
belonging & conforming
photos courtesy of Jim Whitelaw

People as musicians





www.themarketingconcept.com © Dr. Stephen Fanning

People build relationships - trust.







businesses that have been in the same family for generations

www.themarketingconcept.com © Dr. Stephen Fanning

People can be ‘boundary spanners’ .....

Staff span the boundary between the organisation & the customer













People can be boundary spanners .....



- Staff that interface with the customers.
  - *They cross the boundary*
- Two main tasks:
  - Communicate and process information
  - Represent the organisation to the customer.

www.themarketingconcept.com © Dr. Stephen Fanning



People can be boundary spanners .....

- Boundary spanners provide opportunities

  To increase

  - customer knowledge
  - customer satisfaction
  - product involvement
  - trust
  - repeat purchasing

www.themarketingconcept.com © Dr. Stephen Fanning



People can be boundary spanners .....

- Can be stressful particularly if the values of the organisation and the employee are inconsistent.
- Contributors
  - Emotional labour
  - Role conflict
  - Role ambiguity
  - Role overload

www.themarketingconcept.com © Dr. Stephen Fanning

People can be boundary spanners .....





People and costumes….

www.themarketingconcept.com © Dr. Stephen Fanning

The people component is a critical factor



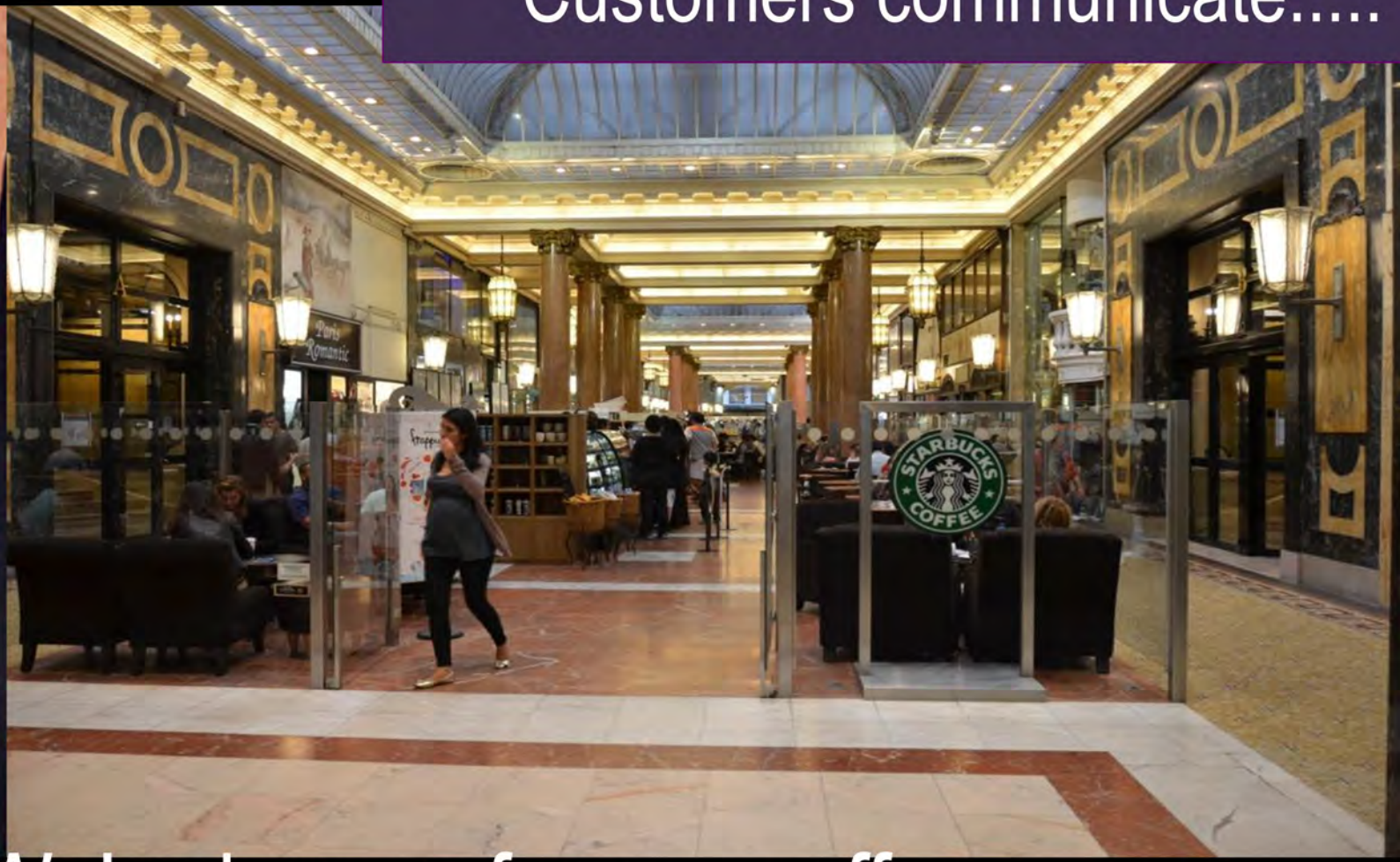
People design products, create systems,
share ideas, form relationships, & create a culture

People also buy products



Customers communicate.....





"We're known for our coffee.
But our people make us famous"

www.themarketingconcept.com © Dr. Stephen Fanning


Studying people is important
Demography
The study of the composition of populations
size, age, gender, race, occupation, lifestyles

Studying people is important

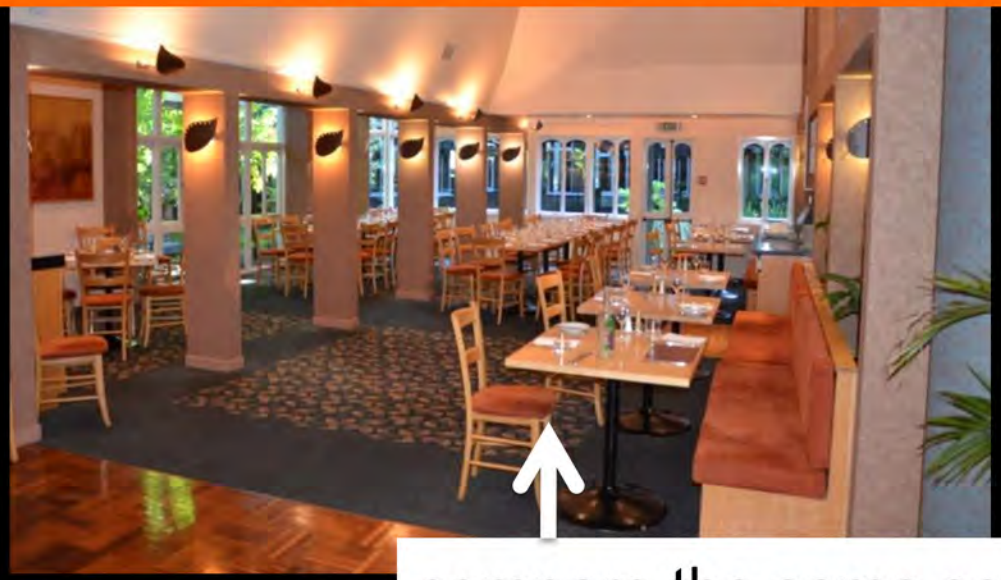
Consumer Behaviour

Understanding the buyer decision process & circle of satisfaction



www.themarketingconcept.com © Dr. Stephen Fanning

People are an important element of place



Other customers



compare the same setting



can be an important product[6] component



Other customers

can be an important product[6] component

Other customers





Management challenges when

Customers share the same place

People can be used to promote a product



As a product component

Place may be defined as:

Place can be a dominant or determinant product component. Place, as a product component is the setting in which the product is purchased and delivered. Place may be a material or non-material site. Place can be natural or man-made. Place also is an idea that identifies the provenance of the product

Place is more that the location where the customer meets the organisation. It can be the marketplace or marketspace. It can be the product's provenance – and the ideas that this communicates.

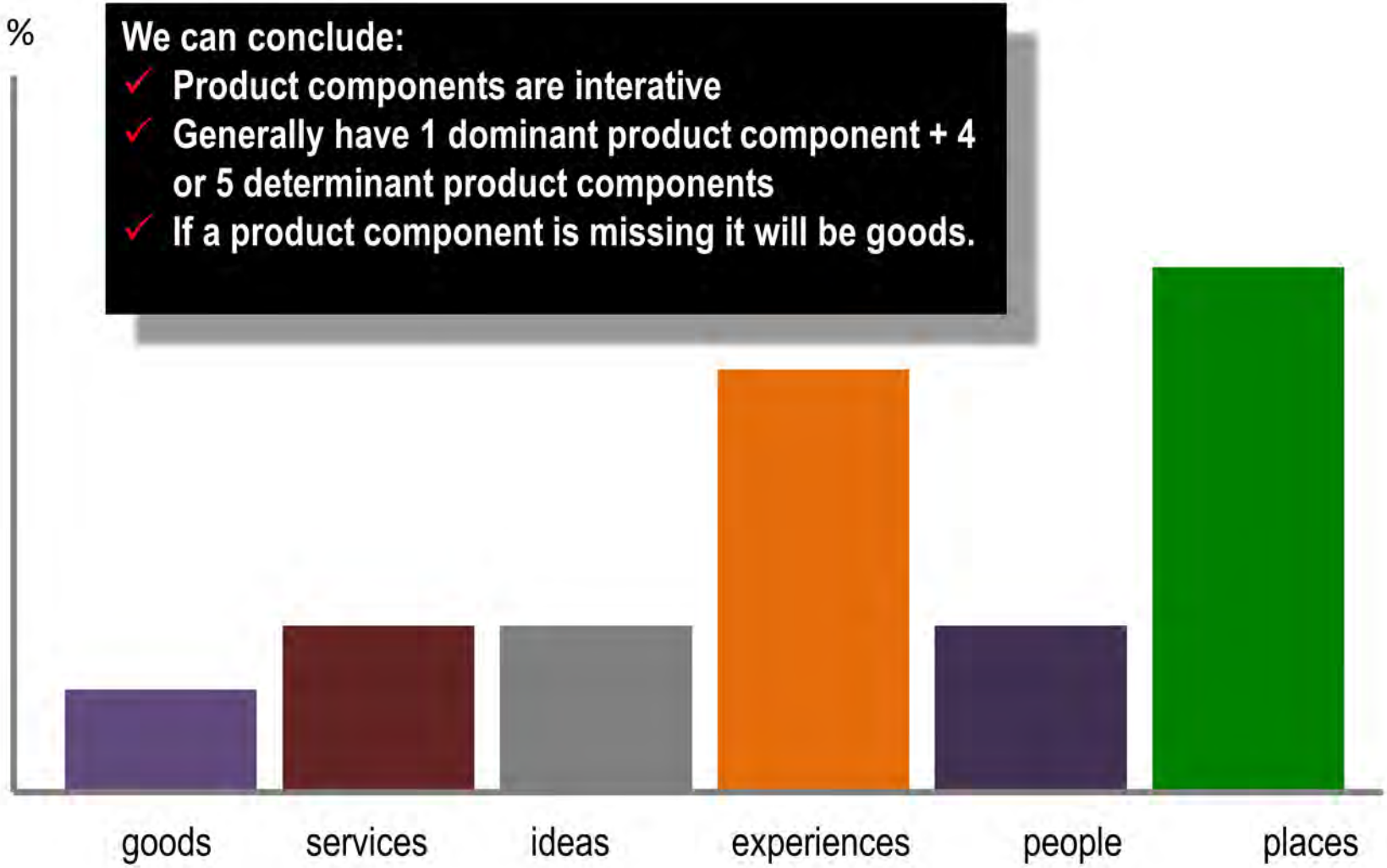
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Communicating the product components

1 dominant + non-dominant components

We can conclude:

- ✓ **Product components are interative**
- ✓ **Generally have 1 dominant product component + 4 or 5 determinant product components**
- ✓ **If a product component is missing it will be goods.**



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Place can be somewhere of natural beauty
Place


Place can be somewhere of natural beauty
Place



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Place

www.themarketingconcept.com © Dr. Stephen Fanning





The Mont Blanc Hotel





www.themarketingconcept.com © Dr. Stephen Fanning

Place

Destination marketing











Place

Destination marketing







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Place

Destination marketing









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Place

Destination marketing



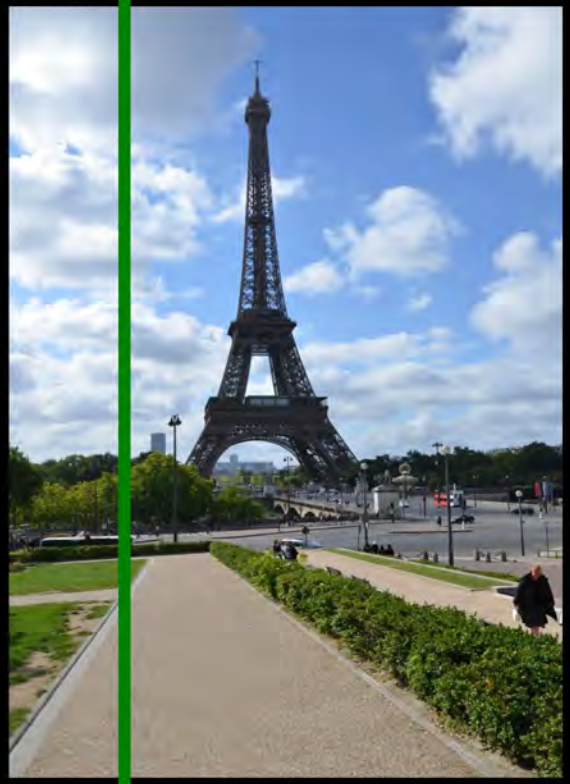


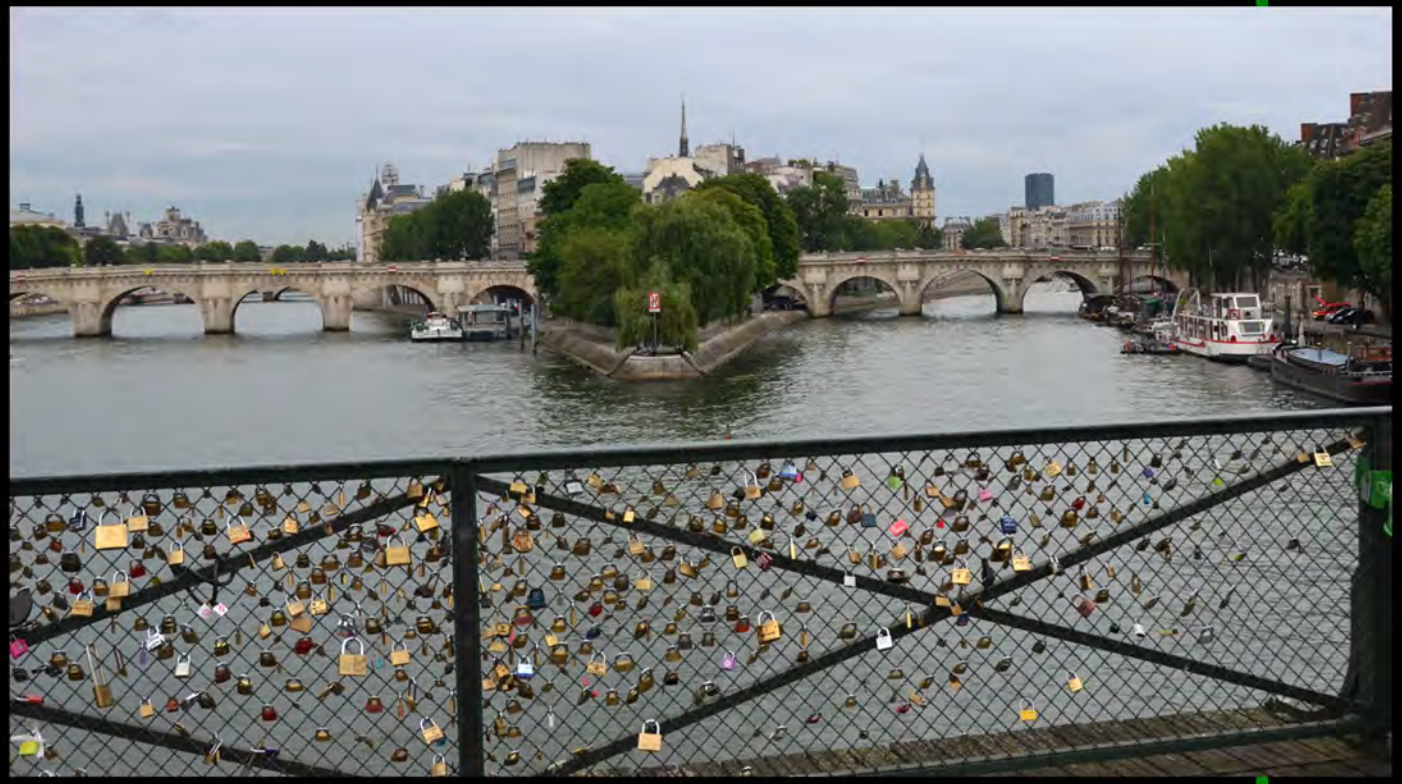


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Place

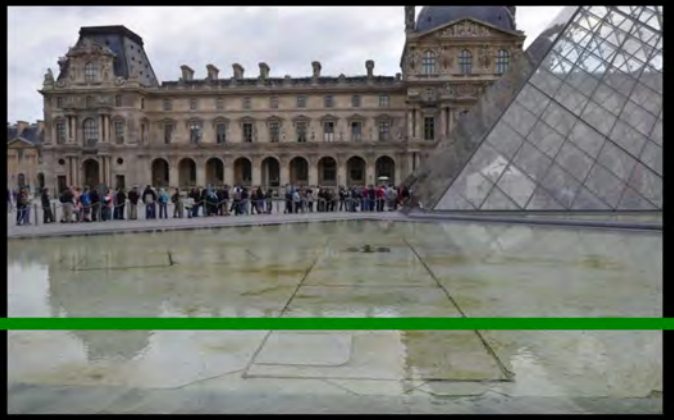
Destination marketing





Place and ideas positioning Paris as the world's most romantic city

from Pont des Arts bridge

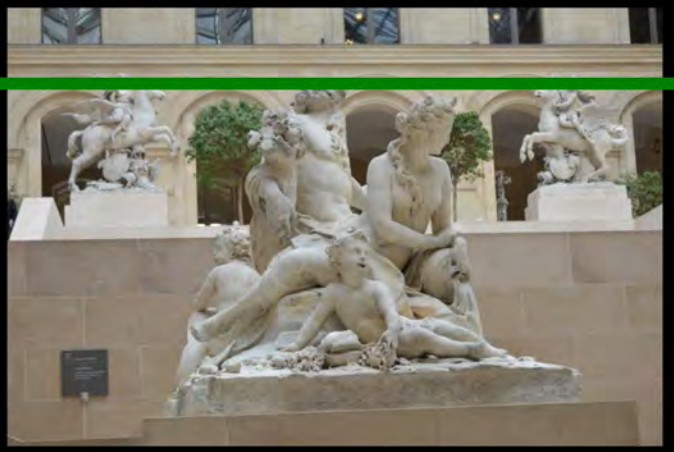





Place can be a must visit

Paris > The Louvre






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Place

Destination marketing







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Place

Destination marketing





Bay of Islands, New Zealand

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Place

Destination marketing





Film inspired tourism ‘Game of Thrones’



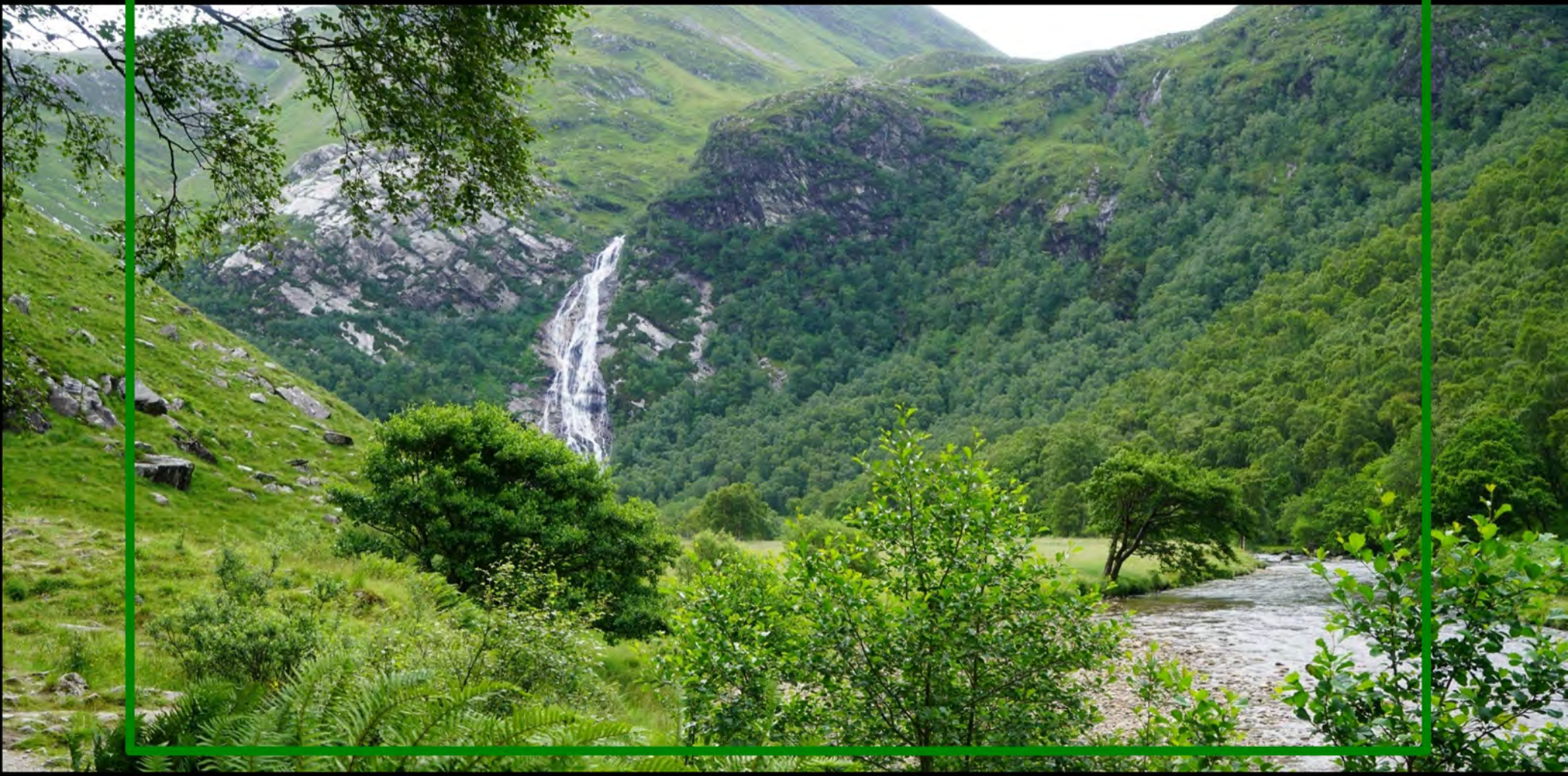




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Place

Destination marketing



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Place

Destination marketing





Place can be multi-dimensional – ship & Sydney

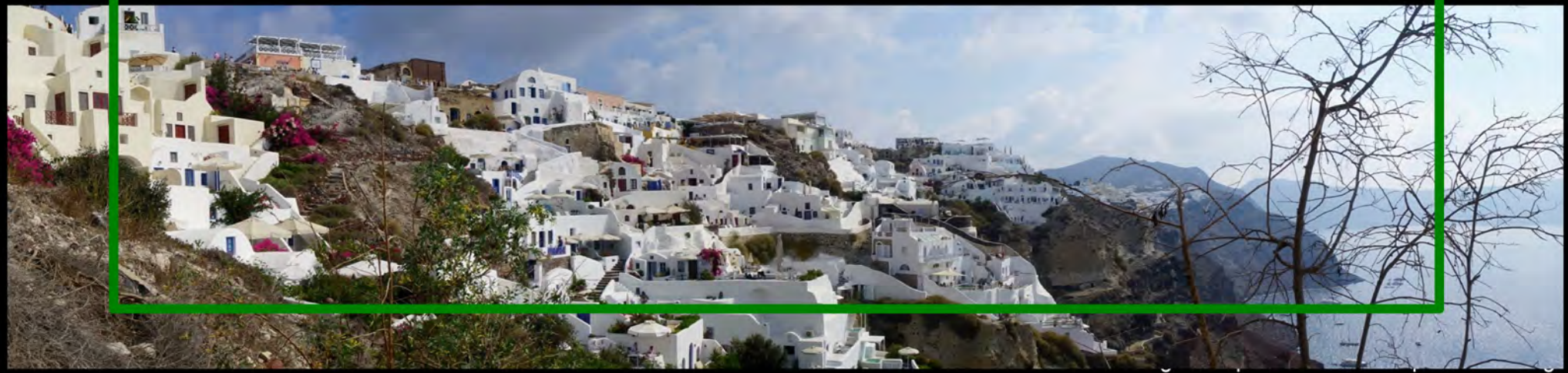
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Place

Destination marketing







Place

Destination marketing





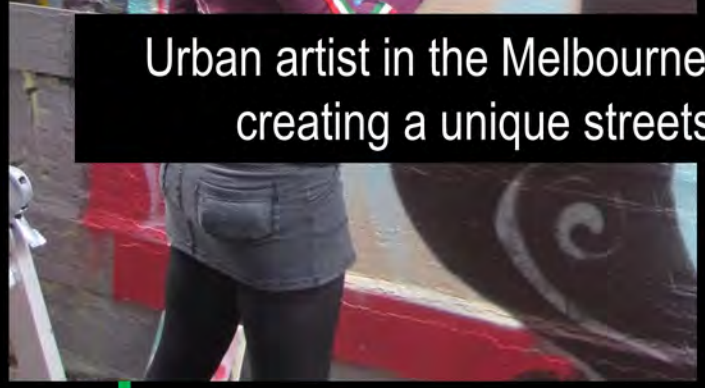
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Place

Destination marketing

The concept of place is more complex than most imagine





Urban artist in the Melbourne laneways creating a unique streetscape



Interesting sitehttp://www.urbanartguide.de/

www.themarketingconcept.com © Dr. Stephen Fanning

Place

The concept of place is more complex than most imagine

Model train enthusiats create a place







nning



There is a whole industry concerned with getting to people from one place to another

Goods can reflect place















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Although *often*
the customer visits the organisation, the
organisation can visit the customer,
& there can be a combination of both.

We will now explore this further

www.themarketingconcept.com © Dr. Stephen Fanning



Customer visits the organisation


Place - where the product is delivered
Customer visits the organisation

In retailing we talk about place as the

“Marketplace”



Courtesy of St Regis Bali





This is often a built environment where consumption takes place

Place is part of the ‘theatre of business’



Marketplace where the product meets the customer

www.themarketingconcept.com © Dr. Stephen Fanning





Marketplace where the product meets the customer

www.themarketingconcept.com © Dr. Stephen Fanning

Place can be a physical place or a virtual place

A material site or a non-material site
A customer may visit both

Let's discuss marketplace and marketspace

www.themarketingconcept.com © Dr. Stephen Fanning

Marketspace the new concept of place



Marketplace

Material



Marketspace

Non-material



Cape Lodge – Yallingup, Western Australia – three time zones & place

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Pop-up retailing - The mobile coffee vendor







Pop-up retailing – The city tour salesperson





Pop-up retailing - The mobile showroom

can visit the customer & the customer can visit the showroom













The organisation visits customer

Place of origin is an “idea” associated with some products and brands

Often referred to as
Country of Origin or Provenance

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What comes to mind when we think of

German cars



What comes to mind when we think of

Italian cars



What comes to mind when we think of

Swiss watches



What comes to mind when we think of

Belgian Chocolate





What country comes to mind when we think of

Whiskey

?







What comes to mind when we think of

French Wine

Terroir --- a sense of place

Regions, due to soil, climate , topography, and culture, produce wines with unique qualities.

wines outside this region are likely to lack the unique qualities [e.g., Champagne]







Route des Grands Crus





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Reducing product risk – French wine

Whilst drinking wine has a certain status attachment; drinking "French" wines has "extra snob value" in emerging markets [e.g. China].

Provenance has challenges

To the Chinese consumer

Australian wines lack the prestige of top French wines; even though Australia has a lot of icon wineries



Speedy, B. (2010, October 24). **Snob factor hits wines in China.** ***The Australian.***

Provenance hierarchy

1. France
2. Italy
3. Spain
4. Australia
5. Chile
6. United States
7. Portugal
8. Germany
9. South Africa
10. Argentina

New world wines



Provenance as a marketing challenge

examples of shortcuts

Buy a well established brand with country of origin appeal





Ford sells VOLVO to Chinese carmaker Geely

source www.coolhunting.com/style/prada-made-in.php

Country of origin can get blurred.



Prada launched a “Made in…” campaign to show respect for their craftspeople around the world including the source their ideas

Miuccia Prada



Place can be the dominant component

"a place of our own"

"a roof over our heads"

Place can have spiritual qualities



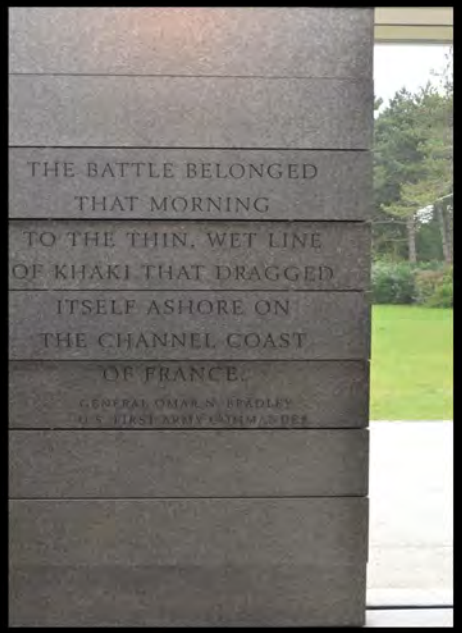
Place can be sacred



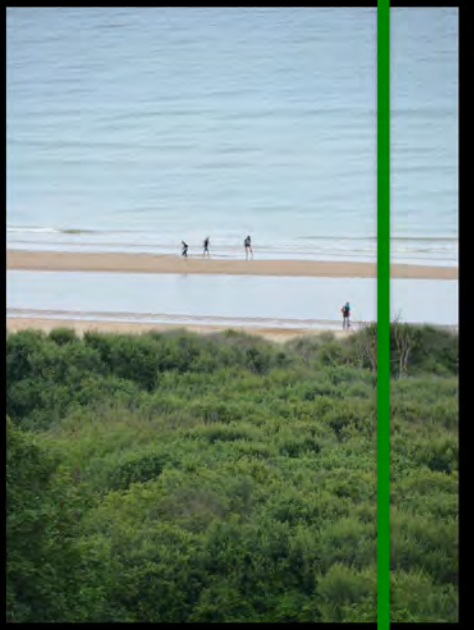


Place can be sacred









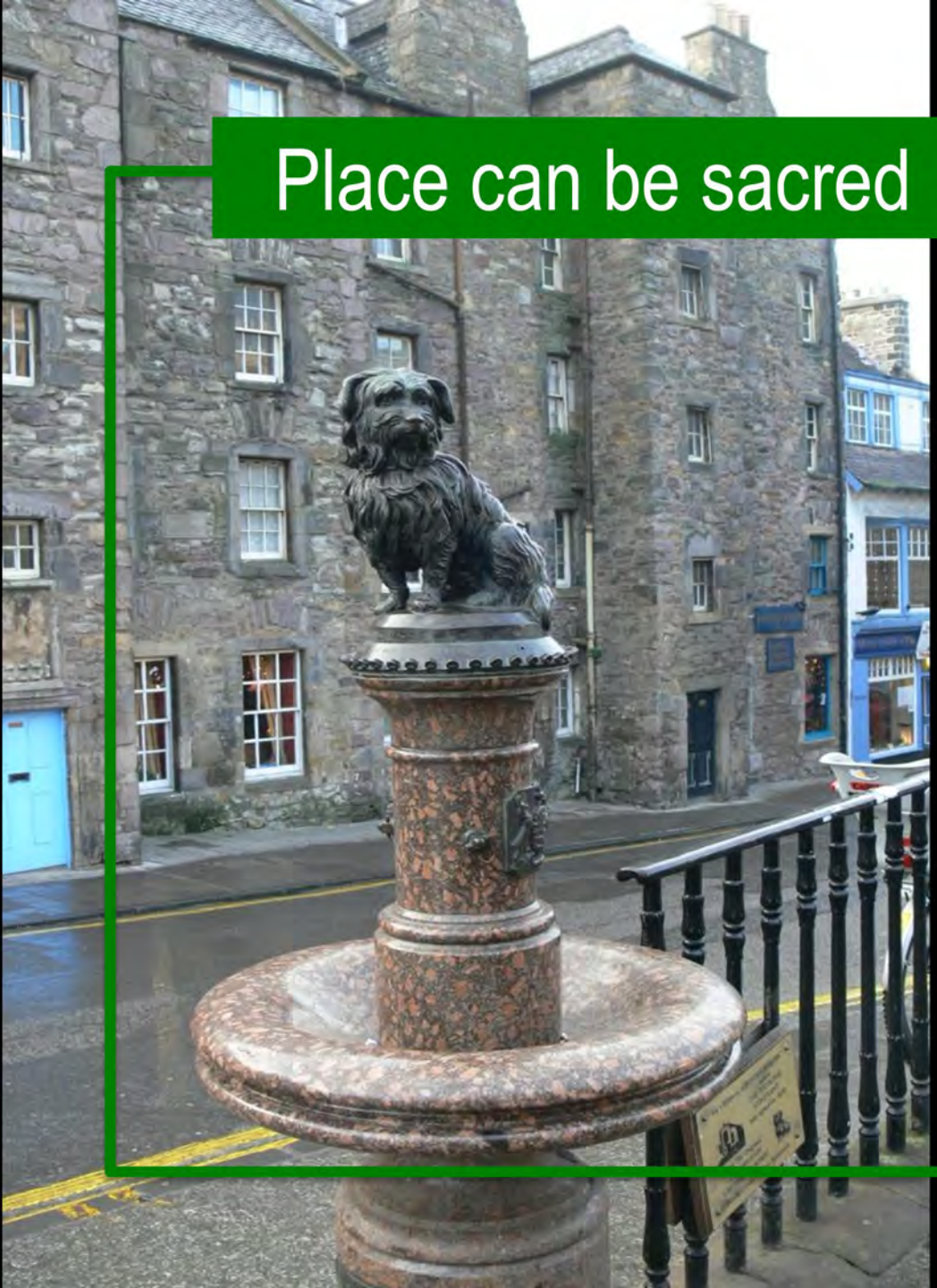
Omaha Beach - Normandy

Place can be sacred

Place can honour heroes



Simpson and his Donkey @ the Melbourne War Memorial



Place can be sacred

Place can honour heroes

Greyfriar's Bobby honouring a faithful dog

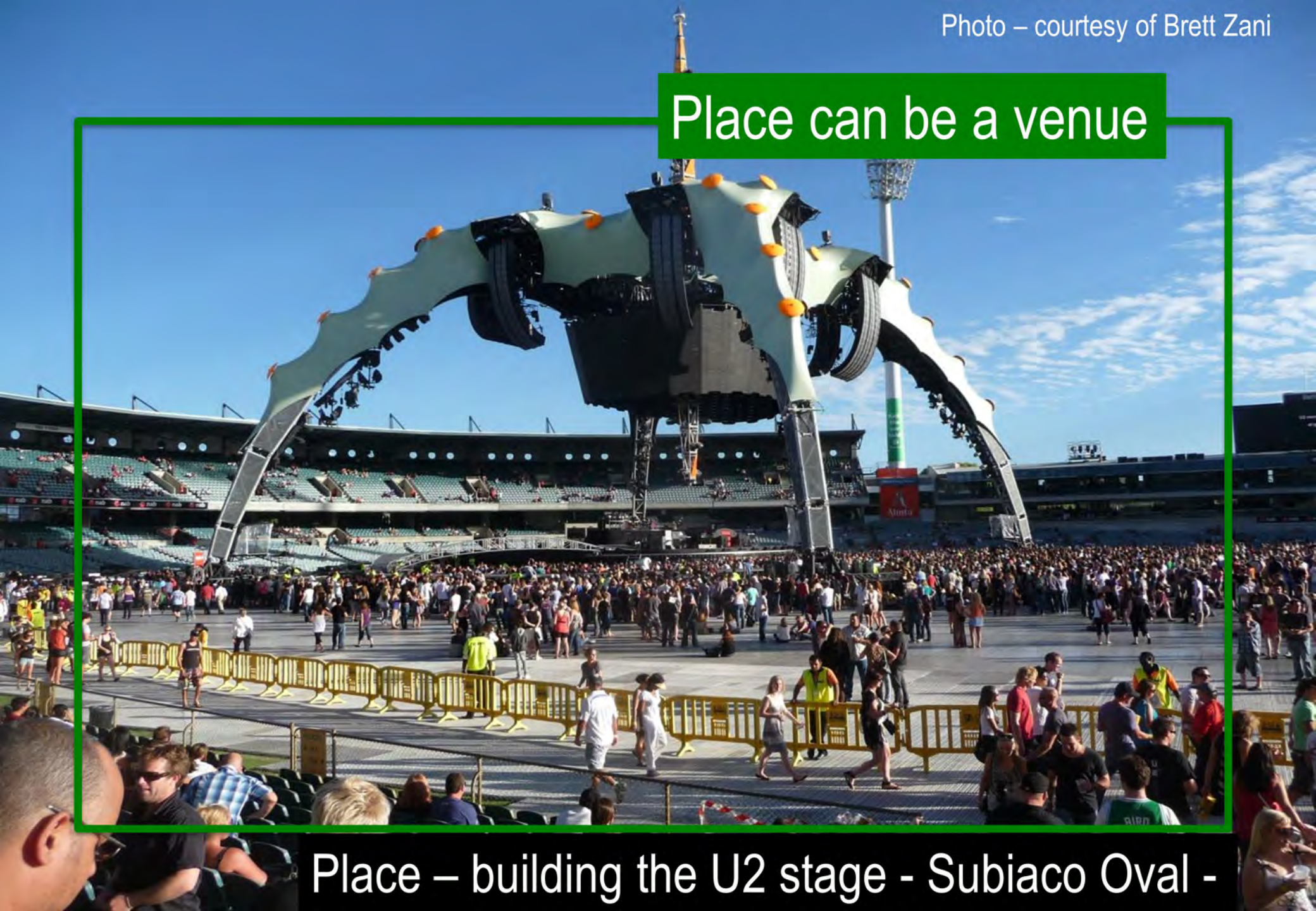


Green Cathedrals by Philip Lowry

Place can be a venue

Consider the places of pilgrimages

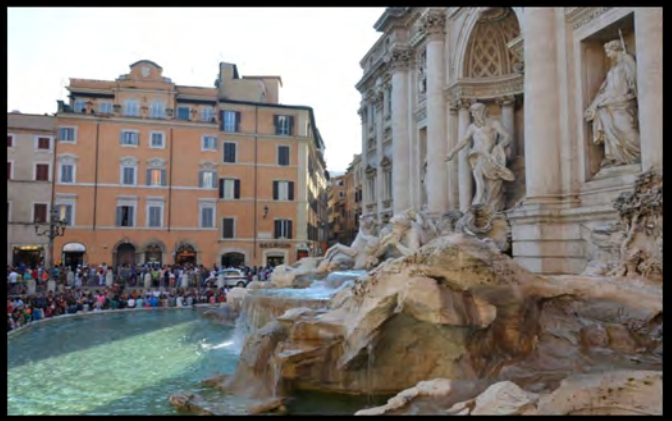
- Lords
- Wimbledon
- Wembley Stadium
- St Andrews
- Augusta
- Isle of Wight
- Monaco [GP circuit]
- Yankee Stadium
- Maracane [Rio/Brazil]
- Ascot
- MCG
- Old Trafford
- Roland Garros


Photo – courtesy of Brett Zani
Place can be a venue
Place – building the U2 stage - Subiaco Oval -

even……disguise a pumping station



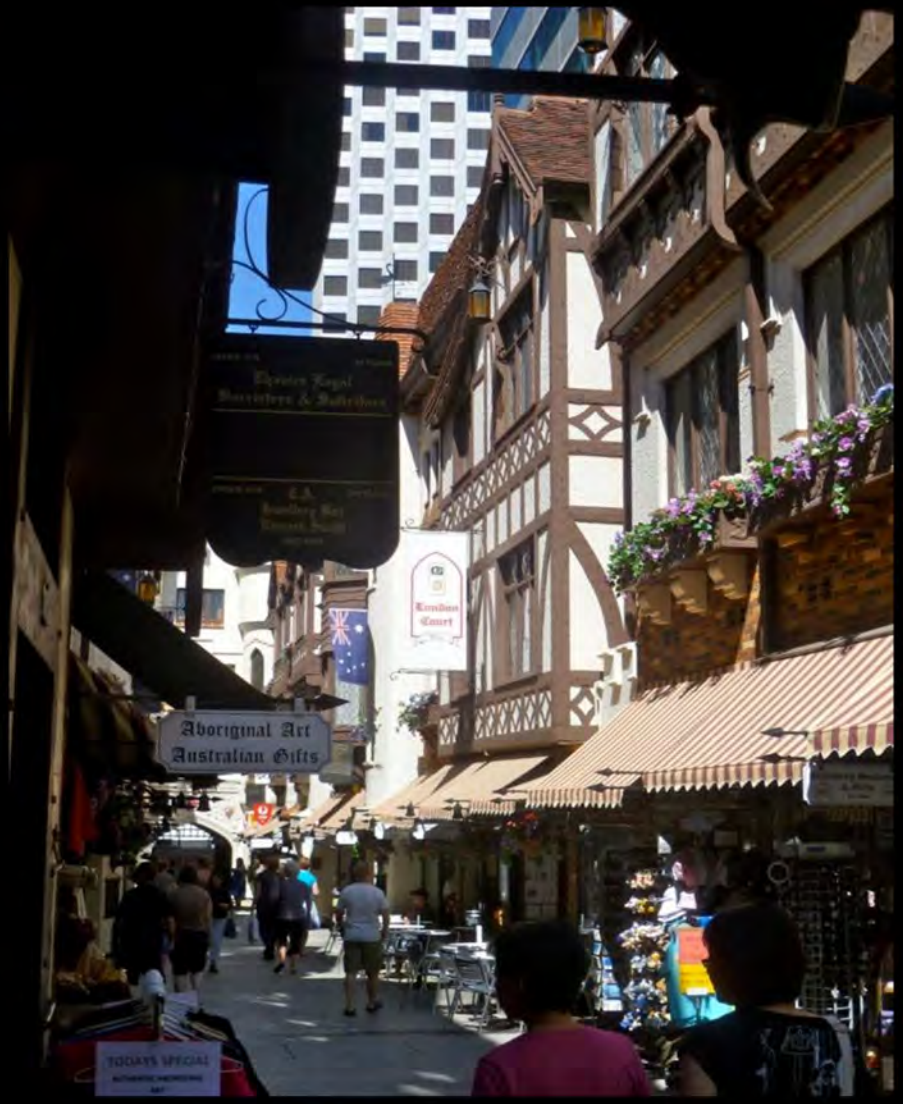




Trevi Fountain, Rome

Place as a representation of another place & time





London Court, Perth



Ye Olde Lolly Shoppe – an English sweet shop

Margaret River, Western Australia


SURACE FRESH
· fruit & veg · meat · poultry · fish ·
Buy local





























Place is part of the communication process

www.themarketingconcept.com © Dr. Stephen Fanning


A place to meet your friends
cyber café
HAPPY HOUR
18h-20h
Tous les cocktails
5'50
Pinte d'Amstel
5'50
BREAK FAST
BAR CLUB
DINER
COCKTAILS
CHAMPAGNES
MOJITO

Place can be ‘green’





Place can be ‘green’



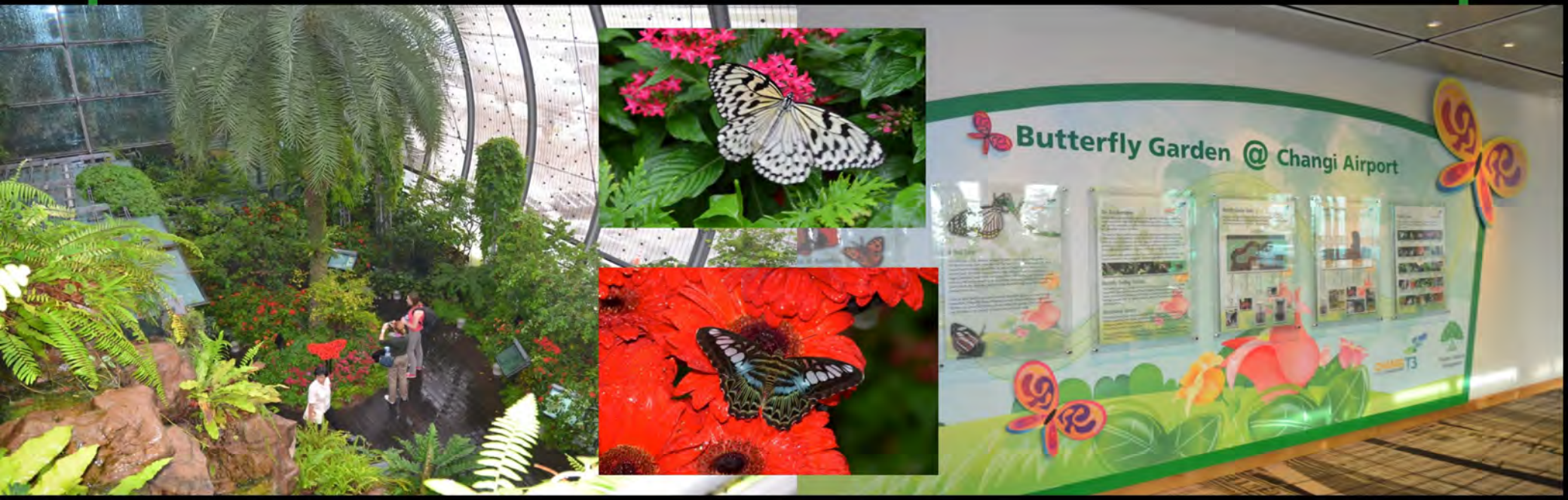




Positioning Singapore as a city in a garden

www.themarketingconcept.com © Dr. Stephen Fanning

Place can be ‘green’



Positioning Singapore as a city in a garden

Changi Airport 24, 000,000 passengers / year; 5,000 arrivals and departures / week, 200 connections

www.themarketingconcept.com © Dr. Stephen Fanning

Place can be ‘vitual’



A virtual reality tour of ancient times

Place can communicate - a city's past







Place can communicate - a city's future





The place can be designed to facilitate and support people, services, experiences

Place can communicate - a city's future



One chance to make a good impression





www.themarketingconcept.com © Dr. Stephen Fanning



There is a whole industry concerned with the planning, design & creation of place

Atmospherics







Maximising heritage to attract “heritage brands”

QV Building, Sydney

Atmospherics



Designing to maximise place appeal

Quay West Apartments, Sydney

Atmospherics



The Block Arcade, Melbourne





Atmospherics

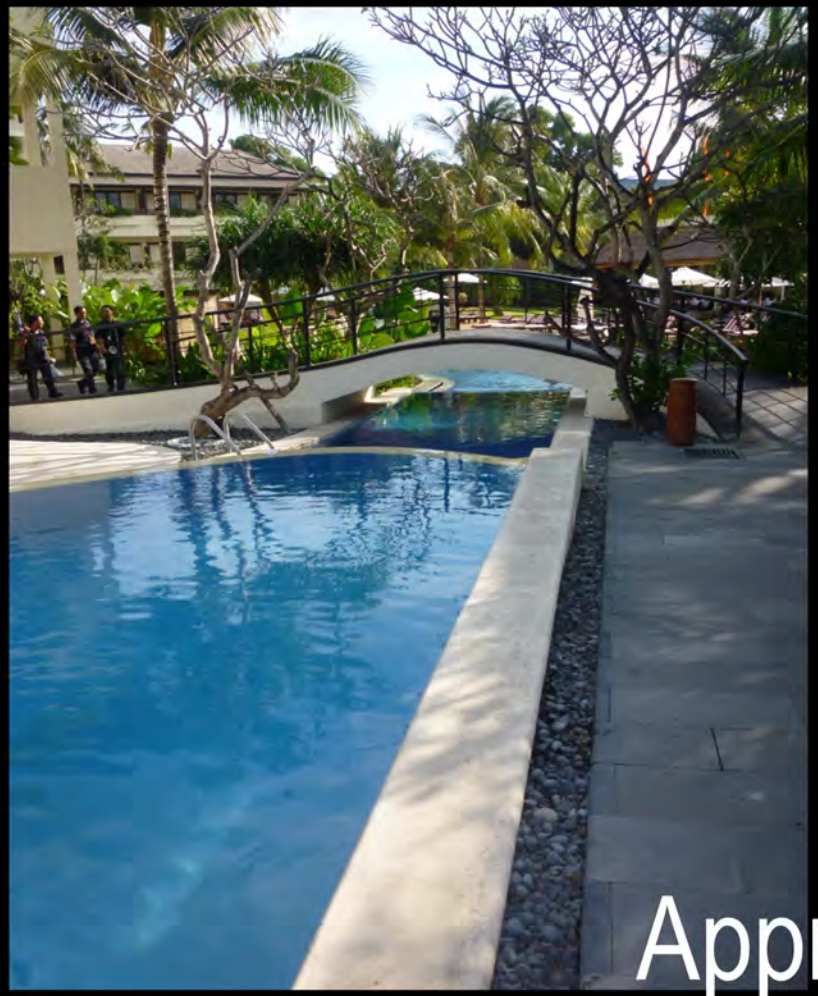


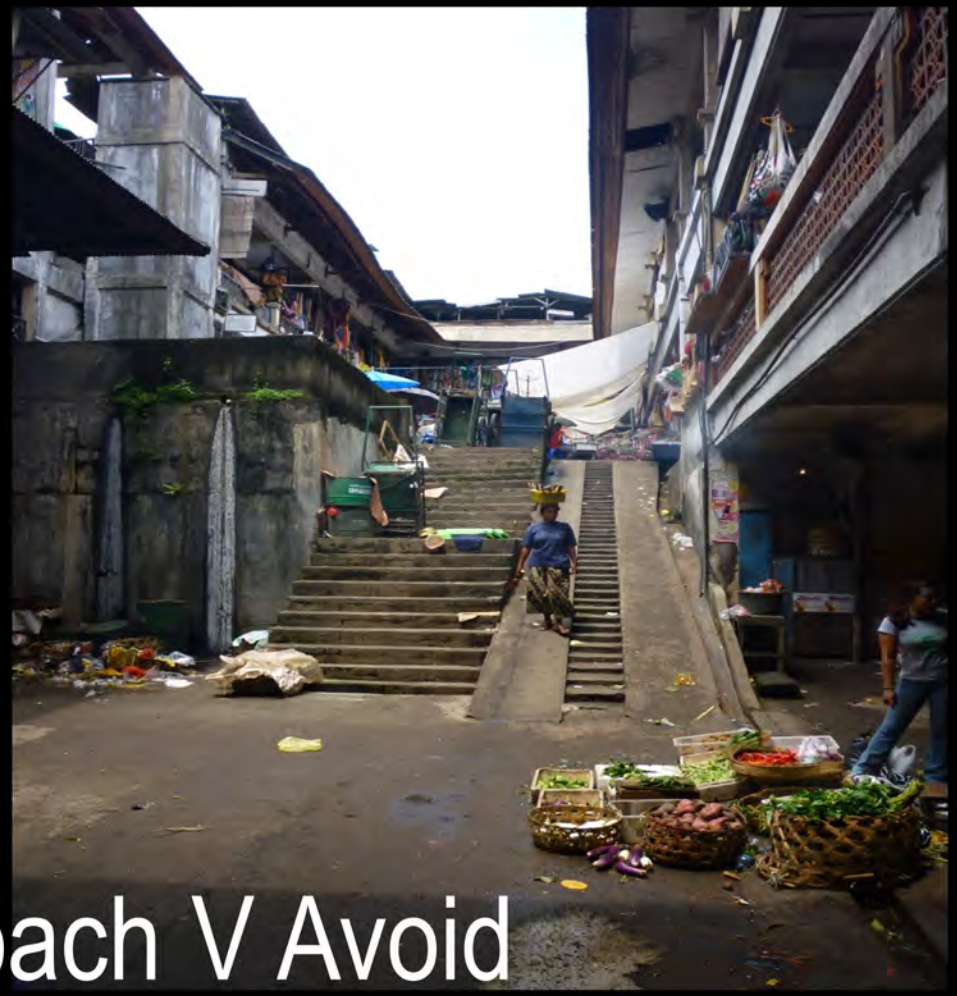




Haji Lane, Singapore

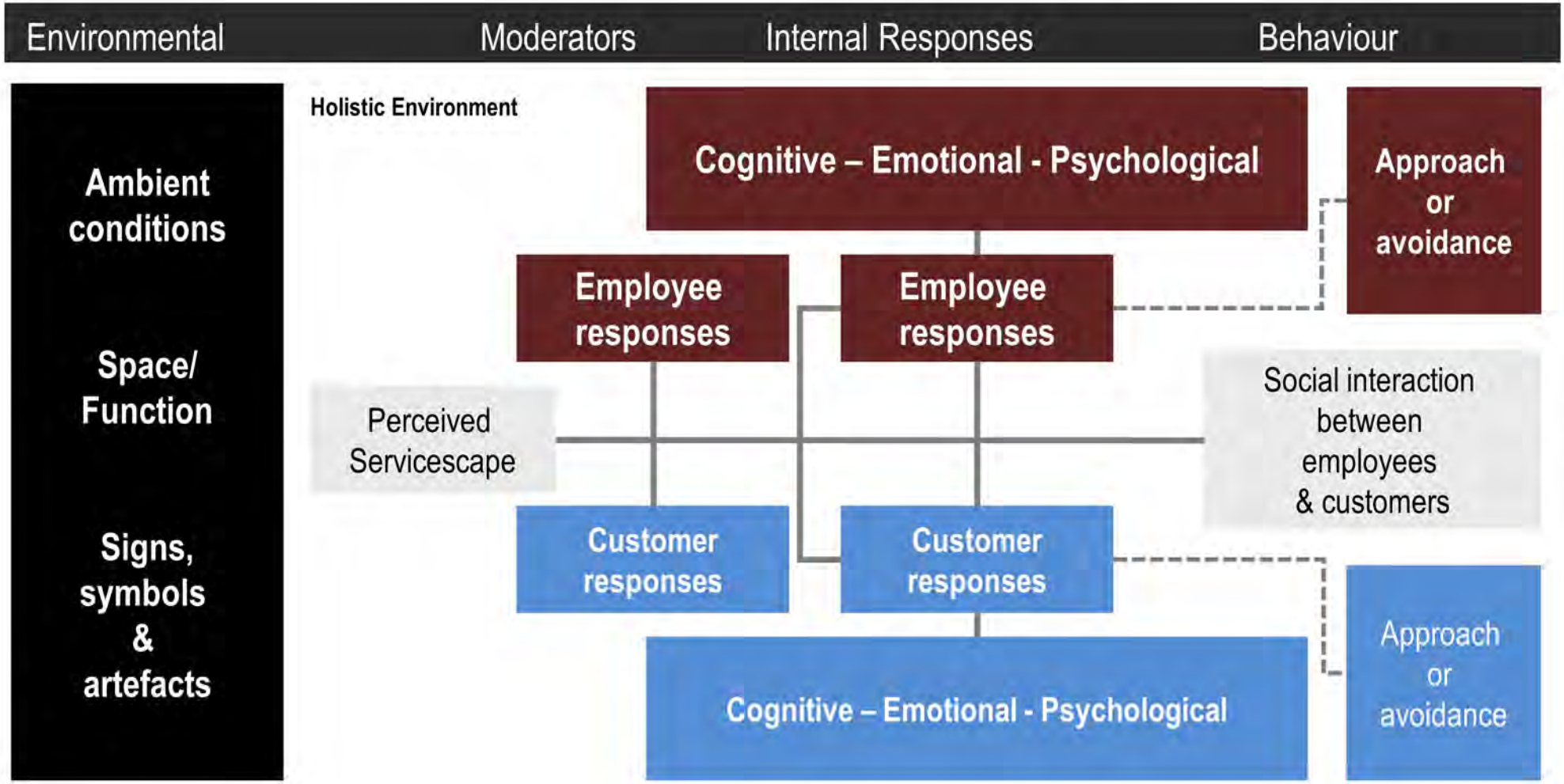
Bitner states that customers & employees behave according to the servicescape



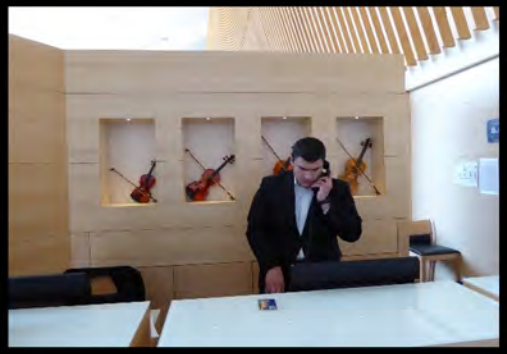


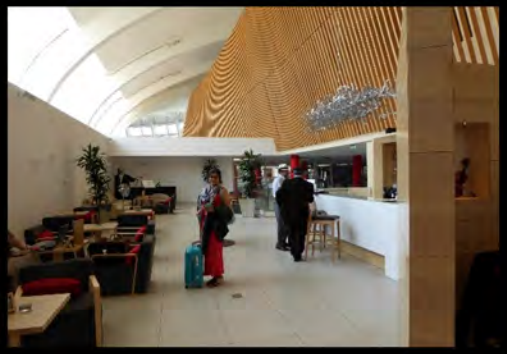
Approach V Avoid

The servicescape model



Adapted from Bitner, M. J. (1992). Servicescapes: The impacts of physical surroundings on customers and employees. *Journal of Marketing, 56*(April). 57-71.





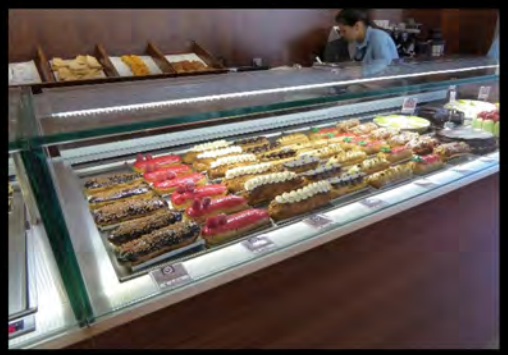

Creating a hotel with a music theme – live music

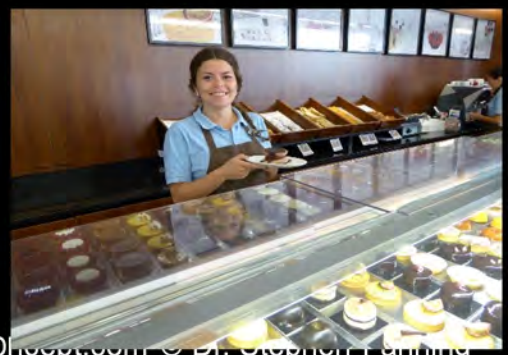




+ including a food court for guests & locals







www.themarketingconcept.com © Dr. Stephen Fanning



Vatican Museum



Etihad stadium

People are likely to behave differently in a church than a soccer match

www.themarketingconcept.com © Dr. Stephen Fanning



Place can be the Workplace

Employee	- a place to work
Customer	- a place to do business
Investor	- a place to invest



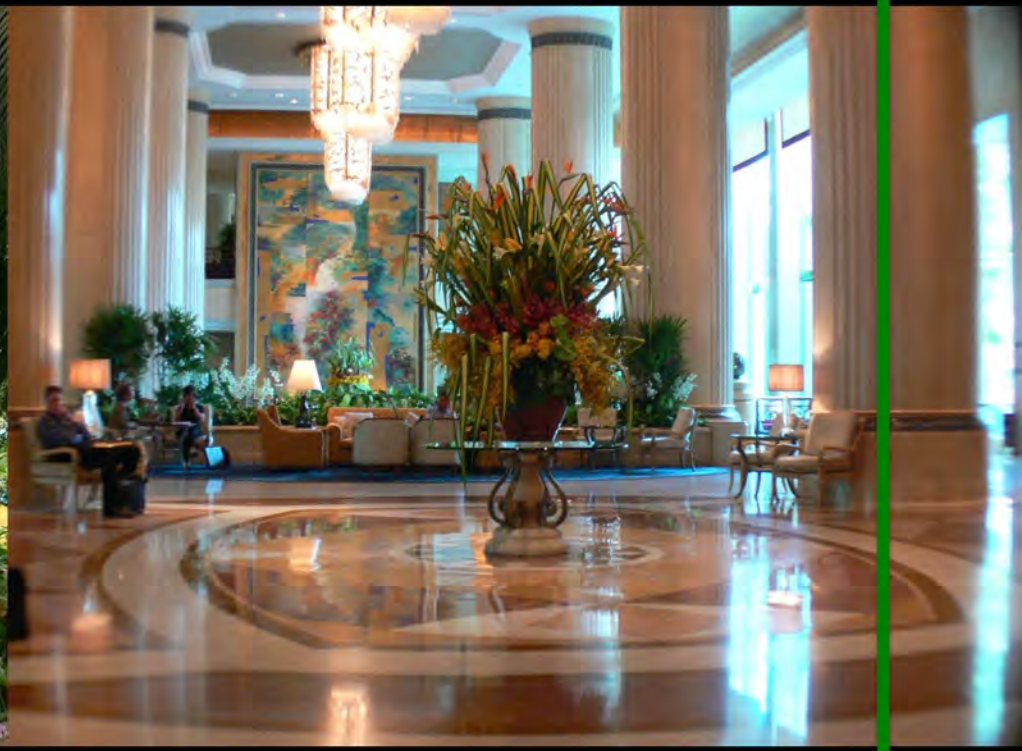


Place can be part of an epistemic experience

www.themarketingconcept.com © Dr. Stephen Fanning

Place can be designed for a target market





www.themarketingconcept.com © Dr. Stephen Fanning

Place can be designed for a target market



The Hyatt Hotel Singapore; An oasis in a city

www.themarketingconcept.com © Dr. Stephen Fanning

Place can be designed for a target market





www.themarketingconcept.com © Dr. Stephen Fanning

Place can be designed for a target market



St Regis Bali

www.themarketingconcept.com © Dr. Stephen Fanning

Place can be designed for a target market





www.themarketingconcept.com © Dr. Stephen Fanning

Place can be in harmony with a culture







Norfolk Hotel [Kenya]

Beyond expectations













Place often takes on a new identity at night

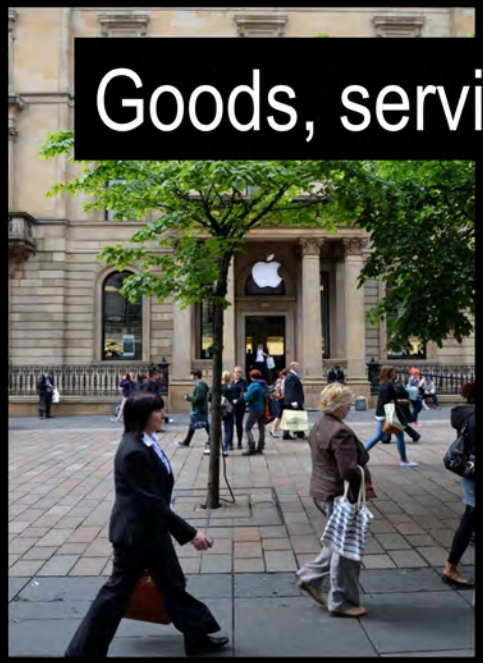
Keep in mind

People can have a relationship with the marketspace

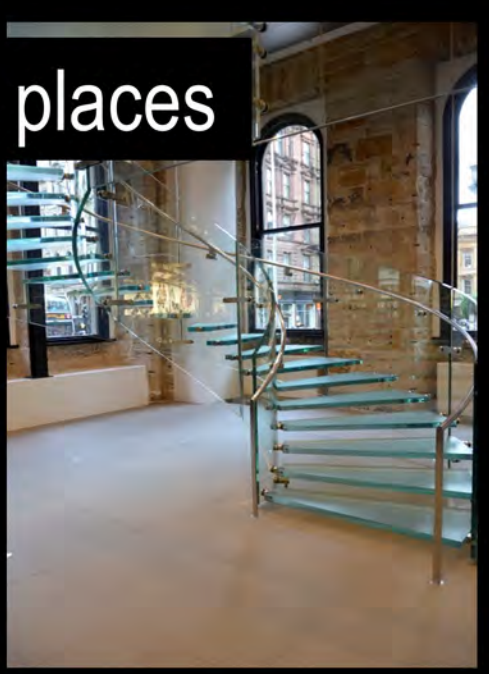
"favourite sites" and personal space



Goods, services, ideas, experiences, people, & places



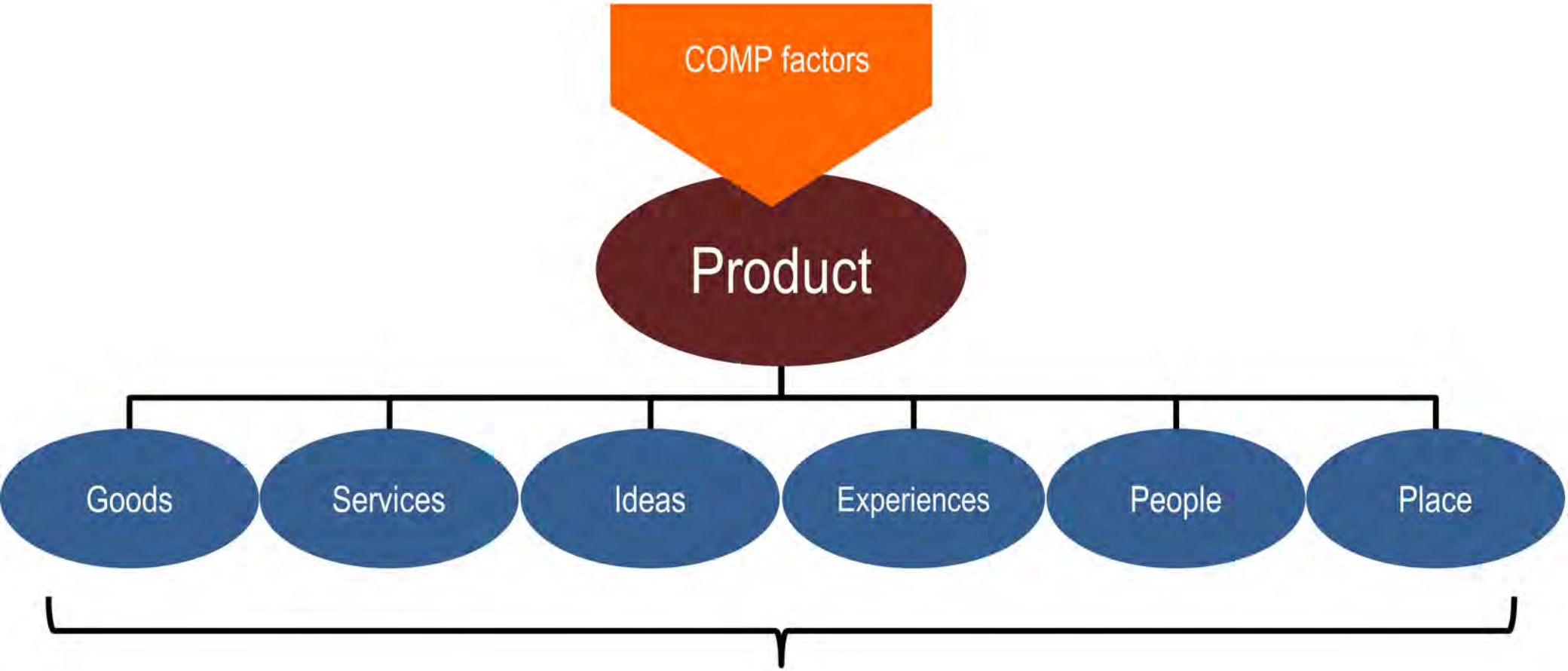






Apple shop - Glasgow

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Dictates how the product is designed & developed, who is the target market, & the unique value proposition

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