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Side) , **(Demand Side)** **(Supply**

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가

- () (A Business Function)

- , , 가 ,
- , , 가

— (A Discipline)

— (A Business Philosophy)

-

- **(Customer Satisfaction)**

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- “ (satisfy)
 (delight)
 ” ()

- “ 가 .

가 .” (Stew Leonard)

- 逸話

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- (Kaizen)

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20:80

(10-15%)

5:95

- Business Definition

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- (Understanding the Revenue Source)

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(Needs)

(Wants)

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- **(Marketing Myopia)**

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- : **Avon** ; **Rubbermaid**

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- 가

(Environmental Scanning)

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(Environmental Scanning)

- - 가 , , ,
 - 가
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 - : Non-Verbal Language - 가

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(Market Size)

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(가 ,),

(demographics)

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(Market Share)

-

(Marketing Mix)

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= **Four P's**

– **Product, Price, Promotion, and Physical Distribution
(or Place)**

- **(Relative Market Share)**
 -
- **(Market Growth Rate)**
 - **(Product Life Cycle)**

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- **(Decision Making Unit: DMU)**

- **(Buyer)** (;

Consumer, End User)

- **(Consumer Marketing)**

— 가 가

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- **(Industrial Marketing, Business-to-Business Marketing, Organizational Buying Behavior)**
- - Decision Making Unit (DMU), Decision Making Process (DMP), Decision Making Time (DMT), Group Dynamics, Price, Risk

()

- **(Decision Making Process: DMP)**
 - **Trial**
 - **Modified Rebuy (Repurchase)**
 - **Straight (Routine) Rebuy**

- 가
 - - ()
 - 가 , 가 **(High Involvement)**
 - : ,
 - **IBM**
 - (Confidence and Pride)
 - , , (FUD: Fear, Uncertainty, Doubt)

- **(Production Concept)**

- 가

- 가

- , , 가

- : **Model T-Car**

- **(Product Concept)**

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- **(Sales Concept)**

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- **(Marketing Concept)**
 - 가
 - **(Customer Orientation)**
 -
 - **(Society Orientation)**
 -
 -
 - : “?????”

- **(Relationship Orientation: Relationship Marketing)**

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— - (Win-Win Relationship)

- **(Green Marketing)**

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- DB (Database Marketing)
 - (Individual Marketing)
 - (One-to-One Marketing)
 - DB

- (Internet Marketing)

- (cyber space) 가

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DB

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- (Symbiotic Marketing)
 - 가
 - Horizontal Integration
 - 가
 - (strategy alliance)
 - (synergy effect)

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(Global Competition)

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(SWATCH),

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» **Better than More**

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- **Total Quality Management (TQM)**

- **Return on Quality (ROQ)**

- **Return on Investment (ROI)**

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- **(Kaizen)**

- **Quality House**

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- **Relational Exchange rather than Discrete Transaction)**

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- (10-15%)

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(Word of Mouth)

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(; Reference Group)

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- **(Scandinavian Air System)**
 - 1980 **(MOT: Moment of Truth)**
 - 8 7 1
- **J. D. Power (1970's)**
 -
 - 가

- **Malcolm Baldrige National Award**
(1987)

- 가 30%

- **日本能率協會 Customer Satisfaction**

- ,
(1989)

- 가 **(Changi Airport)**

- , , 1

- **(Product)**
 -
 - - : , **MADD (Mothers Against Drunken Driving)**
 - : , 가 ,
 - 가: **Australia, Thailand, Singapore, New Zealand**

- 가 (**Price**)

- (Cost) 가 (Value)

- 가 (Floor)

- 가 가 (Ceiling)

- **(Promotion)**
 - **(Advertising)**
 - **(Sales Promotion)**
 - **(Marketing Public Relations)**
 - **(Personal Selling)**

- **(Physical Distribution)**
 - **Exclusive Distribution**
 - **Selective Distribution**
 - **Intensive Distribution**
- **()**
 - **(Key Success Factor; KSF Analysis)**

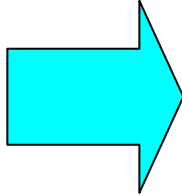
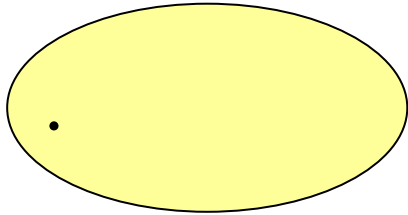
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- **STP**



PLC



(,)

(5%)

Compact (49%)

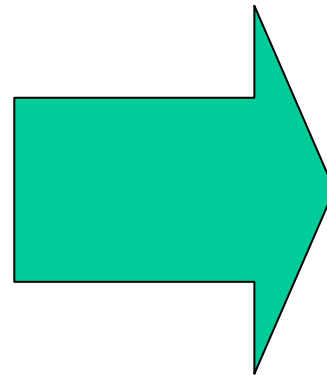
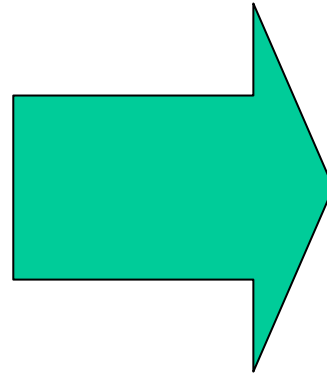
(46%)

Damaged (11%)

Anti-Dandruff(23%)

Two-in-One(39%)

All Purpose (27%)



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» **Me-Too Products**

» **Henry Ford Model T-Car**

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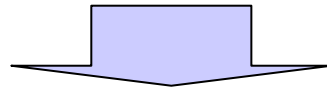
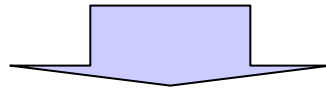
,

- -
 -
 - **(Profitable)**
 - **Identification and Differentiable**
 - **Reachable**

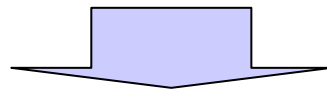
- 1:
 - 1:
 - 2: 25 - 34 , 가
 - 3: 35 ,
 - “ 가 가 . ”

- 2:
 - :
 - : 4.3, 4.2
 - :
 - :
 - :

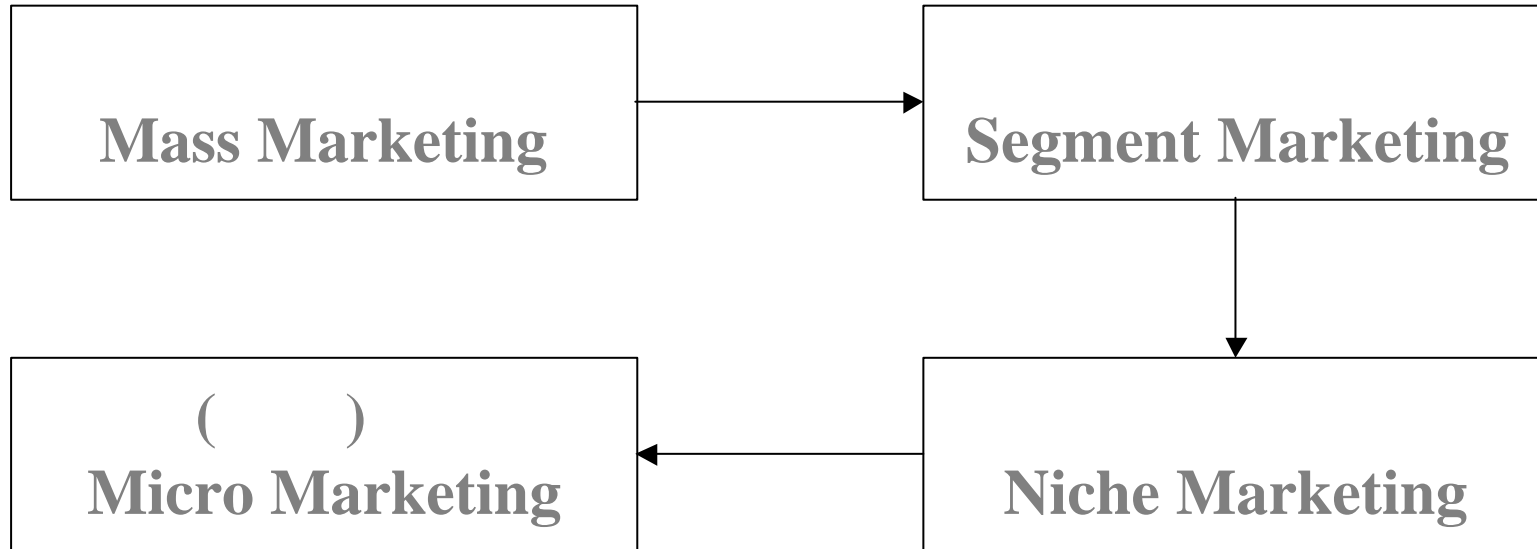
- **Customers are different (sufficient amount of heterogeneity)**
- **Differences of customers are related to differences in market demand**
- **Segments of customers can be isolated and reached within the overall market (Researchable)**
- **Specific products and/or marketing programs can be designed for the identified segments (Actionable)**
- **Segments will be differentially responsive (Differentiable)**



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- **Ford Model T-Car**

- **Coca Cola**

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- **Premium Price**

- , **Know-How**가

- , **Rolls,**

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- **Segment of One, Customized Segmentation, One-to-One Marketing**

-

- **Mass Customization**

- **(Demographic Variables)**
 - (Geographic Variables)
 - » General Foods Maxwell House Coffee - -
 - »
 - (Age and Life Cycle Stage)
 - » , , ,
 - (Sex)
 - » (Virginia Slim, , versus), ,
(floral versus musk)
 - » (, , , versus ,
, GQ, Esquire)

- (Income)
» , , 가
- (Education)
» ,
-

- **Demographic Segmentation) (Multi-Attribute**

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e. g. OB : 24-35 가 -
29.8 □
(24 / 35 OB)
, 24

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e. g. 30 가 (/)
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- » , , ,

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- » (Wall Street Journal versus)

- » 가 (, versus , ,

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- **Abraham Maslow (Hierarchy of Needs)**

- **Physiological: Food, water, shelter, sex**
 - **Safety: protection, security, stability**
 - **Social: affection, friendship, acceptance**
 - **Ego: prestige, self-esteem, success**
 - **Self-Actualization: self-fulfillment**

Hierarchy of Needs

		가		
Top	Rolex Rolls L.Vitton Heinken	Expensive	Exclusive Authorized Dealers	Come to think of it I'll have Heineken
Middle	Seiko Cadillac Samsonite Michelob	Moderate	Seletive specialty	The night belongs to Michelob
Bottom	Timex Chevy Store Brand Budweiser	Reasoanl	Extensive Supermarket	This Bud's for you

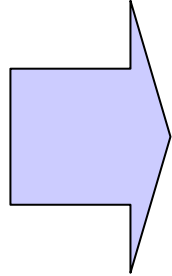
- (Life Style)
 - » AIO
 - » Attitudes (), Interests (), Opinion ()
 - » VALS and VALS2
- (Personality)
 - » Personality Trait ()
 - » Aggressiveness, Dominance, Narcissism
 - » Dominance

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- (Occasion)

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- **(Expected Benefits)**

- Yankelovich

- » 1: 가 (23%)

- » 2: (46%)

- » 3: (31%)

- » Timex

- - » **Nutritional Snacker**
 - » **Economical Snacker**
 - » **Guilty Snacker**
 - » **Indiscriminant Snacker**

- - » **Close-Up:**
 - » **Crest:**
 - » **Aqua Fresh:**
 - »
 - »

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» Heavy User versus Light User

» Heavy Half

» , 16% 가 88%

» , 39% 가 90%

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» Single Brands Loyalty

» Multi Brands Loyalty

» Brand Switchers ()

» Deal Prone ()

» Variety Seeking ()

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» Cognitive Component

» , , , , 가

» “ 가 ”

» Affective Component

» , , 가

» “ 가 ”

» Behavioral Component

» ,

» “ ” “ ”

가

- **Measurable**
 -
 - **Purchasing Power**
 - **Consumer Profile Data (Heterogeneity or Homogeneity)**
- **Substantial**
 - **Sufficiently Large and Profitable**
- **Accessible (Reachable)**
 - **Effectively Reached and Profitable**
- **Differentiable**
 - **Different Response Elasticity to Different Mix Strategies**
- **Actionable**
 - 가

- (Undifferentiated Strategy)
 -
 -
 - 가
- (Multiple Target Market Strategy)
 - (Differentiated Strategy)
 -
 - 가
- (Single Target Market Strategy)
 - (concentrated strategy)

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 - Perception is Reality!
- **Positioning Map** ()
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» Mazda Miata

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- , ,
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- : Lenox China (Art is never an extravagance; Living well is a revenge)

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- - : Johnson & Johnson
 - : 002

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1950

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- : : 90% , ?

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- : Avis: We Try Harder!