Product Concepts
Principles of Marketing
Chapter 11

What is a product?

“Total Product”
Types of products

Consumer products
- Convenience
- Shopping
- Specialty
- Unsought

Business Products
- Installations
- Accessory equipment
- Raw materials
- Component parts or assemblies
- Process materials
- MRO supplies
- Business services

Product Lines and Mixes
Two Main Lines - Frozen or Canned

<table>
<thead>
<tr>
<th>Width of Frozen product mix</th>
<th>Depth of Product Line</th>
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</thead>
</table>

Product Life Cycle

Cost decreases gradually as demand increases.
Product Adoption Process

Awareness → Interest → Evaluation → Trial → Adoption

Adopter Categories

- Innovators
- Early Adopters
- Early Majority
- Late Majority
- Laggards

<table>
<thead>
<tr>
<th>Percentage</th>
<th>2.5</th>
<th>13.5</th>
<th>34</th>
<th>34</th>
<th>16</th>
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- Significant benefit to customer
- High value
- Align with consumer tastes
- Build on reputation

- Higher rate for consumer products
- Estimate is between 30% to 80% failure rate
- Mis-match of product to customer needs
- Poor image
- Low value perception

Success Failure

Estimate is between 30% to 80% failure rate.