

Customer Perceptions

Unit 4: Organisations, Competition and Environment

Hmmm Tasty...

- Who makes the best baked beans?
- Who makes the best tasting cola?
- Which is the best band?
- Best quality music format?

What is Quality?

Quality is largely subjective - it is in the eye of the beholder. Quality requires care on the part of the provider.

Brand & Awareness

This is the way that a distinctive identity is created for a product or a range of products, so that promotion leaves an identifiable presence in the marketplace.

- BT
- McDonalds
- Coca Cola
- Virgin

Euro Branding

Many companies are now not just creating brand awareness within a national context, but are also promoting brands on a continental or even global basis.

Customer Loyalty

Companies using brands will attempt to retain existing customers, as well as attracting new customers because of the brand.

Barriers

- Ignorance
- Apathy
- Choice
- Availability
- Peer Pressure
- Existing Stuff
- Cost

Gateways

Exclusivity

New

Exciting

Digital

Better

Peer Pressure

Cost

Music Technology

LP

Audio Cassette

Compact Disc

Minidisc

mp3

ATRAC

DVD Audio

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