**True/False Pre-reading**

Read the following statements and predict if they are true or false in the left column.

Then read the article and write down if they are true or false in the right box.

If your guess was wrong, rewrite the statement to make your guess correct.

|  |  |  |
| --- | --- | --- |
| Guess  T or F | Statement | Answer  T or F |
|  | People normally say “I want something”, not “I need something” |  |
|  | Consumers buy products to meet their needs |  |
|  | Consumers buy brands due to their wants |  |
|  | Needs define the total market and wants define the market segment |  |
|  | Businesses should aim to sell to the same market segments (customers) as their competitors |  |

**Questions**

1. Give the article a title – what would you call it?

2. Define the term *want* [2 marks]

3. Define the term *need* [2 marks]

4. Explain how businesses can be successful by understanding the needs and

wants of customers [6 marks]

# https://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcQCUZJgX3TH0xs--R1ALwIrm0H866SiIvUMcSuTTkoGzP1f3jad Sell to Wants, Not Needs

by Julie Chance

*People may decide buy a product or service because they need it. But they choose which brand to buy, or company to buy from, based on which one meets their wants.*

My mother used to tell me, tongue in cheek, that I never wanted anything in my life - everything I asked for was something I needed!! Think about it. We say, "I need a new car." "I need to go on vacation." "I need someone to clean my house." When was the last time you heard someone say, "I want a new pair of shoes." I bet even Amelda Marcos said, "I need a new pair of shoes."

As consumers we justify our purchases, at least in our own minds, as being something we need. As business owners, selling our products or services, we have been lulled into believing that customers are buying from us because they need what we have to offer. We are trying to meet the needs of our customers instead of focusing on meeting their wants.

People may buy a product category due to need. However, they purchase a specific brand or from a certain company based on wants. In other words, needs define the total market and wants define the market segments. For example, people buy a watch because they need to know what time it is. One person buys a Rolex because they want the status and prestige associated with owning a Rolex while someone else buys a Timex because they want dependability inexpensively.

It is often much easier to see the role wants play in purchase decisions when we're talking about consumer products. However, the concept is equally at play even in the business-to-business environment. Decision makers in the business world are the same people that are buying based on wants in the consumer world. And no matter how logical the surface justification for need is, the factor(s) that tip the purchase scale are going to be wants.

To successfully market your product or service, identify a segment of the population that has the need for your product but whose wants are not being met or are not being met well. Ask yourself these questions:

* What wants are my competitors filling?
* How can I meet a different set of wants?
* Does (or could) my product or service meet wants in the areas of speed, affordability, ease of access or use, level of service, prestige, or dependability better than my competitors?

Then design your marketing message to address these wants.

Julie Chance is the President of Strategies-by-Design. She has over 18 years of professional experience in training, marketing, management and operations.