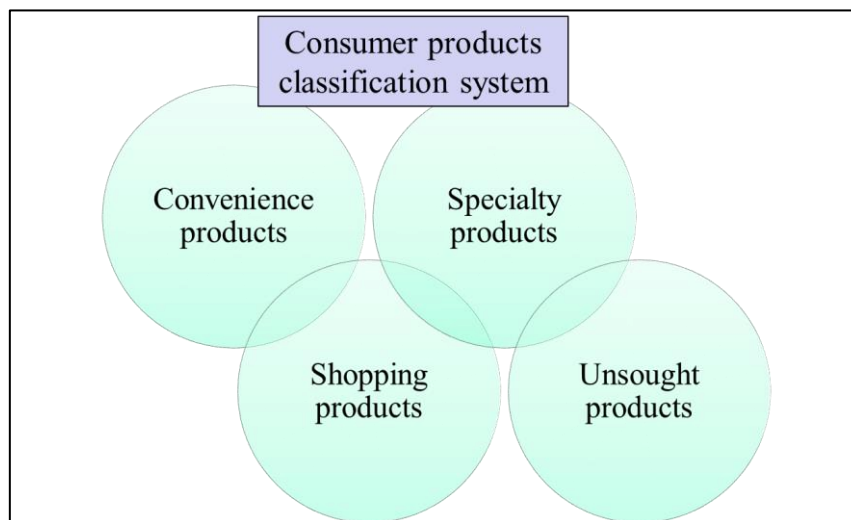


The Consumer Products Classification Scheme

For this discussion activity, you need to consider the consumer products classification scheme:

- convenience products,
- shopping products,
- specialty products and
- unsought products.

The consumer product classification system is usually outlined as an old and established marketing model (since the 1920's). Despite its age, this model is still included in textbooks today as it helps marketers with the design of their marketing mix.



Student Discussion Question

For each of these four product classes – briefly outline the implications for each of the following marketing considerations:

- Level of purchase involvement
- Extent of customer loyalty
- Importance of product
- Importance of brand
- Value of product line extensions
- Price sensitivity
- Responsiveness to sales promotions and discounts
- Importance of the place mix
- Role of logistics
- Role of retailer relationships
- Responsiveness to promotion and advertising
- Examples of the product