MARKETING MIX (4Ps)

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From STP to Marketing-Mix

STP

- Who we serve?

→ Segmentation & Targeting

- How will we create value for them?

→Differentiation & Positioning

“We are a fast delivery company”

“90% of our deliveries reach customers within 30 minutes”

Marketing – Mix: work together

- What we offer?

→Product

- What customers give up?

→ Price (benefit + value)

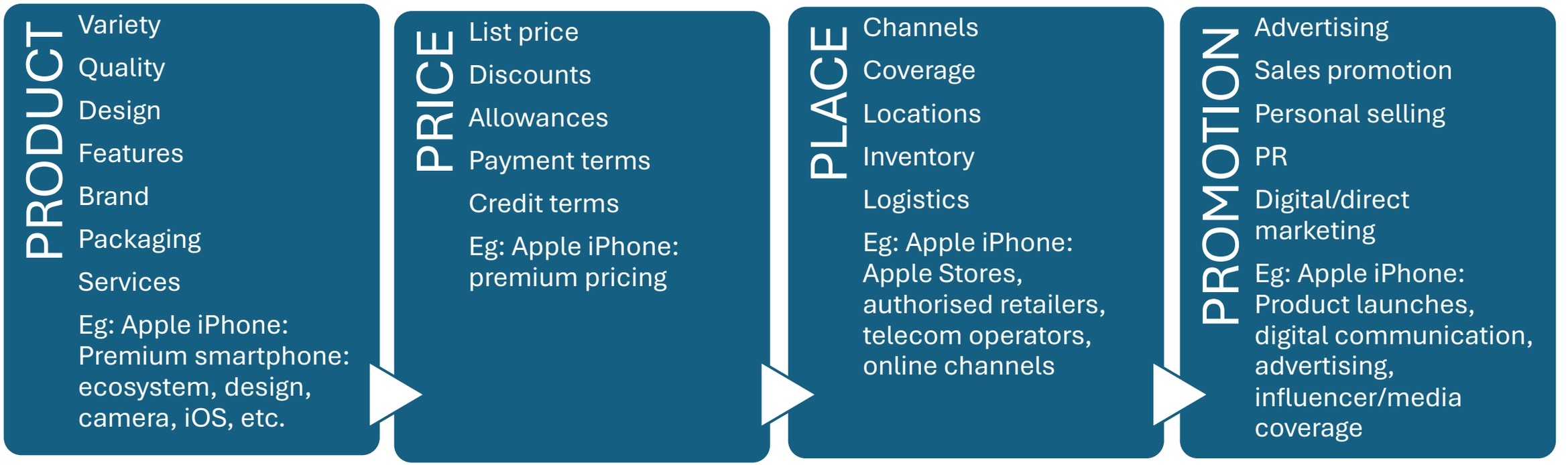
- How customers obtain it?

→Place (Distribution + Time)

- How we communicate value?

→ Promotion

The 4Ps: at a glance



PRODUCT



What Is A Product?

A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.



Product: Goods vs. Services

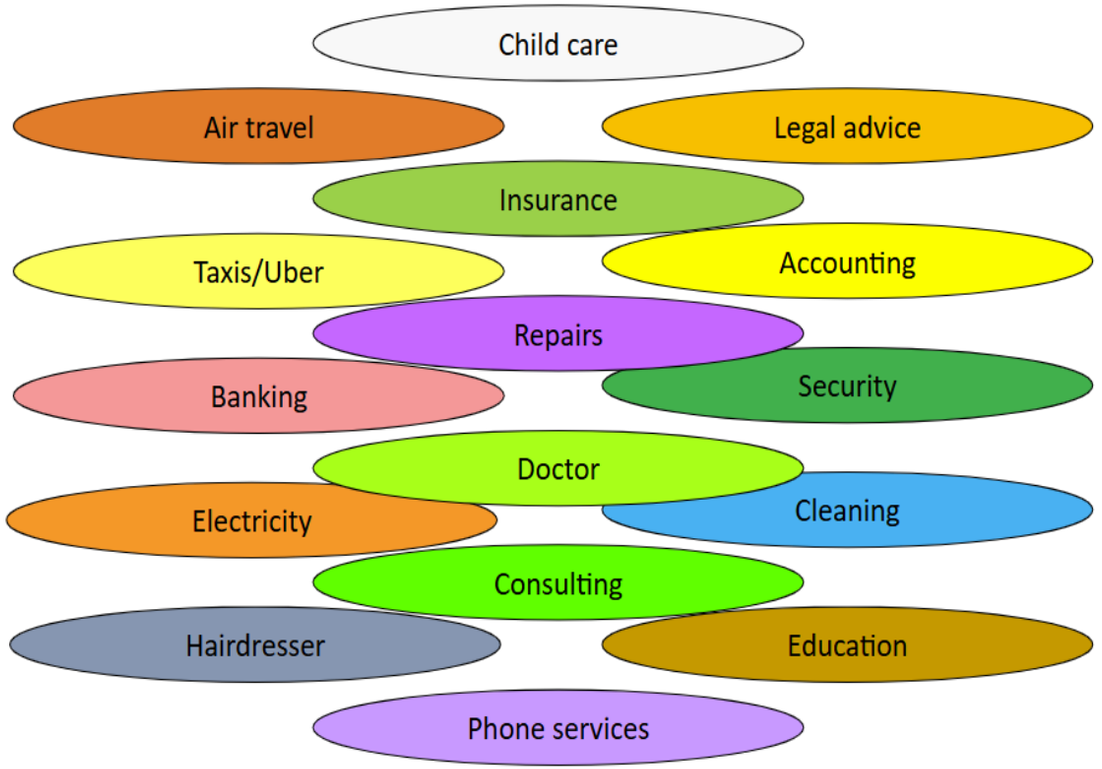
- A product is anything that can attract market attention and be consumed, purchased, or exchanged to satisfy consumers' needs and wants.
- A service is a type of product whose value to consumers is determined primarily by the benefits it provides rather than by physical ownership.





Service characteristics

- **Intangibility**
  - Cannot be seen, touched, or physically examined before purchase
  - Customers often have to **trust** the provider
  - Cannot usually be “tested” in advance
- **Inseparability**
  - Production and consumption often occur at the same time
  - The service provider and customer may both be part of the service experience
- **Variability**
  - Service quality can vary
  - It may depend on who provides the service, when, where, and how
- **Perishability**
  - Services cannot be stored or inventoried for later use
  - Production and consumption must therefore be coordinated in the right sequence and at the right time



A Trip to Kyoto as a Total Market Offering

A Kyoto trip combines many market offerings, not just one experience.

1 Services



Airline seat, hotel room, train ticket, guided tour

2 Goods



Souvenirs, snacks, travel items

3 Places



Kyoto as a destination

4 Persons



Tour guide, hotel staff, local people

Overall Experience: Travel to Kyoto



5 Events



Festivals, seasonal events

6 Organisations



Airline | Hotel | Railway | Museum | Tourism Office

Airline, hotel, railway, museum, tourism office

7 Ideas



Cultural heritage | Sustainability | Hospitality

Cultural heritage, hospitality, sustainability

8 Experience



Sightseeing, learning, memorable moments

Discussion:

Which components are goods, services, persons, places, events, organisations, ideas, and experiences?

THREE LEVELS OF PRODUCT

- **1. Core Customer Value**
- What is the customer really buying?
- **2. Actual Product**
- The tangible or identifiable market offering.
  - Quality level
  - Features
  - Design
  - Brand name
  - Packaging
- **3. Augmented Product**
- Additional services and benefits surrounding the product
- Warranty, Delivery, Installation, Customer support, Financing, Returns, App/software support, Loyalty programmes



A Kyoto trip can be analysed as a core benefit, an actual product, and an augmented product.

2 Actual Product

The actual trip package and destination elements the customer receives.

- Airline seat
- Hotel room
- Train ticket
- Guided tour
- Kyoto destination
- Temples / shrines
- Festivals
- Local food
- Sightseeing attractions



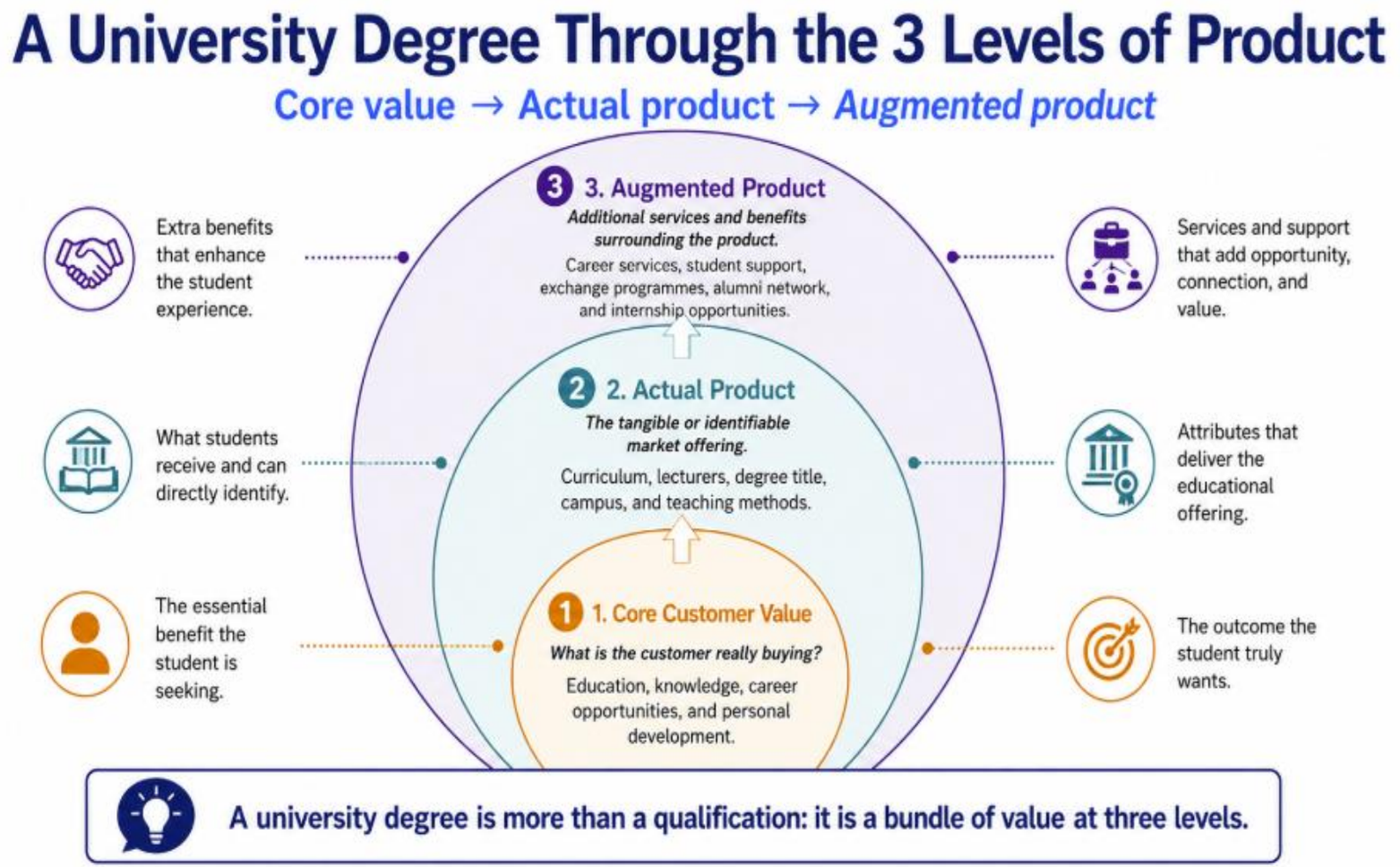
3 Augmented Product

Additional services and benefits that enhance the trip.

- Booking support
- Travel app / online booking
- Customer service
- Itinerary planning
- Airport transfer
- Reviews / information
- Tourism office help
- Safety / assistance
- Memorable photo sharing

Question:

- Analyse the 3 levels of a university degree
- Which level creates the greatest differentiation between universities? For example: A Business Administration program at HUST and at NEU



Hints: Differentiation comes from **how the programme is designed and what the additional value is.**

Actual level: Curriculum, lecturers, specialisations, teaching approach, university reputation

Augmented level: Internships, industry links, exchange opportunities, alumni network, career support

PRODUCT CLASSIFICATIONS: Consumer vs. Industrial Products

- Consumer vs. Industrial Products: B2C and B2B marketing
- **Consumer Products**
  - Purchased by final consumers for personal consumption.
  - **Convenience products**
  - **Shopping products**
  - **Specialty products**
  - **Unsought products**
- **Industrial Products**
  - Purchased for:
  - further processing,
  - producing other products,
  - or conducting a business.
- Eg: A laptop bought by:
  - Student → consumer product
  - Company for employees → industrial product

Convenience Products

- Products consumers usually buy:
  - Frequently
  - Immediately
  - With minimum comparison and effort
- Eg: Bottled water, snacks, toothpaste, basic household items
- **Marketing implications**
  - Relatively low price
  - Wide distribution
  - Easy availability
  - Mass promotion
- Eg: Coca-Cola needs to be available almost everywhere customers might want a drink.

Shopping Products

- Consumers compare alternatives based on:
  - Suitability
  - Quality
  - Price
  - Style
- Eg: Furniture, Clothing, Electronics, Hotels, Cars
- **Marketing implications**
  - Selective distribution
  - More information
  - Greater salesperson/customer interaction
  - Product differentiation becomes important

Specialty Products

- Products with: Unique characteristics & Strong brand identification
- Customers are willing to make **special purchasing effort**.
- Eg: Ferrari, Rolex, Luxury designer handbags, Certain specialist cameras
- Customers often do not compare many substitutes.
- **Marketing implication:** Brand identity and exclusivity matter more than distribution intensity.

Unsought Products

- Products consumers:
  - Do not know about, or
  - Normally do not think of buying.
- Eg.: Funeral services, Certain insurance products, Emergency medical products
- **Marketing implication:** They often require:
  - Strong awareness building
  - Personal selling
  - Education
  - Persuasive communication

BCG Growth–Share Matrix

Product Portfolio Analysis

Market Growth Rate

High

Low



Star

High growth,
high market share



Question Mark

High growth,
low market share



Cash Cow

Low growth,
high market share



Dog

Low growth,
low market share

Product Life Cycle (PLC)



- **Development**: no sales yet; investment costs are high
- **Introduction**: sales grow slowly; profits are usually low or negative
- **Growth**: sales rise rapidly; profits increase
- **Maturity**: sales growth slows; competition becomes intense
- **Decline**: sales and profits fall

→ Companies need new products because:

- Customer needs change
- Technology changes
- Competitors innovate
- Existing products decline
- New market opportunities emerge

PRODUCT DECISION

Product Quality

Product Features

Product Design



Product Quality

- **Quality Level:** The level of performance appropriate for the target market.
- **Quality Consistency:** Delivering the expected level of performance consistently.

→**Higher quality does not always mean "the best possible quality."**

- Eg: A budget hotel does not need golden bathrooms, but customers still expect:
  - cleanliness,
  - safety,
  - and consistency.

Product Features

- A basic product can be offered with different features → Features can help:
  - Differentiate a product
  - Target different segments
  - Support different price levels
  - Increase customer value
- **Eg: Cars**
- Basic model:
  - Standard engine
  - Manual controls
- Higher version:
  - Advanced safety
  - Larger screen
  - Premium audio
  - Driver assistance
  - Leather interior

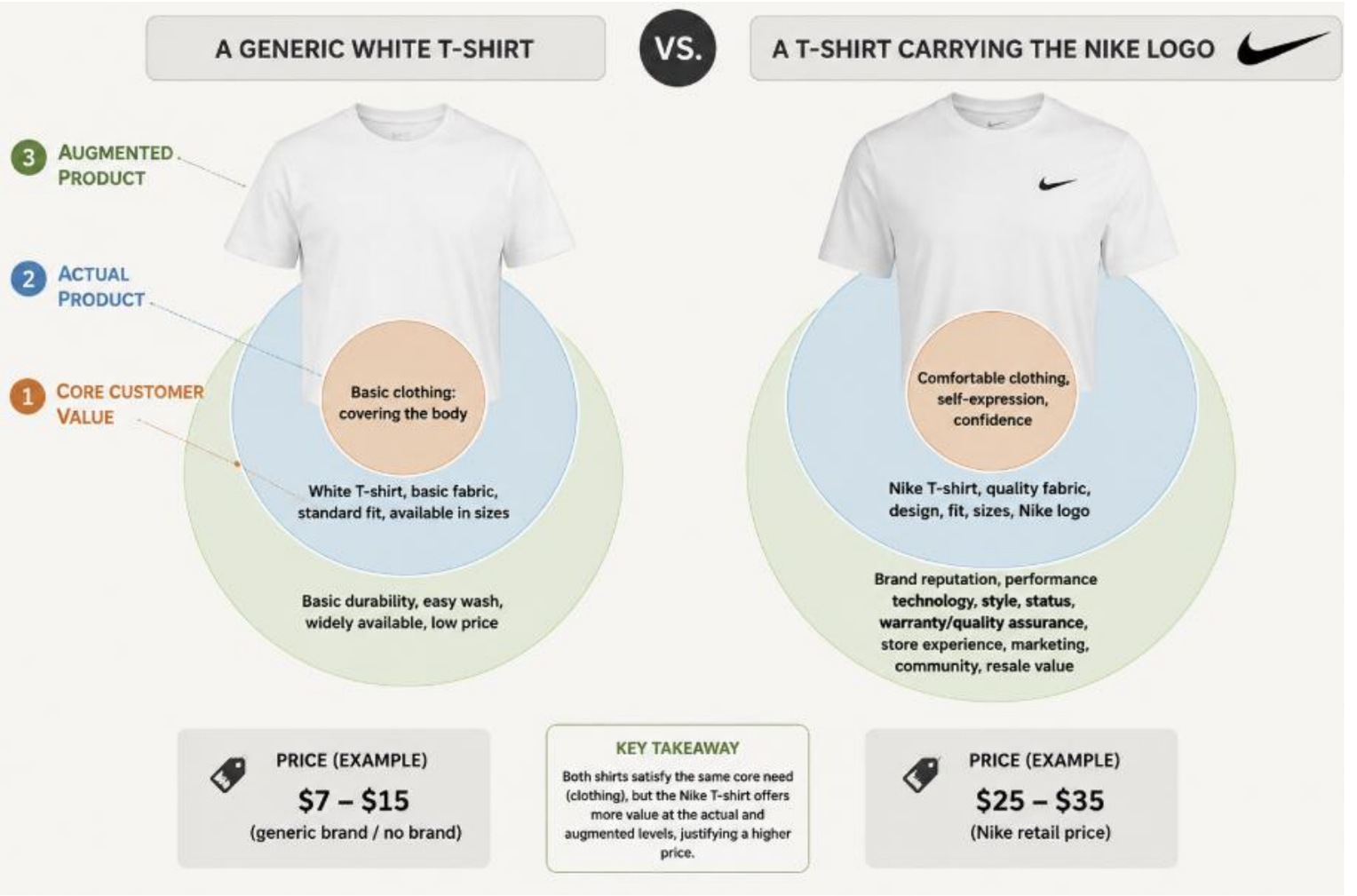
Product Design and Style

- **Style d**escribes the **appearance** of a product.
- **Design c**ontributes to both appearance and usefulness/performance.
- Good design begins with observing customer needs, not only making a product look attractive



BRANDING

- A brand is more than a name or logo. It represents consumers':
  - Perceptions
  - Experiences
  - Expectations
  - Associations
  - Relationships with the Product
- Brands can help
  - Identify products
  - Reduce search effort
  - Reduce perceived risk
  - Signal expected quality
  - Express identity
  - Build trust



BRAND NAME

- A strong brand name should ideally be:
  - Memorable: Nike, Apple, Grab
  - Distinctive: Sunkiss, Google, Qantas
  - Easy to pronounce: Heineken vs. Carlsberg
  - Appropriate to the product: Cocoon, Sunsilk, Head & Shoulder
  - Extendable: Vinhomes, VinMec, VinFast, Vinmart, VinEdu
  - Legally protectable: Kodak, Bvlgari
  - Suitable across markets
- **International challenge:** Names can carry different:
  - meanings,
  - pronunciation,
  - associations
  - across countries.

Coca-Cola in China: Brand Name Localisation

When Coca-Cola entered China in the late 1920s, some **local sellers created phonetic Chinese renderings** of “Coca-Cola” before the company had established an official Chinese brand name. Some combinations of characters sounded roughly like Coca-Cola but produced absurd meanings such as **“bite the wax tadpole”** or similar nonsense.

The Coca-Cola Company later selected **可口可乐 (Kěkǒu Kělè)**, which preserves a reasonably similar sound while carrying positive associations roughly along the lines of **“tasty/pleasant to the mouth” and “happiness.”**





A successful international brand name must consider both sound and meaning, as well as cultural associations in the target market.

Chevrolet Nova

When Chevrolet introduced their car **Nova** to Spanish-speaking markets, people later joked that the name sounded like the Spanish phrase **“no va” — “it doesn’t go.”** This became a famous marketing story: imagine trying to sell a car whose name seems to say that it cannot move.

PACKAGING

- **Packaging: More Than a Container**
- Packaging traditionally protects the product.
- Today it can also:
  - Attract attention
  - Communicate positioning
  - Differentiate brands
  - Provide convenience
  - Communicate information
  - Support brand recognition
- Packaging as a Marketing Tool: shapes perceived value before the product is even used



Reduce, Reuse and Recycle Package

Current packaging strategies commonly focus on **Reduce, Reuse and Recycle**, including lighter packaging, recycled content, refill systems, reusable containers, recyclable mono-materials, and, where appropriate, compostable or bio-based materials.

- **Less material** — smaller, lighter packaging
- **Recycled materials** — recycled paper, glass or plastic
- **Recyclable design** — easier for consumers to sort and recycle
- **Reusable / refillable packaging** — refill pouches, returnable bottles, refill stations
- **Renewable or bio-based materials** — where environmentally appropriate
- **Minimal unnecessary packaging**

Eg: the EU's new Packaging and Packaging Waste Regulation generally began applying on **12 August 2026** and aims to reduce unnecessary packaging, increase reuse, and improve recyclability

In Vietnam, many F&B sellers have shifted from conventional plastic takeaway containers to alternatives such as **sugarcane-bagasse boxes, paper packaging, biodegradable bags, and other plant-based materials**. Eg: Central Retail Vietnam has piloted food trays and packaging made from biodegradable sugarcane bagasse, and Vietnamese F&B businesses have also adopted eco-friendly takeaway packaging

Labelling

- Labels may:
  - Identify the product
  - Describe the product
  - Provide instructions
  - Communicate ingredients
  - Provide safety information
  - Support brand positioning
  - Meet legal requirements
- Eg: Food labels:
  - Nutrition information
  - Ingredients
  - Allergens
  - Origin
  - Expiry date

Team work



Questions:

- Analyse the 3 levels of your business case study
- Which levels can be use to compete on the market?
- Any suggestions for the Product decision?