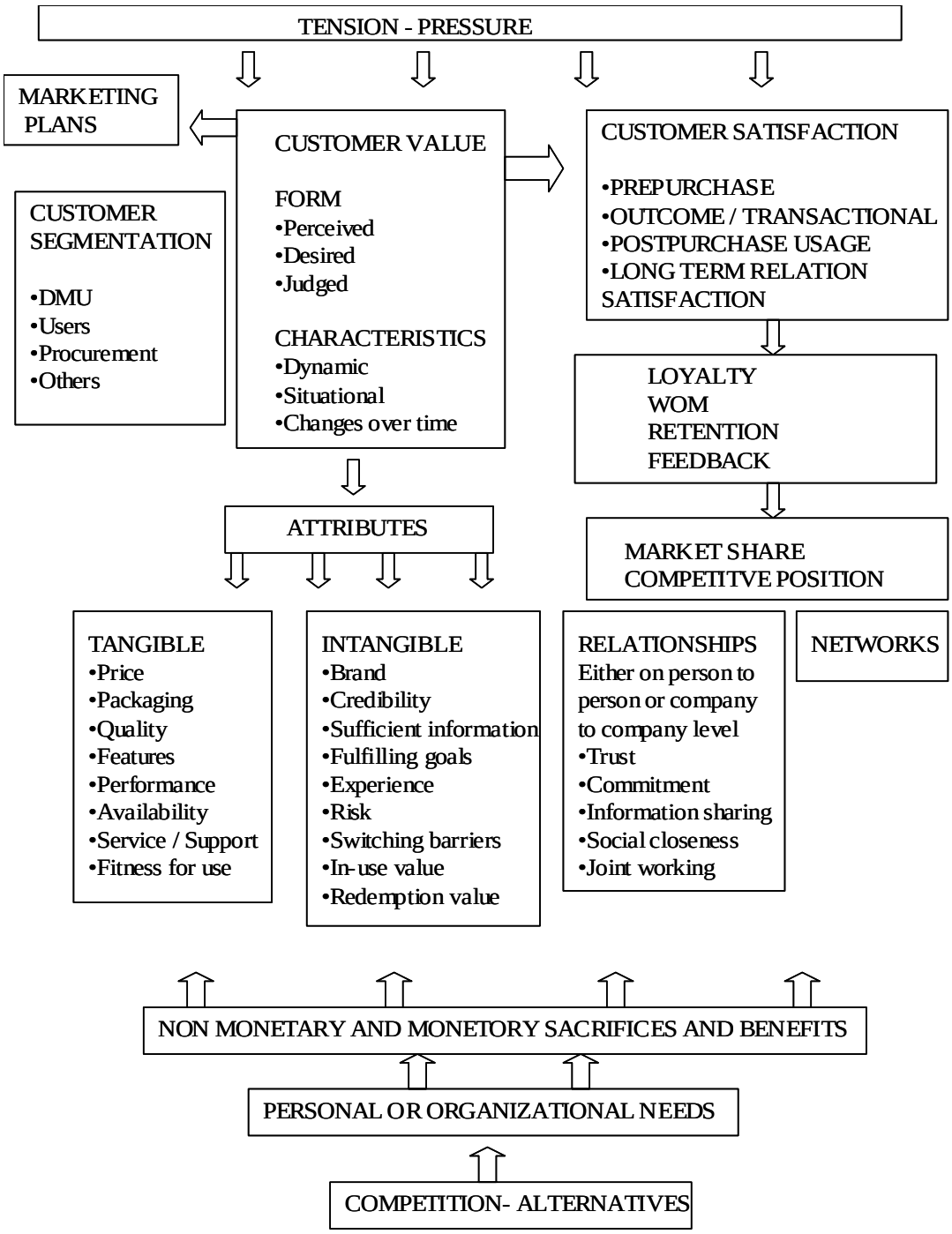
TENSION - PRESSURE
MARKETING PLANS
CUSTOMER VALUE
FORM
•Perceived
•Desired
•Judged
CHARACTERISTICS
•Dynamic
•Situational
•Changes over time
CUSTOMER SEGMENTATION
•DMU
•Users
•Procurement
•Others
CUSTOMER SATISFACTION
•PREPURCHASE
•OUTCOME / TRANSACTIONAL
•POSTPURCHASE USAGE
•LONG TERM RELATION SATISFACTION
LOYALTY
WOM
RETENTION
FEEDBACK
MARKET SHARE
COMPETITVE POSITION
ATTRIBUTES
TANGIBLE
•Price
•Packaging
•Quality
•Features
•Performance
•Availability
•Service / Support
•Fitness for use
INTANGIBLE
•Brand
•Credibility
•Sufficient information
•Fulfilling goals
•Experience
•Risk
•Switching barriers
•In-use value
•Redemption value
RELATIONSHIPS
Either on person to person or company to company level
•Trust
•Commitment
•Information sharing
•Social closeness
•Joint working
NETWORKS
NON MONETARY AND MONETORY SACRIFICES AND BENEFITS
PERSONAL OR ORGANIZATIONAL NEEDS
COMPETITION- ALTERNATIVES