

Understanding New Market Trends and Their Impact on Distribution and Future Product Needs

S. Yoda

Image Tracking Staff Corporation, 4F Fuji Building, 2-3-2, Miyamachi, Mito, Ibaraki

CHANGES IN THE FIELD OF MARKETING

Consumer tastes and market preferences have changed time after time and these changes were based on social elements, economic environments, and so on. Because of this the strategy of many companies, at first, was to have a reliable marketing research division as a defense mechanism against alternative markets.

THE MARKETING PHILOSOPHY DRIVING PRODUCERS AND CONSUMERS DURING THE PERIOD OF HIGH ECONOMIC GROWTH

During the high economic growth period in Japan production was driven by the ability to construct mass-production systems; it was an age when demand was high. In this period the markets favorably expanded, and because demand exceeded supply, goods sold without difficulty. The strategy of producers was to reduce costs to manufacture larger quantities of goods. Consumers were satisfied with the new goods that they purchased as they also had a sense of superiority with the economic boom. Therefore, the market relationship during the boom period between consumers and producers was a satisfying one.

MARKETING TO TODAY'S CUSTOMERS

Today, consumers are tending to think "what they need" and "what is of value for me" and so more carefully select among the many goods available and buy carefully. This has occurred because markets have matured with consumers having satisfied their wants; in addition, the collapse of Japanese economic bubble has contributed to this change. Therefore, producers must change from a marketing strategy based on unmet demand by consumers to one based on selling what consumers want. That is to say, I think that producers in this age must research consumer needs and wants and must be more targeted in their marketing.

Marketing today is more aimed at "value" than "price". The creation of additional value separates goods from each other and stimulates consumer consciousness. Now, keywords such as "what's new" are stimulating consumers consciousness today.

In summary, today the concept in the retailing system (department stores, shopping centers, specialty stores, and so on) has changed from "what goods to sell" to "what life style to sell" or "what is of value to sell".