

Needs And Desires

Human needs are the physical and basic needs that we all have as they are: food, clothing, hot-cold, safety, etc. There are also the needs of social, belonging and affection, and on the other hand, the individual needs of knowledge and self-expression. These needs are not invented to sell us any product or service; but they are part of us and we will have them throughout our lives.

Desires are our needs adapted to our environment and lifestyle, this means that our needs are not equal to the needs of someone living in another country, they are not even the same as those of another person. That is why we say that desires are shaped by the society in which we live and we can also say that desires can be described as objects that meet needs. A very clear example is the need for clothes of a person who lives in the Caribbean where he basically needs a T-shirt and a short or light pants; instead, a person living in Russia, where winter is very cold, will need coats and boots to protect themselves from the low temperatures. When we have a desire and we have the power to buy, they become demands.

This is why marketing companies devote significant resources to understanding the needs, desires and demands of consumers; carry out research, buy databases on them, etc.

Companies that are well positioned in the taste of their customers, have achieved it because they have been able to understand what customers want and need. This has been achieved by interacting with them, not only through customer service employees but it is also known that some companies involve

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all their staff; that is, executive and senior management staff also serve their customers directly, and this helps them get information and feedback.

That's why a marketer looks beyond the characteristics of the attributes of a product or service, as companies seek to generate a combination of these attributes to form a pleasant brand experience, and sometimes a perception that generates something, like "Nike" that when you use one of their sneakers, it offers that by using them you can "run faster".

REFERENCE:

Lamb, C., Hair, J. and McDaniel, C. (2011). Marketing. Ohio: Cengage Learning.