

ÜRÜN

Hatice DOĞAN SÜDAŞ¹

Geleneksel olarak “ürün” denince akla yalnızca somut bir şey (örneğin; bir telefon, bir ayakkabı) gelir. Oysa pazarlama açısından ürün bir ihtiyacı veya isteği karşılamak için pazara sunulan her şeydir:

- » Fiziksel ürünler (telefon, araba)
- » Hizmetler (bankacılık, Uber)
- » Deneyimler (Disneyland, escape room)
- » Etkinlikler (konserler, spor karşılaşmaları)
- » Kişiler (ünlüler, influencer’lar)
- » Yerler (turizm destinasyonları: Kapadokya, Paris)
- » Kuruluşlar (üniversiteler, markalar)
- » Bilgiler (Wikipedia, online kurslar)
- » Fikirler (sürdürülebilir yaşam, veganlık)

Yani ürün sadece elle tutulur bir şey değil, müşteri için değer taşıyan bir tekliftir.

6.1. PAZARLAMA VE MÜŞTERİ TARAFINDAN ALGILANAN DEĞER (CPV)

Pazarlama, müşterilerin ihtiyaçlarını ve isteklerini anlayıp onlara değerli bir teklif sunmak ile başlar. Bu değer, müşterinin gözünde ürünün sunduğu faydalarla ölçülür. Son dönem çalışmalarda müşteri tarafından algılanan değer kavramının, yalnızca fiyat ve kalite değil; dijital hız, kişiselleştirme ve sürdürülebilirlik boyutlarını da içerdği belirtilmektedir¹.

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