Welcome to the session on kinds of goods,

which is the 2nd module in introduction

to marketing in the Bcom course.

In this module I will be covering

for our convenience goods.

What are shopping goods

and water specialty goods?

On completion of this module,

the students will be able to learn to

classify the different kinds of goods,

recognize the key features of

the different kinds of goods.

So let us begin.

Broadly, goods can be classified

into two categories that is consumer

goods and industrial goods.

Consumer goods are those goods

which are bought by the final

consumer for personal consumption.

They include what we call as convenience

goods, shopping goods, speciality goods,

an unsought goods for the purpose of this.

Of your syllabus we will be covering only

three of these classifications, that is,

will be covering what are convenience goods,

what are shopping goods and

water speciality goods.

But just for your knowledge

I will be also telling.

What are unsought goods?

Then we have got what we

call as industrial goods.

These are goods that are bought

by individuals or organisations

for further processing or for

use in conducting a business.

Products such as raw materials used in

production process or machinery will

be classified as an industrial goods.

They can be goods that can be

classified both as consumer goods

as well as industrial goods.

The main distinguishing feature whether

a product is a consumer good or an

industrial good will depend on the purpose.

It is useful if the goods are bought

by the final consumer that treated as

consumer goods and the goods are bought

by an industry for further processing.

They're treated us industrial goods.

A product such as wheat flour,

if it's bought by an individual

for personal consumption,

it is treated as a consumer good,

but if it is bought by a bakery

or if it is bought by a factory

that is manufacturing biscuits,

it is treated as an industrial good.

Now coming to the consumer goods.

The first type of consumer goods that

we have are called US convenience goods.

Here customers buy these type

of products frequently and the

purchase is made immediately with a minimum of comparison and buying

effort on the part of the buyers.

These products are usually priced

low and they are widely available.

Sellers of these products experience

rapid turnover of these products and

the gross profit margin per unit on

these products can be relatively low.

Your convenience goods are

divided into three categories.

That is, Staples, Impulse goods and

emergency goods staples are goods

that are bought on a regular basis

product like salt or sugar, rice,

milk bread, or treated as staples.

Then we have impulse goods which

are bought a product which are

bought with little planning or any

forethought or any search effort.

Items that are treated as impulse

goods normally are stored

closer to the checkout counter.

And there always conveniently priced

products such as packet of chips or

chocolates would be treated as impulse goods.

Even items such as soft drinks or ice

creams are treated as impulse goods.

For all, as long as I can remember,

many of you will be aware that

a product like lease has always

been priced at ₹10 and ₹20 Munch

is always being priced at ₹5.

The main idea behind this pricing

is so that it becomes easier for

the customer to pick up the product

without much thought and effort because

they are always conveniently priced.

Then we have got.

Emergency goods,

these are products which are

purchased when the need is urgent.

Products such as. Medicines band aid. Even items such as water and soft drink and be treated as emergency goods. For example, if it's a very hot day and you're very tired. Buying a bottle of chilled water or a child's offering can be treated as an emergency goods, so the main characteristic that distinguishes in emergency goods is if the need for that particular product at that moment is urgent. Then we have got shopping goods. While purchasing such goods, consumers usually compare on places such as quality of the product, price of the product and style. Consumers spend considerable amount of time in FN effort in gathering

information and making comparison

between the different products

available before finally choosing

the product that they wish to buy.

Consumers also compare goods and

services based on past experiences or

discussion with their friends or relatives.

They examine other advertising or

promotional material distributed

by the different companies or

products that are available before

making their final choice.

These goods generally last longer and

therefore purchase less frequently.

Hear the sellers experience

relatively low turnover as compared

to your convenience goods,

an therefore they expect to earn a higher

profit margin on the sale of these products.

Shopping goods do not require

intensive distribution and they are

sold in relatively fewer retail

outlets as compared to convenience

goods which are easily available.

At every Nook and corner,

you find convenience goods in

general stores and supermarkets.

Whereas when we talk about shopping goods,

there are relatively.

Less number of outlets as

compared to convenience goods.

Advertising and personal persuasion are

used to inform the unconvinced bias that

vendors or the sellers of the product offer.

The lowest possible price,

the best product or outstanding service.

Example of shopping goods here

could be televisions or laptops,

refrigerators,

air conditioning units,

certain brands of cars and clothing

also would be treated as shopping

words because these are the product.

Normally consumers do a lot of

comparison an before buying the product.

The next category that we

have is speciality goods.

Consumer goods that have unique

characteristic or brand identification

for which a significant group of buyers

is willing to make a special purchase

effort are considered as speciality goods.

Here the buyers usually do not make

a comparison with such type of goods.

They also invest in time needed to reach

the dealers carrying these products.

The buyers of these products are not

very price conscious and the target

market is relatively small and also the

outlets selling these goods are very limited.

An example of speciality goods could

be luxury car brands like your BMW

or Mercedes or Ferrari will be

treated as speciality goods.

Also celebrity hair care

experts or celebrity designer.

Clothing or expensive watch

brands such as Rolex or Auto can

be treated as speciality goods.

If you take an example in Goa

itself with regard to expensive.

Cars or what we call this logic as

there is only one or two showrooms

of such luxury cars.

In particular example BMW,

there is only one showroom in Goa

an people don't mind traveling the

distance from any part of the world

to go to these showrooms to purchase

these speciality products and in most

cases people who buy these products do

not compare with any other product cause.

They are more paying for the brand

and the unique characteristics of the

product rather than for any other factor.

Now let us take a look at how the three.

Consumer goods that is convenience,

goods,

shopping goods and speciality goods differ

with regard to the marketing methods.

When we talk about convenience goods,

we notice that you will find numerous

outlets that carry this particular type

of or particular category of product.

When it comes to shopping goods,

the number of outlets is relatively less,

as in comparison to convenience goods.

And when we take a look at speciality goods.

The number of outlets is very limited as

compared to the other two that is convenient,

said shopping goods.

The sales turnover is very quick

with regard to convenience goods.

It's a little better when it

comes to shopping goods.

As compared to speciality goods,

so convenience goods. Sales is high. Shopping goods sales is medium and speciality goods. The sales is low. When it comes to. Convenience goods, though there is widespread sales when it comes to shopping goods. The distribution is very selective. That is, there are not many stores that carry this particular product, and when it comes to speciality goods that is relatively even less. That is, the distribution is very exclusive. When it comes to convenience goods, these goods are sold through either the wholesaler or a retailer. When it comes to shopping goods, the company manufacturing the product directly sells it to the retailer,

who then sells it to the final consumer.

And same with the case or speciality goods,

the manufacturer directly sells it

to the retailer who finally sells

it to the final consumer.

When it comes to the marketing or the

promotion part for convenience goods,

there is very little to no promotion needed.

And as compared to shopping goods where

sales, promotion and advertising is a very

important factor for increase in sales.

And in turn speciality goods.

Also the sales,

promotion and advertising is very important.

The last part I was supposed to explain

to you, what are uncertain goods.

None sort goods are those goods which people

normally do not buy unless the need is fed.

And these are goods that.

Are normally not purchased in a normal

course of business by consumers.

Products such as. In short,

it's products such as encyclopedias.

Would be classified as unsought

goods and to sell such products,

companies have to aggressively

market these products.

And until and unless the need is

filled for products like insurance

or for products like encyclopedias,

people do not think of buying them.

But that we're done with this

particular session. All kinds of goods.

These are my references. Thank you.