

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,

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 as 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

