

Marketing: Creating and Capturing Customer Value



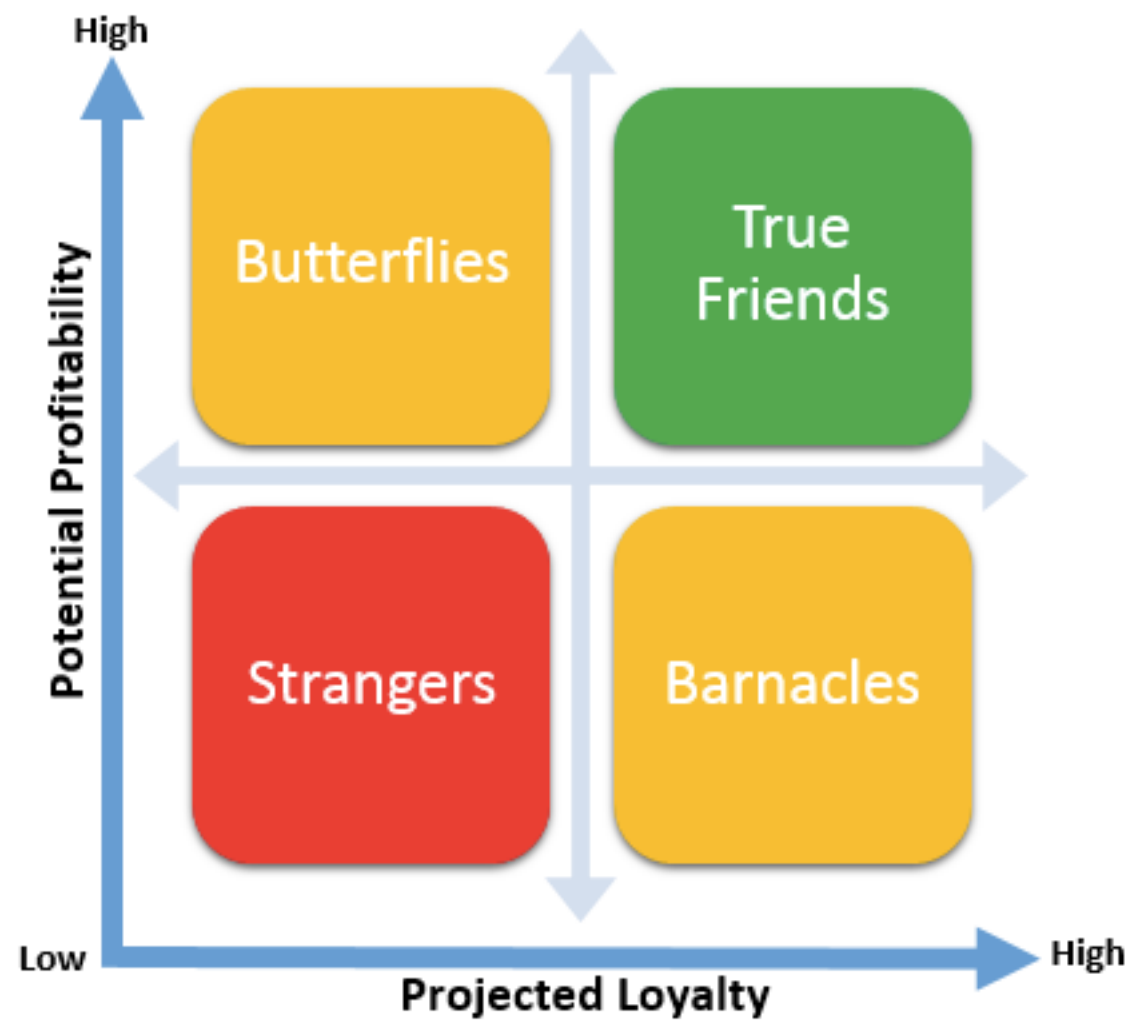
● **FIGURE** | 1.1
A Simple Model of the Marketing Process

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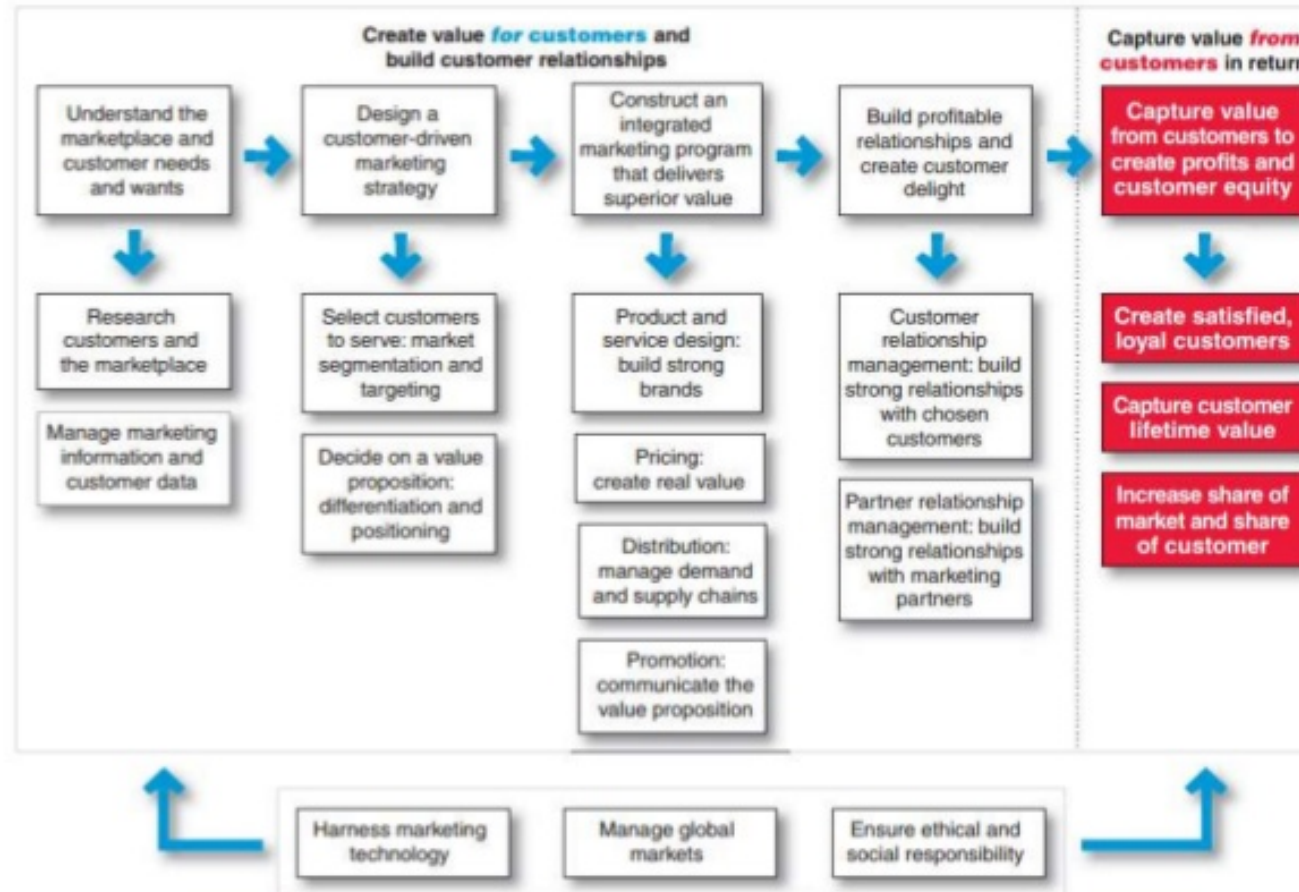
Customer Needs, Wants, and Demands

1. Needs: States of felt deprivation
2. Wants: The form human needs take as they are shaped by culture and individual personality.
3. Demands: Human wants that are backed by buying power.





An Expanded Model of the Marketing Process



Wegmans

