



# PRODUCT CLASSIFICATION

**ABDULRHMAN FITURI**

**2200**

# PRODUCT CLASSIFICATION

- ❖ The organization of goods or services according to some exhibited characteristic or set of characteristics.
- ❖ Most manufacturers will use an informal product classification method of their own design; although more standardized methods of product classification devised by various industry organizations also exist.

# CONVENIENCE GOODS

- Those products your customers buy often and without much thought or planning are classified as convenience goods.
- Soap, condiments and toothpaste are common examples of convenience goods. Consumers typically make a choice once on their brand preference for these products and repeat that choice over many purchases.
- Making your convenience goods available for impulse or emergency purchases can be particularly effective.

# SHOPPING GOODS

- ❖ Buying decisions are detailed considerations of price, quality and value for products classified as shopping goods.
- ❖ for example, presenting better value with higher quality for the price or vice versa. Products in the shopping goods classification tend to rely on heavy advertising and even trained salespeople to influence consumer choices.

# SPECIALTY PRODUCTS

Goods in the specialty products classification tend to promote very strong brand identities, often resulting in strong brand loyalty among consumers.

Examples include stereos, computers, cameras and the most high-end brands of cars and clothing. While used cars are classified as shopping goods, a brand-new Mercedes is classified as a specialty good. Buyers for your specialty goods generally spend more time seeking the product they want than on comparing brands or products to make a value decision. Your marketing of specialty goods can be successful by promoting what you have on hand.

# UNSOUGHT GOODS

- The products classified as unsought goods are those that your consumers don't put much thought into and generally don't have compelling impulse to buy.
- Examples include batteries or life insurance. Your consumers essentially buy unsought goods when they have to, almost as an inconvenience rather than the newest, latest, greatest product they can't wait to purchase. Marketing your unsought goods will likely be most effective with lots of advertising and salespeople promoting the idea of unresolved need for your unsought products.

# REFERENCES

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- [www.yourbusiness,azcentral.com](http://www.yourbusiness,azcentral.com)

