# MARKETING STIMULATIONS & CUSTOMER'S PERCEPTION

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# How the stimulus influence customer's perception :

- Price

  Price is amount of money that customer's had to paid to get the product.

  From those definition, we can say that price is an exchange value which is paid for a product or service that we need .

# How the stimulus influence customer's perception :

Nowadays, customer's awareness of price become grow up. That's why customer inclined to choose the shop which offering the product or service more cheaper than other shops.

- There were 4 strategy of price that we can concerned:
  1. Full Markup's Reseller
  2. Discounter's Reseller
  3. Full Price's Reseller
  4. Off-Price's Reseller

# How the stimulus influence customer's perception :

- Product

  Product were everything which offered to satisfied a need or want.

  In choosing a product, there were elements which had to be considered :

# How the stimulus influence customer's perception :

1. Unit Value
2. How Big and How Heavy the Product
3. Damaged of Risk
4. Tecnical Characteristics
5. Standard Product and Order
6. Product Line Area

How the stimulus influence customer's perception :

- Location :

  Location is a space where the activity of sell and buy had practical.

  Sometimes, this element become an important thing on getting the customer's reaction.

Location is the key of success or being failed in business area. Chossing a location was a complicated things, because we have to considered : our competitor, the transportations, total of community, kind of community, closeness with the supplier, and everything that relates to tenancy agreement.

# How the stimulus influence customer's perception :

- Promotion

  Promotion were activities which done by corporate to promote or communicated the products or services.

  Promotion is an effective tools to get our target audience's attention.

# THANK YOU

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