



Identifying buyer expects

Benoit Duguay

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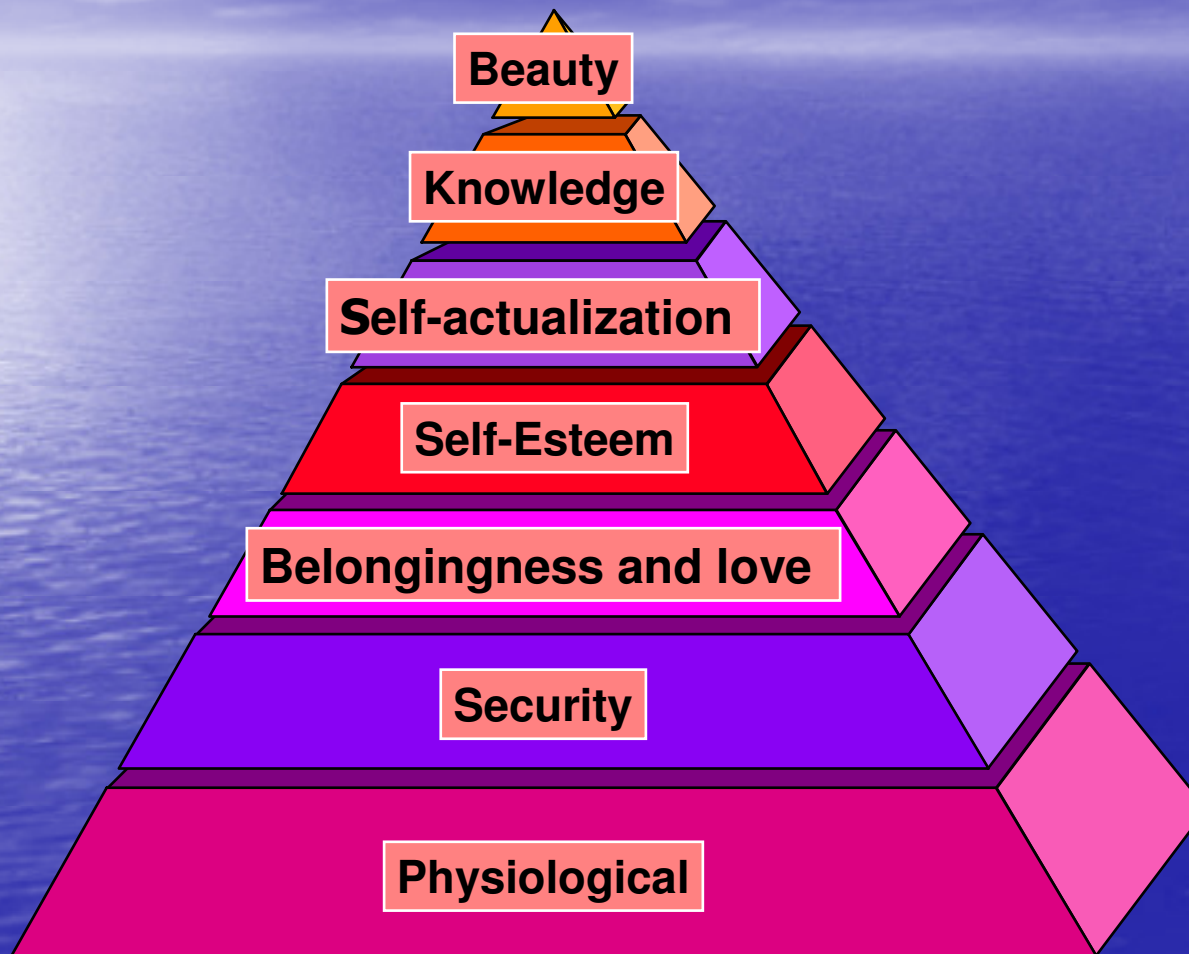
Why does a client buy data processing goods or services?

New cloud services
for business

SEE HOW CLOUD COMPUTING
IS CHANGING 

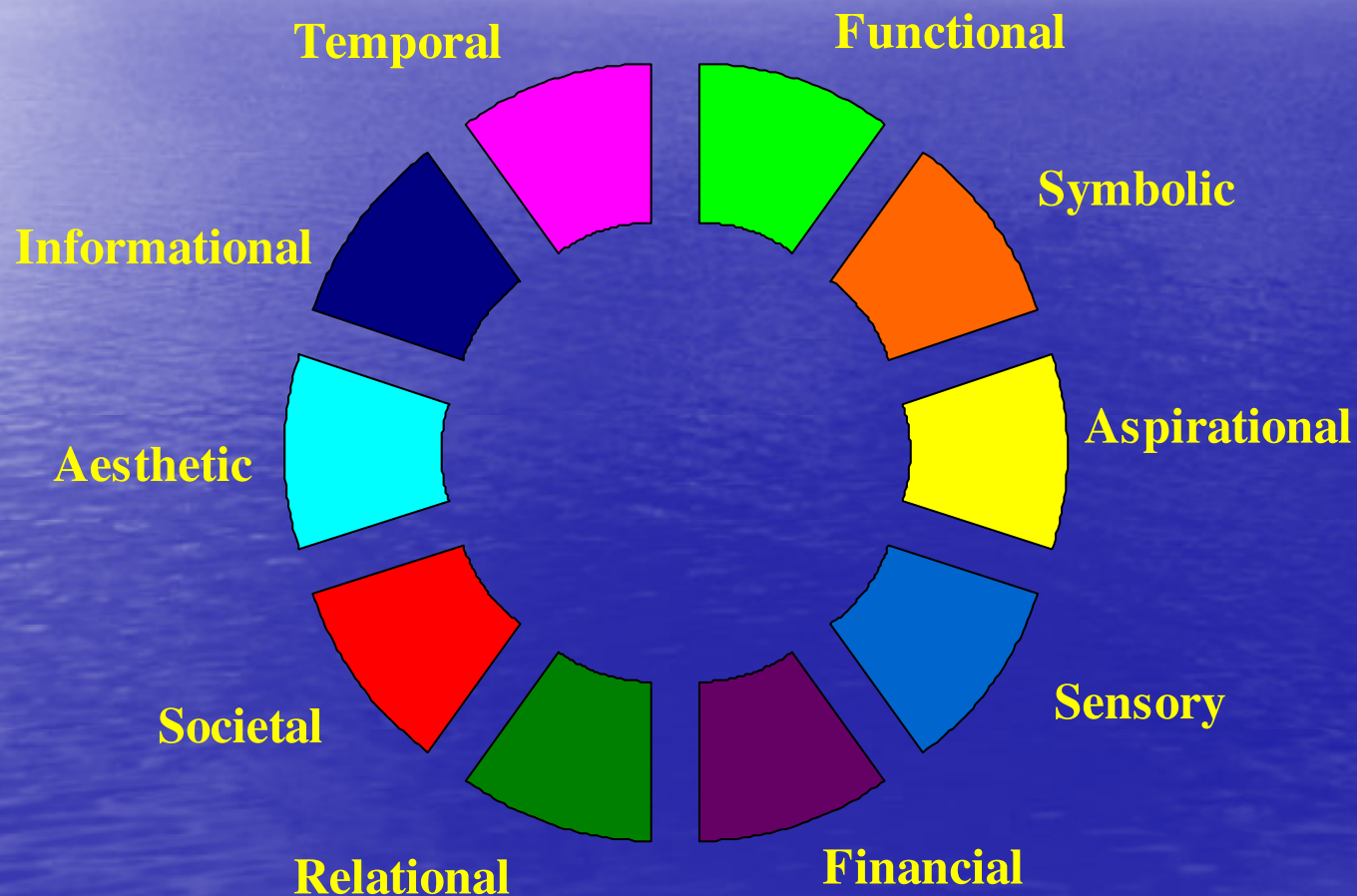


Maslow's Needs Concept



**Needs
according
to
Marketing**

Every desire, decision or action is motivated by expects



Functional Expects



Requirements regarding the utilitarian aspects:

- Performance
- Ease of use
- Durability
- Security
- Respect of norms and of the statement of work

Symbolic Expects



Requirements regarding the expression of a connotation or an image:

- Confidence in a brand
- Current fashion (cloud computing)
- Image the good or service gives to the company
- Technological modernity

Aspirational Expects



Requirements regarding deeply rooted aspirations:

- Ambitions
- Self-image
- Compensation for a weak self-esteem
- Manager's selection in view of increasing his personal worth

Sensory Expects

Requirements regarding pleasure:



- Satisfaction of buying what one wants
- Satisfaction of using the most recent technology
- Pleasure of the senses (e.g. visual enjoyment related to the aesthetics of hardware)
- Comforting memories evoked by a brand

Financial Expects



Requirements regarding price:

- Lowest or highest price
- Price VS service, quality and image
- Payment terms (e.g. 3 months of free service on top of a firm contract)
- Respect of attribution rules (e.g. lowest complying bidder for government RFPs)

Relational Expects



Requirements regarding the nature of the relationship with the supplier or other users:

- Purchases of IT related goods and services often require the intervention of a representative
- Very personalized service
- Self-service
- After sales follow-up
- Users groups

Societal Expects



Requirements regarding respect for the environment and populations:

- Corporate responsibility
- Preservation of resources
- Reduction of pollution
- Recuperation of hazardous materials
- Reuse of materials

Aesthetic Expects



Requirements regarding product appearance:

- Visual aesthetics of product design
- Function of cultural norms and personal preferences
- Product integration into environment (e.g. the client for which we had to repaint the computer)

Informational Expects

Requirements for obtaining information:



- Listen
- Answer objections
- Information must be friendly, objective, adapted to user's level
- Information concerning uses, user guide, dangers inherent to usage, manufacturing process
- Impact of Web 2.0
- Consistency of corporate communications

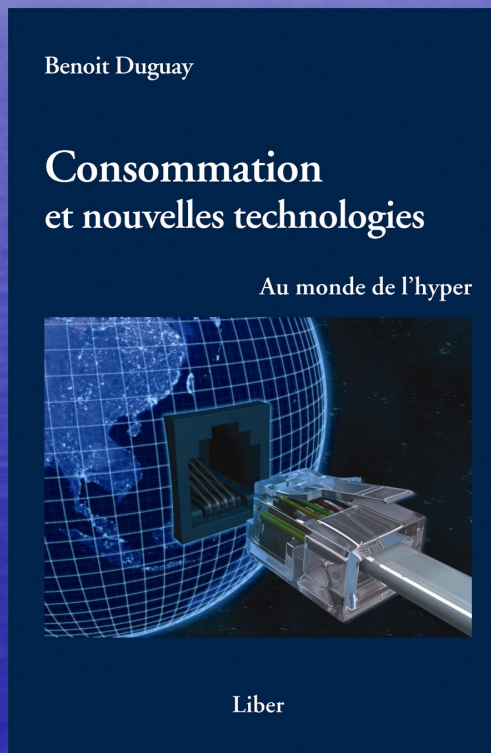
Temporal Expects



Time-related requirements:

- **Immediacy**
- **Planning the purchase in the budget**
- **Date of delivery or of beginning of service**
- **Payment scheduling**

To learn more about Expects in technology



Hyperlink