

PRACTICAL APPLICATION OF THE TOTAL PRODUCT CONCEPT

T. Belova, M. Danilova

National University of Food Technologies

Abstract. The essence of the concept of a holistic product is considered. There are four different types of product perceptions. A characteristic of each species is given. Examples of products that can fit the concept of a holistic product are given.

Keywords: holistic product, concept of a holistic product, high-tech marketing, types of product perceptions.

I. Introduction

Over the past decade, the concept of holistic product, which is widely used in the field of high-tech marketing, has found its place in marketing. For the first time, this idea of the Buddha is highlighted in Theodor Lewit's *The Marketing Imagination* book, after which this concept has devoted more imagination to his book "High Tech Marketing" by William Davydov. The essence of the concept lies in the fact that companies create a significant discrepancy between the promises received by the consumer in the form of an attractive offer that is valuable to the buyer and the product or service received by the customer in the final form. To solve this problem, namely, to make the product integral, the proposed concept is proposed to expand the product with related products and additional services.

II. The statement of the problem

The problem of a holistic product is relevant, because it forces the marketing specialist to invent something new to the buyer in order to attract his attention and wait for him to make a purchase decision. These issues are dealt with in the writings of foreign and domestic scholars: F. Kotler, S. Magharot, T. Levitt, J. Moore, V. Davydov, S. Ilyashenka, V. Kardash, etc.

III. The result

Theodore Levitt in his work presented a model covering four complementary parts of the integral product, namely: the base product, the expected product, the expanded product and the potential product described below [2].

The basic product – is a product that has the main characteristics. They are enough to meet the basic needs of the consumer. They represent such a minimum of functions, which is sufficient for the release of the product on the consumer market. Thus, the basic function of the refrigerator is to keep the cold temperature to maintain the state of the products, and the phone must ring or the filter must filter. In the absence or unsatisfactory level of these characteristics, the buyer may provoke the buyer to return to the place of purchase and demand repayment.

The expected product is the good that the consumer expects to get when buying a base product. They represent a set of additional features in relation to the base product, which give the buyer the opportunity to fully use the product. In this way, buying a children's toy that works on batteries, parents get a full object to meet the needs of the child only after the purchase of batteries. In turn, retail chains engaged in the sale of toys for children, on the ticket offices of their points of sale place batteries that parents buy for full use of the purchase.

An advanced product – are product features that are not expected to get buyers, but are a very enjoyable bonus. They are enough to make a decision in favor of the company that has offered the client an advanced product. But over time, consumers become accustomed to new benefits provided as ancillary, and start to consider them basic, thus forcing marketers to look for new ways to surprise and attract consumers' attention. With such characteristics, Apple has endowed its smartphone with the innovative and exclusive Touch ID feature, which allowed the consumer to get interested and attract more attention to the company. After that, other companies also began to look for ways to install this technology for their smartphones in order to regain customer loyalty. Also, companies use more interesting offers for customers compared to competitors: this may be a longer guarantee for 5 years instead of 3, or climate control in the car.

A potential product is the future potential of a product, that is, everything that in the future can become an expanded product and can attract even more consumer attention and favor the company and product. This may be an extension of the software license, or special offers and discounts on products that complement the product already purchased.

For a category of phones, such as the Xiaomi smartphone, it is a generic product that has a basic set of features to use. Since the company does not come with the latest models of their phones headphones, it will be the expected product. An advanced product is a cover and a protective glass for a gadget that ensures the security of a smartphone in front of external threats. A potential product is an additional guarantee, or a licensed antivirus subscription to protect the operating system offered to the buyer in the sales area. In the implementation of services mandatory presence of at least a basic product, which consists primarily of the basic product, for example, companies engaged in air transportation.

The basic product is the transportation, that is, the flight, then the client faces the problem of baggage, which the company will decide for an additional fee, this will be the expected product. A passenger who is hungry on board and is without food, and the flight does not provide food, since the flight is not long, it will be wise to purchase an expanded product, namely a light snack on flight attendants. A potential product on the example of airlines may be discounts on subsequent airfares, special offers or a mobile application for easier travel.

In a modern market, competition has reached such a scale that modern technology allows competitors to react instantly to new products and trends created by companies. It is worth the manufacturer to present an innovative product, as competitors catch a wave of consumer interest, and create a substitute. The market is saturated with similar products, as a result of which marketers have to constantly allocate the company on the market novelties, complementary products, and think up a few steps ahead, in order not to lose their positions in the market. Paul Harvey would call it other parts of the whole product.

Integral product planning is the most important process that determines the profitability of a holistic product, consumer reactions and the company's fate. The goal of planning a holistic product is the correct distribution of investments into a part of the whole product, since when a similar basic product appears in the competitive arena, the return on investment falls to it and there comes a time when the return on investment in marketing begins to increase at the level of expected, expanded and potential product.

The subject matter of the study is the minimum integrity of the integral product, in which the integral product guarantees that the client will not be able to refrain from buying it. For a more complete understanding of this issue, it is only necessary to simplify the model.

The simplified model represents only two categories, instead of the four presented, namely: what the buyer receives, and what would satisfy his needs completely in relation to this product.

The second category is all the promise of marketing that a customer received before the purchase, the expectations of which in most cases are not justified, which leads to disappointments in relation to the product, company and brand. Abusing unwarranted promises by companies can lead to significant negative consequences, because when buying a product or service, the consumer first of all gets an experience that can be easily shared with the environment through state-of-the-art technology. Audience quickly perceives negative feedback about companies, much better and more productive than positive ones. Therefore, when choosing between a company whose experience she does not know, she will be chosen more favorably than a company with a poor reputation.

The concept of a holistic product is also used for professional photographic equipment. So, the company "SONY" offers consumers a camera that is a generic product, to which a professional photographer will have to buy lenses (which are suitable only for this company), this is the expected product. In order for the photos to be stored, the client will purchase a memory card – this is an advanced product.

And in order for the photographic equipment for a considerable amount of money to remain the whole, the consumer needs a special bag that is a potential product.

And not only high-tech products can be applied to the concept of a holistic product. So companies that sell sports ski equipment, selling a generic product – mountain skis, immediately offer the expected products without which the buyer can not use them, namely, special boots and fastening them to them. For more comfortable riding an athlete will need sticks, a helmet and a sports ski suit, so the seller also offers an expanded product. And for the complete set of the client will be offered mask and gloves.

To stimulate demand for related products, companies use stocks and discounts to sell a holistic product.

Thus, having purchased a generic product, the consumer may receive a discount on certain models of expected, expanded and potential products.

IV. Summary

Consequently, the model of a holistic product consists of four types of products that complement the basic one, namely: generic product, expected, expanded and productive [1].

The high-tech products are often found in the form of accessories, maintenance and software. But it is also used for other industries to increase assortment groups, the creation of related products for generic.

References

1. Bandurov VV Marketing (summary of lectures) / VV Bandurov – [Electronic resource]. – Access mode: <https://studfiles.net/preview/2892441/>
2. Moore J. Overcoming the Abyss. How to bring the technological product to the mass market. / J. Moore. – [Electronic resource]. – Access mode: <https://econ.wikireading.ru/60350>