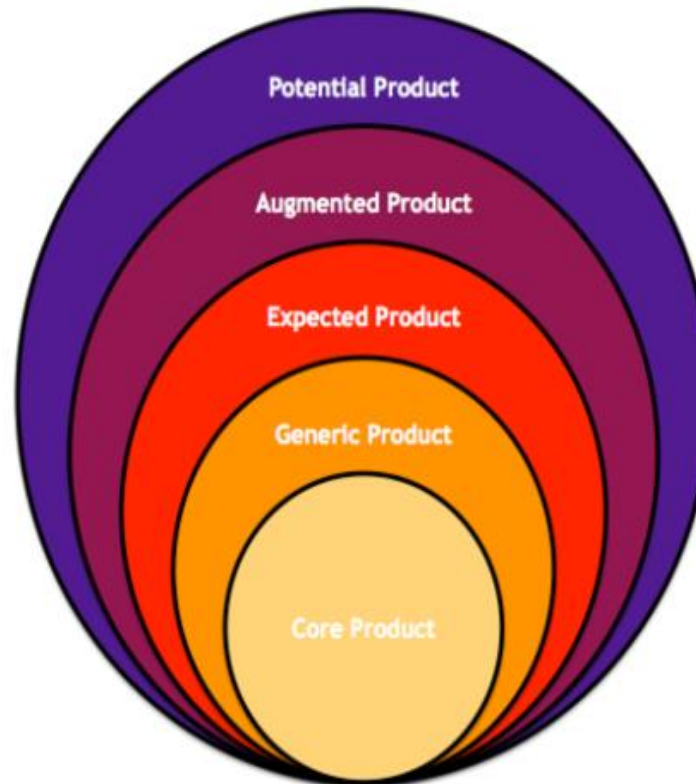


How can this model help your marketing activities

The Five Product Levels model **provides a way to show the different levels of need that customers have for a product.** It can be useful in helping organizations understand their customers. From there, they can structure themselves to best serve those needs and wants.

5 Product Levels According To Philip Kotler



- **Potential product** provides additional tangible and intangible features.
- **Augmented product** gives more than physical product and sets it apart from competitors.
- **Expected product** offers generic product plus other attributes consumers want.
- **Generic product** provides actual product with tangible qualities.
- **Core product** fulfills basic benefit consumers want.

Article: <https://heidicohen.com/four-ps-of-marketing-mix>



- ◆ Core Benefits - Communication
- ◆ Basic product - Features & design- small size, sliding, flip open, touch etc
(Generic Product)
Quality level- Excellent quality
Brand name- Samsung, Iphone, HTC, etc
- ◆ Expected product- Looks good, light weight, easy to operate, long life battery
- ◆ Augmented product- FM radio, MP3 player, camera, voice recorder. Wi-Fi
- ◆ Potential product - Internet, e-mail, TV channels, GPS