**Selected Quotes**

**Consumers’ Perceptions of the Product-Use Situation, 1978**

* “MARKETING'S FIRST LAW, "Don't sell what you happen to make; make what the consumer wants to buy," is implemented through the identification of consumer wants and the formulation of brand positionings to respond to these wants. In a competitive environment, this means, in particular, the identification of consumer wants that are not being addressed or adequately satisfied by the brands currently available.” (p. 38)
* “consumer wants exist independently of, and are logically prior to, the brands that are created to satisfy them.” (p. 39)
* “The marketing concept is unambiguous in its focus on consumer wants as the producer’s point of departure. At the core of marketing thinking and practice, this insistence on the direction of influence, from consumer to producer, is sharply at variance with a view of marketing as manipulator of consumer wants.” (p. 46)
* “The conditions that lead consumers to want specific product benefits are found in aspects of both their personality and their life situation.” (p. 39)
* “the choice of situational units corresponds to the activities and conditions for which products are created and marketed, such as doing the laundry, feeding the dog, having a headache.” (p. 39)
* “a product-use situation as perceived is my unit of analysis” (p. 39)
* “The word motivation refers to getting behavior started and giving it a direction. We want, then, to identify various consumer perceptions of the product-use situation that activate product purchase, and that direct choice among available brands.” (p. 40)
* “The question of interest to the marketer is: Which is the appropriate situation perception for this consumer as he or she enters the marketplace for my product?” (p. 41)
* “The way consumers view the product-use situation sets the direction for their brand search. From the array of available brands, consumers select a brand that best responds to the salient features of the product-use situation, as perceived by them.” (p. 39)
* “The wants consumers bring to the marketplace are to be found in their perception of the product-use situation: what they buy represents a reconciliation of their wants with available brand benefits, as perceived and evaluated by them.”(p. 39)
* “Meaningful difference, rather than product differentiation for its own sake, seems to be the key; and the criterion of meaningfulness is consumer want satisfaction.” (p. 46)
* “Neither person nor environment variables, in isolation, are the focus of research, but the joint influence of these two factors as reflected in the situation as perceived.” (p. 44)
* “The marketing concept has been criticized on grounds of unresponsiveness to societal concerns, and its replacement by social accountability has been suggested." When the idea underlying the marketing concept is articulated through a broad range of consumer wants, it becomes apparent that the marketing concept is not intrinsically unresponsive to societal concerns. To the contrary, it is to be expected that issues of public concern will manifest themselves and influence marketing management through the usual process of consumer research.” (p. 47)

Fennell, G. (1978). Consumers’ Perceptions of the Product-Use Situation. Journal of Marketing, 42(2), 38–47.