

Glossary

- Achievers** People who seek respect by buying appropriate products.
- ACORN** A geographical segmentation method: A Classification Of Residential Neighbourhoods.
- Actual state** The situation the individual is currently experiencing.
- Adapter** A company which produces new products, superior to those produced by the market leader.
- Advertising** A paid message inserted in a medium.
- Advertising research** Investigations into the effectiveness and potential effectiveness of marketing communications.
- Affect** The emotional component of attitude.
- Affective** Relating to emotional factors.
- Aftermarket** See MRO.
- Aggressive** Someone who usually moves against people, and controls fear and emotions in a quest for success, prestige and admiration.
- Alliteration** Using similar sounds in a slogan to aid memory.
- Ambient advertising** Advertising which becomes part of the environment.
- Ambiguity** The degree to which stimuli can be interpreted in different ways.
- Anthropology** The study of culture.
- Associative group** A group to which one would like to belong.
- Assonance** Repetition of vowels in a slogan to aid memory.
- Assortment adjustment** Changing the proportions of products owned in order to increase satisfaction.
- Assortment depletion** Using up resources or wearing out products.
- Attitude** A learned tendency to respond in a consistent manner to a specific stimulus or object.
- Audience fade-out** The tendency for TV viewers to leave the room or lose concentration when the commercial breaks occur.
- Automatic group/category group** A group to which one belongs by virtue of birth.
- Backward conditioning** The unconditioned stimulus comes before the conditioned stimulus.
- Banners** Advertising messages on websites.
- Barrier to entry** A factor which prevents a firm from entering a specific market.
- Belief** An understanding that an object possesses a particular attribute.
- Belongers** People who seek to join groups in society.
- Benchmarking** Setting performance parameters by comparing performance with that of the best of the competing firms.
- Bias** Errors in research results caused by failures in the research design or sampling method.
- Boundary scanning** The practice of monitoring the interfaces between the firms and its publics.
- Boycott** To avoid buying a company's products.
- Brainstorming** Generating new product ideas by group discussion.
- Brand** The focus of marketing activities.
- Brand audit** The process of determining whether a specific brand is being marketed effectively.
- Brokers** Intermediaries who bring buyers and sellers together, but do not themselves handle goods.
- Buyback** An agreement on the part of a supplier to accept payment in finished products.
- Buyer** The person who negotiates the purchase.
- Cash cow** A product with a large share of a mature market.
- Catalogue showrooms** Retailers which have a bricks-and-mortar presence, but which use a brochure to display the goods rather than display shelves.
- Categorical plan** An approach to valuing suppliers based on salient performance factors.
- Categorisation** Filing information with similar information.
- Central route** Cognitive approach to changing behaviour.
- Chunking** The mental process whereby information is stored alongside connected information.
- Classical conditioning** The instilling of automatic responses in an individual by repetition of stimulus and reward.
- Cloner** A company which produces copies of products sold by the market leader.
- Closed questions** Inquiries to which there will only be a small range of possible answers, usually only yes or no.
- Clutter** Excessive advertising.
- Coercive power** Potential for control derived from the ability to punish the other party.
- Cognition** The rational component of attitude.
- Cognitive** Relating to rational factors.
- Cognitive effort** The degree of effort the consumer is prepared to put into thinking about the product offering.
- Cognitive structure** The way information is fitted into the existing knowledge.
- Commission** Performance-related payments made to salespeople.
- Comparative advantage** The degree to which one country is better at producing certain goods than another.
- Compatibility** The degree to which a product fits into the adopter's life.
- Compensatory** Of a heuristic, one which allows negative features to be offset against positive features.

- Competitor orientation** The belief that corporate success comes from understanding competitors.
- Complexity** The degree to which the product is difficult to understand.
- Compliant** Someone who moves towards people, has goodness, sympathy, love, unselfishness and humility.
- Compulsive consumption** An obsessive need to buy and use products.
- Conation** Intended behaviour.
- Concept testing** A market research exercise in which feedback is obtained on the basic idea for a new product.
- Concessionaires** Firms which rent space in department stores, paying a rental and usually a commission on sales.
- Conclusive research** Investigations intended to provide answers to problems.
- Conditioned response** A response which results from exposure to a conditioned stimulus.
- Conditioned stimulus** A stimulus offered at the same time as an unconditioned stimulus, with the intention of creating an artificial association between it and the unconditioned response.
- Conditions** Situations which make a sale impossible.
- Confidentiality agreement** A contract between two parties containing clauses to the effect that each will keep the other's secrets.
- Confirming houses** An organisation which handles the mechanics of exporting and importing on behalf of manufacturers or buyers.
- Conjunctive** Heuristics which are considered together.
- Connotative** Having the same meaning for everybody.
- Consideration set** The group of products which might be capable of meeting a need.
- Consumer** One who obtains the benefits from a product.
- Consumerism** The set of organised activities intended to promote the needs of the consumer against those of the firm.
- Contactors** Staff who have daily contact with customers.
- Continuous innovation** Incremental improvements in an existing product.
- Convenience sample** Selecting respondents by availability, without regard to characteristics of the respondents.
- Convenience stores** Stores which are located in residential areas, and which stock frequently purchased items.
- Core competences** The central, most important aspects of the company's abilities.
- Corporate reputation** The overall image of the organisation.
- Cost-plus pricing** Setting prices by calculating the outlay on producing the items, and adding on a profit margin.
- Cost-ratio plan** A method of evaluating suppliers based on the costs of doing business with them.
- Counterpurchase** An agreement on the part of a supplier to accept payment in kind, or to spend the proceeds of the sale in the country in which the sale is made.
- Countertrading** Bartering of goods in international markets.
- Cross-selling** Selling new product lines to an existing customer.
- Cue** An external trigger which encourages learning.
- Culture** The set of shared beliefs and behaviours common to an identifiable group of people.
- Customary price** The price a product has always been sold for.
- Customer** One who decides on payment for a product.
- Customer intimacy** The degree to which a firm is close to its customers.
- Customer orientation** The belief that corporate success comes from understanding and meeting customer needs.
- Customer research** Investigations into the behaviour of purchasers of the product.
- Customer size specialist** A company which specialises in dealing with customers of a specific size.
- Customer-specified innovation** New product ideas which are generated by customers.
- Cut-off** A filtering device which involves deciding the outer limits of acceptability for a given product's characteristics.
- Database marketing** Using a list of customers or potential customers stored on a computer to drive the marketing effort.
- Decider** The person who has the power to agree a purchase.
- Decision tree** A diagrammatic representation of the route a manager must take to reach a decision.
- Decision-making unit** A group of people who, between them, decide on purchases.
- Del credere agents** Intermediaries who do not take title to the goods, but who do accept the credit risk from customers.
- Delphi** A system of research under which opinions are sought iteratively from experts.
- Demand pricing** Calculating price according to what consumers are prepared to pay.
- Demographics** The study of the structure of the population.
- Denotative** Having a unique meaning for an individual.
- Deontology** The belief that actions can be judged independently of outcome.
- Dependent variable** The stimulus which is applied to generate a response.
- Desired state** The situation the individual wishes to be in.
- Detached** Someone who moves away from people, and is self-sufficient and independent.
- Dichotomous question** An inquiry which can only be answered 'yes' or 'no'.
- Differentiation** Factors which distinguish one product from another.
- Direct-response advertising** Messages inserted in a medium with the intention of generating a dialogue with potential consumers.
- Discontinuous innovation** A new product which significantly changes consumers' lifestyles.
- Discount sheds** Out-of-town stores offering a wide range of products at low prices.
- Discounters** Retailers which carry a limited range of stock at low prices.

- Discrimination** The ability to distinguish between similar stimuli.
- Dissociative group** A group to which one would not wish to belong.
- Dissonance** The emotional state created when expectations do not match with outcomes.
- Distribution research** Investigations into the effectiveness of different outlets for products.
- Dodo** A product with a small share of a shrinking market.
- Dog** A product with a small share of a mature market.
- Dramaturgical analogy** The view that life is essentially theatrical in nature.
- Drive** The force generated in an individual as a result of a felt need.
- Dumping** Disposing of products in a foreign market at prices below the cost of production.
- Eclectic** All-encompassing, taking account of all factors.
- Economic choice** The inability to spend the same money twice.
- Economics** The study of supply and demand.
- Economies of scale** Cost savings resulting from large production runs.
- Elaboration** The structuring of the information within the brain, and adding to it from memory in order to form a coherent whole
- Elasticity of demand** The degree to which people's propensity to buy a product is affected by price changes.
- Empowerment** Giving staff the ability to resolve customer problems without recourse to higher management.
- End user** The person or company who uses the product, without selling it on or converting it to something else.
- End-of-pipe solution** Cleaning up pollution after it has been created rather than re-engineering the process so that pollution is not produced.
- End-use specialist** A company specialising in customers who use the product in a specific way.
- Environment research** Investigations into the external factors which impinge on the organisation's activities.
- Environmental scanning** Continuous monitoring of external factors which might impinge on the organisation's activities.
- Ethics** A set of rules for good behaviour.
- Ethnicity** Cultural background.
- Ethnocentrism** The belief that one's own culture is superior to others.
- Experiment** A research technique in which a controlled situation is used to determine consumer response to a given stimulus.
- Exploratory research** Investigations intended to identify problems.
- Export agents** A person or company that takes responsibility for organising the export of goods without taking title of the goods.
- Export house** An organisation which buys goods for sale abroad.
- Extended problem-solving** Non-routine purchase behaviour.
- Extension** Increasing the number of products owned.
- External environment** Factors which operate outside the organisation.
- External search** Looking for information in places other than memory.
- External validity** A condition where a research exercise would generate the same results if it were repeated elsewhere.
- Extinction** The gradual weakening of conditioning over time.
- Factors** Intermediaries who hold stocks of product, but do not take title to the goods.
- Familiarity** The degree to which an object is known.
- Field research** Investigations carried out in the marketplace.
- Financial risk** The danger of losing money as the result of a purchase.
- First-time prospects** Potential customers with whom the company has never done business before.
- Focus group** Respondents brought together to discuss a research question in a controlled and structured manner under the guidance of a researcher.
- Focus strategy** The practice of targeting a small segment of the market.
- Foregrounding** Bringing an advertising slogan to the forefront of customer's minds.
- Formal group** A group with a known, recorded membership list.
- Formal structure** The official relationships between members of an organisation.
- Forward conditioning** The conditioned stimulus comes before the unconditioned stimulus.
- Franchising** An agreement to use a firm's business methods and intellectual property in return for a fee and a royalty.
- Frequency** Number of times each consumer is exposed to the communication.
- Gatekeeper** The person who controls the flow of information.
- Generalisation** The tendency for the individual to react in several ways to the conditioned stimulus.
- Generally concerned** One who believes that the environment is important, but does little to change his or her behaviour accordingly.
- Geocentrism** Viewing corporate activities in a global manner.
- Geographical proximity** The closeness of the market in physical terms.
- Global customers** Firms which are willing to purchase products outside their domestic markets and tend to have global control of purchasing from headquarters.
- Globalisation** The view of the world as a single market and single source of supply.
- Goal** An objective.

- Green activist** One who is proactive in espousing an environmentally friendly lifestyle.
- Green customer** One whose purchases are influenced by environmental concerns.
- Green thinker** One who believes in being environmentally friendly.
- Grey market** 1. Re-import of brands from markets where the prices are lower. 2. Older consumers.
- Hedonic needs** Needs which relate to the pleasurable aspects of ownership.
- Heuristic** A decision-making rule.
- High-context culture** A culture which is homogenous and has rigid rules.
- Homophilous influence** The love of being like everyone else.
- House journal** A medium for disseminating information within an organisation.
- Ideal self** The person we wish we were.
- Identifiers** The major variables in segmentation which can be listed without carrying out extensive research.
- Image** The overall impression a company or brand has in the eyes of its publics.
- Imitator** A company which makes somewhat differentiated products which are similar to those produced by the market leader.
- Import houses** An organisation which buys goods in from abroad.
- Impulse purchases** Purchases made without apparent conscious thought.
- Independent variable** The response resulting from a dependent variable.
- Indifference curve** A diagrammatic representation of the trade-offs people have between products.
- Influencer** The person who has the ability to sway the judgement of a decider.
- Influencers** Staff who can affect the way customers are treated, even though they have no direct access to them.
- Infomercial** A feature-length programme about a product.
- Informal group** A group which does not have a fixed membership list or known rules.
- Informal structure** The unofficial relationships between members of an organisation.
- Infrastructure** The physical resources available to the firm for logistical processes.
- Initiator** The person who first recognises a problem.
- Inner directed** Motivated by forces originating within the individual.
- Innovation cost** The expenditure of money and effort resulting from adopting a new product.
- Inseparability** In services, production and consumption occur at the same time.
- Instrumentality** The subjective capacity of the object to attain the value in question.
- Intangibility** The inability to touch a service.
- Internal ad hoc data** Information supplied by systems within the organisation for a specific purpose.
- Internal continuous data** Information supplied by systems within the organisation on a constant basis.
- Internal environment** Factors which operate within the organisation.
- Internal marketing** The practice of creating goodwill among employees.
- Internal validity** A condition where a research exercise provides evidence which supports what the exercise was intended to discover.
- Intranet** A computer-mediated system for internal communications within an organisation.
- Involvement** Emotional attachment to a product or brand.
- Isolateds** Staff who have no relationship at all with customers.
- Judgement sample** Selecting respondents according to criteria established by the researcher.
- Junk mail** Poorly-targeted direct mailings.
- Key account** A customer or potential customer with strategic importance to the firm.
- Key-account manager** Someone charged with the task of managing the relationship with a strategically important customer.
- Law of primacy** The law which states that early learning about an object will colour future experiences of the object, and future interpretations of that experience.
- Leads** People who are prepared to hear what a salesperson has to say.
- Least dependent person** The individual with the most power in a group.
- Legitimate power** Potential for control derived from a legal or contractual position.
- Lexicographic** A hierarchy of heuristics.
- Licensing** An agreement to use a firm's intellectual property in exchange for a royalty.
- Limited problem-solving** Routine purchasing behaviour.
- Liner** A ship or aircraft which operates on a regular route at fixed times.
- Livery** Painting a public-transport vehicle in corporate colours or advertising.
- Lobbying** Making representations to politicians with the aim of changing legislation.
- Logistics** The co-ordination of the supply chain to achieve a seamless flow from raw materials through to the consumer.
- Longitudinal study** Research which is carried out over a lengthy time period.
- Looking-glass self** The way we think other people see us.
- Low-context culture** A culture which is heterogenous and has tolerant rules.
- Loyalty** The tendency to repeat purchase of a brand.
- Macro environment** Factors which affect all the firms in an industry.
- Margin** Gross profit calculated as a proportion of the price a product is sold for.
- Market challenger** A company which seeks to grow at the expense of the market leader.

- Market follower** A company which follows the lead of the main company in the market.
- Market nicher** A firm which is content with a small segment of the market.
- Market research** Investigations intended to improve knowledge about customers and competitors.
- Market segment** A group of people having similar needs.
- Marketing information system** Mechanisms for providing a constant flow of information about markets.
- Marketing orientation** The belief that corporate success comes from understanding the relationships in the market.
- Marketing research** Information gathering for the purpose of improving the organisation's effectiveness in the market.
- Mark-up** Gross profit calculated as a proportion of the price paid for an item.
- Maturation** The development of the organism over time.
- Mechanics** In sales promotion, the activities the customer must undertake.
- Memory** the mechanism by which learned information is stored
- Message intrigue** The increased interest developed by ambiguous communications.
- Metaphor** A sign which relates to an object.
- Micro environment** Factors which only affect one firm.
- Missionary** A salesperson who does not sell directly, but who has the task of 'spreading the word' about a product to people who influence purchase.
- Modified rebuy** A repeat purchase where some changes have been made.
- Modifiers** Staff who have some contact with customers for specific purposes.
- Monopolistic competition** A situation in which one company exercises strong influence in the market, but other companies can still enter the market and compete effectively.
- Monopoly** A situation in which one company controls the market.
- Mortality** The tendency for respondents to disappear over time.
- Motivation** The force that moves an individual towards a specific set of solutions.
- MRO** Maintenance, repair and overhauling company.
- Multibuy** A sales promotion in which customers are offered extra packs of product when they buy one or more packs.
- Multinational global customers** Customers who source products globally, and also use the products globally.
- Mystery shoppers** A marketing research technique whereby the researcher pretends to be a customer.
- Myths** Heroic stories about a product.
- Narrowcast** Accurate targeting of audiences in broadcast media.
- National global customers** Customers who source products globally, but only use them within their national borders.
- Need** A perceived lack of something.
- New task** A purchase which has no precedent.
- Niche marketing** Serving a small segment.
- Non-compensatory** Of a heuristic, one which does not allow a positive feature to offset a negative feature.
- Non-shopping products** Products which require little information search or decision-making.
- Non-universal ownership** Not owned by people who are not members of the group.
- Normative compliance** The pressure to conform to group norms of behaviour.
- Novices** Customers who have purchased the product for the first time within the last 90 days.
- Objections** Questions raised by a prospect in the course of a sales presentation.
- Objective** Not subject to bias from the individual.
- Observability** The degree to which the product can be seen by others.
- Odd-even pricing** Using '99c' or '95p' endings on prices.
- OEM** Original equipment manufacturer.
- Oligopoly** A situation in which a group of companies control the market between them.
- Open questions** Inquiries to which there might be a wide range of possible answers.
- Operant conditioning** The instilling of automatic responses via the active participation of the individual.
- Optimum stimulation level** The level at which the gap between the desired state and the actual state has not yet become unpleasant.
- Outbound logistics** Controlling the flow of product from the organisation to its customers.
- Outer directed** Taking one's cue from the behaviour of others.
- Outshopping** Shopping outside the area in which one lives.
- Panel** A permanently established group of research respondents.
- Party plan** A direct-marketing tool in which the salesperson holds private presentations for groups of friends in a private home.
- Penetration pricing** Setting low prices in an attempt to capture a large market share.
- People** The individuals involved in providing customer satisfaction.
- Perceived cost of search** The degree to which an individual believes that an information search will be too arduous or expensive.
- Perception** The process of building up a mental map of the world.
- Perceptual map** The individual's view of competing products.
- Perfect competition** A state of affairs where everyone in the market has perfect knowledge, and no one buyer or seller can influence the market.
- Peripheral route** Affective approach to changing behaviour.
- Perishability** Services cannot be stockpiled.

- Personal sources** The means–end knowledge stored in an individual's memory.
- Physical distribution** The movement of products from producer to retailer and ultimately to the consumer.
- Physical distribution** Moving goods from the producer to the consumer, along the value chain.
- Physical evidence** The tangible proof that a service has taken place.
- Physical risk** The danger of physical harm as the result of a purchase.
- Piggy-backing** Attaching one product to another for the purposes of sales promotion.
- Place** The location where the exchange takes place.
- Polycentrism** Viewing corporate activities as emanating from centres in a number of countries.
- Polymorphism** Bundling data and code to create an object
- Pop-ups** Advertising messages which appear on websites.
- Positioning** Placing the product in the appropriate location in the consumers' perceptual maps.
- Post-purchase evaluation** The process of deciding whether the outcome of a purchase has been appropriate or not.
- Preliminary research** Investigations intended to outline the dimensions of a problem.
- Presence website** A website which is not interactive, but directs customers to another medium.
- Press releases** News stories about the organisation.
- Price** The exchange that the customer makes in order to obtain a product.
- Primary data** Information collected first-hand for a specific purpose.
- Primary group** The group of people who are closest to the individual.
- Private responses** Complaints made to friends or family about a product or company.
- Problem child** A product with a small share of a growing market.
- Process** The set of activities which together produce customer satisfaction.
- Procurement** Obtaining goods to be used in production or running the organisation.
- Product** A bundle of benefits.
- Product champion** An individual who has or is given the role of guiding a new product through the development process.
- Product life cycle** The process of launch, growth, maturity and decline which products are thought to go through.
- Product orientation** The belief that corporate success comes from having the best product.
- Product portfolio** The range of goods offered by a firm.
- Product research** Investigations intended to generate knowledge which can be used to inform new product development.
- Production orientation** The belief that corporate success comes from efficient production.
- Product-line pricing** In circumstances where sales of one product are dependent on sales of another, calculating both prices to take account of the price of each product.
- Project teams** Groups of people with the responsibility for guiding products through the development process.
- Projective technique** A research method which invites respondents to say what they think another person might answer to a specific question or problem.
- Promotion** Marketing communications.
- Prospects** People who have a need for a product, and the means to pay for it.
- Psychological proximity** The degree to which countries are culturally close to each other.
- Psychology** The study of thought processes.
- Psychology of complication** The desire to make one's life more complex and therefore more interesting.
- Psychology of simplification** The desire to make one's life simpler and therefore less demanding.
- Psychosocial risk** The danger of looking foolish as a result of a purchase.
- Public relations** The practice of creating goodwill towards an organisation.
- Publics** The groups of people with whom the organisation interacts.
- Pull strategy** Promoting to end users in order to 'pull' products through the distribution channel.
- Push strategy** Promoting to channel intermediaries in order to 'push' products through the distribution channel.
- Qualitative data** Information which cannot be expressed numerically.
- Quantitative data** Information which can be expressed numerically.
- Quota sampling** Selecting respondents according to a set of pre-arranged parameters.
- Reach** Number of potential consumers a communication reaches.
- Real self** The objective self that others observe.
- Recession** A situation in which gross national production falls for three consecutive months.
- Redundancy** In communications, sending a message by more than one route, to ensure a correct delivery.
- Reference group** A group from whom one takes behavioural cues.
- Referent power** Potential for control derived from a position of authority.
- Registration** A system for protecting brand names.
- Regression effect** The tendency for extremes to move towards the middle in longitudinal studies.
- Reinforcement** Increasing the strength of learning by rewarding appropriate behaviour.
- Relationship marketing** The practice of concentrating on the lifetime value of customers rather than their value in the single transaction.
- Relative advantage** The degree to which a new product is better than the one it replaces.
- Replenishment** Replacing products which have been worn out or used up.
- Research plan** An outline of the steps which must be taken in gathering information systematically.

- Reseller organisation** A firm which buys goods in order to sell them on to other firms or consumers.
- Response** The reaction the consumer makes to the interaction between a drive and a cue.
- Retention** The stability of the learned material over time
- Role** The position one has in the group.
- Rookie** A new sales recruit.
- Roughs** Draft advertising materials produced for a client's approval.
- Sales cycle** The series of activities undertaken by salespeople.
- Sales orientation** The belief that corporate success comes from having proactive salespeople.
- Sales presentation** A structured interview in which a salesperson ascertains a customer's needs, and offers a solution which will meet those needs.
- Sales research** Investigations into aspects of the personal selling function, including the performances of individual salespeople.
- Salient belief** An understanding that an object possesses a relevant attribute.
- Sampling** Selecting appropriate respondents for research.
- Scamps** See Roughs
- Screening** Selecting new product ideas for further development.
- Second lifetime value** The value of a former customer who has been won back to the firm's products.
- Secondary data** Information collected second-hand: information which was originally collected for a different purpose from that which the researcher now wants to use it.
- Secondary group** A group to which one belongs, but which one does not relate to on a regular basis.
- Second-market discounting** Charging lower prices in some markets or to some market segments than in others.
- Segmentation** Dividing the market into groups of people with similar needs.
- Selectivity** Selecting from external stimuli.
- Self-concept** One's view of oneself.
- Semiotics** The study of meaning.
- Shelf price** The cost of a product when it is on the shelf, not including delivery costs etc.
- Shopping products** Products which require extensive information search and decision-making.
- Signal** A feature of the product or its surrounding attributes which convey meaning about the product.
- Silent seller** The book of sales materials carried by sales representatives.
- Simultaneous conditioning** The conditioned stimulus and the unconditioned stimulus are offered at the same time.
- Simultaneous engineering** Carrying out development processes in parallel rather than sequentially in order to reduce time to market.
- Situational factors** Elements of the immediate surroundings which affect decision-making.
- Situational sources** Sources of involvement derived from immediate social or cultural factors.
- Skimming** Pricing products highly at first, but reducing the price steadily as the product moves through its life cycle.
- SMS** Short Message Service, or texting on cellular telephones.
- Socio-cultural** Appertaining to the social effects of buying or not buying a product.
- Sociology** The study of behaviour in groups.
- Sophisticates** Customers who have purchased the product before and are ready to rebuy or have recently repurchased.
- Spam** Unwanted commercial e-mails.
- Species response tendencies** Automatic behaviour as a result of instinct rather than learning.
- Specific-customer specialist** A company which specialises in dealing with a narrow range of customers.
- Spin-doctoring** Attempts to cover up bad news by slanting it in a way which puts the organisation in a favourable light.
- Sponsorship** Payment to a cause or event in exchange for publicity.
- Stakeholders** People who are impacted by corporate activities.
- Stars** Products with a large share of a growing market.
- Straight rebuy** A repeat purchase with no modifications.
- Strap line** The slogan at the end of an advertisement.
- Structured observation** A marketing research technique which involves directly watching consumer behaviour.
- Subjective** Appertaining to the individual.
- Subjectivity** Relating to the individual.
- Sugging** Selling under the guise of market research.
- Supply chain** The organisations which add value to the product as it moves from raw materials to consumer.
- Survivors** Those people who struggle to maintain any kind of lifestyle.
- Sustainers** People living close to the subsistence level.
- Switching cost** The expenditure of money and effort resulting from changing from one product to another.
- System selling** Marketing on a one-to-one basis by a team of salespeople.
- Targeting** Choosing which segments to service.
- Tariff barriers** Customs duties which make a product less competitive in an overseas market.
- Teaser campaign** An advertising campaign in two stages: the first stage involves a message which in itself is meaningless, but which is explained by later advertisements in the second stage.
- Technophobe** Someone who does not like new products.
- Technophone** Someone who has an interest in new technology.
- Telemarketing** Selling or researching via the telephone.
- Teleology** The belief that acts can be judged by their outcomes.
- Telesales** Selling over the telephone.
- Territory** The geographical area or group of potential customers allocated to a salesperson.

- Test marketing** Offering a product to a small group of consumers in order to judge the likely response from a large group of consumers.
- Third-party responses** Complaints made via lawyers or consumer rights advocates.
- Time series** Analysis which shows how the situation has progressed over a period, carried out in order to predict likely future trends.
- Trade association** A group of companies in the same industry, set up to look after the collective interests of the group.
- Trade up** Buy the more expensive model.
- Tramp ship** A ship which does not follow set routes, but which sails when it has a cargo for a particular port.
- Transfer pricing** Internal pricing in a multinational company.
- Trialability** The degree to which the product can be tried out before adoption.
- Triangulation** Using more than one research method to answer the same question in order to reduce the chances of errors.
- Turnkey contract** An agreement whereby one firm establishes an entire business in a foreign country and subsequently hands over the business to another firm, in exchange for a fee and occasionally royalties.
- Unconditioned response** The existing automatic response of the individual to an unconditioned stimulus.
- Unconditioned stimulus** A stimulus which would normally produce a known reaction in an individual: this stimulus is offered as part of the conditioning process.
- User** The person who uses the product.
- Utilitarian** Appertaining to the practical aspects of ownership.
- Value** The benefit a customer obtains from a product.
- Value analysis** A method of evaluating components, raw materials and even manufacturing processes in order to determine ways of cutting costs or improving finished products.
- Value breakdown** A situation in which the service offered by a producer does not materialise.
- Value chain** The firms involved in the process of turning raw materials into products.
- Value chain analysis** Assessment of ways in which organisations add value to the products they handle.
- Value network** The group of organisations which collectively add value to raw materials.
- Value-based marketing** Marketing whose end goal is raising the share value of the company.
- Variability** In services, there will be a difference between one service and the next, even from the same supplier.
- Vertical integration** A situation in which one company controls or owns suppliers and customers throughout the supply chain.
- Virtual products** Anything which can be sold and delivered via the Internet.
- Visible** Able to be seen by others.
- Voice responses** Complaints made directly to the supplier.
- Wall newspaper** A poster giving information to employees.
- Want** A specific satisfier for a need.
- War horse** A product with a large share of a shrinking market.
- Website** A page on the Internet designed for and dedicated to an organisation or individual.
- Weighted-point plan** A method of evaluating suppliers based on factors which are of greatest importance to the company.
- Wicked problem** A problem whose solutions create more problems.
- Zapping** Using the TV remote control to avoid advertising messages.
- Zippping** Using the fast-forward on a VCR to skip past TV advertising.