1. Negative Demand

Definition: This occurs when consumers have a dislike or aversion toward a product or service. They may actively avoid it or discourage others from using it. Negative demand often stems from misconceptions, fear, dissatisfaction with the product, or cultural taboos.

Example: Dental procedures like root canals or vaccinations often face negative demand because of perceived pain or misinformation.

2. No Demand

Definition: In this state, consumers are either unaware of the product or service, or they show no interest in it. The lack of demand often results from insufficient information or a disconnect between the product and consumers' needs.

Example: New technologies, such as 3D printers for home use, initially experienced no demand because consumers didn’t understand their potential benefits or applications.

3. Latent Demand

Definition: This arises when consumers feel a strong need or desire for a product or service that currently does not exist in the market. The demand is latent because it remains untapped or unrealized until a solution is introduced.

Example: The demand for eco-friendly transport solutions like electric vehicles existed long before they became widely available.

4. Declining Demand

Definition: A product or service experiences declining demand when consumers lose interest, often due to changing preferences, technological advancements, or market saturation. Sales begin to diminish, and the product's relevance decreases.

Example: DVD players faced declining demand as streaming services became more accessible and convenient.

5. Irregular Demand

Definition: This demand fluctuates due to seasonal, time-based, or other external factors. Peaks and troughs in demand create challenges for businesses trying to maintain steady production or service levels.

Example: Umbrellas see irregular demand, with spikes during rainy seasons and little to no demand during dry months.

6. Full Demand

Definition: Full demand occurs when the supply of a product or service matches its demand perfectly. There are no shortages or surpluses, and customers are consistently satisfied.

Example: Airlines successfully filling seats on all flights while maintaining customer satisfaction.

7. Overfull Demand

Definition: In this state, consumer demand exceeds the supply available, often leading to customer dissatisfaction due to product shortages or long waiting times. This situation can strain resources and lead to missed opportunities.

Example: Popular gaming consoles, like PlayStation during launch periods, often experience overfull demand.

8. Unwholesome Demand

Definition: Unwholesome demand exists when consumers actively seek products or services that are harmful to themselves, others, or society. Companies and governments may discourage this type of demand due to ethical concerns or public health risks.

Example: Cigarettes and sugary beverages are examples of products associated with unwholesome demand.

1. Negative Demand

Definition: Customers actively dislike or avoid a product.

Approach: Conversional Marketing.

Activities:

Conduct customer surveys to identify causes of dislike.

Launch rebranding efforts to improve perception.

Educate customers about benefits through campaigns.

Address objections directly in promotional materials.

Example: Vaccine manufacturers providing scientific evidence and testimonials to combat vaccine hesitancy.

2. No Demand

Definition: Customers are indifferent to or unaware of the product.

Approach: Stimulative Marketing.

Activities:

Use emotional or rational advertising to highlight unmet needs.

Collaborate with influencers to raise awareness.

Create educational content explaining product benefits.

Example: Marketing yoga classes in urban areas by showcasing stress-relief benefits.

3. Latent Demand

Definition: Customers want a solution to a problem, but no existing product satisfies it.

Approach: Developmental Marketing.

Activities:

Invest in R&D to innovate new products.

Use focus groups to explore unmet needs.

Position the product as a groundbreaking solution upon launch.

Example: Electric vehicles introduced as a solution to environmental and fuel dependency issues.

4. Declining Demand

Definition: Demand for the product is decreasing over time.

Approach: Remarketing.

Activities:

Revamp the product with new features or uses.

Reposition the brand to appeal to new demographics.

Engage in nostalgia marketing to revive past interest.

Example: Re-releasing classic mobile phone models with modern features.

5. Irregular Demand

Definition: Demand fluctuates due to timing, seasonality, or other factors.

Approach: Synchro marketing.

Activities:

Offer off-season discounts or special deals.

Introduce loyalty programs that reward consistent use.

Balance production schedules to reduce inefficiencies.

Example: Airline companies offering reduced fares during off-peak seasons.

6. Full Demand

Definition: Demand matches supply, with satisfied customers.

Approach: Maintenance Marketing.

Activities:

Focus on building customer loyalty through personalized experiences.

Maintain quality and consistent communication with customers.

Use subtle promotions to reinforce the brand's presence.

Example: Subscription services like Netflix keeping users engaged with tailored recommendations.

7. Overfull Demand

Definition: Demand exceeds the company’s ability to supply.

Approach: De marketing.

Activities:

Increase prices to manage excess demand.

Limit availability to create exclusivity.

Encourage customers to delay purchases with waiting lists.

Example: Luxury car brands releasing limited-edition models.

8. Unwholesome Demand

Definition: Demand exists for harmful products.

Approach: Counter marketing.

Activities:

Launch public health campaigns warning against the product's harm.

Advocate for regulatory measures to restrict access.

Promote healthier or safer alternatives.

Example: Anti-smoking campaigns using graphic imagery to discourage tobacco use.