Here are some examples of responses that a marketer might seek from a prospect:

1. **Positive Response:**
   * Making a purchase.
   * Signing up for a newsletter or loyalty program.
   * Requesting more information about a product or service.
   * Engaging with the brand on social media.
2. **Neutral Response:**
   * Visiting the brand's website.
   * Spending time exploring the brand's offerings without taking immediate action.
   * Attending a promotional event or webinar without making a commitment.
3. **Negative Response:**
   * Ignoring marketing communications.
   * Unsubscribing from emails or opting out of marketing messages.
   * Leaving negative reviews or feedback about the brand or its products/services.

Marketers are indeed responsible for managing demand, which involves understanding and influencing the various demand states that prospects may exhibit:

1. **Negative Demand:** Prospects actively dislike the product or service and may even avoid it.
2. **Non-Existent Demand:** Prospects are unaware of the product or service's existence.
3. **Latent Demand:** Prospects have an underlying need for the product or service but may not be actively seeking it. OR

[**demand**](https://dictionary.cambridge.org/dictionary/english/demand)**for a**[**product**](https://dictionary.cambridge.org/dictionary/english/product)**or**[**service**](https://dictionary.cambridge.org/dictionary/english/service)**that a**[**consumer**](https://dictionary.cambridge.org/dictionary/english/consumer)**cannot**[**satisfy**](https://dictionary.cambridge.org/dictionary/english/satisfy)**because they do not have enough**[**money**](https://dictionary.cambridge.org/dictionary/english/money)**, because the**[**product**](https://dictionary.cambridge.org/dictionary/english/product)**or**[**service**](https://dictionary.cambridge.org/dictionary/english/service)**is not**[**available**](https://dictionary.cambridge.org/dictionary/english/available)**, or because they do not**[**know**](https://dictionary.cambridge.org/dictionary/english/know)**that it is**[**available**](https://dictionary.cambridge.org/dictionary/english/available)**:**

1. **Declining Demand:** Prospects' interest in the product or service is decreasing over time.
2. **Irregular Demand:** Prospects' demand for the product or service fluctuates unpredictably.
3. **Full Demand:** Prospects' demand matches the available supply of the product or service.
4. **Overfull Demand:** Prospects' demand exceeds the available supply, leading to shortages or waiting lists.
5. **Unwholesome Demand:** Prospects' demand for products or services that may have negative social or ethical implications.

"Irregular demand" refers to a situation where the demand for a product or service fluctuates unpredictably over time. This irregularity can be due to various factors such as seasonal fluctuations, changes in consumer preferences, or external events impacting demand.

Examples of irregular demand include:

1. Seasonal products: Items like swimsuits or winter coats may experience irregular demand as their popularity fluctuates with the changing seasons.
2. Trendy products: Products that experience sudden spikes in popularity due to viral trends or fads may also have irregular demand patterns.
3. Weather-dependent products: Items like umbrellas or ice cream may see irregular demand based on weather conditions.

Here are additional examples of latent demand:

1. **Virtual Reality (VR) and Augmented Reality (AR) Products:**
   * Before VR and AR technology became more accessible and affordable, there was latent demand for immersive gaming experiences, virtual tours, and training simulations.
2. **Health and Wellness Services:**
   * Services such as personalized nutrition counseling, mental health therapy, or wellness retreats may have latent demand as people become increasingly health-conscious and prioritize self-care.

An example of latent demand is renewable energy sources for consumer use. Solar panels have become more available but many consumers' budgets and locations prevent solar energy from being a good option for them.03-Feb-2