

MARKETING

## In the Spirit of Holiday Marketing: The Wants and Needs of American Consumers

by Danielle Miguel



*Businesses should examine the ways in which they can strategically cater to their consumers. But consumer wants and needs change rapidly. What's trending this holiday season?*

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The wind blows fiercely. The fog comes near. Oh, how consumers know that December is here! As 2015 comes to a close, it's easy to recognize the vivid lights displayed on store windows, catchy jingles played on TV commercials, and the occasional Santa asking for donations outside the local shopping center.

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These images, jolly as they may seem, pressure the average American into needing to spend. The commercials and window displays draw buyers to commercial goods: marketing strives to highlight the sleekness and superiority of the latest technology, the elegance and affordability of designer handbags on sale, and the limited quantity of the newest pair of Jordans. The commercialism of the new season seems to push buyers to keep up with new trends and put to practice the mantra "new year, new me".

With this in mind, businesses should examine the ways in which they can strategically cater to aspects of the consumer subconscious. We describe eight simple qualities that draw buyers to products."

## The Wants:

### **1. Aesthetic Appeal and Individual Style**

Everyone wants to see something extravagantly beautiful when unwrapping gifts this holiday season. When companies release a design that owns and brands the appearance of their products, consumers are bound to draw themselves towards items that can increase personal charm.

### **2. Up-to-date Trends**

Considering social acceptability and progress, the masses expect to find the latest trends on the shelves this season. Very few will express interest in styles they are already familiar with. Consumers are not the only one's playing catch up; designers will have to be three steps ahead when handling their creative outlets through pacing with each other in the realms of appearance, purpose, service, and function.

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### **3. Credibility**

Customers want to buy into what is trustworthy. This is why brand names play such a crucial role in the world of business marketing; the way a company establishes its presence in the perspective of customers implies the successes of its sales and future reputation.

### **4. Desirability**

When reconvening after winter break, people want to either show off that new designer tie at the office or flash that shiny new watch to make a strong impression on that cute girl sitting on the other side of the lecture hall. People want to have things that others do not have, and by investing in the idea of desirability and applying it to certain products, a business can draw a sense of specialty in their items of focus this holiday season.

## **The Needs:**

### **1. Personalization**

While wanting to be able to fit in, many people innately have the oppositional need to also be different. Being able to add one's own personal twist to a product gives the opportunity for individuals to feel included by the masses this holiday season, while still showcasing themselves as uniquely one-of-a-kind.

### **2. Accessibility**

Items that are put in stock in a wide range of places are not just beneficial to consumers, but also the companies that distribute them. The cost might be a bit extra when expanding the item's reach, but it will potentially generate revenue that is well worth the happiness of consumers and businesses alike once demand increases.

### **3. Affordability**

Part of making a product accessible also includes making it affordable. This move shows that companies can take into consideration a diverse consumer audience. Because of the holiday season's high overall spending, catering to these different groups contributes to the success of sales and the long-term popularity of products.

### **4. Quality**

Everyone loves endurance, including customers. Buyers prefer long-lasting, well-made goods. When companies invest in the need for quality products, they are also investing in a long-lasting relationship with their consumers.

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