

# THE SUBCONSCIOUS MIND - A MARKETING TOOL

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## Abstract

Historically, the idea of marketing the production orientation to sales orientation is towards developing the marketing thinking.

International markets are pronounced differently and are at different stages of development stages. The marketing strategy must be adapted to the status of a market; a country.

In developed markets, consumer do not buy a thing, a car, they buy prestige. It is subconscious. Decision making facts are increasing the awareness of life and the fulfillment of personal happiness. Shopping addiction is a mental illness that is on constant desire and greed from. The purchase is an act of satisfaction, but followed by disappointment, shame and a sense of failure. The final stage is financial ruin. In the 90s of the 20th century, there was a trend to make people a brand. For the first time there was a generation that has grown up brand awareness and brand enthusiasm. A generation that does not feel deceived, but believes himself to be able to produce. Consume can be creative and fun, and can cause uniqueness. Through social platforms, a paradigm shift has taken place. Facebook and Google are offering free games. These are again linked to the social functions of the provider. There is hardly a game without Facebook or Twitter connections. Match results are published automatically in the social networks.

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**Keywords:** Lead User, Vital Marketing, Target Group, Shopping addiction, Subconscious

## Introduction

Historically, the idea of marketing the production orientation to sales orientation is towards developing the marketing thinking. International markets are pronounced differently and are at different stages of

development stages. The marketing strategy must be adapted to the status of a market; a country.

### **Development in western world**

In the Central European countries this development occurred as follows:

#### **Post-war Period: Main Emphasis on Production**

There was a lot of catching up to do. The decisive point was that goods were available at all. They only had to be distributed.

#### **The 60s: Sales Organizations**

Market saturation was approaching and an exact system of distribution had to be introduced to avoid still having blank spots on the map and a surplus in other areas.

Exact planning of the sales organization was sufficient to fully occupy production.

#### **The 70s and 80s: Marketing**

Market saturation was making progress and more office expenditure was required in order to harmonize customer demand and the supply of one's own production. The first marketing departments arose. Mere sales organizations were no longer sufficient. Certain strategies were needed.

#### **The 90s: Exact Planning**

The initial marketing instruments like market research and market handling were often no longer sufficient. In the saturated markets of Central Europe and America more exact planning was needed than 10 years previously. Marketing was also necessary for small business owners. A hairdressing salon in a little spot can go bankrupt in a shorter time than it took to establish it.

#### **Today: Virtual Networking**

Customer and sales persons are being ever more closely connected by networks. Customers access internal data of sales people and vice versa. Business relations on the one hand, are becoming more intensive, on the other hand, more fluctuations are occurring through electronic auctions and direct sales.

### **Stages of Development Production-Orientated**

This market situation occurs particularly in poor markets and poor countries. It is the buying power that determines the market.

To define the size of a production orientated market according to need would be completely wrong. The decisive element is the possibility of successful financing. The available funds are the parameter for defining the theoretical size of the market ( size of cake).

The customer with money is always important even if he is not always treated like that. The seller dictates the market, since supply is smaller than demand. The factories cannot produce as much as is required the seller can therefore dictate the prices. On the other hand, one wishes to achieve the maximum with the meager funds available. It is better to produce a lot of goods of bad quality for little money than few goods of high quality.

The price determines the amount of sales.

We can observe this situation today in Eastern Europe but also in Latin America.

That is really "the" wish of every entrepreneur because he can work in a dictatorial manner. This also has effects on the enterprises themselves. They are primarily orientated inwards. The market and its conditions are not so important. Practically everything can be sold with little investment. It is internally important to produce as much as possible. The business is focused only on production. The amount of the output determines the success of the enterprise. All investments and organizational steps are concentrated on internal procedures.

The strategy in the market is that of the "distributor". Sales organizations have a purely distributive function. The seller does not need to fight actively for an order. He simply waits for the customer's order. Personal orders from customers merely represent a burden for the enterprise, the customer disturbs the internal course of events. "The customer is threatening with an order" it is said jokingly, since attention is being diverted from production and the enterprise has to occupy itself with the customer and with delivery.

### **Sales-Orientated**

Sales orientated markets and countries are in a transitional stage. Supply and demand are level. There is no compulsion anymore to buy from only one company. The competition already determines the conditions. Because of the balance between supply and demand, a few percent in supply or price is decisive for the overall success. 5% of the supply determines the price. The price of oil is today, even in the highly developed countries, still production-orientated. The more is produced, the lower the price. Scarcity because of war or other disturbances causes the oil price to climb quickly.

If in production-orientated markets all activities were directed inwards, in this transitional phase the internal procedures are disturbed only

by the "wicked" competition. It is not only the customer who disturbs and influences the course of the business, but also the competition. One reacts to the reactions of the competitors. One is not customer-orientated. The customer is not important, but the circumstance that one is better than the competition.

The strategy in the market is "selling" (Hard selling). This takes place aggressively via the price. The customer has to buy what has been produced. The competition is fought strategically. Advertising is not aimed at gaining customers, but at being in a better position than the competition.

### **Marketing-Based Thinking**

Supply is already greater than demand. Thus, the customer can determine the conditions. The market is orientated towards the buyer. It is no longer the seller who determines, but the buyer. The desired goods are offered to him by several firms and he can select. The customer can choose between equal offers.

The enterprises have to orientated themselves outwards. They have to adjust to customer desires. The customer wishes his problems to be solved by the supplier. He wants to derive a benefit from the goods bought. If customer relations in the previous phases - insofar as they were relations at all - were merely directed for a short time towards the aim of the completion of the sale, in this highly developed market situation they become long term. Only long term strategies secure the existence of the enterprise. Satisfied customers create the success of the company.

This success can only be achieved by

- recognizing customer desires and customer problems
- producing in a way that is customer orientated
- delivering the desired quality and also
- showing competence in problem solving

### **You produce what the customer really needs and sell problem solutions which offer the user not only goods, but also service, benefits and quality**

The greater the supply is the more intensive marketing- based thinking must become. The more competitors there are and the more similar the products become, the more marketing instruments must be deployed. The sale itself is, especially in the capital goods domain, now merely a small part of a long-term customer relation. The sale itself may be a loss-making deal for the seller if, through a long-term relationship with the customer, he enters a profitable phase.

Service contracts, later repairs and spare parts deliveries or expansions and extensions, take the buyer and the seller into a long term and intensive relationship.

Arguments like the durability of an enterprise can affect sales.

You have to stand out from the run of the mill in order to increase the demand for your own product.

### **The Subconscious**

Consumers do not buy a car, they buy prestige. Cosmetics manufacturers do not sell creams, they sell hope. People do not buy apple, they buy vitality to be young, beautiful, successful and desirable. These visions are offered in the form of personal care products or food to the consumer.

As in love, the marketing expert use instruments to go into the subconscious.

Advertising became a new power. Advertisement should shoot to the "head of the consumer" (the target group) and take money out of his wallet. In order to achieve that, not products, but promises to be sold. Those are the most effective, they cannot be verified. These are things like:

- Increasing the awareness of life  
and
- the fulfillment of personal happiness.

There are promises aimed at the unconscious or hidden desires of a consumer.

Marketing experts have instruments of motivation research into their campaigns. The stated aim is to manipulate the consumer.

### **Consumption is Communication**

"The consumer world has become part of our communication."<sup>6</sup> The consumer world is a mass medium. The difference from other media is that products are used as messengers. Products are just passively consumed. Like in a movie, they are actively integrated into people's everyday lives. Consumers exercise a certain action, adventure forms.

Consumption can often communicate a lot more than other media. Each product transports its own story. With any soap, toothpaste and any shower gel every time a promise is acquired.

### **Product Design**

The name and the design of a product suggest a specific way of life. The products help to learn how to manage some intense situations.

A gel called "Energy" is experiencing an act of charging the users. He feels the water trickling through the body differently than without this "special" gel.

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<sup>6</sup> Wolfgang Ullrich

Products stored with stories to help people to experience everyday life with more meaning.

The efficacy of the products accompanies potential customers. With this help, everyday will be upgraded and certain acts are ritualized. This happens through the staging of the products.

There are few well-staged products. Many remain superficial and with little efficiency.

A well-designed product must appeal to different cues. This must be coordinated with each other.

A shower gel called "Energy"

- have a bright color that emphasizes the Energetic.
- Contrary contrasts need to be a shimmer in the eye of the consumer incurred.
- The box should be streamlined and elegant.
- When you open the package, there must be a sound that gives the consumer the impression that he triggers a function of a technical device.
- It must smell herb that the user thinks it penetrates him.

A shower gel that is to relax and to relieve the stress that must be

- milky in its substance.
- It must operate with soft shapes.
- It should not affect opening popping sigh, but must have a soft tone.

If the sensory stimuli together agree, then the promise of the product formulated convincingly and then can there be what is called a Placebo. Then the consumer feel, that he would do well and the product made what he expects from it.

The more sensory stimuli are triggered, the more the product will be deposited in the brain. Magical worlds will be within the center of attention of the consumer.

### **Situation-specific product development**

Hundreds of years ago you called different gods for different needs. One for luck and another for health. Something like it is today with situation-specific products.

Situation-specific product development is a major trend of the last 30 years. Before it was the profit optimization ends forces. Technical marketing was crucial.

Producers have the consumer did not just a product, but sell more. For every occasion, a shower gel. One and the same product has been designed differently.

### **Advertising informs**

Advertising places a product on the market and makes it known to the public. Advertising informs compares, and creates situations. The consumer will be motivated to buy the product. One way to give the buying impulse is to point out that a lot of others buy this product. Yes, it's the norm now to use this product.

The purchase impetus can be given by a powerful argument:

- We are the best.
- We are the cheapest at top quality.
- We give a problem solution to a problem that nobody else can solve.

### **Advertising animate to use**

Another aspect is that advertising shows where the product is consumed.

A product that is bought, but never used, that dies someday. It's like an app that someone has purchased on the mobile phone, but never used. He will not gain from a purchase of a new phone.

Advertising must not only "sell", it needs to animate that the purchased is used.

### **Subliminal Advertising**

The promotional information about a product is a superficial strategy. Advertising works primarily in an unconscious way. It works on the classical information processing of human beings, without any conscious attention.

Advertising activated targets consumers have in their brain and pushes it into the goal hierarchy. Goals and targets the consumer does not think at the moment, but that is prioritized by advertising.

Another good strategy of advertising is to make a product familiar. This is possible only if the brand is present. Here advertising works on the psychology of learning experiences and instruments. The more the consumer perceives a specific logo, the more colorful, richer, more emotional this logo is charged, the more familiar it will be this brand. In front of a supermarket shelf with 25 identical products from different suppliers the consumer accesses the one that appears familiar. People react "in the moment and in the moment."

The human perceptual system is flexible and uses those things which are above, and are most frequent. Perception schemes help people to interpret the environment. This is a very worthwhile cause. In evolution, certain stimuli have always signaled something:

- That is a bit dangerous.
- That you have to show certain patterns of behavior in a given situation. When you see water, you have to be prepared for fishing.

The processing system is very dependent on the environment. This ensures the findings of today's advertising.

If a spoken sentence is accompanied by music, the consumer will react differently.

Music makes a prime effect. It activates latent memories.

In order to make advertising strategists exploit the human ability to respond in the moment and to act impulsively.

French music with the idea of France is activated. The buyer decides with French music for a French wine as from another country.

With music you can trigger a certain emotion that is already present. If someone has a positive attitude to France, then it is activated with French music still.

Music, smells and images trigger associations and lead to the desired goal when purchasing a product.

With advertising you can manipulate, in terms of influence. You can also protect yourself. Manipulation and suggestibility is limited,

Example: You go to buy a particular gift and pass a billboard of a restaurant. When you feel hungry, the shield will work. If you are not hungry, it will not work.

Consumers select and sort information, thus limiting their impact power.

Simultaneously consume is more important than ever.

Consumption of products develops identity.

By the consumption human beings define for themselves and others who and what they are.

Furniture to express the lifestyle of the buyer cares and life plans which he pursued; yes what character wants to be. Whether someone likes more classic or modern wooden furniture, he decides with this purchase also his status. The same applies to clothes. Even a visit to a restaurant has to do not only with food intake, but also expresses, what person you want to be.

The products themselves have only a symbolic value. The purchase of organic products indicated an interest in sustainable business. Customized clothing expresses exclusivity. The current iPhone refers to a young and dynamic lifestyle.

With certain products the consumer became a different person. With a purchase and the status symbol of the product the consumer obtains a human social reputation. With the choice of a product, the buyer shows who it belongs to and by whom separating himself.

### **Shopping addiction**

Shopping addiction is a mental illness that is on constant desire and greed from. The purchase is an act of satisfaction, but followed by



disappointment, shame and a sense of failure. The final stage is financial ruin.

People buy everything, so that society thinks "I am doing well."

Studies from Germany and the US have shown that 6 to 8 percent of the population is shopaholics. 20 percent are at high risk. The shopping addiction affects all walks of life. Men and women are equally affected. You only buy different things:

- Women: shoes, handbags, cosmetics
- Men: Hand tools and electronic items such as mobile phones, software from the Internet.

Shopping addiction often mask social phobias, depression or anxiety disorders.

Internet access and cashless payments via credit card or debit foster addictive behavior.

This is not based on new research, it was defined in 1909 by the German psychiatrist Emil Krepelin. The morbid desire to buy leads, although there is no need to that the consumer - in this case the patient - buying in bulk.

What triggers the buying in those affected?

What is so special, the excitement of it?

They are not the cause. It's about the whole act of purchase, which is a matter of appreciation. It is about self-worth, which is thus increased. Is the act of purchasing finished, then the thing that is purchased is completely of uninteresting. Some patients may clear away without ever again to take on hand. Others give it away and get positive contributions.

Many are picky and have specialized. Some hunt for handbags, others for the latest mobile phones.

If the object is in sight, there is no turning back. It was bought at any price, even if the bank account is overdrawn.

When buying addict after buying the mood drops and they become depressed and blame themselves.

Shopping addiction is unremarkable. Addicts can hide their problem long before others. The way the therapist is not usually self-absorbed. In therapy, patients learn when to buy and why. What they compensate with the purchase? They will learn to define their self-worth and to find new life other content. Hobbies are important and in touch with friends back strengthened.

A code of practice to get out of the addiction:

- Shopping is part of our life and cannot completely out of the everyday.
- The purchase addict must learn to buy back control.
- Only go shopping with a list.
- Before considering what needs to be purchased.

- take money paid off. Amounting to purchase ends of.
- give away by debit and credit card.

### **The act of purchasing an event**

Buy from modern life cannot be ignored. Shopping has become an experience for recreational activities. It should be fun and enjoyable are. Shopping Centers organize such events. Of the birthday celebration for children to seniors karaoke everything; awakens longings and the customers seem to king makes.

Most products are designed to strengthen the human being as an individual.

- I want to be stronger.
- I want to be cool.
- I want to have more energy.
- I wish I can relax again.
- I want to experience wellness.
- I want to retire.

Plots make today's people competitive and great. The consumer world is the engine of our type of society and our life and the world of experience. People would not be as competitive, if they were not trained by products of the consumer market and pushed.

Consumption has become the engine of the company. Products offers wishes and satisfaction. The promise but also redeemed? Are expectations?

Some products meet the promises of some consumers. People can live by different lifestyles and modify it according to personal needs. By individual set of attributes of the individual is distinctive and unique. The magic of the consumer world is the illusion of individuality and autonomy. Historically was "individuality" problematic. An individual is on their own, exposed; too weak to make something possible; lonely. The consumer world is a positive concept of individuality and shaped in recent decades to the people for individualists. She suggested to him that he alone can create everything. Only then one is successful and can be proud of over the other because one has done something alone.

Few products appeal to people as social beings, as part of a society. Virtues of solidarity, compassion lost in advertising. Man is always the lone warrior who must prevail, the success must have. The consumer world educates people about narcissists.

Not all people can participate in consumerism. Neo-liberalism has created the economic crisis, a two tier society. A third of the company does not have enough money for the necessities of life. The rest feels threatened by the poor. Envy and fear to take in today's society.

The causes:

- Increasing uncertainty by increasing flexibility.
- People need to learn self-care. Sociopolitical care takes parallel in this regard.
  - More responsibility is being asked.
  - Awareness that people can choose. If they choose wrong, they cannot make anyone responsible.
  - Social security systems decrease.
  - Away from the immediate area of society - family and friends - no one wears custody.
    - For many people this is an excessive demand, which is frightening.
    - The company is split into those who have and those who have not.
    - Similarities are becoming increasingly rare.

Promoted by the dazzling world of consumerism is one aim: to be unique. The society of the outgoing 21st century formulated individualism as an important value. At the same time there is a contradiction to the mass individualism. Individualism itself is limited to a precise market segment.

### **The Consumer as a brand himself**

In the 90s of the 20th century, there was a trend to make people a brand. For the first time there was a generation that has grown up brand awareness and brand enthusiasm. A generation that does not feel deceived, but believes himself to be able to produce.

Consume can be creative and fun, and can cause uniqueness.

With this positive and strong brand culture has become the chance is given, that people can also offer yourself as consumer products. To hope and expectation even be something like a brand. A man who not only has a personality, but also has an image that is so associated by others with something specific and therefore can be part of a star culture and gets attention.

Computer games create worlds in which players must maintain the computer and can, therefore, can occur even as a commodity. Computer games are out of the everyday lives of young people today hardly imagine.

The market is thriving. According to the federal association of interactive entertainment software in Germany was in 2011 a turnover of 1.57 billion euros. The trend is growing.

The group that is responsible for the biggest sales are still teenage boys. You buy the most expensive console games. In recent years, the online market has developed as an important pillar for game companies. There again play much of women, because the game is a different character. The games are entertaining. It is communicative. Playing online multiplayer. Serving the communication needs of women. Even those who were ten years ago and teenagers today have a family, the rapid games operate on the

Internet. Your time is limited and volume, they get the quick fix on the Internet.

Technical innovations in the mobile phone market produce additional offers. Smartphones are portable game consoles. Thus, digital games are always available everywhere.

The fascination of the game are:

- they are fun,
- they are distracting and
- increase self-esteem.

After having successfully completed games can be frustration and boredom of everyday life to cope better. There is for every mood a matching game. Doping in the virtual world of computer and video games offer atmospheres, in which the player can immerse the player. They consume fantasies and thus emotions.

Content provide the computer and video games little new. Many forms of play are based on analogue concepts. Some games are like digital shooting of a fair.

Online and Facebook games are different. The social factor is an extremely important part. These games provide access to an international community. Via mouse increase the players in an online universe that is constantly changing. It is a parallel world in which you are - can engage - if you will. Since no one is alone. There are millions of potential playmates. As they play the same game, they have the same interests. About the game creates communication. You get to know new people. It develops a social dynamic. True friendships are not these syndicates. It is producing contacts but not friendship.

### **Social Media and Advertising**

Through social platforms, a paradigm shift has taken place. Facebook and Google are offering free games. These are again linked to the social functions of the provider. There is hardly a game without Facebook or Twitter connections. Match results are published automatically in the social networks.

To participate in the free games may need to be purchased items, with which they will play again.

With its own avatar, you can increase your own self-esteem. A few decades ago it was enough to play a game. Today, the players want to build closer ties with the game itself and integrate more.

Advertising in games is also offered. In sports games, this corresponds well to reality, where sponsors are an integral part. Games can also be advertising per se, if a fast food chain offers a game in their environment.

In Europe it is not allowed, to addresses with advertising, the youth. For public service media this is prohibited. In computer and video games, this discussion is still ongoing. As advertising platforms they are coveted. Games are highly charged emotionally and make the recipient therefore accessible to commercial messages. The emotional state of the consumer defines his purchase decision.

Social media provide the advertising industry information that profiles can be created. Facebook is a new phenomenon. Young companies need capital to work innovatively. Social platforms offer das. Without the support of the economy would not LIKE button on Facebook can be developed. At the same time, this button has become a tool for advertising strategists.

How Facebook advertising works:

A promotional content will be linked to a person, a Facebook friend. This Facebook friend once told him this thing, like this product. In consequence, the advertiser of a specific target group shows that this or that friend likes this product. This creates more trust than any conventional advertising such as a poster.

The founder of Facebook - Zuckerberg - says "I can do something social - all over the world . I can make it personalize"

With the expansion of the internet we get new dimensions. The coffee maker can say on the display "Today have recovered your friend a coffee made of Type yy. Do you also take this coffee?" A product, which is recommended by friends has more attention.

### **Self-esteem of consumers**

Bought the product but only if it promises to enhance the self-esteem of the consumer. This works only if its marketing is tailored to the needs of the buyer. Because the purchased product is a way of life.

Not the consumer is relevant, but all the variables associated with it. The construct of consumption must be within certain limits. This can be a unique shopping experience. The Internet is something very special. Something that is only available to certain people. Some products are just for those they are part of a certain Facebook Group. Special offers for people who belonging to a particular group.

Consumption alone is not exciting enough. Personally addressed and recommended by friends, consumers move in a circle of the elect. It offers exclusivity.

### **Vital Marketing**

Video clips on the internet that carry hidden advertising are new message carrier. Consumers spread and voluntarily advertising messages.

A virus is not caused by the recommendation of a single person. A vital effect occurs only when it is triggered by several people. Only when a critical mass is achieved by people, spread the message of self to achieve this critical mass, it is necessary to make the content of a public company and a product.

For a video clip appears at the right time at the right place, it provides a so-called Seating agency. An agency first checks whether a message is relevant for certain networks. Is this positive, they select portals and sites which are suitable for this message. As an example, here's a video about the football player Rolandinio. The soccer player showed his skills that were taken in a break from training with a mobile phone camera. Only when it was distributed to millions of fans, it was revealed that it was a sporting goods manufacturer, the production had given them in order. Whose shoes Rolandinio wore during the shooting.

The internet is one of the most important advertising media and the dynamics of the network requires new advertising strategies. Internet has taken over the role of traditional television, only you cannot distribute traditional advertisement. New methods are needed. The banner ad on the internet is like the perimeter advertising in football. The first function of these banner ads is that consumers are familiar with the brand. The second feature is that the product can be clicked with his information.

An effective advertising happens casually. The more direct a brand appears, the more skeptical internet customers will react. They build up resistance and reject the product. If a mark in various circumstances of life always turns up, she is familiar to consumers. In the supermarket on the shelf, the buyer will decide spontaneously for this product, because they think they know. There is this plane in which we consciously choose products. Often there are many similar products that make a difficult choice. The selection is not justifiable. A pulse is required, which is associative. These positive associations can be certain images that are associated with the product. It may also be other things. It is important that they work easy and simple semantically. On a soccer banner or a poster next to the road, you cannot transport complex information. That does not work. Only simple emotions can be conveyed.

If one looks back evolutionarily humans, then those are the areas of the brain that had to evolve first. Those who are responsible for a pulse and not those have to do with thoughtful actions.

Advertising appeals to the basic human needs. A need for affection and security, for esteem and success. Associated with these emotions - after primary neurological advertising messages - speak to the reward center in the brain. They promise that the consumption of a product with happiness and

good life is rewarded. Thus changing our perception and advertising affect our emotions.

Advertising strategists must exploit all the resources available to them?

Advertising strategists cannot do anything they wanted. That's a good thing. In many European countries, there are laws against unfair competition. Where you cannot do certain things? One should not spread false information. Comparisons between products must be objectively verifiable. Information should not be presenting at the threshold of perception, so they cannot be perceived.

With the choice of the advertising medium determine target groups are addressed. They rely on the research of the marketing researcher. Their mission is to help people and their needs to break into target groups. It can also

- Target groups for his apology, when it comes to voting behavior.
- Target groups for the churches, when it comes to pastoral work.
- Target groups in marketing, when it comes to recovering from buyers for brands.

The nature of the social environment and the addressing of target groups is to reduce the complexity, because to look at society as a whole and consider everything, it cannot build a strategy.

Is the reduced complexity of the social environment, the only way to take out a part of the society.

### **Lead User**

This structuring in social classes and social layers is being increasingly questioned. Just as one has made in marketing in question, the one with simple target group definitions - for example, "women up to 30" or "people from 65" - cannot define a valid groups.

In interviews, attitudes can be raised by people who do not emerge from the social situation but common and similarities. These similar attitudes come under the attack medium.

Thus advertising access, they must be tailored to the specific target group. Advertising strategists can operate specifically with the research results of the marketing experts. This can be adaptively responds the pragmatic young for a certain party, a certain beverage or a specific computer game.

The audience needs to be addressed in their own language. Often, the designer of a strategy from a different background and do not even know the language of the target group.

The traditional marketing assumes that the consumer is passive. People who are waiting, what to expect and then select from a finished

product range. Consumers have changed, however. They are self-conscious and critical. They develop products according to their needs.

Snowboards are not developed by the sporting goods industry, but of sports-loving users. Mountain bikes are designed by enthusiastic cyclists who were looking to be able to drive through rough terrain. These so-called lead users make the argument on its head, that the producer knows what is good for the consumer.

Traditional producers consult normal users what they want. This survey is representative. The lead user approach attempts to identify extreme users and interview them. These are absolutely the current target market is not representative. They have needs that the broad market will have later.

In order to develop new markets, producers must make to the search for creative users. Thus, the ideas of the lead users are mass products also, it takes networking. On the one hand, the community of users is very important because one exchanges within the community, to develop within the community prototypes that will actually work. If demand within these communities is large, then the market is growing and will eventually cause the commercially attractive. Either a company engages in a related field with this idea and markets, or the user innovators is where the idea for themselves.

Since the 1990s, this trend favors the digital communication. The exchange of views on internet supports the formation of communities. These are the basis for lead user developments. Of some companies, the self-confident, creative consumer is discovered as a partner. Under the slogan "Open Innovation" consumers become business partners. Consumers can replace proprietary design. For example, a T-shirt manufacturing company in Chicago. You may use the Internet to 800,000 users, the daily produce 200 new design ideas. From this pool of ideas every week ten new t-shirts for the production and the market are selected. The choices that the community. Each selection will be awarded \$ 2,500.

In Germany a community that calls itself "Utopia City". They formulated new ideas about sustainability and technology.

Consumers get through networks more power over producers and markets can define and determine. Individual products are the result. The car has personally created those seat cushions, which the buyer wants and is sprayed in the color, as the future owner desires. Shoes by NIKE have an individual design and those colors that wants his support and not those that a professional designer who designed by NIKE.

Consumers have become active participants and beneficiaries of the market.

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