



baseball teams as well as to individual consumers. If a professional baseball team buys the bats—known as Sam Bats—the product is considered an industrial product. If a father buys his daughter a Sam Bat for her birthday, the bat is considered a consumer good. Because of this, the Original Maple Bat Company has two marketing plans—one for the industrial market and another for the consumer market—even though there is no difference in the product being marketed.

This textbook explores how marketers select distribution channels, consider consumer motivation, and implement the marketing mix to make decisions about the goods that are sold and the markets they define.

In the News...

Barry Bonds Breaks Home-Run Record

Barry Bonds of the San Francisco Giants hit 73 home runs in 2001 to set the major league record, and he did it using a Sam Bat. In fact, 300 professional baseball

players use Sam Bats, including several players with the Toronto Blue Jays. Every Sam Bat is carefully custom made in Ottawa by the Original Maple Bat Company.



The Hotel Belvedere in Kingston, Ontario

Industrial Services versus Consumer Services

Services are activities performed for others. Like goods, they can appeal to both industrial and consumer markets. A piano tuner who tunes pianos for the symphony is providing an industrial service. However, tuning a piano in someone's home is considered a consumer service. The major difference between industrial (or business) services and consumer services is in who pays for the service. If a business purchases the service, it is industrial; if an individual buys the service for personal reasons, it is a consumer service. The Hotel Belvedere, for example, a 22-room hotel in Kingston, Ontario, is marketed as both an industrial service to the corporate market and a consumer service to the leisure market. Donna Mallory and Ian Walsh, the hotel's owners, offer a special business rate to the corporate market to encourage business travellers to select the Hotel Belvedere when they come to Kingston. They also advertise their hotel in travel magazines to attract tourists visiting Kingston for pleasure.

Many businesses, however, focus their marketing effort on either the industrial or consumer market. The business of advertising, for example, focuses exclusively on the industrial market. Even though consumers might advertise a used vehicle or a garage sale in their local paper, businesses use the services of advertising agencies and are, therefore, the target market for those agencies.