Why We Buy a Product

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Oreo is one of the oldest cookies I remember since my childhood. The very first Oreo was made in 1912 an since then this cookie holds a high significance in the minds and hearts of people. I see everyone buying this cookie, from the upper-middle class to the lower class. Behind this, there is a power of great advertising and marketing techniques that make people buy this cookie. There are many reasons this product appeal to me such as I have been eating these since I was a kid, Oreo’s advertisements are still fresh in my mind. Whenever I look at these cookies, “Twist, lick, dunk” comes to my mind. In addition, there are many ways this cookie can be consumed such as with milk, with ice cream and in many other ways.

Oreo cookie has been able to dominate the market for about a century. Marketing has been the backbone of the popularity of Oreo cookies. Marketers of the company created a personality of brand by having an Oreo mascot. Furthermore, the advertisements played a critical role in creating the brand image in the minds of consumers, and it does not serve a single purpose of increasing sales (Palmer, 2012). The creative advertisement of “Twist, lick, and dunk” appealed to me as a child. This creative ritual and the advertisements related to the creative use of Oreo cookies made it one of the most favorite biscuits is almost more than 100 countries around the globe. In addition, the attractive packaging, the display and the numerous flavors make me buy this cookie.

Oreo offers value for money for each of the product and flavor it floats in the market. The differentiate taste and high quality always justify the price. The brand name, quality and taste when compared with the other brands reveals that the company charges suitable prices for their products. These prices are competitive and it is not something only suited to the higher middle class and not very low that it can be associated with the working class. The pricing strategy also makes Oreo one of the favorite cookies of all the time. I believe I get satisfaction equal to the amount of money I spend on these cookies.

A distribution channel consists of a range of businesses and intermediaries through which the final product reaches to its final consumer. The brand also adopts one of the distribution channels. Oreo cookies are manufactured in the plants and in the US they have plants in Oregon, Virginia and New Jersey. These cookies are then sent to the distributors and from there to retailers such as online retailers, supermarkets, super marts, shopping malls, mom and pops stores, shopping centers and other market places. The company ensures the right distribution channel in all the countries based on customer’s needs. I picked up the newly introduced flavor to give it a try and this was introduced to me first by a social media-based advertisement. I came to know about this product and when I visited the supermarket in my surrounding, I also found the huge poster of it. The rack where it was placed was very appealing and grabbed my attention as the new flavor for an Oreo fan. I wanted to try the flavor, therefore, I picked one packet, and otherwise, I am not able to stop myself from buying more of it.

The answers to these questions reveal how the marketing strategy of Oreo in the US uses the right combination of 4p’s to make people buy this product. The product offers a variety of flavors and variants to meet the needs of a variety of consumers. The packaging also delivers the symbol of quality to its buyers. The prices charged does not define what it is for one segment only or for a niche market. The distribution channel makes it available to almost all the buyers who are willing to get it. Like other brands, Oreo also needs to meet the social, environmental and regulatory forces. For instance, the company has to ensure there is no child labor involved, human and animal rights are not violated. Nature has not been harmed in the process of making Oreos and environment and society is not damaged. Law and order requirements imposed on the companies have to be followed etc.

# References

Palmer, A. (2012). *Introduction to marketing: Theory and practice*. Oxford University Press.