**Marketing**

**Name**

**Affiliation**

**Date**

The human behavior is too complex to take a position on this matter without leaving a room for the inclusion of both, or at least to explain a little more what is behind these claims. To take a position, it is necessary to differentiate between need and desire. Need is something primitive or basic that the person has to satisfy in order to survive, such as food, housing, company, love, understanding, and health. These needs are not generated by marketing but are innate, human beings are born with them.

People consume food, not for pleasure but for necessity. The role of marketing, in this sense, awaken the desire in them to opt for a brand of food or another according to the preferences and purchasing power. In this case, the need to feed ourselves is not generated by marketing, although it does have a decisive role when it comes to making a decision about our consumption, awakening desires in us for better food. Desire is not primitive as a necessity, it is not innate but arises as a consequence of external stimuli or personal factors. These stimuli or factors can be social pressure, the personality of the person and, of course, marketing (Blackwell, R. D., Miniard, P. W., & Engel, J. F, 2001)

People need to quench their thirst but they do not need but want to consume a certain type of beer, wine or other drink. Marketing stimulates our desire to consume these products. The need could be satisfied only with water and, in fact, in many parts of the world, it is satisfied that way, but as society develops, markets mature and supply is sophisticated with a wide range of products that awaken our desire. Needs can be met through basic or more sophisticated products. So, the purpose of marketing is to satisfy customer’s needs through the most sophisticated products that the client can afford. In order to achieve its objective, marketing awakens desires in human beings to which they cannot resist. The marketing plans by different organizations must be designed to fulfill the existing consumer needs and wants. When the client finds a product or service that satisfies his need according to his desire, the purchase takes place (Kehinde, Oladele &, Joseph & Adegbuyi, Omotayo & Akinbode, Mosunmola, 2016).

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