Journal

MsLina (First M. Last)

School or Institution Name (University at Place or Town, State)

The key difference between a need and a want is that of desire. Needs are the physiological needs which are essential for the survival of a person such as food, clothing, shelter, etc. need is also referred to as the state of deprivation. The wants are quite different from needs and they change, they are not permanent. Wants are not essential for the survival of human beings, for instance, the need for hunger is satisfied by food but a person wants to have spaghetti or noodles to satisfy hunger.

Marketers use different marketing tactics to satisfy the needs and wants of consumers. They urge that the needs must be satisfied in a way one desires. This is highlighted in the advertisements of carbonated drinks which satisfy the need for thirst in a good way. The marketing campaigns are designed in a way which tells customers that the product or service is designed to meet their specific need or want. Sometimes marketers also create artificial needs to sell the products and services that serve to satisfy those needs. In fact, marketing decisions are needs on the needs and want of potential customers and it is the key to successful marketing strategies.