SHS LEARNING ACTIVITY

Name: _____ **Score/Mark:** _____
Grade and Section: _____ **Date:** _____
Strand: ☐ STEM ☐ ABM ☐ HUMSS ☐ ICT (*TVL Track*)
Subject: *Principles of Marketing*
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration ☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: Customer Value
Learning Target: To discuss the concept of customer value and its relevance to business marketing
References: *(Author, Title, Pages)*

1. https://www.cio.com
2. https://www.builtvisible.com
3. https://hbr.org
4. DepEd Most Essential Learning Competencies
5. M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Customer value (CV) refers to the total **benefit** (B) a customer gains from purchasing and using a product or availing oneself of service in return for the **cost** (C) given up for obtaining it:

$$CV = B - C.$$

Customer value can further be delineated into two:

- **Customer perceived value** is defined as the customer's assessment of the difference between the benefit and the cost of a market offering in relation to those of other competing proposals.
- **Customer desired value** refers to the customer's personal preference for a particular product or service.

Marketing strategies and programs are built up on a product's first-rate performance in delivering value relative to a buyer's expectations. The aim is to fully engage customers and create an attachment to a product or service that manifests in customer loyalty.

Exercises:

1. Is benefit all about a good price? Are there other features that customers look for? Explain your answer.
2. Think of a specific product or service. Briefly explain how marketing strategies can impact customer value for this product or service.