

THE MEANS-END CHAIN

and how to use it for your entrepreneurial business

STEP 1: START AT THE BOTTOM WITH CONTACT POINTS

Identify the key contact points where you, your product or your service meet the customer.

STEP 2: IDENTIFY THE FEATURES AND ATTRIBUTES THE CUSTOMER PERCEIVES

Tangible features and inherent attributes to which the customer allocates importance.

STEP 3: IDENTIFY THE FUNCTIONAL BENEFITS

“What’s in it for me?” – consequences of choosing these features / attributes.

STEP 4: IDENTIFY THE EMOTIONAL BENEFITS

What consumer feelings result from these functional benefits?

STEP 5: IDENTIFY THE HIGHEST VALUE THE CUSTOMER IS SEEKING

What value is most important to the customer who makes choices in this category of goods and services?

