

Keywords: *consumer satisfaction, market demand, consumption desire, consumer behavior*

Abstract: the paper contains the results of the research whose main aim is to demonstrate that there are no sensitive differences between desire and utility and that the study of the consumers' behaviour can be carried out taking into account the theory of utility.

The research was based on a series of mathematical and economic models, belonging to microeconomics, respectively, taken from the theory of utility. We started from the hypothesis that the theory of marketing is closely related to the theory of microeconomics when tackling aspects that belong both to marketing and to microeconomics.

In marketing, need is defined as want which causes tension and dissatisfaction and the means of answering a need is defined as a strategy able to transform dissatisfaction (caused by a specific need) into satisfaction. On the other hand, according to the theory of utility, the capacity of any commodity to give rise and produce satisfaction, as a result of being used or consumed, is known by the name of utility or subjective value.

Ph.Kotler considers that satisfaction is the gauge through which the perceived performance of a product rises to the consumer's expectations, as it [satisfaction] is given by the gratification or disappointment experienced by the person who compares his/her impressions (or results) caused by the way a commodity works with his/her expectations nourished before buying that product. Although this opinion is greatly accepted by marketing specialists, we show our reserve towards it in the paper.

As a conclusion we consider that:

- desire and utility are inseparable;
- a commodity's being useful to a consumer is sufficient for offering the latter a feeling of pleasure;
- a commodity's utility gratifies either through possession, usage, or consumption;
- the unitary small prices used by vendors to attract buyers of bigger merchandise quantities (which is a strategy for promotional offer) are the effect of the decreasing marginal utility law;
- from the point of view of the neoclassical theory of utility subjective value, related to the economic equilibrium theory, we consider that kotler's formulas for estimating clients' value-based selling activities are not fully acceptable.