WHAT IS TECHNOLOGY PUSH?
WHAT IS MARKET PULL?

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On behalf of The World Association of Technology Teachers

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1. What is Technology Push?  

2. How has the development of Smart Phones, been the result of Technology Push?
WHAT IS MARKET PULL?

The term ‘Market Pull’, refers to the need/requirement for a new product or a solution to a problem, which comes from the market place. The need is identified by potential customers or market research. A product or a range of products are developed, to solve the original need.

Market pull sometimes starts with potential customers asking for improvements to existing products. Focus groups are often central to this, when testing a concept design or an existing product.

E.G. OF MARKET PULL

The digital camera. Twenty years ago, there was a ‘market’ requirement for a camera that could take endless photographs, that could be viewed almost immediately.

Market pull (market need) eventually led to electronics companies developing digital cameras, once miniature digital storage, processing power and improved battery performance was available. Market pull ensured that photo editing software also developed, in parallel with the development of digital camera technology.

1. What is Market Pull?  
   2 marks

2. How has the development of Digital Camera, been the result of Market Pull?  
   4 marks