

PRODUCT DESIGN & MARKETING

The Customer 3

CUSTOMERS BEHAVE DIFFERENTLY

1. Go into any department store. What section is larger- women's clothes or men's clothes? Try to think of three reasons:

a) _____

b) _____

c) _____

2. Look up these words. What do they mean?

a) rational: _____

b) irrational: _____

3. You want to buy a bag. Which kind would you buy? Try to think of three reasons:

a) _____

b) _____

c) _____

4. Who buy most cars? Women or men? Why? Try to think of two reasons:

a) _____

b) _____

5. Which influences the following 2 customers most; rational or irrational factors & why?

a) Company President _____

b) Housewife with 2 kids _____