

PRODUCT DESIGN & MARKETING

The Customer 4

WHAT DO CUSTOMERS REALLY WANT – GOODS OR BENEFITS?

1. When customers buy goods or services, they expect also to buy benefits.
2. Why do you buy the following? Try to think of at least two reasons for each:

PRODUCT/SERVICE

BENEFITS

a) a car _____

b) a meal in a restaurant _____

c) the shoes you are wearing today _____

d) a clock for the wall _____

3. PRICE vs. BENEFITS

What does the phrase below mean?

