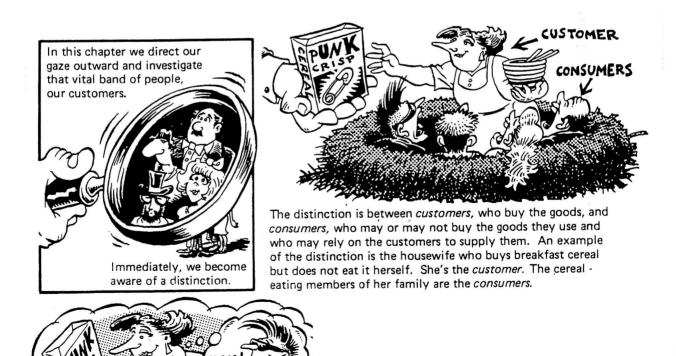
PRODUCT DESIGN & MARKETING The Customer 1

CUSTOMERS & CONSUMERS

- 1. Look up the word 'consumer'. What does it mean?
- 2. What is the difference between a customer and the consumer?
- 3. Can you think of examples of customers who are <u>not</u> consume rs? [Can you think of occasions when you use things but don't buy them?]

4. Will an advertiser direct his/her message towards customers or consumers? Why?



So, whatever our perceptions are of the *customer* we have to be aware of the needs of the eventual *consumers*. However, for simplicity's sake going to call all of them

customers.