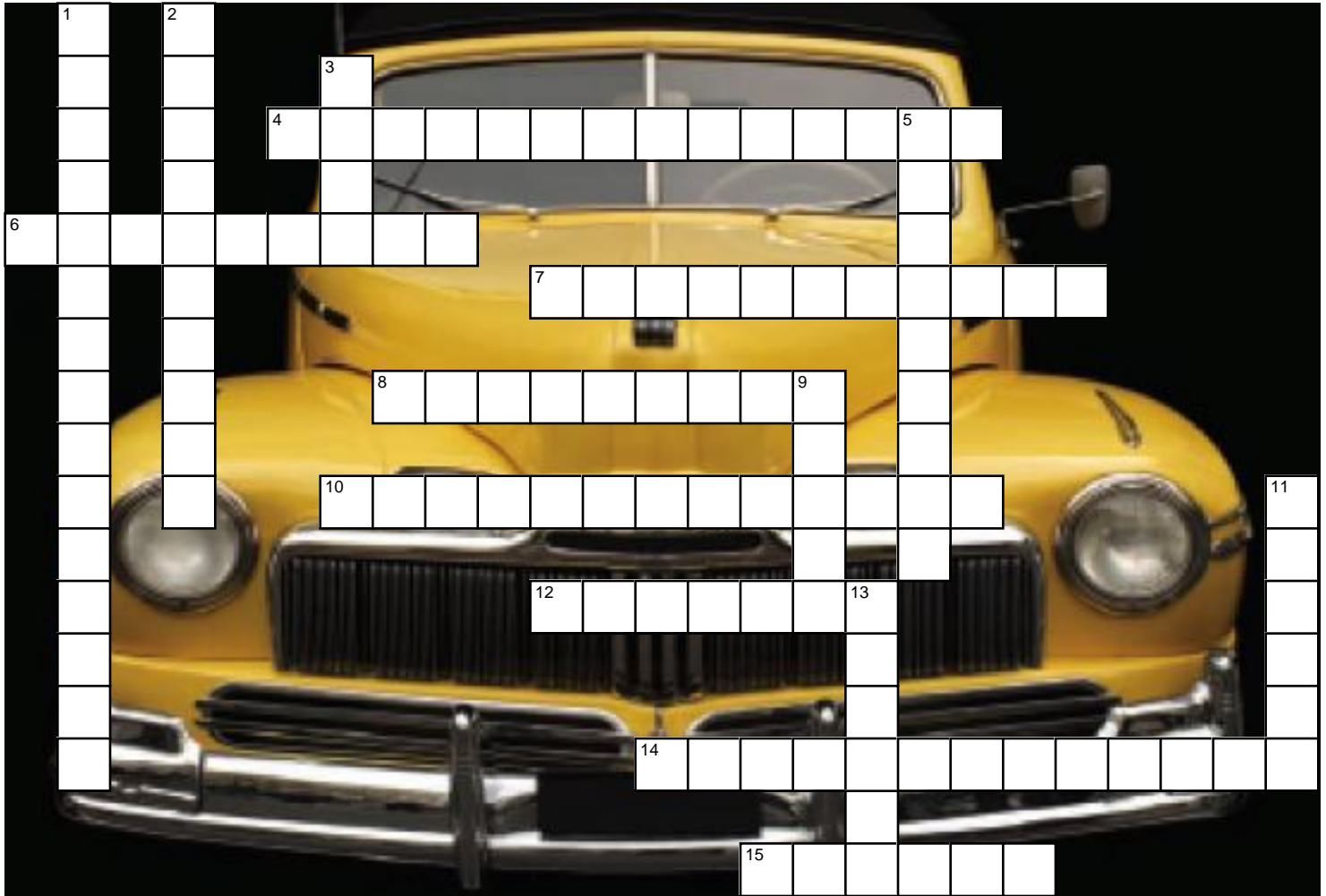


6.1 Determining Consumer Need



Across

4. Before designing yet another brand of a product, the manufacturer has to gather and evaluate some data. This is called _____.
6. Some people like antique cars like the one in this background photograph because of their _____ quality.
7. Manufacturers know that each consumer has a limited amount of money with which to make their purchases so they compete for “the consumer dollar” through _____ campaigns.
8. If you were interested in buying a car like the one in this background photograph, you would probably take the car for a _____.
10. _____ try to determine consumer need in order to make good decisions about products.
12. Discussing ideas openly and respectfully, especially with people who may not agree with you, is a good way to gain _____.
14. _____ designed products minimize stress on the human body when they are used.
15. Some people say that _____ is a combination of knowledge plus experience.

Down

1. The term _____ refers to structures that can be useful to many different users.
2. When you read advertisements it is sometimes useful to maintain “healthy _____.”
3. Sometimes you have to decide whether you need something or you just _____ it.
5. _____ make purchases based on needs and wants.
9. Every decision you make about purchasing something can impact the _____.
11. Manufacturers often _____ the general public to find out if a new product will sell.
13. Each time a consumer uses a credit, debit or point collection card, information is entered into an enormous database. This information reveals important _____ such as the popularity of certain brands or colours.