**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 2: Activity 7**

## **HOMEWORK ACTIVITY**

## **The important differences between a product and a service**

And why marketers need to understand them.

As consumers, there is a significant difference between how we buy products and how we buy services.

It’s important for marketers to understand the characteristics of a service and how their approach to marketing must reflect these important factors.

Research these characteristics and differences and come prepared to the next session to discuss your findings.

Come with the source of your information and support your arguments with the data you have found.