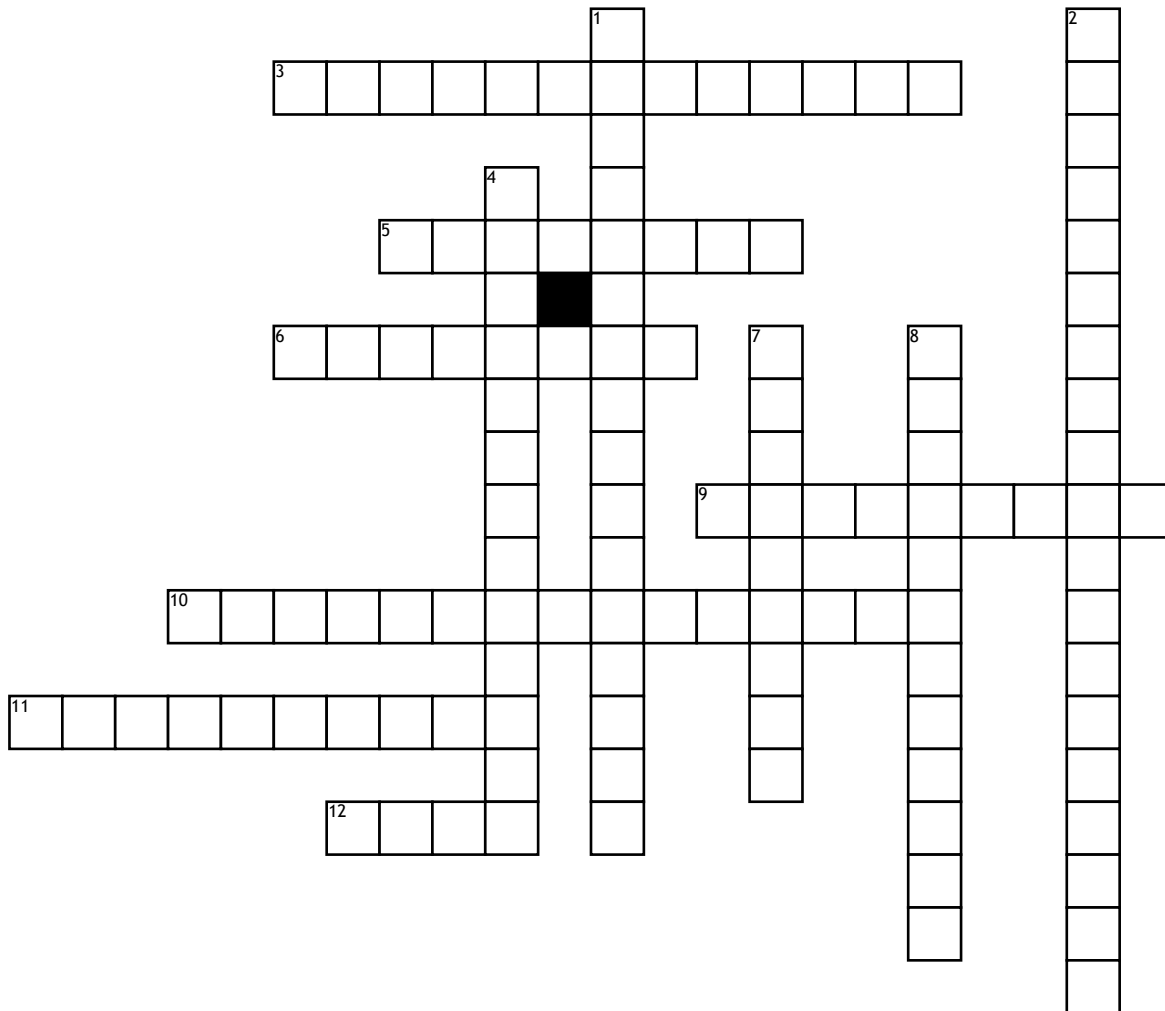


# Consumer Awareness



## Across

3. Feeling regret/concern after purchasing an item.

5. Creates consumer awareness for a trademark product.

6. The average \_\_\_\_\_ takes at least six months to pay off holiday bills.

9. The process of communicating the value of a product or service to customers.

10. Refers to financial opportunity that is given up.

11. \_\_\_\_\_ percent of Christmas shoppers still have bills to pay off by next Christmas.

12. "He who \_\_\_\_\_ what he does not need steals from himself"

## Down

1. Consumer awareness that a brand still exists.

2. Amount of money spent that causes pain.

4. Consumer reviews are significantly more trusted than descriptions from \_\_\_\_\_.

7. To buy an item with credit, that you pay for over time.

8. Latin term for "buyer beware"