

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 not consumers?
[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?



The distinction is between *customers*, who buy the goods, and *consumers*, who may or may not buy the goods they use and who may rely on the customers to supply them. An example of the distinction is the housewife who buys breakfast cereal but does not eat it herself. She's the *customer*. The cereal-eating members of her family are the *consumers*.

