

Ans 2. Yes, Customer and consumer are two different things let explain

(1) Customer - A customer is a person who buys goods and services regularly from the seller and pays for it to satisfy their ~~need~~ need many times a customer buys a product, it's also the ~~consumer~~ consumer, but some time it's not. ~~For example~~

customers are divided in two categories

- Trade customer
- Final customer

Further according to an analysis of the product satisfaction customer divided in to three kind

(i) Present customer

(ii) Former customer

(iii) Potential customer

Ans (2) Consumer -

A consumer is someone who purchase the products for his/his own need and consumes it.

A consumer can not resell the goods or services but can consume it to earn his/his

All individual who engages themselves in the economy is a consumer of the products. For instance, when a person buys goods from a grocery store for their family you become a customer as you are only purchasing commodities. But when they feed the grocery to other member of the family, they become customer.

Basis	Customer	Consumer
Meaning	A customer is who purchase the good and services services	The end user of the product or services is a consumer
Resell	A wholesaler or distributor can purchase the product and resell it	No
Buyer	Yes	Not necessary
Motive	Reselling or consumption	self consumption
Target	Individual or company	Individual family or group
C.P. of services	Is paid by the customer	may not paid by consumer