

Activity

Customer vs. Consumer

Context:

In the previous lesson, you identified a problem worth solving. But whose problem are you trying to solve? Is it the **customer** or the **consumer**? What is the relationship between the two? In this activity, you will discover the differences between a **customer** and a **consumer**.

Instructions:

1. Regroup in your PV groups.
2. This is an outdoor activity. In this activity, you are required to step out of the class in your respective teams.
3. Each team will walk around the area/ locality, and identify 5 examples of businesses, their customers, and consumers.
4. Once you have 5 examples ready, you can note them down in the table below. You can also write down your comments if any.
5. You have **30 minutes** to complete this activity.*
6. Once the teams return to the class, the facilitator will run a debrief session.
7. Each team will get 2 mins to share their examples.

Note: The activity duration for a virtual session is **20 minutes.*

Business	Who is the Customer	Who is the Consumer	Comments
FirstCry.com	Parents of infants and kids	kids and infants	Parents prefer quality product for their kids
Gift Shop	Anyone buying gifts	Friends, Parents, wife, colleague, boss	The person buying gift should look for a better deal which is not a burden on his pocket as well as maintain quality.
Pet shop	Pet owners	Pets	The consumer are pets here where as customers are pet owner who will prefer quality products for their pets.
Cafe	People visiting cafe for spending quality time, consuming food or drink	The costumers are consumer here	Here the quality i.e, taste and hygiene is of utmost priority Hence the business should be consumer friendly
Clothing Store	Person buying clothes	The customer himself/herself can be consumer or he can be buying it as an gift for his loved one	Here the product are of varying range a person have option to go for quality and pocket friendly options.