

Need another word that means the same as “consumer”? Find 4 synonyms and 30 related words for “consumer” in this overview.

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**The synonyms of “Consumer” are: purchaser, buyer, customer, shopper**

## **Consumer as a Noun**

### **Definitions of "Consumer" as a noun**

According to the [Oxford Dictionary of English](#), “consumer” as a noun can have the following definitions:

- *A person or thing that eats or uses something.*
- *An organism that derives the organic compounds and energy it needs from the consumption of other organisms; a heterotroph.*
- *A person who purchases goods and services for personal use.*
- *A person who uses goods or services.*



## Synonyms of "Consumer" as a noun (4 Words)

- buyer** A person employed to select and purchase stock or materials for a large retail or manufacturing business.
- customer** A person of a specified kind with whom one has to deal.  
*He s a tough **customer**.*
- purchaser** A person who buys something; a buyer.  
*One of the club s prospective **purchasers**.*
- shopper** A commercial agent who shops at the competitor's store in order to compare their prices and merchandise with those of the store that employs her.  
*A commercial centre thronged with **shoppers**.*



## Usage Examples of "Consumer" as a noun

- *Understanding what motivates consumers is more crucial than ever.*
- *Scandinavians are the largest consumers of rye.*
- *Consumers can't make their own food, so they have to consume other organisms for energy.*
- *Recession-hit consumers are being lured by cheap prices.*
- *Consumer demand.*



## Associations of "Consumer" (30 Words)

<b>advertiser</b>	A person or company that advertises a product, service, or event. <i>Kids hate it when <b>advertisers</b> try too hard to target them on their level.</i>
<b>automat</b>	A cafeteria in which food and drink were obtained from slot machines.
<b>boycott</b>	Refuse to sponsor; refuse to do business with. <i>An advert urges consumers to <b>boycott</b> the firm s coffee.</i>
<b>cost</b>	The property of having material worth (often indicated by the amount of money something would bring if sold). <i>We are able to cover the <b>cost</b> of the event.</i>
<b>coupon</b>	Of a consumer collect and use coupons or vouchers offering discounts on goods or services. <i>He had a big beaming smile on his <b>coupon</b>.</i>
<b>disbursement</b>	The act of spending or disbursing money. <i>The bill includes unpaid professional <b>disbursements</b>.</i>

<b>discount</b>	Deduct an amount from (the usual price of something). <i>I never <b>discount</b> these books they sell like hot cakes.</i>
<b><u>expenditure</u></b>	The act of consuming something. <i>Cuts in public <b>expenditure</b>.</i>
<b>expense</b>	Offset an item of expenditure as an expense against taxable income. <i>Conference rooms were equipped at great <b>expense</b>.</i>
<b>grocery</b>	Items of food sold in a grocery or supermarket. <i>The <b>grocery</b> store included a meat market.</i>
<b>marketable</b>	Fit to be offered for sale. <i>The <b>marketable</b> surplus.</i>
<b>marketer</b>	A person or company that advertises or promotes something. <i>A leading manufacturer and <b>marketer</b> of medical products.</i>
<b>marketing</b>	The exchange of goods for an agreed sum of money. <i>The Western arts of <b>marketing</b> and distribution.</i>
<b><u>marketplace</u></b>	An open space where a market is or was formerly held. <i>The quaint cobbled <b>marketplace</b>.</i>
<b>merchandise</b>	Promote or publicize (an idea or person). <i>A new breakfast food can easily be <b>merchandised</b>.</i>
<b>outlay</b>	An amount of money spent on something. <i>A modest <b>outlay</b> on local advertising.</i>
<b>price</b>	Ascertain or learn the price of. <i>The cattle thief has a <b>price</b> on his head.</i>
<b>purchaser</b>	A person who buys something; a buyer. <i>One of the club's prospective <b>purchasers</b>.</i>
<b><u>receipt</u></b>	Report the receipt of. <i>Families in <b>receipt</b> of supplementary benefit.</i>
<b>retailer</b>	A person who relates the details of a story or incident to others. <i>The big supermarkets have forced many independent <b>retailers</b> out of business.</i>
<b>sale</b>	A quantity or amount sold. <i>I got some great bargains at their annual <b>sale</b>.</i>
<b>salesperson</b>	A person employed to represent a business and to sell its merchandise (as to customers in a store or to customers who are visited).
<b><u>seller</u></b>	A person who sells something. <i>The book became the biggest <b>seller</b> in the history of royal publishing.</i>
<b>selling</b>	The exchange of goods for an agreed sum of money.

- shopper** A person who is shopping.  
*A commercial centre thronged with **shoppers**.*
- spending** The act of spending or disbursing money.
- store** A supply of something available for future use.  
*Cupboards for medical **stores**.*
- taxation** Government income due to taxation.  
*A **taxation** system.*
- vend** Sell (something).  
*There was a man **vending** sticky cakes and ices.*
- vendor** A person or company offering something for sale, especially a trader in the street.  
*An Italian ice cream **vendor**.*

