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Who is a consumer?

A consumer is a person (or group) who pays to consume the goods and/or services produced by a seller (i.e., company, organization).the consumer is the one who pays to consume the goods and services produced. As such, consumers play a vital role in the economic system of a nation. In the absence of their effective demand, the producers would lack a key motivation to produce, which is to sell to consumers. A consumer can be a person (or group of people), generally categorized as an end user or target demographic for a product, good, or service. Some may find the term or label “consumer” somewhat offensive because it can be construed as being more descriptive of plain consumption rather than recognizing the person behind the purchase, who typically has feelings, needs and overall importance. It is important to note that consumers (or customers) play a vital role in the economic system of a nation. Typically when business people and economists talk of consumers they are talking about an individual person, an aggregated commodity item with little individuality other than that expressed in the buy/not-buy decision. Now, there is a trend in marketing to individualize the concept of “A Consumer.” Rather than generating broad demographic profiles and psycho-graphic profiles of market segments (which has been the norm), marketers are now starting to engage in personalized marketing, permission marketing, and mass customization. Marketers are paying close attention to consumer behavior or how potential buyers act when purchasing goods or services for personal consumption.

**Consumer Roles in Marketing**

Upon entering a store, consumers are faced with the questions of whether to buy, what to buy, and how much to buy. Consumers include products from different categories in their decision process. Product categories can be related in different ways. Product bundling is a process that involves the choice of at least two non-substitutable items. In this research, the consumers’ explicit product bundling activity at the point of sale is focused.

1. Market research

Consumers play a major role in marketing research before a product or service is released to the public. Once you identify your target consumers, you can invite these people to participate in focus groups or send them surveys to quiz them on key elements of your marketing plan. Questioning them about the right price to charge and what marketing message appeals to them as a consumer can help guide your entire plan, particularly when releasing a new product or service.

1. Product feedback

The consumer also plays a role in the feedback-gathering process after a company’s offering hits the market. After implementing your marketing plan and releasing the product or service, you need to track results and continually monitor consumer needs so you can improve on the offering in the future. For instance, software developers seek feedback from consumers regularly to help them develop new and improved versions of programs.

1. Bringing in new customer

Consumers also can act as agents to further the effects of your marketing plan. With word-of-mouth marketing, consumers who have used your product review it both offline and online and can refer other consumers to the product. This marketing is free and very effective, as individuals tend to trust the word of people they know when it comes to trying new products and services.