**NAME- AKPANITEAKU FAVOUR CHIDALU**

**MATRIC NO- 16/LAW01/028**

**LEVEL- 200LEVEL**

**DEPARTMENT/ COLLEGE- LAW**

**COURSE- CONSUMER BEHAVIOUR [BUS 208]**

**Question:**

**WHAT ARE THE ROLES OF CONSUMERS IN MARKETING [MENTION AND DISCUSS]**

What is marketing?

This is a business promotion, distribution and selling of product or service which includes advertising and market research [buying and selling in the market]. It can also be known as the study and management of exchange relationships used to create keep and satisfy customers.

Who Is the Consumer?

A consumer is the individual who buys and uses the product or service. A consumer is a customer, but a customer isn’t always a consumer in a business transaction. A consumer is a person or organization that uses economic services or commodities.

What is Consumer Marketing?

Consumer marketing is defined as creating and selling products, goods and services to individual buyers, as opposed to trying to appeal to businesses. Commercials trying to sell toys or books or movies to the average individual are examples of consumer marketing.

**ROLES OF CONSUMERS IN MARKETING**

-Marketing Research

-Product Feedback

-Bring In New Customers

Marketing Research

This is an organized effort or set of processes that link producers to gathering valuable information about customers or companies used to identify and define their marketing target, opportunities and problems. Consumers play a major role in marketing research before a product or service is released to the public, it is an important business strategy that helps in profit making.

Product Feedback

Consumer feedback informs your decision making and influences how you build and improve your product, this is the best tool for business. 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. Collect data on your product strength and weakness through surveys to help improvements.

Bring in New Consumers

Consumers who have used your product review it 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.

When developing a marketing plan, remember that the consumer is the central element of all decisions related to marketing. Understand this, roles that consumers play and gain the ability to maximize the effectiveness of your marketing plan. In a consumer market, marketing provides a critical role in educating people on what buying options are available. Because consumers are empowered and can make their own purchasing decisions, they also have more choices to make. As a result, it becomes more vital that companies educate potential customers about their products and encourage them to buy their products. This encourages a more diverse and vibrant free market system that provides the opportunity for more variety and options.

**REFERENCE**

<https://www.yourdictionary.com/consumer-marketing>

<https://en.m.wikipedia.org/wiki/Consumer>

https://bizfluent.com/info-7816502-role-consumer-marketing.html