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**College of Law**

**200L**

**BUS201: Consumer Behavior**

**Roles of Consumers in Marketing**

Consumer behavior is the study of buying tendencies of consumers. The way a consumer tells or feels about a product determines the success of that product. An individual who goes for shopping does not necessarily end up buying the products. A consumer is different from a buyer as a buyer may purchase for resale while a consumer is the final user of that product. Therefore, various actions could affect the decisions of a consumer and his market purchase, be it cultural, social, personal or psychological.

Consumers are the most important part of marketing because they use the product and can decide on what product to buy or not as well as influencing the thoughts of other consumers on those products. There are ways in which consumers play a part in marketing. They include:

**Advertisement:** By understanding the needs of consumers, marketers can create the right advertisement for the right audience. Because only through advertisements can individuals connect with the brand. Through reaching out to consumers, marketers find out what appeals to individuals, know things that might offend any religious group or community to avoid them. Example, consumers perceive Victoria’s Secret as feminine based product, using a male model would just be inappropriate and the audience can never connect.

Largely due to the rise of the internet most consumers no longer play the role of just consumers but also prosumers as they also produce(in terms of information and media on the social web) or influencing the products created or actively participating in interactive products.

**Marketing Research:** Consumers play a major role in marketing research before a product or service is released to the public. Loyal consumers can be invited and sent to surveys to quiz them on key element of your marketing plan. Questions about the right price to charge and what message appeals to them as consumers.

**Product Feedback:** consumers play a major role in the feedback gathering process after release of a new or improved product. They track results and monitor consumer needs to improve on future offers. E.g. Software developers seek feedback from consumers regularly to help develop new and improved versions of the program.

**Bring in New Consumers:** 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 of the product. They indirectly offer free and effective marketing by doing so.

Firms exists to provide value to consumers. When consumers disappear, so does the firm. If an organization failed to analyze how a consumer will respond to a particular product, the company will face losses. There is constant change in technology, standard of living, trends, fashions and consumers attitude towards products vary.

Consumers make marketers understand why, when, how and what influence buying decision of the consumer. A firm can enhance profits by obsessing about serving your consumers well.

And finally decide where the service or product would be made available for easy access or consumers.

In conclusion, consumer’s behavior theories and concepts are of most importance to the sales people or marketers. As products are made to cater consumer’s needs and demands, therefore, the product should be carefully marketed for the successful achievement of organizational goals.

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