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**CONSUMER BEHAVIOUR**

**What are the roles of consumers in marketing?**

The roles of consumers are the functions, the various activities that individuals engage in, so as to help enhance a producer’s product in the field of marketing. The roles of consumers are very essential in the field of marketing, without the consumers, there will be no business transaction, there will be no one to patronize the existence of a particular product.

The roles of consumers in marketing include:

1. **Product Feedback:** The consumer plays a role as the feedback gathering process after a company’s offering gets to the market. After implementing your marketing plan and releasing the product or service, there will be a need to tract the 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 of new Consumer**: Consumers also can act as agents to further the effects of marketing plan. With word-of-mouth marketing, consumers who have used a product review it both offline and online and can refer other customers 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.
2. **Portray good image of the product:** Some products have alternatives to other products and also the competition in the marketing world is high, when it comes to products and the producers will not be always available to defend the products. Consumers help to protect the image of a product from misrepresentation of people who want to spoil the mind of people from patronizing a particular product.
3. **Criticize of Products in order to tell producers what to improve on:** Some consumers of products go as far as criticizing products in order to tell producers whether to do better of their produce is the best for its clients. The phone company usually have people that run a test to tell if a phone is worth the purchase of they can go for alternative or wait till the next season before advise on change of phone can be given.