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MATRIC NO:16/LAW01/139

DEPT: LAW

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COURSE TITLE: CONSUMER BEHAVIOUR

COURSE CODE: BUS 208

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QUESTION: WHAT ARE THE ROLES OF CONSUMERS IN MARKETING

The roles consumers play in marketing cannot be over-emphasized because without the consumers, the chain of distribution are not complete. There are so many roles of consumers in marketing, some of which are:

* Consumers purchase the goods which are produced, therefore without consumers purchasing the goods, there would be no demand for the goods and no supply as well, which therefore means there would be no economic system without consumers.
* Consumers are at the final stage in the chain of distribution, therefore without consumers, the chain of distribution/marketing process is not complete.
* Consumers purchase products/services for personal use and not for a resale which is usually carried out by customers.
* Consumers, in the purchase of purchasing increase the GDP (Gross Domestic Product) of the nation which makes about 70% of the economy.
* Without the consumers, the purchasing power of business cannot be accomplished, therefore exchange of goods and services are lacking.
* The demand of goods and services by consumers create job opportunities through the continuous production of goods and services demanded for by the consumers.
* Consumers promote competition in marketing, without consumers, there would be no competition, consumers make the economy work.
* Consumers create the economic decisions for the nation.
* Consumers provide a metric for marketers and business owners so as to manage and improve their business.
* Consumers ensure maximum satisfaction of the goods or services produced by producers and manufacturers.

 REFERENCES

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