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**ASSIGNMENT.**

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

**A consumer** is a person or organization that uses economic services or commodities. The consumer is the one who pays something to consume goods and services produced. As such, consumers play a vital role in the economic system of a nation. Without consumer demand, producers would lack one of the key motivations to produce: to sell to consumers. The consumer also forms part of the chain distribution.

**Consumer behaviour** or the **Buyer behaviour** is referred to the behaviour that is displayed by the individual while they are buying, consuming or disposing any particular product or services. These behaviours can be affected by multiple factors. Moreover, it also involves search for a product, evaluation of product where the consumer evaluate different features, purchase and consumption of products. Later, the post purchase behaviour of product is studied which shows the consumer satisfaction or dissatisfaction, where it involves disposal of product.

Consumer behaviour is very complex because each consumer has different mind and attitude towards purchase, consumption and disposal of product. As there is constant change in the living standards, trend, fashion and change in technology; consumer’s attitude towards the purchase of products varies. An individual who goes for shopping does not necessarily end up buying products. There are several stages a consumer goes through before he finally picks up things available in the market. Various factors, be it cultural, social, personal or psychological influence the buying decision of individuals.

It's vital to understand some factors that affect consumer behavior: **psychological, personal, and social.**

* **Psychological Factors**: In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes.
* **Personal Factors**: Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues. For example, an older person will likely exhibit different consumer behaviors than a younger person, meaning they will choose products differently and spend their money on items that may not interest a younger generation.
* **Social Factors**: The third factor that has a significant impact on consumer behavior is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyze when developing marketing plans. However, it is critical to consider the social factors in consumer behavior, as they greatly influence how people respond to marketing messages and make purchasing decisions. For example, how using a famous spokesperson can influence buyers.

Through research and observation, several models have been developed that help further explain why consumers make decisions, including the **black box, personal variables and complex models.**

* The **black-box model** is based on external stimulus-response, meaning something triggers the consumer to make buying decisions that are influenced by many factors, including marketing messages, sampling, product availability, promotions, and price.
* When influenced by the **personal-variable model**, consumers make decisions based on internal factors. These internal factors may include personal opinions, belief systems, values, traditions, goals, or any other internal motivator.
* The third consumer behavior model is the **complex model**. The complex model considers both internal and external variables.

Marketing strategies impact the daily lives of the consumer significantly:

1. They act as the source of information for new products or services available in the market.
2. It influences the way they think and perceive, their beliefs, thoughts, attitudes and their buying decisions.

On an average, a consumer is exposed to several promotional tactics every day. The television alone accounts for 6 hours of commercial advertisements every week. In addition to the television, consumers also gain information from other forms of mass media like magazines, newspapers, radio, etc. Such advertisements have a mass impact as consumers change the way they purchase products, the politicians they root for in polls, their medicinal options, the toys they gift their children, etc. Although it is extremely difficult to change the beliefs, attitudes and character embedded deep in the roots of the person, most of the times marketing makes it a simpler task. Promotional activities are mostly successful in changing negative approaches to positive. For instance, if a consumer is loyal to a particular brand, advertisements may change their frequency of purchase. Marketing strategies affect the way a consumer ranks most important aspects of a brand like color, quality, taste, smell, texture, etc.