Name: Okoro Uka Ifeoma

Matriculation Number: 16/ Law 01/ 165

Course Code: BUS 208

Course Title: Consumer Behavior

Assignment: What are the roles of consumers in marketing?

Answer.

Although, the company is the main catalyst in the marketing of its own products and services, consumers also play a role in the marketing process. When developing a plan, remember that the consumer is the central element of all decisions related to marketing. Understand the roles consumers play so you can maximize the effectiveness of your marketing plan.

Who is the consumer?

A consumer is the individual who both buys and uses the product or service. A consumer is also called the end user. A consumer is a customer but a customer isn’t always a consumer in a business transaction.

Marketing research

Consumers play a major role in marketing research before a product or service is released to the public. Once the target consumers are identified, you can invite these people to participate in focus groups or send them surveys to quiz them on key elements of your marketing plan. Questioning them about the right price to charge and what marketing message appeals to them as a consumer can help guide your entire plan, particularly when releasing a new product or service.

Product feedback

The consumer also plays a role in the feedback-gathering process after a company’s offering hits the market. 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. For instance, software developers seek feedback from consumers regularly to help them develop new and improved versions of programs.

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 to the product. This marketing is free and very effective, as individuals tend to trust the words of people they know when it comes to trying new products and services.