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**College:** Law

**Course:** Consumer behaviour

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Assignment: What are the roles of consumers in the market?

Before we talk about the role of consumers in the market we have to know firstly who a consumer is. So the question is WHO IS A CONSUMER?

A consumer is someone who buys and uses the product or service. People confuse a consumer with a customer, a customer is an individual who just buys the goods or product unlike the consumer who buys and uses the product. A consumer is also called an end user.

**ROLES OF A CONSUMER IN MARKETING**

- **Brings in new consumers**

Consumers can also act as agents to further the effect of your marketing plan with word of mouth marketing, consumers who have used a particular product can promote your product by telling their friends and this will help boost your market because people tend to trust what people they know tell them about a product.

-**The consumer helps in the continuity of the business or market**

Basically, without consumers there would be no markets. Without consumers to purchase the goods, there would be no demand for goods. Whereas leading to the non existence of market because the use of market is to sell goods and if there are no consumers it is pointless.

- **Marketing Research**

Consumers play a major role in marketing research before a product or service is released to the public. Once you identify your target consumers you can invite these people to participate in focus groups this groups help to identify the needs of the consumers in particular products and where improvements can be made.

- **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 the results and continually monitor consumer needs so you can improve on the offering in the future and improve your goods or services.