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**COURSE: CONSUME’S BEHAVIOR**

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

**INTRODUCTION**

 The consumer is the one who pays something to consume goods and services produced. As such, the consumer is a person who consumes goods and also can be defined as a person who trades money for goods as an individual.

 However, when developing your plan, remember that the consumer is the central element of all decisions related to marketing.

**WHO IS A CONSUMER?**

 Before listing or explaining the roles of consumers in marketing, lets understand the who a consumer is because people sometimes use the word customer and consumer interchangeably which is wrong because a customer is a person that simply buys the goods that is a customer is a simple buyer. However, a consumer is an individual who both buys and uses the goods, product or services. A consumer can be a customer but a customer is not always a consumer. Consumer is like the final owner or user of a good or product and it can also be renamed as an end user.

**ROLES OF A CONSUMER IN MARKETING**

 The consumers play a major role in marketing and the following are the roles of a consumer:

1. **Marketing research:**

 The consumers play a big role in marketing research before a product or service is released to the public. Once you identify your target consumers, one can invite the people to participate in focus groups or send them to surveys to ask them on key elements of your marketing plan. Consumers can help guide an entire plan, particularly when releasing a new product or service.

1. **Product feedback:**

 The consumer also plays a role in the feedback gathering process after a company’s offering hits the market. After implementing a market plan and releasing the product, goods or products, one need to track results and continually monitor consumer needs so you can improve on the offering in the future. For example, software developers seek feedback from consumers regularly to help them improve and develop new versions of programs.

1. **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 word of people they know when it comes to trying new products and services.

1. **The consumer is a human being:**

 A consumer is an individual so therefore he or she is not a number in a spreadsheet or a point on a graph. The consumer has feelings and emotions so therefore each consumer is different.

1. **The consumers are the buyers and users**:

The consumers are the ones that buys and use goods so therefore without the consumer demand, producers would lack one of the key motivations to produce: to sell to consumers.

1. **Consumer’s makes a product have an economic vote:**

Each individual consumer, consciously or unconsciously, determines the fate of the goods and services on the market each time a consumer chooses one product instead of another. Each penny spent on any product is equivalent of an economic vote in favor of that particular product and against its competitors

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1. **However, lack of consumers can make a firm disappear**:

 If there is lack of efficient or sufficient consumers in one’s firm then, it can make the firm breakdown so therefore firms has to value the consumers.

**CONCLUSION**

 As we all know now that the consumer plays a very vital role in marketing and that consumers are different from the customers as consumers can be customers but consumers are rarely consumers.