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***LEVEL: 200***

***COLLEGE:*** ***LAW***

***COURSE: CONSUMER BEHAVIOUR [BUS 208]***

***DATE: 20th January, 2018.***

***ASSIGNMENT***

What are the roles of consumers in marketing?

***ANSWER***

In marketing, a consumer is generally defined as the one who pays to consume the goods and services produced by a seller i.e. a person, company or organization. A consumer can be a person generally categorized as an end user or target demographic for a product, good or service. Any product, good or service that is developed must have a target market in mind, in order to be effectively marketed and sold. The consumer is the one who pays something to consume goods and services produced.

Just like other agents in the marketing system, a consumer has roles to play in the system. Some of these roles are:

* Without consumers and the demands, producers would lack one of the key motivations to produce which is to sell to consumers.
* The consumers also form part of the chain of distribution. They end the chain until they want to sell it after consuming then they become buyers and start another chain.
* They influence the products created with their feedbacks. With their feedbacks, the producer knows what to improve or alter in the product in order to make it better for their consumption.
* Through the consumption of a product, the consumer could bring more consumers to the market. Some advertise the product to their family, friends and colleagues. For instance; Miss A uses Nivea cream which makes her skin look good, she recommends it to her friends. Her friends buy the Nivea cream to make their skins look good just like Miss A’s. With Miss A’s recommendation, Nivea has more consumers.
* The consumer should have knowledge and understanding of the market in order to consume wisely.
* A consumer should be aware of his/her rights in the marketing environment.

A consumer is an individual who buys products or services for personal use and not manufacture and resale. A consumer is important in a marketing system. Each individual consumer, consciously or unconsciously, determines the fate of the goods and services in the market each time he chooses one product instead of another. He is the last person/end user in a chain of distribution. Basically, without consumers there would be no economic system. Without consumers to purchase the goods, there would be no demand for the goods. This has an effect on the entire economic system as well. The consumer dictates so much of an economic system. Without the consumers’ demands, there will be no profit made by the manufacturers.