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**COURSE CODE: BUS 208**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**ASSIGNMENT: THE ROLE OF CONSUMERS IN MARKETING CANNOT BE OVER EMPHASIZED. DISCUSS.**

**INTRODUCTION**

When a product is being made or a service is intended to be rendered, potential consumers cannot be aware of such products if they are not marketed or in other words promoted. Promotion is key after production for awareness purposes. The products are usually marketed to catch the eye of the consumer. In the chain of distribution, the consumer is last on the chain. This implies that the marketing process is not finished until there is a consumer to buy it.

**Who is a consumer?**

 A consumer is the individual who both buys and uses the product or service. A consumer is a customer, but a customer isn’t always a consumer in a business transaction. A consumer also is called the end user. The consumer is a person who generally engages in the activities - search, select, use and dispose of products, services, experience, or ideas.[[1]](#footnote-1)

**What roles do consumers play in marketing?**

* **Product Feedback:**

The consumer plays a role in the feedback-gathering process after a company’s offering hits the market. After implementing a 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. The need for the feedback in marketing can’t be over emphasized as it helps to improve the service or quality of a product.

* **They help in bringing new customers**

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. Also, when ordering online, each product has its reviews. If the reviews are good, individuals surfing the net are motivated to buy it.

* **Marketing Research.**

Before a product gets released to the public, marketers most times conduct a research using consumers. This is done to help the marketers identify their target market so they know the right place to push their products. Also questioning them about the right and what marketing message appeals to them as consumers help in guiding ones entire plan especially when releasing a product.

* **An important role of a consumer is also to make use of the product.**

 Producers aim at meeting the personal or house hold need of consumers. Where their products don’t, the aim of consumers performing this role is defeated. The consumers are to make use of their products which can be tangible or intangible. If consumers don’t play this particular role, the producers run at a loss, thus, their firm can run bankrupt and the whole aim of producing is defeated.

Marketing as a whole is consumer centred, as the heart of marketing is the consumers. Producers provide goods and services to meet the needs of the consumer. In other words, marketing is consumer oriented. It’s all about the consumer in marketing.

The roles of consumers are respondent to the marketing process or procedure of the producers.

1. predominant components in brand equity by making decisions. http://www.pondiuni.edu.in/storage/dde/downloads/markiii\_cb.pdf [↑](#footnote-ref-1)