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ASSIGNMENT: What are the roles of consumers in marketing?

**WHO IS A CONSUMERMER?**

It is very common for people to confuse a customer for a consumer, but the term “consumer” has a more distinct definition compared to “customer”. A customer is simply a buyer, while a consumer is the individual who both buys and uses the product or service. A consumer is a customer but a customer is not always a consumer in a business transaction. A consumer is also the end user

**THE ROLES OF CONSUMERS IN MARKETING**

Most firms and businesses exist to provide goods and services to a consumer, when consumers disappear, so does the firm or business. That is to say, consumers have important roles to play in marketing. The following are some roles of consumers in marketing;

* **Product Feedback**: After implementing a marketing plan and releasing the product or service, one must track the results and continually monitor consumer needs so the offering can be improved in the future. So, the consumer plays a role in the feedback gathering process after a company’s offering hits the market.
* **Bringing in New Consumers**: consumers can also act as agents to further the effects of a marketing plan. With word of mouth marketing, consumers who have used a product can review it both online and offline and can refer other consumers to the product. The 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.
* **Marketing Research**: consumers play a major role in marketing research before a product or service is released to the public. Once target consumers are identified, they can be invited to participate in focus groups or send them surveys to quiz them on a 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

In conclusion, consumers are very essential to marketing as they form part of the chain of distribution. Without consumers, marketers would not have any purpose to sell neither would the producers have who to produce for.