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COLLEGE: LAW.

LEVEL: 200

COURSE CODE: BUS 208(consumers behavior)

ASSIGNMENT: what are the roles of consumers in marketing.

1. Product feedback:

The consumer plays a role in the feedback gathering process after a company’s offering hits the market. After the implementation of the 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 example software developers seek feedback from consumers regularly to help them develop new improved versions of the programs.

1. Marketing research:

Another major role consumer plays in marketing is marketing research, before a product or service is released to the public. Once you identify your target consumers, so you can invite these people to participate in focus groups or send them surveys to quiz them on key elements of your 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.

1. Agents:

Consumers also act like agents to further the effect of your marketing plan. With word of mouth marketing, consumers who have used your product review it both online and offline and can refer other consumers to the product. This marketing is free and effective as people tend to trust the word of mouth of people they know when it comes to trying out new products/

1. Another, role a consumer plays in marketing is that they form part of the chain of distribution which enables producers have the motivation to produce to sell to them (the consumers), because without the consumers or final consumers the chain of distribution will be incomplete since the consumers are the ones who motivate the producers to produce more.
2. 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.
3. Consumers also promote goods through words of mouth which can also be known as advertisement, when a consumer buys goods or a product and enjoys it to his or satisfaction the consumer tends to tell other people too about the particular product. And this can help the product of marketers.

In conclusion, Consumers role is very important in making a business, product, company or enterprise grow.