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**MATRICULATION NUMBER: 16/LAW01/037**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**COURSE CODE: BUS 208**

**COLLEGE: LAW**

**LEVEL: 200L**

**ASSIGNMENT**

* **THE ROLES OF CONSUMERS IN MARKETING**

Consumers play a very significant role in an economy. They dictate so much of an economy sp that without the consumers there would be no economic system.

The roles of consumers in marketing include:

* **DEMAND:**

Consumers determine the demand for a product. Without consumers to purchase the goods there would be no demand for the goods. This becomes essential because without the consumers issues of supply are totally out of play as there is lack of direction.

* **COST:**

A consumer’s ability to spend helps to determine cost. The notion of business is accomplished through the consumer’s purchasing power and without the consumer this important aspect of exchange of goods and services is lacking. Also businesses do not do themselves a favor when price controls are constructed without taking the consumers’ ability to spend into account.

* **EMPLOYMENT:**

It is the consumers who demand goods and services. When they do this, then people can have jobs making goods and services that the consumers want. If consumers do not demand these goods and services, many people would be out of work.

* It is the consumers who determine if a product is effective or not. When they purchase goods, after usage they give their feedbacks or opinions which may either be positive or negative thereby enabling marketers know more of the wants of the consumers.
* The consumer also forms as an element a very fundamental part of the distribution chain without which the distribution process is incomplete and the motive or objective of production can never be achieved.
* Consumers also 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.