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CONSUMER BEHAVIOUR

QUESTION

WHAT ARE THE ROLES OF CONSUMERS IN MARKETING

INTRODUCTION

A consumer is the individual who both buys and use the product or service. A consumer is the one who pays something to consume goods and services. A consumer is also called the end user. A consumer is a person or organization that uses economic services or commodities. A consumer is an individual who buys products or services for personal use and not for manufacture or resale. A consumer can make decisions whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements.

ROLES OF A CONSUMER

1. MARKETING RESEARCH: consumers play a major role in marketing research before a product or service is released to the public. Once a target consumer is identified, they can be invited to participate in focus groups or sent 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 a marketer’s entire plan, particularly when releasing a new product or service.
2. PRODUCT FEED BACK: the consumer also plays a role in the feedback-gathering process after a company’s offering hits the market. After implementing a market plan and releasing the product or service, marketers need to track results and continually monitor consumers’ needs so they can improve on the offering in the future.
3. BRINGING NEW CONSUMERS: consumers can also act as agents to further the effects of a marketers 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.
4. ECONOMIC SYSTEM: consumers play a vital role in the economic system of a nation. Without consumer demand, producers would lack on e of the key motivations to produce: to sell to consumers.
5. EXISTENCE OF A FIRM: a firm exists to provide value to consumers. When consumers disappear, so does the firm.

CONCLUSION

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. It includes everything from the product itself to marketing.

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