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MATRIC NO:16/LAW01/015

COURSE CODE: BUS 208

COURSE TITLE: CONSUMER BEHAVIOUR

DEPARTMENT: LAW

ASSIGNMENT: The roles of consumers in marketing cannot be overemphasized. Explain these roles.

A business can never place too much emphasis on its customers. The customer is the foundation of any business' success. One of the primary goals of any marketing strategy should be to identify and meet the needs of the consumer. Considering customer importance at all stages of the marketing process helps a company to ensure greater customer satisfaction and increase its long-term goal of repeat business.

Psychological Considerations

The psychological makeup of consumers plays a crucial role in developing a product and a marketing campaign that identifies and addresses consumer needs. According to Lars Perner, assistant professor of clinical marketing at the University of Southern California, some of these considerations include how consumers "think, feel, reason and select between different alternatives." These considerations can be influenced by environment, such as culture, family and media. The purpose of marketing research is to identify these variables and to incorporate them into the campaign.

Marketing Considerations

Some of the considerations to take into account when marketing to customers are honesty, integrity and clarity. Keeping consumer needs in mind is also an integral part of effective marketing. Sneaky advertising campaigns can generate quick sales, but those sales will falter as consumers realize they've been duped. Selling a good product marketed with integrity brings back customers. To do this, a company needs to build customer confidence in its product over time. Customer confidence is what brings consumers back to a product and ensures long-term success.

Word of Mouth

Underestimating the power of customer word of mouth can prove detrimental to the success of the marketer. Consumers like to talk, whether they are talking about a product they enjoyed or a product that left them wanting. A company can't afford not to consider how quickly its product and reputation can be badmouthed or blacklisted. This is why marketing a product honestly and with integrity is important.

Customer Service

Considering customer needs during the development and promotion of a product is not the only way to emphasize customer needs. Customer considerations after the product has been marketed are important as well. Customer service and interaction with the consumer after the product has been sold not only build strong relationships with the consumer but offer companies valuable information that will help to design more effective marketing efforts in the future.

REFERENCE: http://smallbusiness.chron.com/customer-importance-marketing-22741.html