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***COURSE TITLE: CONSUMER BEHAVIOUR***

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***ASSIGNMENT.***

***WHAT ARE THE ROLES OF CONSUMERS IN MARKETING?***

A consumer is defined as a person who buys goods and services.

A consumer is also a person or organisation that uses economic services or commodities.

An individual who buys products or services for personal use and not for manufacture or resale.

A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements.

Anytime someone goes to a store and purchases a toy, shirt, beverage, or anything else, he or she is making that decision as a consumer.

The company is the main catalyst in the marketing of its products and services. This is not a disputed fact. However, consumers also play a major role in the marketing process.

Always understand the roles that consumers play so you can maximise the effectiveness of your marketing plan.

***MARKETING RESEARCH.***

Consumers play a major role when it comes to marketing research before a product or service is released to the public. It is also very good and important to identify your target consumers so you can invite them to participate in focus groups or send them surveys to quiz them on key elements of your marketing plan.

In addition, asking questions about the right price to charge and what marketing strategy to use appeals to them and this can help guide your entire plan, particularly when releasing a new product or service.

***PRODUCT FEEDBACK.***

After a company’s offering hits the market, a consumer can play a role in the feedback gathering process. After a firm implements its marketing plan and releases the product or service, it needs to track results and continually monitor consumer needs to improve on the offering in the future. For example, software developers seek feedback from consumers regularly to help them develop new and improved versions of programs.

***BRING IN NEW CONSUMERS.***

Consumers also have the power to bring in new consumers by helping to advertise products and services. They act as agents to further the effect of one's marketing plan. With word of mouth marketing, consumers who have used a product review it both offline and online 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.

In conclusion, consumers play a very major role in marketing because they have the power to decide whether or not a product or brand will flourish.