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**COURSE TITLE: CONSUMER BEHAVIOUR**

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**QUESTION**

**WHAT ARE THE ROLES OF A CONSUMER IN MARKETING?**

**WHO IS A CONSUMER?**

Any individual who purchases products or services for his personal use and not for manufacturing or resale is called a consumer. A consumer is one who is the decision maker whether or not to buy an item at the store, or someone who is influenced by advertisement and marketing. Every time someone goes to a store and buys a shirt, toy, beverage or anything else, they make a decision as a consumer. Consumer refers to any person who purchases some goods for a consideration that has been either paid or promise to pay or partly paid and partly promised or found under any system of deferred payment and does not include any user of this type of goods other than the person who purchases these type of goods other than the person who purchases these types.

Consumer behavior refers to the study of buying tendencies of consumers. An individual who goes for shopping does not necessarily end up buying products. There are stages a consumer goes through before he finally picks up things available in the market. Various factors, be it cultural, social, personal or psychological influence the buying decisions of individuals.

Marketers need to understand the buying behavior of consumers for their products to do well. It really important for marketers to understand what prompts a consumer purchasen