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**COURSE TITLE: Consumer Behaviour**

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**QUESTION:**

**What is the role of consumer behavior in marketing?**

The consumer is the central element of all decisions relating to marketing. A consumer is the individual who both buys and uses the product or service and can also be referred to as the “end user.” Often times the terms ‘consumer’ and ‘customer’ are used synonymously but the two terms have a clear difference; the first term as explained earlier refers to the end user, a person who buys the product for self use, while the latter term refers simply to a buyer. A consumer is a customer but a customer isn’t always a consumer.

Consumer behaviour on the other hand refers to the behaviour that is displayed by the individual while they are buying, consuming or disposing any particular product or services. These behaviours can be affected by multiple factors. It involves the study of the buying tendencies of consumers. Moreover, it also involves the search for a product, evaluation of the product where the consumer evaluates different features, purchase and consumption of the product.

Marketing on the other hand can be defined as the action or business of promoting and selling products or services, including market research and advertising. According to Peter Drucker, “The aim for marketing is to make selling superfluous.”

The main purpose behind marketing a product is to satisfy the demands and wants of consumers and the study of consumer behaviour helps to achieve this purpose as the consumer is the central element of all decisions related to marketing.

The role of consumer behaviour is important in an economic system as it is the consumers who demand goods and services and when they do this, they make it so that other people can have jobs making and providing the goods and services the consumers want. The importance of consumers in an economic system is evident in Nigeria’s economy today as consumer spending accounted for 64.34% of the GDP in Q1, 2015.

The role of consumers is very important as their buying behaviour determines the demand for a product which is essential for without the consumer, issues of supply are thrown into complete chaos as there is a lack of direction for the managers and producers.

Additionally, a consumer’s ability to spend helps to determine cost as businesses need to take the consumers’ ability to spend into account before constructing a price control. Through the consumers’ purchasing power, the entire notion of business is accomplished and without the consumer, this important aspect of the exchange of goods and services is lacking.

In conclusion, consumer behaviour is essential to marketing as the aim of marketing is to make profit and when marketers are able to understand their consumers’ behavior, it will help them to maximize their profit.