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ASSIGNMENT

Write on the roles of consumers in marketting

ANSWER

Before you examine the role of the consumer in your marketing plan, one should understand exactly who the consumer is. People sometimes use the two terms interchangeably, but the term “consumer” has a more distinct definition compared to “customer.” A customer is simply a buyer, while a consumer is the individual who both buys and uses the product or service. A consumer is a customer, but a customer isn’t always a consumer in a business transaction. A consumer also is called the end user. However the following are important roles played by the consumer in marketing;

1. Bring new consumers(serve as an agent): Consumers also can act as agents to further the effects of your 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.
2. Bring feed back: The consumer also plays a role in the feedback-gathering process after a company’s offering hits the market. After implementing your marketing plan and releasing the product or service, you need to track results and continually monitor consumer needs so you can improve on the offering in the future. For instance, software developers seek feedback from consumers regularly to help them develop.
3. Additionally, a consumer's ability to spend helps to determine cost.  Businesses don't do themselves any favor when price controls are constructed without taking the consumer's ability to spend into account.  Through the consumer's 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.
4. Consumer helps in effecient marketing: keeping consumer needs in mind is also an integral part of effective marketing.
5. 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.