NAME: ADULOJU IBUKUNOLUWA VICTORIA

LEVEL: 200

COLLEGE: LAW

DEPARTMENT: PUBLIC AND PRIVATE LAW

MATRIC. NUMBER: 16/LAW01/016

COURSE: CONSUMER PROTECTION (BUS 208)

QUESTION

What are the roles of consumers in marketing?

**INTRODUCTION**

Although the company is the main catalyst in the marketing of its own products and services, consumers also play a role in the marketing process. When developing your plan, remember that the consumer is the central element of all decisions related to marketing. Understand the roles consumers play so you can maximize the effectiveness of your marketing plan.

**Who Is the Consumer?**

Before you examine the role of the consumer in your marketing plan, make sure you 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.

The roles of consumers in marketing are as follows:

1. **Marketing Research**

Consumers play a major role in marketing research before a product or service is released to the public. Once you identify your target consumers, you can invite these people to participate in focus groups or send them surveys to quiz them on key elements of your marketing plan. Questioning them about the right price to charge and what marketing message appeals to them as a consumer can help guide your entire plan, particularly when releasing a new product or service.

1. **Product Feedback**

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 new and improved versions of programs.

1. **Bring in New Consumers**

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.

1. **Publicity**:

Consumers have the duty of publicizing the business. When consumers are treated like kings, they would spread good news about the business and this would bring more people to patronize the business.

1. **Reviews for Improvement** :

Consumers help to perform product reviews. When consumers make use of a particular product, they give reviews which help the makers of the product know what they are doing wrong and what they can do to improve.

**CONCLUSION**

As the popular saying goes, ‘Consumer is King’. The consumers who make use of a product can make or break the market of a particular product. The consumers like to talk whether they are talking about a product they enjoyed or a product that left them wanting. Word of mouth has a snowball effect, particularly in an age when fast worldwide communication is common. Your 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. If a consumer is treated well, he helps the business move forward.

**REFERENCES**

* <https://bizfluent.com/info-7816502-role-consumer-marketing.html>
* <http://faculty.washington.edu/sandeep/d/wwb.pdf>
* http://smallbusiness.chron.com/customer-importance-marketing-22741.html