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ASSIGNMENT: THE ROLE OF A CONSUMER IN MARKETING

There are various roles that a consumer performs in marketing but before discussing these roles, rendering the definition of a consumer will aid in understanding the roles/duties of these individuals. There are common instances when people tend to confuse a consumer and customers but the distinction will be made known as the roles of these important individuals in the chain of distribution is stated.

What is a consumer?

A customer is simply a buyer while a consumer is known to be a person or organization that uses economic services or commodities. A consumer according to the Oxford English Dictionary says that it is a person who purchases goods and services for personal use or a person/thing that eats or uses something. This clearly shows that a consumer is also a customer but a customer is not always a consumer in a business transaction. A consumer can also be referred ***‘The end user’***.

It is known that the organization or company is the main structure in marketing of products, the consumer also plays an important role in the process of marketing. Consumers play a major role/duty in marketing research before a product or service is allowed to be seen by the light of the public. If there is no consumer demand, producers would lack one of the key motivations to produce to sell to consumers. When a person or a company is able to identify the target consumers that is the consumers that are most likely going to purchase the good that will be able to provide for their needs as well as satisfy their insatiable wants, it can attract such people to participate in focus groups or even send them some surveys to test them on key elements of your marketing plan. In these tests the company could ask the most suitable price to charge for goods and what type of marketing message is appealing to them as a consumer can aid in guiding the company in the event of realising another particular good.

Another function of a consumer is that the consumer also plays a role in the feedback- collection process right after a company’s offer reaches the market. Right after the company implements its marketing plan and releases the product or service, there is the need that arises for the tracking of results and the continuous monitoring of consumer needs so as to know if there will be any need to improve on the offers in the future. For example, individuals such as software developers seek feedback from the consumers so that it will regularly help them to develop their programs by creating newer models that are improved considerably with less bugs/problems. This feedback process can be seen to also mean the provision of a platform to enable customer service. These feedback/considerations help the promotion of interaction between the consumers and the producers of the goods which builds a strong relationship and also helps in the provision of valuable information that will aid in the design of more effective efforts in the future.

Again, consumers also act as agents to expand and further the effects of a company’s marketing plan. A way in which consumers are able to do this is by the process of word-of-mouth marketing which is where consumers who have made use of the product of the company can provide the product with a product review and when such review is positive it will make such good/product to become popular and purchased by other consumers. The review of the good can be done either online (with the use of the internet) or by saying it to another individual. This process of marketing is free and not to mention that it is effective as individuals will trust the words of people they know personally when it comes down to the purchase of any new product/good and service.

Psychological Considerations

Also, the psychological makeup of consumers plays a very important role in the role in the developing of a product/good and a marketing campaign that identifies and is addressing the needs of consumers. According to Lars Perner, who is an assistant professor of clinical marketing at the University of South California lists some of these considerations include the way and manner in which consumers ‘think, feel, reason and select between different alternatives’. Some of these considerations can be influenced by the environment which includes culture, media and even family. The major purpose of marketing research is to identify these various variables and to incorporate them into the campaign.

In conclusion, consumers play a vital role in the marketing of goods which includes the dissemination of information about the good. They also provide feedback of a good after use which helps the company to know which areas of the goods need to be improved and what type of goods the target consumers prefer and with this they can help increase the number of people that are part of that set of targeted individuals. This gives the company an insight to the feelings the various consumers have towards the product/good.

[[1]](#footnote-1)

1. smallbusiness.chron.com

   bizfluent.com

   en.m.wikipedia [↑](#footnote-ref-1)