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COURSE: CONSUMER BEHAVIOUR (BUS 208)

ASSIGNMENT TITLE: ROLES OF CONSUMERS IN MARKETING

WHO IS A CONSUMER?

A consumer is the one who pays something to consume goods and services produced. As such, consumers play a vital role in the economic system of a nation. Without consumer demand, producers would lack one key motivations to produce: to sell to consumers.

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.

Roles of the consumer in marketing

1. Firms exist to provide value to consumers. When consumers disappear, so does the firm.
2. The consumer is a human being. He or she is not a number in a spreadsheet or a point on a graph. The consumer has feelings and emotions.
3. Each consumer is different
4. Customer service is an investment not a cost
5. Every customer deserves to be treated with respect and dignity
6. Customers are talking to one another at unprecedented rates. If you are offering bad service to one consumer, it will not be long before others gets to know this.
7. You must devote resources to listening to the market conversation.
8. Marketing must now adopt a collaborative approach with the consumer rather than trying to dictate how consumers must behave.
9. Transparency of marketing operations will enhance consumer trust.

10. You can enhance your profits by obsessing about serving your consumers well