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**QUESTION**

What are the roles of a consumer in marketing?

**INTRODUCTION**

Although the company is the main catalyst in the marketing of its own products and services, it is important when developing a plan to remember that the consumer is the central element of all decisions related to marketing. Understanding the roles of the consumers will help one maximize the effectiveness of one’s marketing plan.

**WHO IS A CONSUMER?**

A consumer is a customer but a customer is not a consumer. A consumer is the last person (end user) in the “chain of distribution”. An individual who both buys (not for manufacture or resale) and is the final user of a product is a consumer.

**WHAT IS MARKETING?**

Marketing is the action or business of promoting and selling products or services, including market research and advertising.

**THE ROLES OF A CONSUMER**

* Firms exist to provide value to the consumers of their products. When these consumers disappear or stop using or promoting these products, the firm will collapse, which might lead the firm to going out of business or disappearing.
* Consumers make the marketing of different products possible because every consumer is different. What might appeal to one might not appeal to another. Example: a consumer who likes colorful makeup will promote the business of such artist but it may be a different story for a consumer who loves calm colors.
* During a marketing research surveys are given to identified targeted group of people like students, who probably consumers of that product or service. These surveys might include the right price for the service, its defects and how to improve it. Answers gotten from this activity usually guides the company’s or institution’s line of plan.
* After rendering service or releasing a product, it is important for a company to track results and monitor the behavior of consumers towards the service or product, or their needs. This enables an individual or company improve the product or service in a way it will please the consumer in future. For example: the IPhone company updates their “IOS” frequently to meet up with public demands.
* Consumers acts as agents. A consumer’s testimony on a particular product will make other people want to try the product as individuals tend to trust the words of other people they know. This marketing strategy is known as “word-of-mouth”, it is free and very effective.
* Through consumers demands it is easier to know what to market. In countries containing more infants than adults, it is easier to market baby products because of the increase of such demands in the country.

In conclusion the consumer is very essential in marketing. The producers and consumers are dependent on each other. Consumers should be treated with respect and their complaints should be attended to, to ensure the continued existence of the product in the market.

**REFERENCE**

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