**AINA TAIWO HENRIETTA**

**16/LAW01/023**

**200 LEVEL**

**COMSUMER BEHAVIOUR**

**BUS 208**

**ASSIGNMENT 1: The roles of consumers in Marketing cannot be over-emphasised. Explain these roles.**

**ANSWERS:**

**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 get 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. If you are collecting personal information from the consumer, full disclosure is the way to go.**

**10. I believe in win-win marketing. You can enhance your profits by obsessing about serving your consumers well.**