AFE BABALOLA UNIVERSITY ADO-EKITI, EKITI STATE

# **COLLEGE OF LAW**

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**MATRIC NUMBER: 16/LAW01/188**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**COURSE CODE: BUS 208**

**QUESTION:**

What are the roles of consumers in marketing?

**LECTURER:**

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**DEFINITION OF CONSUMERS**

It is crucial to know what the term ‘consumer’ is, it is sometimes misunderstood, a lot of people often mix “customer’ and ‘consumer ‘up , 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 in the end user. The consumer is the one who pays for something with the intention to consume the goods and service.

A consumer buys product or services for personal use and not for sale to the public. A consumer is usually influenced by marketing and advertisements. Without consumers the marketing system would not [[1]](#footnote-1)[[2]](#endnote-1)function effective. A consumer forms part of the chain of distribution. The consumer is referred to the end user, because he ends the chain of marketing.

**ROLES OF CONSUMER IN MARKETING**

It is crucial to understand the roles of consumers in marketing. Consumers play an important role in marketing.

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. **Consumers are great determinants of products in the market**

By their consumption of goods and services they make it possible for people to have jobs making the goods and services the consumers want. If consumer did not demand these goods and services many people would be out of work and that will be very bad for the marketing sector. Without consumer demand, producers would lack one of the key motivations to produce and[[3]](#footnote-2) sell.

1. **Consumers are influencers of products in the market**

As a result of the internet consumers have been able to influence products created in the market to a very large extent. Consumers do this by customization, crowdfunding or publishing their preferences. If consumers don’t like and buy a product, the firm or company is at risk. Firms exist to provide value to consumers. When consumers disappear so does this firm and as such marketers, firms and company try as much as possible to please and satisfy their consumer. Thus consumers influence the products created in the market.

1. **Consumers 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. For example if a consumer buys a cosmetic product and it works very well, he refers that product to other individuals, by this new consumers are initiated.

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**

Consumers are the most important in the chain of distribution or marketing. They can either promote or damage the image of a product in the market. This is based on the effects after the usage of that product. Without consumers, marketing is not complete.

**REFERENCES**

Business studies textbook

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<https://www.thebalance.com>

1. http://smallbusiness.chron.com [↑](#footnote-ref-1)
2. [↑](#endnote-ref-1)
3. www.bizfluent.com [↑](#footnote-ref-2)