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**ASSIGNMENT.**

**What are the roles of consumers in marketing?**

**Introduction**

**The 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 of the key motivations to produce: to sell to consumers. The consumer also forms part of the chain of distribution.A consumer** is a person or organization that uses economic services or commodities.

Marketing is the study and management of exchange relationships.Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management.Marketing is the process of letting consumers know why they should choose your product or service over those of your competitors. If you're not doing that, you're not marketing – it's really that simple. The key is to find the right method and to define the right message to educate and influence your consumers.

Before you examine the role of the consumer in your marketing plan, make sure you understand exactly who the consumer is. People sometimes use the two terms interchangeably, but the term “consumer” has a more distinct definition compared to “customer.” 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 also is called the end user

**What Therefore Is the Role of the Consumer in Marketing?**

* **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.**

* **Product Feedback**

**The consumer also plays a role in the feedback-gathering process after a company’s offering hits the market. After implementing your marketing plan and releasing the product or service, you need to track results and continually monitor consumer needs so you can improve on the offering in the future. For instance, software developers seek feedback from consumers regularly to help them develop new and improved versions of programs.**

* **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.**

* **Provide Value**

**Firms exist to provide value to consumers. When consumers disappear, so does the firm. Ithe consumer are therefore of importance to even give a need for marketing. Since a firm cannot survive without it's consumers, there is a majour need for the consumers to be present.**

* **Determine Demand**

**The role of consumers in marketing is to determine the amount of demand that would be associated with a product. This is to say the demand of a product rest on the consumers.**

**Concludion**

**A business can never place too much emphasis on its customers. The customer is the foundation of any business' success. One of the primary goals of any marketing strategy should be to identify and meet the needs of the consumer. Considering customer importance at all stages of the marketing process helps your company to ensure greater customer satisfaction and increase its long-term goal of repeat business.**