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COURSE CODE: BUS 208

COURSE TITLE: CONSUMER BEHAVIOUR

ASSIGNMENT QUESTION: WHAT ARE ROLES OF CONSUMERS IN MARKETING

WHO IS A CONSUMER?

Before we talk about the roles of a consumer, we must first know who a consumer really is. A consumer can be regarded as the end user of a product. He consumes or makes use of the products or services. Sometimes a customer and a consumer may be confused but they are different. A customer is simply a buyer, he may buy the goods but not be the consumer of that product while a consumer buys and consumer, he makes use of the product and services. With a brief understanding of who a consumer is, we would move to what marketing is exactly

WHAT IS MARKETING

Marketing is an act that is it is not just a stagnant term but, one in motion. It is an action or act of selling and promoting products or goods and services, it also includes advertising, research, promotion etc.

ROLES OF CONSUMERS IN MARKETING

Although it is believed, that the company or manufacturer is the main catalyst in marketing of its products and services. The consumers also have roles that they play in marketing or in marketing process. The consumer is the central element of all decisions related to marketing, an understanding of the rules consumers play can maximize effectiveness of marketing plan. Some of the roles of the consumers in marketing are;

1. BRINGING IN OF NEW CONSUMERS: Consumers play the role of agent for the furtherance of a particular marketing plan. With words of mouth of mouth either positive or negative consumers can bring or reduce the numbers of consumers using and buying a product. Consumers who have used a particular product and found satisfaction in it, can refer others to that products. It could be their family, friends, religious groups. Thereby acting as marketing agents bringing new consumers.

2. MARKETING RESEARCH: They(consumers) pay a major role in marketing research before they are released to the public. Once a marketer identifies his consumers he can use this people as surveys of his marketing plans, questioning them about prices, right messages or advertisement that appeals to them etc. all for the marketer and his plan to be guided.

3. PRODUCT FEEDBACK: The consumers play a role in feedback gathering, after a product reaches the market. Marketers track result of their marketing plans from the consumers in order to offer better services.

4. DEMAND OF THE CONSUMERS HELP MARKETERS TO KNOW WHAT SHOULD BE PRODUED: The demand of the end users of products enables the markets and manufacturers to know what to produce and the needed product and services at a particular time.

5. CONSUMERS ENHANES AVAILABILITY OF VARIOUS PRODUCTS: As there are different people so they have different choices and so producers and marketers provides various products for these different people with different choices.

Apart, from these five roles mentioned there are other roles. But the most important message to gain from this write up is that consumers play their own roles in marketing not only the marketers and producers. The roles of the consumers are very important and essential and cannot be undermined. Their roles are important in marketing and helps in various aspects of it.