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**WHAT ARE THE ROLES OF CONSUMERS IN MARKETING**

**ANSWERS**

A consumer is an individual who buys and uses goods and services for his personal consumption or benefit . A consumer can be also referred to as a customer. A consumer can be called the end user. Consumer plays a major role in marketing research before a product or service is released to the public.

**Roles of a consumer**

1. **They tend to bring in new consumers**: the consumer improves marketing plans by influencing the consumers on the product with words of mouth marketing and they can refer the other consumers to a particular product, and it makes marketing process effective. Furthermore, people tend to trust the words of other consumers other than the marketers themselves.
2. The consumers are there to buy goods and services, and when there is no consumer, there is no need for a firm
3. **Product feedback**: a consumer plays a role in gathering feedback of a product after a company’s offering, hits the market. A consumer express their feelings about the product and from there, they monitor the consumers needs and improve their offering in the future.
4. INFORMING : Consumer’s plays a role in informing the other consumer about the product and when they are offering bad service to one consumer and it will not take long for other consumers to get to kwon about it.

1. **Marketing research**: consumers play a major role in marketing research, before a product is released to the public. Questioning them about the right price to charge and what marketing message appeals to them as a consumer can help when releasing a new product or service.