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COURSE TITLE: CONSUMER BEHAVIOR

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ASSIGNMENT

What are the rolesof consumers in marketing?

ANSWER

Who is a consumer?

There is a major distinction between a consumer and a 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.

Although the company is the main catalyst in the marketing of its own products and services, consumers also play a role in the marketing process. When developing your plan, remember that the consumer is the central element of all decisions related to marketing. Understand the roles consumers play so you can maximize the effectiveness of your marketing plan.

Roles of the consumer in marketing

1. 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.

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. 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.

1. Consumer discussion on social media can build product success

The roles of consumers in the marketing and development of products should not be taken lightly. Consumers are spending an increasing amount of time discussing products online which results in a level of expertise. As a source of marketing, consumer-generated reviews can help bridge the trust gap between businesses and customers, while as a means of product development, consumer input could lead to the next great innovation.

1. Stimulate demand

Consumers are the main source of demand for all the goods. Producers produce goods according to all the demands in the market. According to Prof. Marshall, it is the demand which controls the production or market. Hence, the consumers create demand in the market and producers produce goods or services accordingly.

**REFERENCE**

[www.economicdiscussion.net](http://www.economicdiscussion.net)

<https://study.com>

<https://bizfluent.com>