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COURSE TITLE: CONSUMER BEHAVIOUR

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QUESTION

What are the roles of consumer in marketing?

**ROLES OF CONSUMERS IN MARKETING**

A consumer is an individual who both buys and users the product or service, a consumer is a customer but not all customers are consumers.

1. FATE OF GOODS AND SERVICES: The consumers determine the fate of the goods and services in the market as whether or not the good will be bought depends on the consumer. Whatever happens or will happen to any good is in the hands of the consumer.
2. PRODUCT FEEDBACK: They provide feedback from products used or services rendered after using any good and this helps the marketer to know what to do to increase the number of people that purchase his goods as the feedback from the consumer will be of great value. For example when one buys a good that is spoilt, and tells the marketer, he will take note of such and try to prevent such in the future.
3. BRINGING NEW CUSTOMERS: Due to the process of post purchase decision - a process where after a consumer uses a product he refers it to other people- old consumers influence other people to buy such goods thereby bringing new customers. For example if a consumer purchases a hair from jumia and likes the quality, she tells her friends who in turn eventually purchase the same product from the same place.
4. MOTIVATION OF PRODUCERS: The consumers due to their purchase of a particular product in numerous quantities give the consumers the vibe to produce more goods as he gains more from the product being purchased.
5. The consumers also form an important part in the chain of distribution as without the product getting to them the distribution process is not complete.