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 **ASSIGNMENT**

 IDENTIFY THE ROLES OF CONSUMERS IN MARKETING

 **ABSTRACT**

***Frequently, in our everyday sphere of life, the need for buying and selling***

 ***always arises in other to maintain a particular standard of living and also satisfy***

***Our needs this brings into the picture sellers and consumers. For consumers to***

***Get the goods and services they need, there have to be some roles and duties***

***Which they must carry out to enhance the scope of business. Frequently,***

***Consumers fall prey to unscrupulous manufacturers who use their position of***

***Great interest to mislead the consumers who are ignorant of a product components and***

 ***benefits or side effect .This paper also aims at identifying the roles of consumers in marketing***

***as the consumer is often regarded as the king in business.***

 **INTRODUCTION**

Before I address the main issue in this paper, it will be needed to define the term “**consumer**” and “marketing “A consumer is regarded as King in modern marketing. In a progressive market economy, the concept of consumer is given topmost importance, and every attempt is made to promote consumer satisfaction. “**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.

 **ROLES OF CONSUMERS IN MARKETING**

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 which shall be examined.They include:

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.

2 **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 customers, 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.

3 **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.

4 **OBEDIENCE TO MARKETING PRINCIPLES**: There are certain principle that makes marketing to thrive and consumers actually need to adhere to this principle for trade to blossom.the principle of “: Uberrima fidei” which means utmost good faith, the consumers should disclose the truth and nothing but the truth to the sellers to avoid mistake and misrepresentation which occurs in trade and also contracts. Consumers also need to beware of certain things and patterns of trade in other not to fall prey in the Hands of unscrupulous sellers.

**CONCLUSION**:

 It is obvious without doubts that there are certain roles which consumers are to carry out to protect themselves from unscrupulous sellers and also to get maximum satisfaction from the seller which is the main aim of consumers. This roles need to be put in place also to foster close relationship between the consumers and sellers all these are needed in our day to day activities as it is part of life.

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