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ASSIGNMENT

QUESTION

WHAT ARE THE ROLES OF CONSUMER BEHAVIOR IN MARKETING

ANSWER

Consumer behavior refers to the study of buying tendencies of consumers. This is the study of how consumers select, purchase, use and dispose goods and services to satisfy their personal and household needs. This study focuses on how the consumption related activities of an individual is shown in his buying behavior, it also investigates the reasons and forces influencing the selection, use, purchase and disposal of goods and services by consumers. There are several stages a consumer goes through before he finally picks up things available in the market. Marketers need to understand the buying behavior of consumers for their products to do well.

Things the marketer should put into consideration when trying to market goods for consumers:

1. What a consumer is thinking when he goes shopping:

A marketer needs to first identify his target consumers and understand their lifestyles, psychologies, income, spending capabilities, mentalities to offer them the right product. Individuals from lower income group would never be interested in buying expensive and luxurious products. He would first fulfill his basic physiological needs like food, air, water etc. trying to sell a Mercedes or a Rado watch to someone who finds it difficult to make ends meet would definitely be a disaster.

1. The needs of the consumer:

The marketer has to understand the needs of the consumer so as to know what products to market to what product.

1. The age group of the consumers:

The age group of the consumer will reflect on his purchases and this wilk help the marketer to manage the advertisement so as to persuade the consumer to select from his goods. If a marketer is about to market a good he has to know the age group which will be suitable for the group and how to attract the attention of the consumers

1. Geographical location:

The geographical location of the consumer influences his purchase behavior

1. The lifestyle of the consumer:

This too helps in informing the marketer about the purchase behavior of the consume and help in improving his marketing skills

REFERENCES

**.** www.msg .com

**.** www.bizfluent.com