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**Department: Law**

**Level: 200**

**Course Title: Consumer Behaviour**

**Course Code: BUS208**

 **Assignment**

 **What are the Roles of Consumers in Marketing?**

 **Answers**

**Marketing Research**

Consumers play an important 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 product groups or send them surveys to quiz them on key elements of your marketing plan.Questionimg 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.

**Product Feedback**

The consumers also play 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 feedbacks from consumers regularly to help them develop new and improved versions of programs.

**Bringing 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.

**Publicity**

When a consumer is satisfied with what he got from a particular product, he /she begins to make it public.Sometimes,even when he /she feels a product is not good enough, he also deems it fit to let the public know about that product. Publicity is gaining public visibility or awareness for a product, service or your company via the media. It is a publists that carries out publicity [publists in this case refers to the consumers]

**Promotion**

Promotion can also be said to be a role of consumer in marketing. A consumer can help in promoting a product by helping the marketers or manufacturers to;

1. Advertise
2. spreading useful information about the product
3. Giving helpful details about the product and where it could be found.
4. Informing their Families, peer groups, work groups and religious groups of the existence of that particular product.

**Purchase**

Lastly, It is also the role of the Consumer to make purchases as regards to his/her choice or the information he/she must have gotten about that particular product or as of regard to the persuasive communication he/she must have had between either the seller or a fellow consumer.