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**COURSE TITLE: CONSUMER BEHAVIOUR**

**COURSE CODE: BUS 208**

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**ASSIGNMENT**

The roles of consumers in marketing cannot be over-emphasized. Examine these roles.

**Definition of Consumer:**

A consumer is one that utilises economic goods. The consumer Is the one who pays something to consume goods and services produced. As such, consumers play a vital role in the [economic system](https://en.wikipedia.org/wiki/Economic_system) of a [nation](https://en.wikipedia.org/wiki/Nation). Without consumer [demand](https://en.wikipedia.org/wiki/Demand), [producers](https://en.wikipedia.org/wiki/Production_(economics)) would lack one of the key motivations to produce: [to sell](https://en.wikipedia.org/wiki/Sales) to consumers. A consumer buys product or services for personal use and not for sale to the public.

The consumer also forms part of the [chain of distribution](https://en.wikipedia.org/wiki/Distribution_(economics)).

**WHAT IS MARKETING**

The [management](http://www.businessdictionary.com/definition/management.html) [process](http://www.businessdictionary.com/definition/process.html) through which [goods and services](http://www.businessdictionary.com/definition/goods-and-services.html) move from [concept](http://www.businessdictionary.com/definition/concept.html) to the [customer](http://www.businessdictionary.com/definition/customer.html). It includes the [coordination](http://www.businessdictionary.com/definition/coordination.html) of four elements called the 4 P's of marketing:

(1) identification, [selection](http://www.businessdictionary.com/definition/selection.html) and [development](http://www.businessdictionary.com/definition/development.html) of a **product**,

(2) determination of its **price**,

(3) selection of a [distribution channel](http://www.businessdictionary.com/definition/distribution-channel.html) to reach the customer's **place**, and

(4) development and implementation of a **promotional strategy**.

**Roles of a Consumer in Marketing:**

It is very vital to understand the roles of consumers in marketing. A consumer is the foundation of a business success.

1. **Publicising:** If a consumer has used a particular product e.g a skin care cream and it worked very well, the consumer is likely to refer other consumers to the product and as we all know individuals tend to trust the word of people they know when it comes to trying new product. Thus consumers act as an agent in marketing a product. They help in the advertisement of the product which in turn will help in the marketing sector. Some consumers go as far as using social media platforms like instagram to compliment a particular product that they have used and has proven to be effective.
2. **FEEDBACK PROCESS:** Consumer play a role in the feedback-gathering process after a company releases a product in the market. After a product has been released in the market for consumption, a company or manufacturers need continous feedback by consumers in order to improve on their product or service e.g Software developers seek feedback from consumers regularly to help them develop new and improve versions of program.
3. **Marketing Research:** Consumers play a very vital role in marketing research before a product or service is released in the market. When marketers interact with consumers ask them questions through surveys or questionnaire regarding the right price to charge, what appeals to most consumers and what consumers like will guide the marketers when planning and when producing goods and services.
4. **Consumers influence the products created in the market:** As a result of the internet consumers have been able to influence products created in the market to a very large extent. Consumers do this by customization, crowdfunding or publishing their preferences. If consumers don’t like and buy a product, the firm or company is at risk. Firms exist to provide value to consumers. When consumers disappear so does this firm and as such marketers, firms and company try as much as possible to please and satisfy their consumer. Thus consumers influence the products created in the market.
5. When consumers buy a product with the intention of consumption they are indirectly helping the marketer to maximise profit which in turn will be beneficial in marketing as it can be used to improve production of goods and services.

**Conclusion**

The role and importance in marketing cannot be overemphasised. Without consumers firms or companies would not exist. Consumers are the kig in marketing and they play a very crucial role.

**REFERENCES**

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https://www.managementstudyguide.com/role-of-consumer-behaviour-in-marketing.htm