**NAME: NDUBUOKWU AWELE FAITH**

**DEPARTMENT: LAW**

**MATRIC NO: 16/LAW01/129**

**COURSE: CONSUMER BEHAVIOUR(BUS208)**

**ASSIGNMENT: LIST THE ROLES OF CONSUMER IN MARKETING**

**INTRODUCTION**

Before explaining the roles of a consumer in marketing, lets discuss the meaning of a consumer in marketing. An individual who [buys](http://www.investorwords.com/636/buy.html) [products](http://www.investorwords.com/3874/product.html) or [services](http://www.investorwords.com/6664/service.html) for [personal](http://www.investorwords.com/10610/personal.html) use and not for manufacture or [resale](http://www.investorwords.com/6640/resale.html). A consumer is someone who can [make](http://www.investorwords.com/10256/make.html) the [decision](http://www.investorwords.com/19281/decision.html) whether or not to purchase an item at the [store](http://www.investorwords.com/4763/store.html), and someone who can be influenced by [marketing](http://www.investorwords.com/2975/marketing.html) and advertisements. Any time someone goes to a store and [purchases](http://www.investorwords.com/3952/purchase.html) a toy, shirt, beverage, or anything else, they are [making](http://www.investorwords.com/2925/maker.html) that decision as a consumer. A **consumer** can be a person (or group of people), generally categorized as an end user or target demographic for a product, good, or service. Any product, good, or service that is developed must have a target **market** in mind, in order to be effectively marketed and sold.

**THE ROLES OF A CONSUMER IN MARKETING**

1. The consumer is a human being. He or she is not a number in a spreadsheet or a point on a graph. The consumer has feelings and emotions.

2. Customer service is an investment, not a cost.

3. Every customer deserves to be treated with respect and dignity. A consumer is like a King.

4. Customers are talking to one another at unprecedented rates. If you are offering bad service to one consumer, it will not be long before others get to know this.

5. You must devote resources to listening to the market conversation.

6. Marketing must now adopt a collaborative approach with the consumer rather than trying to dictate how consumers must behave.

7. Transparency of marketing operations will enhance consumer trust. If you are collecting personal information from the consumer, full disclosure is the way to go.

8. Firms exist to provide value to consumers. When consumers disappear, so does the firm.

9. Each consumer is different.

10. A consumer have the means to explore, research and share every purchase decision.

11. A consumer has the ability to choose what he or she wants. When consumption can take place at any time of the day, retailers have to address the nuances and the requirements of different consumer needs throughout the day.

**CONCLUSION**

No matter where he is shopping, the consumer is the consumer. You have to break down those barriers between channels, empower the consumer in a uniform way and engage them in the same way on your site as you would in your store.