NAME: CHUKU CHIMZI MARK.

MATRICULATION NUMBER: 16/LAW01/051.

COURSE: CONSUMER BEHAVIOUR.

COURSE CODE: BUS 208.

COLLEGE: LAW.

LEVEL: 200.

QUESTION: [The roles of consumers in marketing.]

**INTRODUCTION:**

In marketing the main catalyst quite alright is the company but consumers also play a vital or important role in the marketing process.

Before a company draws up a plan it must have the consumers as the central element of all decisions related to marketing .it is very crucial to understand the role of consumers play so you can maximize the effectiveness of your marketing plan.

**DEFINITION OF A CONSUMER.**

A consumer is a person that selects, purchase or buys a particular good for his personal or household consumption. A consumer is the final stage or as the end user.

A consumer is an individual who buys products or services for personal use and not for manufacture or resale.

A consumer is someone who can make the decision whether or not to purchase an item at the store and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt or beverage ,or anything else they are making the decision as a consumer.

**ROLE OF CONSUMERS IN MARKETING.**

1. Marketing Research.
2. Product Feedback.
3. Bring in New Consumers.
4. Decision Making.
5. Consumer Responsibility**.**

**Marketing Research**: Consumers play a vital role in marketing research before a product or service is released to the public. once you identify your target consumer, 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 particularly when releasing a new product or service.

**Product Feedback**: The consumer also plays a role in the feedback-gathering process after a company offering hits the market. After implementing your marketing plan and realising 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.

**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.

**Decision Making**: The consumers make decisions on how resources, goods and products should be used. Consumers take their responsibility to make decisions and to buy what is best for them. The producer values the demand of the consumer and then the consumer decides and makes their choice.

**Consumer Responsibility**: The consumer is in control and has the duties to consume wisely. As long as the majority of the consumers can be convinced that they still act as the hub of the wheel of the marketing economy, able to influence the entrepreneur to produce what they want until they are satisfied.

**CONCLUSION:** From the above roles it is important to note that consumers have very vital roles to play in other to enable more effective marketing. consumers bring in new customers by marketing products they may have used consumers of products also give feedbacks in other for the company to know how well they are doing, this one way or the other helps marketing grow and develop.

**REFRENCES**

1. bizfluent .com

2. investorwords.com