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**COURSE TITLE**: CONSUMER BEHAVIOUR

**ASSIGNMENT**: ROLES OF A CONSUMER IN MARKET

**Introduction:**

Although the company is the main catalyst in the marketing of its own products and services, consumers also play a role in the marketing process. When developing your plan, remember that the consumer is the central element of all decisions related to marketing. Understanding the roles consumers play so you can maximize the effectiveness of your marketing plan.

Before you examine the role of the consumer in your marketing plan, make sure you understand exactly who the consumer is? 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. Basically without consumers there would be no economic system. Without consumers to purchase the goods, there would be no demand for the goods. This has an effect on the entire economic system as well. It includes everything from the product itself to marketing. The consumer dictates so much of an economic system. Their role is very significant. That is why there is consumer behavior for the studying of buying tendencies of consumers. An individual who goes for shopping does not necessarily end up buying products. Individual’s consumers make decision on how to use resources. Consumers take their responsibility to make decisions and to buy what is best for them. There is a lot of competition in a market economy because producers want consumers to buy their products rather than another company’s product. The producer values the demand of the consumer and then the consumer decides and makes their choices.

The consumer dictates so much of an economic system some of their roles may include:

1. **They determine the demand for a product**:

This becomes essential for without the consumer, issues of supply are thrown into complete limbo as there is a lack of direction. Additionally, a consumer’s ability to spend helps to determine cost. Business don’t do themselves any favor when price controls are constructed without taking the consumer’s ability to spend into account. Through the consumer’s purchasing power, the entire notion of business is accomplished and without the consumer, this important aspect of the exchange of goods and services is lacking.

1. **They also demand for goods and services:**

This role is very important from consumers because it is them who demand for goods and services. When they do this, they make it so that other people can have jobs making the goods and services the consumer want. Even by looking at the economy today consumer spending and demand for goods and services makes up a better economy and many people will not be out of work.

1. **They also engage in marketing research:**

Consumer play a major 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 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.

1. **They also perform the role of product feedback:**

The consumer also plays a role in the feedback- gathering process after a company’s offering hits in 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 feedback from consumers regularly to help them develop new and improved versions of programs.

1. **They also perform role of 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.

**CONCLUSION:**

Seventy percent of the united states G.D.P is made up of the consumers looking after our own economy and their high demand for goods and services. Consumers play a vital role in the economic system of a nation. Without demand, producers would lack one of the key motivations to produce to sell to consumers. Consumers who are also producers influence the products created actively to participate in the production process or use interactive products. Consumers are what make competition in both market and mixed economies. They make the economy work, without consumers there would be no money so all businesses would have to close and we would not be receiving their products. Overall in both mixed and market economies to keep businesses going they must be attracting consumers otherwise the economy fails. The consumers are the people who buy the products and merchandise that companies and businesses produce. They create the want and demand in society. Roles of a consumer to the market is very essential to enabling a good economy to the society everyone has a part to play to ensure a stable economy and a conducive environment of trade relive in to this extent that we come up with the explained above roles of consumers in the study of consumer behavior that is very essential to the economy.