NAME: UMOH, ESTHER BEST

COURSE:CONSUMER BEHAVIOUR

COURSE CODE: BUS

LEVEL: 200L

DEPARTMENT: LAW

MATRIC NO: 16/LAW01/205

ASSIGNMENT

What are the roles of consumers in marketing?

ROLES OF CONSUMERS IN MARKETING

First of all who is a consumer? 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 of a nation. Without consumer demand, producers would lack one of the key motivations to produce; to sell to consumers. A consumer is the individual who both buys and uses the product or service, A consumer is a customer, but a customer isn’t always a consumer in a business transactions. A consumer is also called the end user.

ROLES

MARKETING RESEARCH

Consumers 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.

BRING IN NEW CONSUMERS

Consumers can also 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.

PRODUCT FEEDBACK

The consumer also plays a role in feed backing-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 your marketing plan and releasing the product or service, you need to track the 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.

Other roles are;

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

There must be devotion of resources to listening to the market conversation

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

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

Each consumer is different. customer service is an investment and not a cost.