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***Matric No: 16/law01/049***

***Department: Law***

***Level: 200***

***Course: BUS***

***ASSINGMENT: Roles of consumer behaviour in Marketing..***

***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, beverage, or anything else, they are making that decision as a consumer.***

***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 significant.  As previously stated, 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.  Businesses don't do themselves any favour 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.***

***Role of a consumer......***

***The role of a consumer (or of consumers in general) is important in an economic system because it is consumers who demand goods and services.  When they do this, they make it so that other people can have jobs making the goods and services the consumers want.***

***You can see how important consumers are by looking at our own economy today.  Consumer spending on goods and services makes up close to 70% of the GDP of the United States.  If consumers did not demand these goods and services, many people would be out***

***What is the role of consumer behaviour in marketing?***

***There are four main roles of consumer behaviours in Marketing***

***The most obvious is for marketing strategy—i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that (1) companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success and (2) it is important to please initial customers, since they will in turn influence many subsequent customers’ brand choices. Social marketing involves getting ideas across to consumers rather than selling something. Marty Fishbein, a marketing professor, went on sabbatical to work for the Centers for Disease Control trying to reduce the incidence of transmission of diseases through illegal drug use. The best solution, obviously, would be if we could get illegal drug users to stop. This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbein created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that was believed to be more realistic. As a final benefit, studying consumer behaviour should make us better consumers. Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a size premium by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are really getting a bargain.***