AFE BABALOLA UNIVERSITY

NAME: BONNET MOSES SUNDAY

MATRIC NUMBER: 16/LAW01/050

COURSE TITLE: CONSUMER BEHAVIOUR

COURSE CODE: BUS 208

DATE: 20TH FEBUARY, 2018

QUESTION

The roles of consumers in marketing cannot be over-emphasized. Examine these roles.

**INTRODUCTION**

Without the consumers the distribution process isn’t complete. They form an important part of the chain of distribution. They are the final process in the chain of distribution.

**WHO IS A CONSUMER**

**M**ost times the consumers and customers are confused . People sometimes use the two terms interchangeably, but the term “consumer” has a more distinct definition compared to “customer.” A customer is simply a buyer, while 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 transaction. A consumer also is called the end user.

A Any individual who purchases products or services for his personal use and not for manufacturing or resale is called a consumer. A consumer is one who is the decision maker whether or not to buy an item at the store, or someone who is influenced by advertisement and marketing.

**WHAT IS MARKETING?**

The roles of consumers in marketing are as follows:

1. **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.

1. **Product Feedback**

The consumer also plays a role in the feedback-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 feedback from consumers regularly to help them develop new and improved versions of programs.

1. **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 they know when it comes to trying new products and services.

1. **Publicity**:

Consumers have the duty of publicizing the business. When consumers are treated like kings, they would spread good news about the business and this would bring more people to patronize the business.

1. **Reviews for Improvement** :

Consumers help to perform product reviews. When consumers make use of a particular product, they give reviews which help the makers of the product know what they are doing wrong and what they can do to improve.

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.

**REFERENCES**

<http://www.businessdictionary.com/definition/consumer-services.html>

https://bizfluent.com/info-7816502-role-consumer-marketing.html