**NAME- OKONKWO EBELECHUKWU GLORY**

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**ASSIGNMENT**

**ROLE OF CONSUMER BEHAVIOUR IN MARKETING**

**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. Understand the roles consumers play so you can maximise the effectiveness of your marketing plan.

There’s a difference between a consumer and a 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 is also called the end user. Consumers play a major role in marketing research before a product or service is released to 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.

**WHAT IS MARKETING?**

Marketing is the process of presenting, advertising and selling a company’s products in the best possible way. Marketing is the promotion, distribution and selling of a product or service.

**Consumer behaviour**

Consumer behaviour refers to the study of buying tendencies of consumers. An individual who goes for shopping does not necessarily end up buying products. There are several stages a consumer goes through before he finally picks up things available in the market. Various factors, be it cultural, social, personal or psychological influence the buying decision of individuals. Marketers needs to understand the buying behaviour of consumers for their products to do well. It is really important for marketers to understand what prompts a consumer to purchase a particular product and what stops him from buying.

**The role of consumer in marketing**

* Firms exist to provide value to consumers. When consumers disappear, so does the firm
* The consumer is a human being. He or she is not a number in a spreadsheet or a point on a graph. The consumer has feelings and emotions.
* Each consumer is different
* Customer service is an investment not a cost
* Every customer deserves to be treated with respect and dignity
* Customers are talking to one another at unprecedented rates. If you are offering bad service to one consumer, it will not be long before others get to know this
* You must devote resources to listening to the market conversation
* Marketing must now adopt a collaborative approach with the consumer rather than trying to dictate how consumers will 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.
* The consumer also plays a role in the feed-back-gathering process after a company’s offering hits the market. For instance software developers seek feedback from consumers regularly to help them develop new and improved versions of programs.