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**ASSIGNMENT**

**WHAT ARE THE ROLES OF CONSUMERS IN MARKETING?**

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. He/She is the end user of a product and this is one who completes the process of production.

Marketing involves a processes and consumers play a major role especially in marketing research, that is before a product or service is released to the public you identify your target audience and streamline your focus in order to get maximum results. Consumers also play a role in the feedback-gathering process after a company’s offering hits the market, their comments and reaction towards the product helps the company. Consumers can also act as unpaid agents to further the effects of your marketing plan. Individual consumers make decisions on how to use resources. Consumers take their responsibility to make decisions and to buy what is best for them. Each individual consumer, consciously or unconsciously, determines the fate of the goods and services on the market each time he chooses one product instead of another. Each penny that is spent on any one product is the equivalent of an economic vote in favour of that particular product and against its competitors. There is a lot of competition in a market economy because producers want consumers to buy their products rather than another company’s product. Therefore, a single consumer and his choices are important, for each consumer’s economic vote, when added to the votes of other consumers, determines which consumer goods will remain on the market. Obviously, the entrepreneur will not want to manufacture product A if the consumer does not like product A and prefers to purchase product B The producer values the demand of the consumer and then the consumer decides and makes their choices.

Although, consumers different roles set challenge to the management and design of the social campaign in which focus the consumer is. It is difficult to foretell what appeals consumers and motivates them to take action. Nonetheless, each of these roles depicts naturally one kind of generalised image of consumer. In reality, an individual consumer is a mix of different aspects and different roles are activated in different situations. But still when thinking about green consumption, these may give some food for thought for marketing managers.

The consumer dictates so much of an economic system. Their role 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 consumers 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.