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COURSE CODE: BUS 208

COURSE TITLE: CONSUMER BEHAVIOUR

ASSIGNMENT: ROLES OF CONSUMER BEHAVIOUR.

Before going through with the roles, we must first understand the meaning of some of these terms. A consumer in my own understanding is a person that consumes a product. Consumer behavior can be defined as the study of buying tendencies of consumers. It is also the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer. In simple words, the patterns as to which an individual buys products and their preferences. For instances, teenagers would mostly go to the market to get something suitable for themselves like crop tops, ripped jeans and so on. An individual who goes for shopping does not necessarily end up buying products. There is a need for marketers to understand these buying behaviors of consumers for their products to do well. A marketer needs to first identify his target consumers and understand their lifestyles, psychologies, income, spending capabilities, mentalities to offer them the right product. For example, low income earners would not be interested in buying unnecessary expensive or luxiourous things. He would need to first fulfill his basic needs like food, shelter , water etc. marketers also need to take other things in account like; age group of consumers, geographical location, lifestyle of consumers, social status of consumers etc. consumer behavior is the essence of insights analysis and is crucial for marketing. It tells you why the consumer makes his decision, how and what his/her preferences are. Those insights are explored, expanded, and included in the marketing mix.

One of the prominent roles of consumer behavior is marketing strategy. It helps for marketing campaigns for example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisement late in the afternoon. We can also learn that new products are initially adopted by few consumers before it gradually spreads and that companies that introduce new products are well financed so they can be able to stay afloat until there is a commercial breakthrough in their product and this in turn to ensure marketing success after, must be able to please the initial consumers for it to actually spread to the rest of the population.

Concerning the role of consumer behavior, our main focus is the consumer. Once there is a target market, then the products to be produced will be clearly defined. For example, if the target is babies, then there would be availability of products like diapers, wipes and so forth and this would attract mothers with babies. Marketing success would be guaranteed because the consumer behavior has been observed.

In conclusion, consumer behavior is very important in marketing. It ensures success because once the marketer knows who his consumer is, and then he would know what product to purchase. For example, if his consumers are low income earners then he would sell basic necessities like water or local foodstuffs (tomatoes, pepper, and egusi) and so forth. The pattern defines the progress of the business.

REFERENCE

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