NAME: AUGUSTINE-D’ISRAEL EHBU

MATRIC NUMBER: 16/LAW01/042

COURSE CODE: BUS 208 {CONSUMER BEHAVIOUR}

LEVEL: 200 LEVEL

DEPARTMENT: PUBLIC AND PRIVATE LAW

DATE: 18th January, 2018.

**ASSIGNMENT:**

What are the roles of consumers in marketing?

**Definition of Consumer:**

It is noteworthy to not that before the roles of consumers in marketing are examined, The term ‘consumer’ should be clearly understood , a lot of people often mix ‘customer’ and ‘consumer ‘up , 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 in the end user. The consumer is the one who pays for something with the intention to consume the goods and service.

A consumer buys product or services for personal use and not for sale to the public. A consumer is usually influenced by marketing and advertisements. Without consumers the marketing system would not function effective. A consumer forms part of the chain of distribution.

**Roles of a Consumer in Marketing:**

Understanding the role of consumer in marketing will help a company maximise the effectiveness of marketing. A consumer is the foundation of a business success.

1. **Consumers are the ones that determine demand of goods and services in the market:** By their consumption of goods and services they make it possible for people to have jobs making the goods and services the consumers want. If consumer did not demand these goods and services many people would be out of work and that will be very bad for the marketing sector. Without consumer demand, producers would lack one of the key motivations to produce and sell.
2. **Consumers bring in new consumers/ Publicising:** If a consumer has used a particular product e.g a skin care cream and it worked very well, the consumer is likely to refer other consumers to the product and as we all know individuals tend to trust the word of people they know when it comes to trying new product. Thus consumers act as an agent in marketing a product. They help in the advertisement of the product which in turn will help in the marketing sector. Some consumers go as far as using social media platforms like instagram to compliment a particular product that they have used and has proven to be effective.
3. **Consumers give feedback concerning product:** Consumer play a role in the feedback-gathering process after a company releases a product in the market. After a product has been released in the market for consumption, a company or manufacturers need continous feedback by consumers in order to improve on their product or service e.g Software developers seek feedback from consumers regularly to help them develop new and improve versions of program.
4. **Marketing Research:** Consumers play a very vital role in marketing research before a product or service is released in the market. When marketers interact with consumers ask them questions through surveys or questionnaire regarding the right price to charge, what appeals to most consumers and what consumers like will guide the marketers when planning and when producing goods and services.
5. **Consumers influence the products created in the market:** As a result of the internet consumers have been able to influence products created in the market to a very large extent. Consumers do this by customization, crowdfunding or publishing their preferences. If consumers don’t like and buy a product, the firm or company is at risk. Firms exist to provide value to consumers. When consumers disappear so does this firm and as such marketers, firms and company try as much as possible to please and satisfy their consumer. Thus consumers influence the products created in the market.
6. When consumers buy a product with the intention of consumption they are indirectly helping the marketer to maximise profit which in turn will be beneficial in marketing as it can be used to improve production of goods and services.

**Conclusion:** The role and importance in marketing cannot be overemphasised. Without consumers firms or companies would not exist. Thus from the following points below it is clear that consumers play a very big role in marketing.