NAME: IJIDELE OYINDAMOLA ENIOLA

COLLEGE: LAW

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ASSIGNMENT

WHAT ARE THE ROLES OF CONSUMER IN MARKETING?

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, and consumer is the central element of all decisions related to marketing.

Who is a consumer?

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 advertisement. For example, when a person goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a consumer. 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.

The roles consumer play in marketing are;

1. Marketing research

Consumers play a major role in marketing research before a product or service is released to the public. Once u 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. Publicity

Consumers also can 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 it comes to trying new products and services.

Also a consumer plays a major role in marketing through their discussion social media. Consumers are spending an increased amount of time discussing products online which results in a level of expertise. The expertise is being recognized as a source of product information among consumers and a means for businesses to analyze the path of consumer demand. As a source of marketing, consumers generated reviews can help bridge the truth gaps between businesses and customers, while spending an increasing amount of time discussing products online which results in a level of expertise. This expertise is being recognized as a source of product information among consumers and a means for businesses to analyze the path of consumer demand.

As a source of marketing, consumer – generated reviews can help bridge the trust gap between businesses and customers, while as a means of product development, consumer input could lead to the next great innovation. For example, the success of Nike’s free line of shoes, as well as other companies, owe much to the marketing generated by runners themselves. As praise from early adopters spread on running blogs and message boards, hype built, and consumer demand grew. In this way, the consumer-generated marketing of barefoot/minimalist running led to the disruptive innovation of the barefoot/minimalist running shoe category, a category that several companies now concentrate in entirely.

All of these suggests that the role of consumers in marketing and development of products should not be taken lightly especially consumer generated reviews and studies shows that consumers are more likely to choose a product or business that has greater consumer generated reviews.

REFERENCE

1. <https://bizfluent.com/info>