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**COLLEGE:LAW**

**COURSE: CONSUMER BEHAVIOUR**

**COURSE CODE: BUS208**

**ASSIGNMENT**

QUESTION: What are the roles of consumers in marketing?

ANSWER;

Consumers are a very important part of marketing. The consumer is the one who pays something to consume goods and services produced. As such, consumers play a vital role in the economic system of a nation. Without consumer demand, producers would lack one of the key motivations to produce: to sell to consumers. The consumer also forms part of the chain of distribution. Understand the roles consumers play so you can maximize the effectiveness of your marketing plan.

***Who Is the Consumer?***

Before you examine the role of the consumer in your marketing plan, make sure you understand exactly who the consumer is. People sometimes use the two terms interchangeably, but the term “consumer” has a more distinct definition compared to “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 also is called the end user.

***Marketing Research***

Consumers play a major role in marketing research before a product or service is released to the public. Once target consumers are identified, you can invite willing consumers 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, thereby increasing the chances of reaching a wider scope of consumers and preparing a better marketing plan.

***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. This way, you can serve your consumers better and ensure brand loyalty For instance, software developers seek feedback from consumers regularly to help them develop new and improved versions of programs.

***Bring in new consumers***

Consumers also can act 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. People tend to buy what they have seen to work on others. In cases of opinion leaders, consumers of a certain product in that group would draw much more consumers who in turn will bring others. This marketing is free and very effective with nothing to worry about aside from ensuring present consumers of your product are satisfied, as individuals tend to trust the word of people they know when it comes to trying new products and services.

In conclusion, 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. Marketing is done to convince the consumer to purchase products and without them there is no marketing.