

The Role Of A Consumer In Marketing

NAME : Mordi Stephanie Anwuli
MATRIC NUMBER : 16/Law01/126
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ASSIGNMENT

What are the roles of consumers in marketing ?

ANSWER

Before examining the role of a consumer, it is paramount that we know exactly who a consumer is. People often use the terms "consumer" and "customer" interchangeably but a "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.

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.

Now that we have identified who a consumer is, we can go on to outline some of the roles of consumers in marketing. They are as follows:

1. **Marketing Research**
Consumers play a major role in marketing research before a product or service is released to the public. Once you 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.
2. **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.
3. **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. This marketing is free and very effective, as individuals tend to trust the word of people they know when it comes to trying new products and services.
4. **They promote credible publicity of the product.**
5. **They can be used as "prosumers", a term which describes consumers that are also producers. Here, consumers aid in identifying the type of product needed through online**

polls and how a firm can improve its product or services. They aid in the production process. Which is quite effective as firms should not assume a particular reaction to a product but rather try to understand and apply consumer behaviour in their production process. E.g. the use of online surveys, opinion polls e.t.c. Companies like Amazon and Avon do this, they also issue out free gift cards for very helpful surveys.

The below are reasons why marketers should always consider their consumers during marketing which would aid provide a successful one. These reasons can also be seen as the importance of consumers in marketing.

1. The main function of any company, firm or Corporation is to provide value for their consumers, and when the consumers disappear so does the firm's purpose.
2. Consumer services is not a cost but an investment. When the firms are able to provide adequate services to their consumers. This helps in building up a good name for the company. And the company would be able to gain more consumers that would last for a very long period of time.
3. While firms are marketing to put to effect that their companies would be able to provide adequate services where their consumers would be treated with respect and dignity. If the company is able to provide a high degree of such for the consumers, it would provide for permanent customers.
4. Companies that provide ways to listen to the market conversations for their products. Listening helps for the provisions of future marketing strategies. The consumers are the individuals making use of the company's product, if they are well listened to they would be able to know how their products affect their users and how to further improve in the future.
5. While marketing firms must work in collaboration with the consumers and not predicting what their behaviour would be to their products. If consumers are communicated to about a new product coming out and how it would be to the larger public they would be able to know the reaction of other potential customers and present consumers.
6. Consumers have a way of communicating at a very fast rate. And one bad service to 1 to 10 consumers is like providing bad services to a 100 consumers. Firms should try in all their capacity to prevent such for it is a business killer. For instance in well developed countries like the USA information travels at a very fast rate. And if one customer is treated in an unacceptable way to the consumer. Such information can go round and every user would know of such and be dreading to use their products or services again.
7. While consumers make use of the product but that does not make them the same. Each and every consumer should be viewed to be different ways and as such be identified and treated as such. A firm should be meant to identify the kind of consumer they want to target and how to approach them.

Reference : <https://en.m.wikipedia.org>

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