# **COLLEGE OF LAW**

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COURSE TITLE: CONSUMER BEHAVIOUR

COURSE CODE: BUS 208

ASSIGNMENT

WHAT IS THE ROLE OF CONSUMERS IN THE MARKETPLACE?

Who is a consumer?

Before you examine the role of the consumer in the marketplace or in marketing plan, it is a prerequisite first and foremost to under exactly who a “consumer” is. The terms “consumer” and “customer” are considerable distinctive from one another although both are both used interchangeably. A customer is simply a buyer while a consumer is an individual who both buys and uses the product and service. A consumer is a customer, but a customer isn’t always a consumer in a business transaction. A consumer in a business is the end user of product or services.

ROLE OF CONSUMER:

Having said that, the consumer plays an important role in the marketing process. The role of consumer varies from being involved in the marketing research to also product feedback.

1. Consumer in Marketing Research: consumers play an important role in marketing research before a product or service is released to the public. Consumers prior to the release of product or service can be questioned about certain important factors pertaining to product such as price and marketing message that appeals to people all of which later becomes guide in releasing product.
2. Consumer in Product Feedback: the consumer plays a role in gathering feedback from market after a company’s offering has hit the market. After implementing marketing plan and releasing the product or service, company needs to track results and continually monitor consumer needs so to improve on offering for the future.

Consumers are very important because they are the driving force for everything done in marketing and also because consumers are the center of the marketing activities carried out.

1. Consumer in Bringing New Consumers: consumers also can act as agents to further marketing plan. With word of mouth marketing, consumers who have used product review it both online and offline and can refer others to the same product. This means of marketing is very effective and more so other consumers tend to trust people they know when it comes to new products and services.