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Assignment: What are the roles of a consumer in marketing?

Introduction

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.

Some roles of a consumer in marketing are

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.

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.

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.