**NAME: OSONDU- OPARA CHIAMAKA CHIDERA**

**MATRICULATION NUMBER: 16/LAW01/182**

**COURSE: CONSUMER BEHAVIOR**

**LEVEL: 200**

**ASSIGNMENT: Roles of consumer behavior.**

The consumer plays different roles:

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 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 service, you need to track results and continually monitor consumer needs so you can improve on the offering in the future.

BRING IN NEW CONSUMERS: Consumers also 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.

INITIATOR: This is the individual that determines that some needs or wants are not being fulfilled and authorizes a purchase to rectify the situation.

GATE KEEPER: Influences the family processing of information. The gate keeper has the greatest expertise in acquiring and evaluating the information.

INFLUENCER: is a person who by some intentional or unintentional word or action, influences the buying decision, actual purchase or the use of product or service.

DECIDER: the person or persons who actually determine which product or service will be chosen.

BUYER: This is an individual who actually makes the purchase transaction.

User(s): This is the person most directly involved in the use or consumption of the purchased product.