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Course: Consumer Behaviour

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Question: What are the roles of consumer in marketing?

**Introduction:**

A comprehensive understanding of the role of consumers in marketing cannot be achieved without a succinct knowledge of the key term at hand – Marketing. It is on the grounds of the aforementioned that marketing will be explained.

According to the American Marketing Association (AMA), Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The term developed from the original meaning which referred literally to going to market with goods for sale. Albeit, from a Sales process engineering perspective, marketing is "a set of processes that are interconnected and interdependent with other functions" of a business aimed at achieving customer interest and satisfaction. Though the company is the one involved actively in marketing, the consumers still play the major role. The major role in the sense that the marketing process is designed around the consumers. Marketing done by various organisations is mean to impact a particular market section or bloc made up of consumers.

The importance of consumers in marketing cannot be overemphasized and the various roles they play of which some are as follows:

1. **Information:** The most important part of marketing should be considered. As stated so many times, information is power and same applies in the case of marketing and this information is present and be gotten from the customers which could be seen as the most important aspect of marketing because the entire existence of marketing revolves around them.
2. **Customer Service**: Considering customer needs during the development and promotion of a product is not the only way to emphasize customer needs. Customer considerations after the product has been marketed are important as well. Customer service and interaction with the consumer after the product has been sold not only build strong relationships with the consumer but offer companies valuable information that will help to design more effective marketing efforts in the future.
3. **Marketing Considerations:** Some of the considerations to take into account when marketing to your customers are honesty, integrity and clarity. Keeping consumer needs in mind is also an integral part of effective marketing. Sneaky advertising campaigns can generate quick sales, but those sales will falter as consumers realize they've been duped. Selling a good product marketed with integrity brings back customers. To do this, a company needs to build customer confidence in its product over time. Customer confidence is what brings consumers back to your product and ensures long-term success.
4. **Psychological Considerations:** The psychological makeup of consumers plays a crucial role in developing a product and a marketing campaign that identifies and addresses consumer needs. According to Lars Perner, assistant professor of clinical marketing at the University of Southern California, some of these considerations include how consumers "think, feel, reason and select between different alternatives." These considerations can be influenced by environment, such as culture, family and media. The purpose of marketing research is to identify these variables and to incorporate them into the campaign.
5. **Word of Mouth:** Underestimating the power of customer word of mouth is detrimental to your success. Consumers like to talk, whether they are talking about a product they enjoyed or a product that left them wanting. Word of mouth has a snowball effect, particularly in an age when fast worldwide communication is common. Your company cannot afford not to consider how quickly its product and reputation can be badmouthed or blacklisted. This is why marketing a product honestly and with integrity is important.

**Conclusion:**

In a nutshell, it is imperative to note that consumers are very important to marketing as the latter is to consumers. Hence, they perform so many roles intentionally or otherwise. Some of these roles include provision of information, psychological needs, marketing considerations amongst others.

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