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MATRIC NUMBER: 16/law01/160

LEVEL: 200 level

COURSE TITLE: Consumer behavior

Question: What is the role of a consumer in marketing.

Who is a Consumer?

A consumer can be seen as person who makes use of finished goods 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.

ROLES OF CONSUMERS IN MARKETING

1. Firms exist to provide value to consumers. When consumers disappear, so does the firm.

2. The consumer is a human being. He or she is not a number in a spreadsheet or a point on a graph. The consumer has feelings and emotions.

3. Each consumer is different.

4. Customer service is an investment, not a cost.

5. Every customer deserves to be treated with respect and dignity.

6. Customers are talking to one another at unprecedented rates. If you are offering bad service to one consumer, it will not be long before others get to know this.

7. You must devote resources to listening to the market conversation.

8. Marketing must now adopt a collaborative approach with the consumer rather than trying to dictate how consumers must behave.

9. Transparency of marketing operations will enhance consumer trust. If you are collecting personal information from the consumer, full disclosure is the way to go.

10. I believe in win-win marketing. You can enhance your profits by obsessing about serving your consumers well.