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CONSUMER BEHAVIOUR II

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ASSIGNMENT: WHAT ARE THE ROLES OF CONSUMERS IN MARKETING? DISCUSS.

**THE ROLES OF CONSUMERS IN MARKETING**

There are so many roles of consumers in marketing. Yes, in every marketing structure, consumers have rights to behave in a certain ways, in order to be able to make a good and rational decision for his benefit and for others. Some of them portray the behaviour without knowing that such behaviours make an impact in marketing, either to the marketers, sellers, or to the marketing world at large. Through their behaviour, and their comments about certain products and services in the market, consumers play their roles in marketing, knowingly or unknowingly. Some of these roles are:

1. MOTIVATE PRODUCERS AND MARKETERS: consumers, through constant and frequent demands of that which they desire to have, motivate manufacturers to produce more goods and services, and in order for these goods and services to quickly reach the consumers, marketers are motivated and always on their toes, to deliver them to the target consumers. When there are little or no consumers, manufacturers will not produce more, thereby not gaining income and not satisfying consumers. I once read that the key motivation for producers is to sell to customers.
2. CRITICIZE GOODS AND SERVICES: consumers criticize goods and services in the market. These goods and services may either have faults of their own or may not meet the taste and preference of the consumers. Consumers naturally criticize what they don’t like in the market and this helps manufacturers to know what to produce, and how to produce consumers gives the manufacturers, and marketers an idea of what is wrong with their goods and services. Most consumers who have knowledge about that aspect give the marketers or sellers ideas on how to correct the impending faults of their goods and services.
3. CRITICIZE BUSINESSES: one of the roles of consumers in marketing is to criticize businesses that are not meeting their standards and preferences. Any business that does not give consumers the goods and services of their preference, will be criticize. Consumers criticize marketing businesses that do not provide quality goods and services with good features and good results. When consumers criticize business, the owners of the businesses are forced to align their business to suit their various consumers, otherwise, they will experience loss.
4. CREATING EMPLOYMENT: I also read in an article, or should I say a writing, that one major role of a consumer is to spend into account. In alignment to this thought, I would say that a lot of consumers spend money, no matter the amount, in order to get what they desire. Especially the rich consumers, they can spend any amount, as long as it gets them the car, clothing, shoes, jewel, and machine of their choice. But when looking at it generally, not only rich people love to spend money to get that which they desire; even the middle and lower class people also spend money on food and clothing. For the lower class, they spend money to please their children and family, since that is basically what they are labouring for.

The main point under this role is that as consumers, whether upper; middle; or lower class, spend money, they are enriching the manufacturers, marketers, that is, the wholesalers; retailers; and the sellers. These people will have no other choice but to keep staying in business. When they gain more income, and things start getting complex, they will hire people to work for them, and these hired people will be paid, thereby leading to employment. It improves the market in general, as marketers buy from one another. This does not only help the market, but the economy.

1. CHAIN OF DISTRIBUTION: consumers also form part of the chain of distribution. In as much as consumers purchase goods and services for their own benefit, they also purchase them to sell or redistribute to others. Consumers purchase goods from the manufacturer on wholesale, and then sell it to others to others on retail. They may also buy on retail and sell on retail, thereby distributing the goods. Those in the chain of distribution, that is, the manufacturers, wholesalers, and retailers, are also consumers.
2. PROMOTION OF PRODUCTS: consumers love to promote products that the like. Promotion does not only encompass advertising, and sales promotion etc, because the consumers also assist by doing what I would term “personal promotion”. When consumers like the quality, features, output (result), and various elements about a good or service, they tend to tell their friends and acquaintances about it. They tell others the benefit of it and why it is good and necessary, thereby promoting the product. Consumers are like “micro advertisers”.
3. PROMOTION OF BUSINESS: not only do consumers promote goods and services they like, but they also promote the business that produces, sells, or distributes such goods and services. As they talk about the good qualities of the goods, they will be asked “where can I get it?” and the consumers will have no option than to let the cat out of the bag. With time, a lot of people start patronising such business, and it will become famous.