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COURSE TITLE: CONSUMER BEHAVIOUR

COURSE CODE: BUS 208

 ASSIGNMENT TITLE: CONSUMER BEHAVIOUR ASSIGNMENT 1

QUESTION

The roles of consumers in Marketing cannot be over-emphasised. Explain these roles?

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.

 THE ROLES OF CONSUMERS IN MARKETING

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. 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.

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.

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 can't 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.

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.