**NAME: ESENOWO SAVIER ESEME**

**MATRIC NO: 16/LAW01/080**

**COURSE CODE: BUS 208**

**COURSE TITLE: CONSUMER BEHAVIOR**

**DATE: 15TH MARCH 2018**

**QUESTION:** The roles of consumers in marketing cannot be over-emphasized. Explain these roles.

**INTRODUCTION**

An economic system needs to tackle some questions in order to produce the right quantity of goods and for the right set of people. One of such questions that may arise is “To whom do you produce for?” The demand of this question can be summarized in what is termed as consumer behavior. Before delving into the roles consumer play in marketing, consumer in itself shall be defined. Often, the concept of consumer is confused with that of a customer. Let it be clear that a customer is a buyer of a particular commodity, while the consumer is the end user of that same commodity.

**CONSUMERS IN MARKETING**

Consumers have a significant role to play in marketing. They are the individuals whom goods are being produced for and services being rendered to. Thus, producers need to learn the buying behavior of consumers in order to produce goods for the right set of people, at the right time in order to avoid excess supply over demand. The buying behavior of a consumer covers the buying tendencies of a consumer- what makes the consumer start buying a product or stop using it. This is very essential for marketing. The roles that consumers play in marketing are as follows:

* Motivation to produce
* Marketing research
* Feedback gathering
* Extension of consumer reach
* Determination of demand

**MOTIVATION TO PRODUCE**

As earlier stated, the consumers are the end users of a product. Naturally, producers produce because there are people out there who will either buy his product or use it or both. When a good keeps being bought, it gives a producer the drive to either continue what he is producing or enhance it. For example, the Coca-Cola market; there used to be a time when it was just coke and fanta that was being produced by the company. Then they started penetrating the market with other kinds of soft drinks like sprite, and even still they produced the solo form, the same drink, which has even made more sales than ever. This example portrays that the producers are getting the motivation to even do more for the consumers.

**MARKETING RESEARCH**

This can be in form of primary research and secondary research. Primary research places emphasis on direct interaction between the marketers and the consumers and secondary research deals with relying on information that has been collected by others at some point in time. Producers have to identify their target consumers and bring them into the picture, by encouraging them to participate in focus groups. These focus groups will deal with specific elements of the products. Likewise, questionnaires can be sent out to the public in order to quiz them on key elements of the marketing plan. For example, with the use of research, you would come to a realization that a low grade worker, say a bricklayer would never be interested in purchasing business suits or formal shirts.

**FEEDBACK GATHERING**

After the marketing plan has been executed by the producer, and the product has been released into the market, the producer follows the results given by the consumer and he continually monitors the consumers’ needs in order to improve on the product during subsequent times. For example, software developers and programmers seek feedback from customers regularly to help them develop new and improved versions of programs. Also, with regards to the use of Whatsapp Service, after every voice or video call, a user is being asked to give feedback on the just concluded call.

**EXTENSION OF CONSUMER REACH**

Consumers act as agents of extending the marketing plan. This can be carried out through word-of-mouth, in which consumers who have used a particular product can review it and equally refer other consumers to the product. This is a very effective means, as new consumers tend to trust the words of people when it comes to using new products. For example, Instagram business pages; there are usually reviews left in the comment section, whereby web surfers can actually see these comments, both positive and negative, and decide whether to buy that product or not.

**DETERMINATION OF DEMAND**

Demand is the willingness of a consumer to pay for a particular commodity. A consumer’s demand for a commodity is affected by certain factors which include price of the commodity, taste and preferences of the consumer among others. From the preceding factors, we can see that they can affect the particular commodity that the manufacturer will produce. Consumers play a role here because they are the ones demanding for whatsoever product that suits them. For example, a supplier of drinks to children in nursery schools will supply more quantity of caprisone and ribena, and less of lacasera or yoyo bitters.

**CONCLUSION**

The role of consumers in marketing cannot be overemphasized, because they indeed serve as important agents in the sale of a product or a service.