Name: Akinmolayan Joshua Olawale.

Department: Business Administration.

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What is marketing?

The key word in this marketing definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services. Also, Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being Innovation

Who is a consumer?

 An individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a consumer.

**The roles of consumers in Marketing**

* Marketing research: consumer plays a major role in marketing research before a product or service is released to the public. Once you identify your target consumers, you can invite this people to participate in focus groups or send them surveys to quiz them on key element of your marketing plan

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* Product feedback: the consumer also plays a role in the feedback gathering process after a company’s offering hits the market. After implementing your marketing plan and releasing the product or service, you need to continually monitor consumers need so you can improve on the offering in the future.
* Bringing new consumers: consumers also acts as agents to further the effects of your marketing plan with word of mouth marketing, consumer who have used your product review it both offline or online and can refer other consumers to the product. This marketing is free and very effective, as people tend to trust the word of people. They know when it comes to trying new products and services.
* 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.