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Matric Number - 17/SMS03/020

Level - 200

Course - BUS 208

Consumer Behavior Assignment 1

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

A consumer can be defined as an end user, and not necessarily a purchaser, in the distribution chain of a good or service

**Roles of Consumers in Marketing**

* Marketing Research

Consumers play 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 these people to participate in focus groups or send them surveys to quiz them on key elements of your marketing plan. Questioning them about the right price to charge and what marketing message appeals to them as a consumer can help guide your entire plan, particularly when releasing a new product or service.

* Product Feedback

The consumer also plays a role in the feedback-gathering process after a company’s offering enters the market. After implementing your marketing plan and releasing the product or service, you need to keep an eye out for results and continually monitor consumer needs so you can improve on the offering in the future. For instance, software developers seek feedback from consumers regularly to help them develop new and improved versions of programs.

* Bring in New Consumers

Consumers also can act as agents to further the effects of your marketing plan. With word-of-mouth marketing such as recommendations, consumers who have used your product review it both offline and online and can refer other consumers to the product. This marketing is free and very effective, as individuals tend to trust the word of people they know when it comes to trying new products and services.