



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Impact of Marketing Strategies on Consumer Behavior: A Study of Bhopal City

Rahul Pandagre

Research Scholar, Department of Commerce Dr Hari Singh Gour Vishwavidyalaya, Sagar (M.P.)

Ankul Pandey

Assistant Professor, Department of Commerce
Government Sahid Kedarnath College Mauganj, Rewa, M.P.

Toran Lal Verma

Research Scholar, Department of Commerce Dr Hari Singh Gour Vishwavidyalaya, Sagar (M.P.)

Neetu Dongre

Lecturer, Govt. Ghanshyam Singh Gupta P.G. College Balod (C.G.)

Abstract

In this competitive era of cut-throat competition among companies, marketing strategies play an important role in making a good consumer base and capturing market share. The marketing strategies affect the buying decision making process of a consumer in a big way and the companies with good marketing strategies easily get the customers attention. The present study has been undertaken to study the impact of marketing strategies on consumer behavior. This study is envisioned to provide inputs to the companies to take care of their marketing strategies and have a hawk-eye on consumer's behavioral patterns so that the growth of the company is improved with an increase in sales and revenue. 60 samples were taken from Bhopal city of Madhya Pradesh to study buying intentions and buying behaviour of consumers. The study is descriptive and exploratory. The theoretical information is collected with the help of various secondary sources. Primary data is used for the analysis of the effects of marketing strategies on overall consumer behavior.

Keywords: Marketing, Consumer Behaviour, Buying behaviour, Advertisement, Bhopal