



Saira Khalid

RESEARCH TOPIC:

IMPACT OF MARKETING STRATEGIES ON
CONSUMER BEHAVIOUR

Why are we doing this?

- ▶ Market Understanding: Business research helps organizations understand the market they operate in.
- ▶ Strategic Planning: Research enables companies to identify opportunities and threats, set goals and allocate resources effectively.
- ▶ Product Development: Research aids in developing and improving products or services by gathering feedback and analysing customer needs and desires.

What is a potential contribution of this research?

- ▶ Improved Targeting: This research can reveal the most effective ways to target specific consumer segments.
- ▶ Product Development: Research can guide the development of products that align with consumer preferences.
- ▶ Brand loyalty: By studying consumer behaviour, companies can identify factors that influence brand loyalty.