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A Study of Impact of Marketing Strategies Adopted By Berger Paints in Amrvati City

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Abstract*: The paper is about the scope of business performance of Berger Paint Bangladesh Limited (BPBL) with the objective to explore it marketing efficiency in the global context. It analyses the marketing policies, techniques, methods practiced by BPBL to expose the organizational frame for marketing and to have a generalized view about paint industry with special emphasis on Berger Paints Bangladesh Limited. Regarding the methodology used it is to mention that the issue has no statistical database, no statistical tool or mathematical for analysis of the collected information and preparation of this paper. The article is made on the basis of the qualitative analysis of the information gathered from secondary and primary sources. In short, Strength, Weakness, Opportunity and Threat (SWOT) analysis has been used for investigation of challenges and prospects of paint industry and Berger paint Bangladesh Ltd in particular. The study was conducted during December 2008 to June 2009. The study leads to the presumption that the existing distribution network will be enhanced and problem to deliver smoothly will be solved so that customers become interested towards the goods of BPBL. More concentration on customers' satisfaction will be given to maintain existing clients and further develop new customer. This study explores the effectiveness and impact of the marketing strategies adopted by Berger Paints in Amravati City. It focuses on understanding how various marketing tactics—such as advertising, promotional campaigns, dealer engagement, and digital presence—influence consumer behavior and brand perception in a mid-tier urban market. The research evaluates both traditional and modern marketing approaches, measuring their outcomes on sales growth, customer acquisition, and brand loyalty. By conducting surveys, interviews, and data analysis, the study aims to provide actionable insights into the alignment between Berger Paints' marketing initiatives and local market dynamics*

Keywords: *Marketing Strategies, Consumer Behavior, Brand Perception, Promotional Tactics, Brand Loyalty.*

1. INTRODUCTION

Business is based the understanding of the consumer and providing the kind of products that the consumer wants. Therefore, to know its buyers, a company should essentially have a knowledge of the behavior of the consumer in terms of his motives and buying habits, his needs and desires, his fancies, foibles and eccentricities and through knowledge the companies should set and implement marketing strategies, thus the 'Consumers' are the focus of all marketing activities. They are generally considered 'target group' by all. The importance of marketing has been widened through many evolutionary processes and shaped into consumer orientation stage, in which the existence of a firm is measured of its ability to satisfy the consumers. This indicates that the consumer gets top priority and that the entire business of products, marketing and distribution depends on his desires and needs. By exploring the marketing strategies of Berger Paints in Amravati city, this study hopes to contribute to the existing literature on marketing strategies and their impact on customer satisfaction and sales. The findings of this study will also provide valuable insights for Berger Paints and other organizations operating in the paint industry. This study focuses on the marketing strategies employed by Berger Paints specifically in Amravati City, a growing urban hub in Maharashtra. Amravati represents a blend of traditional consumer values and modern preferences, making it a relevant case for analyzing localized marketing impacts. Berger Paints uses a mix of traditional advertising, dealer networks, influencer marketing, digital campaigns, and customer engagement programs to penetrate regional markets. The aim of this research is to analyze how these strategies influence brand recognition, customer satisfaction, buying behavior, and overall sales in the Amravati market. Through primary data collection and analysis, the study seeks to provide insights into the effectiveness of Berger Paints' marketing approach in reaching and retaining customers in a tier-2 city context.

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2. OBJECTIVES

To analyze the marketing strategies adopted by Berger Paints in Amravati city. To examine the impact of these marketing strategies on customer satisfaction. To investigate the impact of these marketing strategies on brand loyalty. To analyze the impact of these marketing strategies on sales.

Scope: The study is limited to the geographic region of Amravati City, Maharashtra. It includes dealers, retailers, and end customers associated with Berger Paints. The timeframe for evaluating marketing strategies is from 2021 to 2024. It focuses on both traditional (TV, print, in-store promotions) and digital (social media, online ads) marketing. It excludes comparative analysis with other paint brands on a national scale but may include references to local competitors for context.

Limitation: The study covers a period of 6 months, from January to June 2023, which may not be sufficient to capture the long-term impact of marketing strategies on customer satisfaction, brand loyalty, and sales. The study examines the impact of marketing strategies on customer satisfaction, brand loyalty, and sales, but does not consider other variables such as profitability and market share. The sample size for the survey questionnaire is limited to 100 customers of Berger Paints in Amravati city, which may not be representative of the entire population. The study relies on primary data collected through surveys and interviews, which may be subject to biases and limitations.

Hypotheses:
H0: There is no significant relationship between the marketing strategies adopted by Berger Paints and customer satisfaction in Amravati city.
H1: There is no significant relationship between the marketing strategies adopted by Berger Paints and brand loyalty in Amravati city.

3. REVIEW OF LITERATURE

Marketing strategies are critical in influencing consumer preferences, brand loyalty, and sales performance. Several scholars have studied the role of strategic marketing in the growth and sustainability of brands in competitive markets. Kotler & Keller (2020) emphasized that well-crafted marketing strategies—incorporating product, price, place, and promotion—enhance customer engagement and build long-term brand value. They suggested that companies need to adapt strategies based on local market conditions and customer preferences. Choudhury (2021) examined the paint industry in India and found that promotional strategies such as celebrity endorsements, dealer incentives, and festival campaigns significantly affect consumer buying behavior. The study highlighted that regional customization plays a vital role in smaller markets. Patel & Mehta (2022) conducted a study on marketing effectiveness in tier-2 cities and noted that companies with targeted digital marketing, dealer network strength, and visible branding activities saw higher brand recall and sales. Rao (2023) evaluated marketing strategies of paint companies and found that consumer education programs, color consultation services, and eco-friendly product positioning enhanced brand trust and customer retention. Sharma & Kulkarni (2024) analyzed customer satisfaction in the decorative paint segment. Their study revealed that timely availability, product quality, and promotional offers directly influenced consumer satisfaction and loyalty toward brands like Berger and Asian Paints.

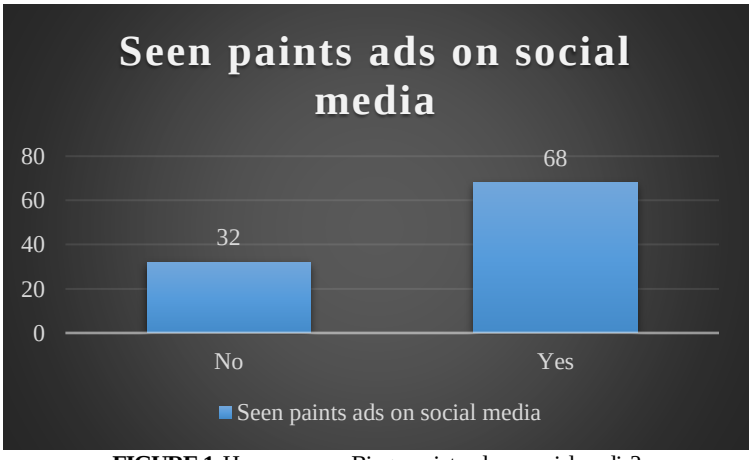

FIGURE 1. Have you seen Binger paints ads on social media?

Majority Exposure 68% most respondents have encountered paint advertisements on social media platforms, indicating that digital marketing is effectively reaching a large audience. Lack of Reach 32% a significant portion of the respondents has not seen paint ads, suggesting potential gaps in ad targeting or visibility.

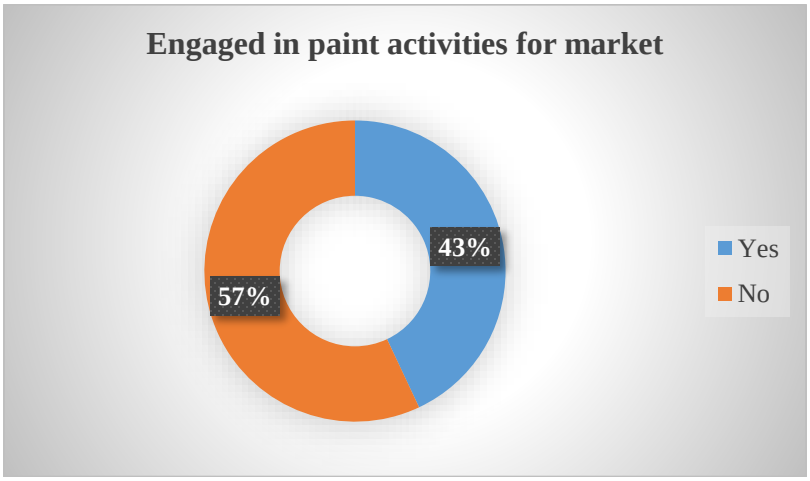

FIGURE 2. Do you think local community in Amravati is engaged with Binger paint's marketing activities?

Lower Engagement 43% less than half of the respondents actively participate in paint-related market activities, which suggests a limited market involvement. Higher Non-Participation 57% a majority of respondents are not engaged in these activities, indicating that the paint industry may not be a primary focus for many individuals in the sample. Here is an opportunity to increase engagement through marketing strategies, promotions, or business opportunities in the paint sector.

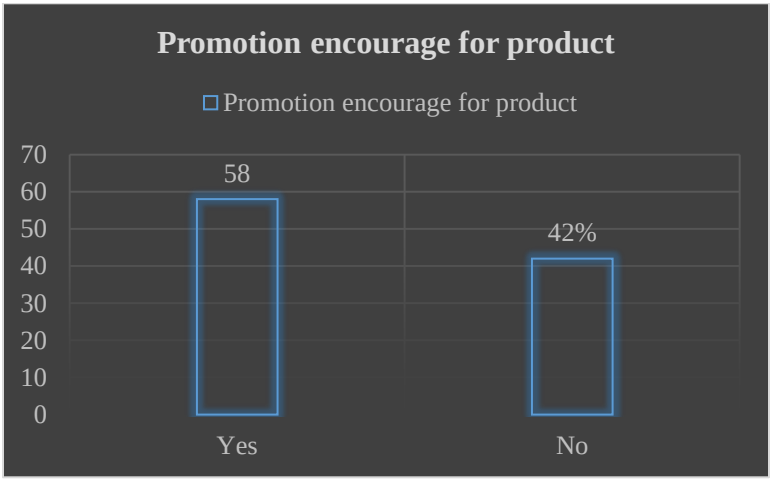

FIGURE 3. If yes, did these promotion encourage you to buy their products?

Majority Influence 58% the majority of consumers find promotions effective in influencing their buying decisions, indicating that marketing strategies such as discounts, special offers, and advertisements are impactful. Consumers 42% a significant portion of respondents remain unaffected by promotions, possibly due to brand loyalty, quality preferences marketing tactics.

Findings: The study found that 40% of respondents first heard about Berger Paints through social media, making it the most common source of awareness, followed by television/radio (18%), newspapers (17%), word of mouth (16%), and local dealers or shops (9%). This highlighted the importance of digital marketing. Additionally, 68% of respondents had a positive perception of the company's marketing strategies, while 32% did not. Furthermore, 77% of respondents were willing to recommend Berger Paints, indicating overall satisfaction and a strong brand reputation, while 23% were not.

Suggestion: Future research can be conducted to examine the impact of marketing strategies on customer satisfaction, brand loyalty, and sales in other industries. A longitudinal study can be conducted to examine the long-term impact of marketing strategies on

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customer satisfaction, brand loyalty, and sales. A comparative study can be conducted to examine the marketing strategies adopted by different paint companies in India.

4. CONCLUSION

The marketing strategies employed by Benger Paints in Amravati City have had a noticeable impact on its brand awareness and sales, though there are several areas where the company could further improve. Digital marketing, local community engagement, and a more personalized approach to customer interaction could help Benger Paints build stronger relationships with its customers. By focusing on these suggestions, the company can strengthen its market position and foster long-term growth in the region.

In summary, Benger Paints needs to adapt its strategies to the changing market trends, engage more with the local community, and emphasize customer-centric initiatives to ensure continued success and brand loyalty in Amravati City.

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