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**Bridging the gap: Marketing Strategy & Consumer  
Behaviour Alignment**

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**Abstract.** In today's ever-changing market scenario, successful companies and brands understand that it is extremely important to adapt their marketing strategies to changing consumer behaviour. This research paper delves into marketing strategies and consumer behaviour alignment and sheds light on how this element can act as a catalyst for corporate effectiveness in the market. The study begins with the current modern consumer behaviour, which has been shaped by the digital age, the availability of technology at the fingertips and the rise of social media. It delves into the decision-making process and expectations of modern consumers, focusing on the pivotal role of technology in influencing their choices. Furthermore, this research paper examines the various marketing strategies used by brands to address this ever-changing nature of consumer behaviour. The paper concludes with a set of actionable recommendations for businesses that emphasize the importance of data-driven decision-making, personalized marketing, Omni channel integration, and a steadfast commitment to consumer feedback. Aligning marketing strategy with consumer behaviour is a dynamic, ongoing process. Businesses must embrace this journey with agility and a steadfast focus on delivering experiences that resonate with the modern consumer in an era where consumer expectations are constantly shifting, technological advancements are redefining marketing dynamics, and the consumer's voice is amplified. In today's market, bridging the

gap between marketing strategy and consumer behaviour is the path to competitiveness and success.

**Keywords:** Consumer behaviour, Marketing strategy, Modernisation, Technology

## 1 Introduction

In the era of constant change, where technology, communication and information flow are transforming the way people interact with products and services, the gap between marketing strategies and consumers is both a challenge and an opportunity. (Brand Marketing Strategy—The Full Story | Outbrain, n.d.). The business environment is undergoing a profound change, driven by the digital revolution, globalization and consumer empowerment. To succeed in this dynamic environment, brands need to adapt their marketing strategy to respond to the changing consumer behaviour.

The relationship between marketing strategy and consumer behaviour is a cornerstone of modern marketing and business theory. It is a symbiotic relationship where each informs and influences each other. Effective marketing strategies are those that match, respond to and anticipate customer needs and behaviour. On the other hand, consumer behaviour is constantly moulded by marketing messages and experiences they are exposed to. Bridging the gap, understanding it and using it to achieve business goals is at the total essence of marketing excellence. (The Real Marketing Strategy: Aligning with Consumers' Shifting Perspectives - Cint, 2022).

Consumer behaviour has undergone a seismic shift over the past few decades, driven mainly by the proliferation of technology and digital channels. The rise of digital technology, e-commerce, social media and a more informed and discerning consumer base have altered client's dynamics. (Ali & Anwar, 2021). As a result, brands must constantly alter their marketing strategies in order to remain competitive. This involves the creation of a comprehensive, data driven marketing approach that bridges the gap between marketing strategies and consumer behaviour. (Brand Marketing Strategy—The Full Story | Outbrain, n.d.).

The research aims to explore the many dimensions of the interaction between consumer behaviour and marketing strategies, putting light on the methods, frameworks and methodologies that can help with the alignment. By doing so, it will be helpful to equip businesses, marketers, and academics with practical insights to assist them navigate the ever-changing consumer landscape, resulting in greater customer happiness, brand loyalty, and long-term growth. The remainder of this paper will delve into the complexities of consumer behaviour, the components of a successful brand and its marketing strategies, and the ways in which both can be brought into harmonious alignment. (Siddiqui & Mishra, 2017).

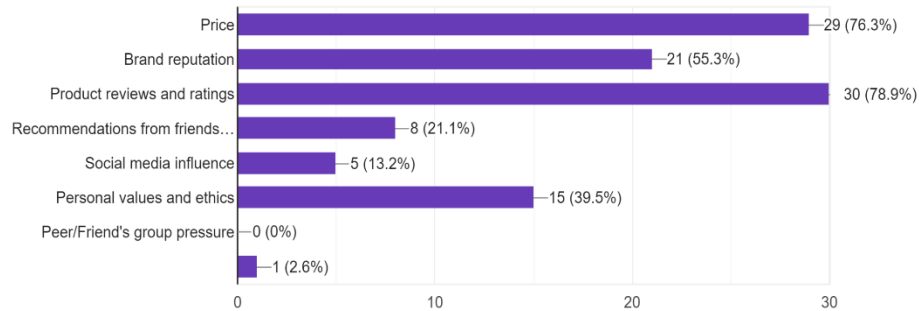
## **2 Material and Methods**

The connection between marketing strategy and consumer behaviour was investigated using a quantitative research method in this study. A structured survey was used to collect primary data, with the goal of gathering insights from diverse customers. This survey methodology was chosen because of its capacity to capture data effectively and provide statistical data in examining the relationship between consumer behaviour and marketing strategies. The survey asked a series of questions about consumer demographics, consumer preferences, marketing strategy perceptions, and behaviour patterns. Using survey forms as a data collection tool, this research methodology facilitated systematic research on the bridge between consumer behaviour and marketing strategy. The data collected through this method allowed for a quantitative evaluation of the alignment and provided insights into potential areas for improvement.

## **3 Results**

By analyzing the survey results, the study was benefitted to acquire numerous potential outcomes for the research. The participants for the survey form were from different age groups, different backgrounds and a variety of experiences. As said above, the research was conducted in qualitative format, aiming to gain qualitative primary data. The research had numerous questions from knowing the demographics of respondents to looking at their purchasing habits, and knowing more about the dependency on marketing strategies of brands to the buying behaviour of consumers. Few trade points which are more into consideration after the survey being conducted are as follows:

1. Factors influencing consumer behaviour: Firstly, few questions were asked to analyse the factors that shape consumer behaviour, including sociological, cultural and psychological influences as well as the impact of technological advancements. The responses made the author understand about how the consumer is influenced by these factors. The major factor which influences consumer behaviour while buying a product is the price of the product and the reviews and ratings of the same.



**Fig. 1** Factors influencing the purchase decisions

As shown in fig.1 while making any purchase, the consumer is highly influenced by the product reviews and online ratings of the same. Apart from reviews, another important factor is the price of the product. Psychological factors such as emotions and perceptions, personal values and ethics influence consumer behaviour and how they respond to marketing strategies. Consumer behaviour has been transformed by digitalization, with online research and shopping becoming an essential part of the consumer journey.

2. **Marketing Strategies:** There are various marketing strategies involved in a business to make the brand grow at higher levels. But, making it consumer centric is another important role of marketing for a good business statistic. Businesses that use personalized marketing strategies that leverage consumer data and preferences are more likely to achieve successful target audience alignment. Companies that use an omnichannel approach (seamless integration of online and offline marketing) are more effective at bridging the gaps. Marketing content on social media platforms helps in interaction with brands and their products in general. This is one of the most recent ways of marketing. The value proposition and brand positioning/image are critical components of marketing strategy and must align with consumer expectations. (N. & Ali, 2016).
3. **Emerging Trends:** A growing interest in ethical and sustainable products is one of the emerging consumer behaviour trends, prompting businesses to align their marketing strategies with values such as sustainability and corporate social responsibility. The demand for hyper-personalization is increasing, prompting businesses to invest in AI and machine learning to provide more precise consumer insights and targeting. The rise of great user interfaces while using the websites

and applications of brands creates new opportunities for marketing alignment and necessitates the adaptation of content strategies.

A few of the responses to the question “Have you ever felt that a company’s marketing strategy influenced your decision to make a purchase? If so, please describe the experience.” are as follows:

- I have not had that kind of experience yet. However, sometimes I just purchase things online because of the UI is more appealing.
  - Yes, from online shopping websites. When the ad is very catchy
  - The way a brand portrait its identity through marketing and its product plays an important role in the psychology of the buyer
  - Yes, sometimes packaging of a brand attracts more customers and the review of the product.
  - Yes, it influenced our decision to make a purchase of any product due to its design, quality, and many more that attracts the customer to buy it and the focus is on nutritional information.
  - Yes, Images influence us to purchase that product.
4. Challenges and opportunities: Due to the vast number of data available on consumer behaviour, businesses might face challenges in dealing with information overload. This, however, can be viewed as an opportunity to gain in depth knowledge on consumer psychology. Keeping up with the ever-changing digital landscape and its huge advancement at every single moment is difficult, but if companies or brands can adapt it quickly, it can lead to great success for the company by looking at the future of technology driven life.
  5. Recommendations: To effectively bridge the gap, businesses should invest in data analytics to accurately analyse and predict consumer behaviour. Also, the analyzation process should be dynamic and adaptable, allowing businesses to change their marketing strategies as per the change in consumer behaviour. Companies should prioritize developing a strong brand identity and value proposition that resonate with changing consumer’s expectations and values. Recognizing the consumer behaviour is ever changing and creating an agile and adaptable corporate culture that allows for quick changes for marketing strategies as needed is necessary.

These recommendations should serve as a useful guide for businesses looking to effectively bridge the gap between their marketing strategies and consumer behaviour. In today’s volatile business environment, they emphasize the importance of data-driven decision-making adaptability and consumer centric approaches.

#### **4. Conclusion & Discussions**

The alignment of marketing strategy and consumer behaviour is a critical challenge and opportunity for businesses of all sizes and industries in today's dynamic and highly competitive business landscape. This study sought to shed light on this critical issue by investigating the factors that influence consumer behaviour, the nuances of marketing strategies and the strategies used by businesses to bridge the gap.

According to the findings and recommendations presented above, closing the gap is the practical necessity for businesses to thrive and grow in an era defined by digitalization and rapidly changing consumer demands. According to the findings of this study, consumer behaviour is a complex interplay of psychological, social and technological factors. It is influenced by a variety of factors, including personal values and emotions, as well as social networks, price point and online reviews. The proliferation of digital channels, as well as the rise of e-commerce, has added to this complexity, making online research and shopping an essential part of the modern consumer world.

According to the findings, personalized marketing, an Omni-channel approach, and a strong value proposition are critical drivers of successful alignment. Businesses that have implemented these strategies and incorporated consumer feedback have seen remarkable success, as evidenced by the findings and discussions recommended above. Businesses must keep an eye on emerging trends such as the growing importance of ethical and sustainable marketing, the growing importance of voice search, and the potential for AI-driven marketing automation as they look to the future. These trends represent both challenges and opportunities, emphasizing the importance of flexibility and foresight.

Several practical recommendations have been made in the light of findings. Data analytics, personalization, Omni-channel strategies, and ethical marketing should all be part of any organization's marketing efforts. Furthermore, consumer research and an unwavering commitment to engaging with and adapting to consumer feedback are critical. Aligning marketing strategy and consumer behaviour necessitates a company-wide effort in which all departments collaborate to create a seamless customer experience and journey.

To summarize, bridging the gap between marketing strategy and consumer behaviour is a continuous process. A journey requires comprehension, adaptation, and commitment. Businesses must embark on this journey with zeal in an era when consumer empowerment is at an all-time high, technology is constantly evolving, and market dynamics are in constant flux. They will not only ensure their survival, but also their thriving in a world where the consumer is king and the alignment of marketing strategy and consumer behaviour is the bridge to success.

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