

The Role of Marketing Strategies in Influencing Consumer Purchasing Behavior: A Study on Bashundhara Food and Beverages Limited in Bangladesh.

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ABSTRACT

The Fast-Moving Consumer Goods (FMCG) industry in Bangladesh has become highly competitive, making effective marketing strategies essential for influencing consumer purchasing behavior. This study examines the role of marketing strategies in shaping consumer buying decisions with special reference to Bashundhara Food and Beverages Limited. The research focuses on key marketing dimensions such as product quality, pricing strategy, promotional activities, and distribution effectiveness. A quantitative research approach was adopted, and primary data were collected from 150 consumers using a structured questionnaire based on a five-point Likert scale. The findings indicate that marketing strategies have a significant and positive impact on consumer purchasing behavior, with product quality and promotional activities emerging as the most influential factors. The study provides practical insights for FMCG companies to develop effective marketing strategies that enhance consumer satisfaction, brand preference, and long-term loyalty in the Bangladeshi market.

Keywords: Marketing Strategies, Consumer Purchasing Behavior, FMCG, Bashundhara Food and Beverages Limited, Bangladesh

INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector plays a vital role in the economic development of Bangladesh by fulfilling the daily consumption needs of a large population. Due to intense market competition, FMCG companies increasingly depend on effective marketing strategies to attract and retain consumers. Consumer purchasing behavior is influenced by several factors, including product quality, pricing, promotional activities, and product availability.

Bashundhara Food and Beverages Limited, a leading FMCG company in Bangladesh, has gained significant market recognition through diversified product offerings and strategic marketing practices. Understanding how marketing strategies influence consumer purchasing behavior is essential for maintaining a competitive advantage. This study aims to analyze the role of marketing strategies in influencing consumer purchasing behavior with special reference to Bashundhara Food and Beverages Limited.

LITERATURE REVIEW

Marketing strategies play a crucial role in influencing consumer behavior. Kotler and Keller emphasized that effective coordination of product, price, promotion, and place enhances customer value and purchase decisions. Product quality has been widely recognized as a key factor affecting consumer satisfaction and repeat purchase behavior.

Pricing strategy significantly affects consumers' perception of value, particularly in price-sensitive markets such as Bangladesh. Promotional activities, including advertising and sales promotions, contribute to brand awareness and purchase intention. Moreover, efficient distribution systems ensure product availability, which is critical in

the FMCG sector where convenience strongly influences buying decisions. Although several studies have examined FMCG marketing strategies, limited research has focused specifically on Bashundhara Food and Beverages Limited, creating a research gap addressed by this study.

OBJECTIVES OF THE STUDY

The objectives of the study are:

1. To identify the marketing strategies adopted by Bashundhara Food and Beverages Limited.
2. To analyze consumer purchasing behavior toward Bashundhara food and beverage products.
3. To examine the impact of marketing strategies on consumer purchasing behavior.
4. To provide recommendations for improving marketing strategies in the FMCG sector.

RESEARCH HYPOTHESES

H1: Product quality has a significant impact on consumer purchasing behavior.

H2: Pricing strategy has a significant impact on consumer purchasing behavior.

H3: Promotional activities have a significant impact on consumer purchasing behavior.

H4: Distribution and availability have a significant impact on consumer purchasing behavior.

RESEARCH METHODOLOGY

The study adopts a quantitative research design. Primary data were collected using a structured questionnaire based on a five-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree.” A total of 150 respondents were selected through convenience sampling from different regions of Bangladesh.

Secondary data were collected from academic journals, books, company publications, and reliable online sources. The collected data were analyzed using descriptive statistics and regression analysis to determine the impact of marketing strategies on consumer purchasing behavior.

DATA ANALYSIS AND FINDINGS

The analysis reveals that marketing strategies have a positive and significant impact on consumer purchasing behavior. Product quality emerged as the most influential factor affecting purchase decisions, followed by promotional activities. Pricing strategy was perceived as competitive, while distribution effectiveness ensured easy product availability. Overall, the findings confirm a strong relationship between marketing strategies and consumer purchasing behavior.

DISCUSSION

The findings of the study are consistent with existing literature, which highlights the importance of marketing strategies in influencing consumer purchasing behavior in the FMCG sector. Bashundhara Food and Beverages Limited’s focus on quality, promotion, and efficient distribution enhances consumer trust and encourages repeat purchases.

CONCLUSION

The study concludes that marketing strategies play a significant role in influencing consumer purchasing behavior in the FMCG sector of Bangladesh. Bashundhara Food and Beverages Limited has effectively

implemented marketing strategies that positively affect consumer buying decisions. FMCG companies should continuously improve their marketing strategies to sustain competitiveness and customer loyalty.

RECOMMENDATIONS

1. Strengthen digital and social media promotional activities.
2. Maintain consistent product quality standards.
3. Offer competitive pricing to attract price-sensitive consumers.
4. Expand distribution coverage in rural and semi-urban areas.

LIMITATIONS AND FUTURE RESEARCH

The study is limited to one FMCG company and a relatively small sample size. Future research may include comparative studies involving multiple FMCG companies and larger samples for broader generalization.

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