

Influence of Consumer Behavior and segmentation on the use of suitable Marketing Communication Channels

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Abstract: *Comprehending consumer behavior is essential for marketers to recognize market prospects, focus on the suitable customer segments, and make more well-informed choices to achieve business goals. This essay exemplifies the impact of marketing messages on customer behavior and consumer segmentation. By employing a combination of digital and traditional marketing strategies, marketing communication has played a crucial role in establishing connections with clients. Segmenting consumers into separate generations can enhance the effectiveness of marketing activities by enabling marketers to tailor their communication strategies to different consumer cohorts, utilizing the most appropriate and efficient marketing channels.*

Keywords: consumer behaviour, segmentation, marketing communication channels, customers.