

The Impact of Marketing Strategies on Consumer Purchasing Behavior of Fast Moving Consumer Goods (FMCG) Companies: A Study on Bashundhara Food and Beverages Limited

Sharif Mohammad Shahin-Ur-Rashid
BSc Engineer, MBA, PhD Applicant

Chapter 1: Introduction

1.1 Background of the Study

The Fast-Moving Consumer Goods (FMCG) sector plays a vital role in Bangladesh's industrial and economic development. It contributes significantly to national employment, GDP growth, and consumer welfare. This sector includes products that are consumed on a daily basis, such as food, beverages, toiletries, household items, and personal care goods. Due to intense competition and rapid market changes, FMCG companies need innovative marketing strategies to attract and retain customers.

Bashundhara Food and Beverages Limited (BFBL), a subsidiary of Bashundhara Group, has emerged as one of the prominent players in Bangladesh's FMCG sector. Through its diversified product line—such as edible oil, flour, spices, and other packaged food items—it has built a strong consumer base and market presence. Understanding how BFBL's marketing strategies affect consumer purchasing behavior is crucial to assess its competitive advantage and long-term sustainability.

In a market where multiple local and international brands compete for consumer attention, identifying the impact of marketing efforts—such as advertising, branding, pricing, and distribution—on purchasing decisions provides valuable insights. Hence, this research aims to explore the relationship between marketing strategies and consumer buying behavior in the context of Bashundhara Food and Beverages Limited.

1.2 Rationale of the Study

In today's competitive FMCG market, understanding consumer behavior is central to developing successful marketing strategies.

Consumers are influenced by various factors such as brand image, promotional activities, perceived quality, and pricing. Companies that effectively interpret these behavioral patterns can design strategies to achieve stronger customer loyalty and sustained profitability.

The rationale behind this study is to analyze how the marketing strategies of BFBL influence consumer purchase intentions and loyalty. It will help identify which marketing elements—such as advertising media, product quality, packaging, or pricing—are most effective in driving sales. Moreover, the findings will assist both marketers and researchers in formulating effective consumer-centric marketing policies in the FMCG industry.

1.3 Problem Statement

Despite the rapid growth of Bangladesh's FMCG sector, many companies face challenges in maintaining consistent consumer loyalty and brand preference. Competition among brands has intensified due to product similarities, aggressive promotional campaigns, and evolving consumer expectations.

Bashundhara Food and Beverages Limited has introduced various marketing strategies to capture market share; however, it remains unclear how these strategies influence consumers' purchasing decisions. Questions remain regarding the extent to which price,

product quality, promotional efforts, and brand trust affect consumer behavior. Therefore, the key research problem can be stated as follows:

1.4 Research Objectives

Broad Objective:

To analyze the impact of marketing strategies on consumer purchasing behavior of FMCG products, with a special focus on Bashundhara Food and Beverages Limited.

Specific Objectives:

1. To identify the key marketing strategies adopted by BFBL.
2. To examine how marketing mix elements (product, price, place, promotion) affect consumer purchasing decisions.
3. To assess consumer perception and satisfaction regarding BFBL's products.
4. To provide recommendations for improving marketing effectiveness at BFBL.

1.5 Research Questions

1. What are the major marketing strategies used by Bashundhara Food and Beverages Limited?
2. How do these strategies influence consumer purchasing behavior?
3. Which marketing factors (e.g., price, product quality, advertising) most strongly affect consumers' purchase decisions?
4. What improvements can BFBL make to strengthen its marketing effectiveness?

1.6 Significance of the Study

This study contributes to both theoretical and practical perspectives.

- **For academia:** It enhances understanding of the linkage between marketing strategy and consumer behavior in emerging FMCG markets like Bangladesh.
- **For practitioners:** It provides managerial insights for BFBL and similar firms to refine their marketing plans and improve competitiveness.
- **For policymakers:** It highlights consumer trends that can inform national strategies for SME and FMCG sector development.

Ultimately, the research helps identify how a customer-centric marketing approach can drive sustainable business performance in a highly competitive market.

1.7 Scope of the Study

The study focuses on Bashundhara Food and Beverages Limited as a case organization within Bangladesh's FMCG sector. It emphasizes consumers residing in urban areas such as Dhaka and Chattogram, where BFBL's products are most visible. The research covers marketing aspects like product quality, pricing, promotional mix, brand positioning, and consumer satisfaction. However, it excludes other divisions of Bashundhara Group unrelated to food and beverages.

1.8 Limitations of the Study

The study is based primarily on limited primary data from selected consumers, which may not fully represent the entire market.

Time and resource constraints may restrict the depth of data analysis. Secondary data may vary in reliability depending on the sources used.

Consumer preferences can change rapidly, so the findings represent a snapshot in time.

1.9 Chapter Summary

This introductory chapter sets the foundation for the research by outlining the problem, objectives, rationale, and scope of the study. It emphasizes the importance of examining the impact of marketing strategies on consumer purchasing behavior in Bangladesh's FMCG sector, with a focus on Bashundhara Food and Beverages Limited.

The next chapter will present a detailed review of existing literature and theoretical models related to marketing strategies and consumer behavior.

Chapter 2: Literature Review

2.1 Overview of the FMCG Sector in Bangladesh

The Fast-Moving Consumer Goods (FMCG) industry in Bangladesh is one of the most dynamic and rapidly expanding sectors of the

economy. It plays a crucial role in driving industrialization, employment, and consumer welfare. The sector includes products that are sold quickly and at relatively low cost, such as packaged food, beverages, toiletries, cleaning products, and household items. According to the Bangladesh Bureau of Statistics (BBS), the FMCG sector contributes significantly to manufacturing GDP and employs millions of workers directly and indirectly.

The growth of the FMCG sector is primarily driven by population expansion, urbanization, rising disposable income, and lifestyle changes among consumers. In addition, local companies such as Bashundhara, Pran-RFL, and Square compete alongside multinational firms like Unilever, Nestlé, and Coca-Cola. As consumer preferences evolve, companies must continuously innovate and adapt their marketing strategies to retain brand loyalty and market share.

Digital marketing, packaging innovations, and sustainable product offerings are now major trends shaping the industry. The challenge for FMCG firms in Bangladesh is not only to maintain competitive pricing but also to build strong brand associations and trust among consumers.

2.2 Concept of Marketing Strategy

Marketing strategy refers to a company's long-term plan for achieving its marketing objectives by understanding consumer needs, developing suitable products, and delivering value effectively. According to Kotler and Keller (2016), a marketing strategy defines the overall game plan for reaching prospective consumers and converting them into loyal customers. It involves identifying target markets and designing a suitable marketing mix (product, price, place, promotion) to satisfy those markets profitably.

Drucker (1973) emphasized that marketing strategy is not just about selling products but about creating value for customers and maintaining relationships. In FMCG industries, marketing strategy plays a critical role in brand positioning, market segmentation, and promotional communication. A well-structured marketing

strategy allows companies to differentiate themselves from competitors and sustain long-term growth.

In the context of Bangladesh, marketing strategies are evolving from traditional media approaches (TV, radio, billboards) to digital and social media campaigns that directly engage consumers. Companies such as Bashundhara Food and Beverages Limited are integrating social platforms, influencer marketing, and corporate social responsibility (CSR) initiatives into their strategic planning to build stronger consumer connections.

2.3 Theoretical Foundations of Marketing Strategy

Several key theories form the foundation of marketing strategy:

1. Porter's Generic Strategies (1985):

Porter identified three strategic options for gaining competitive advantage—cost leadership, differentiation, and focus. In the FMCG context, cost leadership helps firms offer products at lower prices, while differentiation focuses on unique product features and brand value. BFBL often applies a differentiation strategy by emphasizing quality and trust.

2. Ansoff's Growth Matrix (1957):

This model suggests four growth strategies: market penetration, product development, market development, and diversification. FMCG companies like BFBL often engage in market penetration (increasing share in existing markets) and product development (introducing new product variations).

3. The Marketing Mix (4Ps) Model (McCarthy, 1960):

The classic marketing mix—product, price, place, and promotion—remains central to all FMCG strategies. Adjusting these elements helps align company offerings with consumer expectations and competitive pressures.

4. Relationship Marketing Theory (Berry, 1983):

This theory focuses on long-term customer relationships rather than one-time sales. In FMCG industries, building

consumer trust and brand loyalty is critical due to repetitive purchasing behavior.

2.4 Understanding Consumer Purchasing Behavior

Consumer purchasing behavior refers to the decision-making process that leads individuals to buy and use goods and services. According to Schiffman and Kanuk (2010), this behavior is influenced by psychological, social, cultural, and personal factors.

Key models of consumer behavior include:

- **The Engel-Kollat-Blackwell (EKB) Model:**

Describes five stages in the buying process—problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

- **Maslow's Hierarchy of Needs (1943):**

Suggests that consumers' motivations stem from hierarchical needs (physiological, safety, social, esteem, self-actualization). FMCG companies target different levels—for example, food and beverages satisfy physiological needs, while premium products address esteem needs.

- **The AIDA Model (Attention–Interest–Desire–Action):**

Explains how marketing communications attract consumer attention, generate interest, create desire, and drive action. This model is widely used in advertising campaigns across FMCG brands.

These theories help firms like BFBL understand why consumers choose specific brands, what influences repeat purchases, and how marketing communication can drive engagement.

2.5 Relationship between Marketing Strategies and Consumer Buying Behavior

Marketing strategy and consumer behavior are interlinked. Effective marketing strategies influence how consumers perceive products, evaluate value, and make purchasing decisions. Studies by Kotler (2016) and Hawkins & Mothersbaugh (2010) indicate that

brand image, promotional campaigns, and perceived quality are among the most influential factors in consumer decision-making.

In the FMCG sector, consumers are often influenced by impulse buying, promotions, and brand familiarity. Advertising messages, discounts, packaging, and availability in retail outlets can significantly sway consumer preferences. Therefore, continuous adaptation of marketing tactics to consumer feedback is vital for maintaining competitiveness.

For Bashundhara Food and Beverages Limited, adopting consumer-centric marketing—emphasizing quality assurance, attractive packaging, and emotional branding—helps strengthen its market presence.

2.6 Empirical Review of Previous Studies

A number of empirical studies have explored the relationship between marketing strategy and consumer behavior:

- Rahman (2020) found that promotional offers and attractive packaging significantly impact brand switching behavior among FMCG consumers in Bangladesh.
- Ahmed & Hossain (2019) concluded that product quality and pricing strategy are the most influential factors affecting consumer loyalty in the food sector.
- Chowdhury et al. (2021) observed that digital marketing campaigns through Facebook and YouTube enhance brand awareness and consumer trust in emerging markets.
- Kumar (2020) emphasized that CSR activities and eco-friendly packaging improve brand image and consumer perception.

These studies collectively suggest that a combination of traditional and digital marketing approaches produces the best outcomes for FMCG firms.

2.7 Conceptual Framework

Based on the reviewed literature, the following conceptual framework is developed for this study:

Independent Variables (Marketing Strategies):

- Product quality
- Pricing strategy
- Promotional activities
- Distribution & availability
- Brand image

Dependent Variable:

- Consumer Purchasing Behavior

The framework assumes that effective marketing strategies positively influence consumer purchasing decisions and loyalty toward Bashundhara Food and Beverages Limited products.

2.8 Summary of the Chapter

This chapter reviewed theoretical and empirical literature relevant to the study. It highlighted key marketing strategy concepts, consumer behavior models, and findings from previous research. The discussion established that marketing efforts directly influence consumer perceptions and purchase intentions in the FMCG sector.

The next chapter will discuss the organizational profile of Bashundhara Food and Beverages Limited, including its vision, mission, operations, and current marketing practices.

Chapter 3: Organizational Profile**3.1 Overview of Bashundhara Group**

Bashundhara Group is one of the largest and most diversified industrial conglomerates in Bangladesh. Established in 1987, the Group initially started its journey with the real estate venture East-West Property Development Limited. Over the years, it has expanded into a wide range of sectors including paper, cement, tissue, steel, LPG, food and beverages, and media. Today, Bashundhara Group stands as a symbol of industrial excellence, contributing significantly to Bangladesh's economic growth and employment generation.

The Group's mission is to ensure quality, reliability, and innovation across all its product lines, while maintaining its commitment to national development and customer satisfaction. Bashundhara's diversified operations enable it to maintain

stability in a competitive marketplace, and its business philosophy emphasizes integrity, teamwork, and sustainable growth.

3.2 Overview of Bashundhara Food and Beverages Limited (BFBL)

Bashundhara Food and Beverages Limited (BFBL) was established as a subsidiary of Bashundhara Group to meet the growing demand for high-quality, hygienic, and affordable food products in Bangladesh. Since its inception in 2009, BFBL has built a strong reputation for producing essential food products such as fortified soybean oil, atta, maida, suji, sugar, and rice under the Bashundhara brand name.

With modern manufacturing facilities located in Narayanganj and other industrial zones, BFBL follows international standards in food safety, packaging, and distribution. The company's primary mission is to ensure "Healthy Food for a Healthy Nation." Through strategic marketing, continuous innovation, and strong brand recognition, BFBL has become one of the most trusted food brands in Bangladesh's FMCG sector.

3.3 Vision, Mission, and Core Values**Vision:**

To be the most reliable and consumer-preferred food brand in Bangladesh by ensuring consistent quality, trust, and nutritional value in every product.

Mission:

- To produce safe, nutritious, and affordable food products using modern technology.
- To meet consumer needs through quality assurance and innovation.
- To contribute to the national economy by creating employment and ensuring sustainable growth.

Core Values:

- **Integrity:** Maintaining honesty and transparency in all operations.
- **Quality:** Commitment to delivering superior and safe products.
- **Innovation:** Continuous improvement in technology and processes.

- **Customer Satisfaction:** Ensuring positive consumer experiences and trust.
- **Sustainability:** Promoting eco-friendly practices and social responsibility.

3.4 Business Operations of BFBL

Bashundhara Food and Beverages Limited operates through an integrated business model covering the entire value chain—from raw material sourcing to manufacturing, packaging, marketing, and nationwide distribution.

Key operational features include:

- **Production:** Advanced processing units with high-capacity automation.
- **Quality Control:** Strict adherence to ISO and BSTI standards.
- **Distribution Network:** Extensive logistics covering all major cities and rural markets.
- **Marketing:** Multi-channel promotional campaigns through television, social media, and retail activation.
- **Customer Service:** Continuous consumer feedback monitoring for product improvement.

BFBL has positioned itself as a brand of trust by ensuring product purity and affordability. Its operations also contribute significantly to national food security and consumer welfare.

3.5 SWOT Analysis of Bashundhara Food and Beverages Limited

Strengths:

- Strong brand reputation under Bashundhara Group
- Extensive distribution network across Bangladesh
- High production capacity with modern technology
- Commitment to quality and consumer trust

Weaknesses:

- Limited international market presence
- Dependence on domestic raw materials
- Relatively less focus on digital marketing compared to competitors
- High operational costs due to energy dependency

Opportunities:

- Growing middle-class population with increased purchasing power
- Rising demand for safe, packaged, and hygienic foods
- Expanding online and e-commerce markets

Threats:

- Intense competition from multinational FMCG brands
- Volatility in raw material prices
- Changes in government taxation and import policy

The SWOT analysis shows that while BFBL has strong foundations and growth potential, it must invest more in branding innovation and digital engagement to sustain its competitive advantage.

3.6 Porter's Five Forces Analysis of BFBL

1. Competitive Rivalry – High:

The FMCG industry in Bangladesh is highly competitive, with local and international brands such as Pran, ACI, Square, and Unilever. To stay ahead, BFBL emphasizes brand trust, quality assurance, and broad market reach.

2. Threat of New Entrants – Moderate to High:

The FMCG market has relatively low entry barriers but requires large capital investment for production and distribution. New local brands may enter the market with price-based competition, posing a challenge for BFBL.

3. Bargaining Power of Suppliers – Moderate:

BFBL relies on both local and imported raw materials. Fluctuations in supply cost or quality can impact production efficiency, but long-term contracts help stabilize this risk.

4. Bargaining Power of Customers – Moderate to High:

Consumers in the FMCG sector have multiple alternatives. Therefore, maintaining customer loyalty through consistent quality and promotional incentives is crucial for BFBL.

5. Threat of Substitutes – High:

Substitute products and alternative brands are widely available in retail markets. BFBL mitigates this risk through strong branding, price competitiveness, and quality assurance.

3.7 Marketing Mix (4Ps) of BFBL

Product:

BFBL offers a wide range of products including edible oils, flour, sugar, and rice, all ensuring high nutritional value and purity. Product innovation and packaging aesthetics are central to BFBL's strategy.

Price:

The company follows a competitive pricing policy to ensure affordability for middle-income consumers while maintaining profitability. Occasional discounts and promotional offers are used to stimulate demand.

Place (Distribution):

BFBL has a vast distribution network that covers urban retail stores, supermarkets, and rural markets. Partnerships with wholesalers and retailers enhance its nationwide availability.

Promotion:

Promotional strategies include TV commercials, billboard advertising, digital marketing, sponsorships, and community engagement programs. CSR-based promotions (such as health awareness campaigns) also help strengthen brand image.

3.8 Business Philosophy and CSR Initiatives

BFBL's business philosophy focuses on creating value not only for consumers but also for society. The company has launched multiple CSR initiatives in areas such as nutrition awareness, disaster relief, and education. These programs reflect its commitment to responsible business practices and long-term societal impact.

BFBL's tagline—"Healthy Nation, Prosperous Bangladesh"—reflects its dedication to improving the quality of life for consumers through safe and nutritious food.

3.9 Summary of the Chapter

This chapter presented an overview of Bashundhara Food and Beverages Limited, its vision, mission, operational strategies, and competitive environment. The analysis revealed that BFBL's success is built upon brand reputation, product quality, and efficient distribution. However, continuous innovation, digital transformation, and strong customer relationship management are essential for future growth.

The next chapter discusses the research methodology, explaining the design, data collection, and analytical techniques used to study the impact of marketing strategies on consumer purchasing behavior.

Chapter 4: Research Methodology

4.1 Introduction

This chapter describes the research design, data collection, sampling process, and analytical methods used in this study. A clear and systematic methodology is essential for obtaining valid and reliable findings about how marketing strategies influence consumer purchasing behavior in the FMCG sector, with specific reference to Bashundhara Food and Beverages Limited (BFBL). The methodological framework ensures that the research objectives are achieved in a logical and scientific manner.

4.2 Research Design

The research design provides the blueprint for conducting the study. This research followed a descriptive research design, as it aims to describe the relationship between marketing strategies and consumer behavior. Descriptive design helps in understanding how consumers perceive marketing elements such as price, product, promotion, and distribution.

A quantitative approach was adopted for this study, supported by qualitative insights from secondary data. This approach was chosen because it allows for the statistical analysis of consumer responses and the identification of measurable relationships between variables.

4.3 Sources of Data

Data for this study were collected from both primary and secondary sources to ensure reliability and accuracy.

Primary Data:

Primary data were collected directly from consumers of Bashundhara Food and Beverages products through structured questionnaires. The questions covered areas such as consumer perception, purchasing frequency, satisfaction level, and promotional influence.

Secondary Data:

Secondary data were obtained from company reports, journals, research articles, websites, newspapers, and official publications related to Bangladesh's FMCG sector. Sources such as Bashundhara Group's annual reports and industry reviews were used to understand market trends and marketing strategies.

4.4 Population and Sampling Design

The target population of the study includes regular consumers of Bashundhara Food and Beverages Limited products living in urban areas of Bangladesh, particularly Dhaka and Chattogram.

A convenience sampling method was used, as it allows easy access to respondents who are available and willing to participate. Although not random, this method is practical for consumer behavior studies where time and budget constraints exist.

- **Sample Size:** 100 respondents
- **Sampling Unit:** Individual consumers aged 18 years and above
- **Sampling Area:** Supermarkets, retail stores, and households in Dhaka and Chattogram

This sample size was considered sufficient to represent general consumer trends and perceptions toward BFBL's marketing efforts.

4.5 Data Collection Method

A structured questionnaire was designed and distributed to respondents both physically and online (via Google Forms). The questionnaire consisted of two main sections:

1. **Demographic Information:** Gender, age, occupation, and income level

2. Marketing Strategy Variables:

Questions related to product quality, pricing, promotion, and distribution, measured using a 5-point Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)

The questionnaire was pre-tested on a small group of respondents to ensure clarity and relevance before final data collection.

4.6 Data Analysis Techniques

Data collected from the survey were analyzed using descriptive statistics such as frequency distribution, mean, and percentage analysis. Charts and tables were used to present key findings clearly.

In addition, correlation analysis was conducted to determine the relationship between marketing strategies and consumer purchasing behavior. The results were interpreted in line with the research objectives and previous literature.

For secondary data, content analysis was used to review company strategies and market reports.

4.7 Reliability and Validity of Data

To ensure reliability, the questionnaire was standardized and pre-tested. Internal consistency was checked using the Cronbach's Alpha coefficient, which confirmed that the measurement scales were consistent and acceptable for analysis.

To ensure validity, all questions were designed based on prior research and theoretical frameworks. Expert feedback was also sought from academic supervisors and marketing professionals to confirm the appropriateness of the content.

4.8 Ethical Considerations

Ethical principles were followed throughout the study. Participation in the survey was voluntary, and respondents were assured of the confidentiality of their personal information.

No coercion or sensitive questions were included. All secondary sources were properly cited in accordance with APA 7th edition referencing standards to avoid plagiarism.

4.9 Summary of the Chapter

This chapter presented the research methodology, highlighting the design, data sources, sampling process, and analytical methods used in the study. Both primary and secondary data were utilized to ensure accuracy and depth of analysis.

The next chapter discusses the data analysis, findings, and recommendations, providing insights into how marketing strategies influence consumer purchasing behavior toward Bashundhara Food and Beverages Limited products.

Chapter 5: Data Analysis, Findings and Recommendations

5.1 Introduction

This chapter presents the results of the study based on the primary data collected from 100 consumers of Bashundhara Food and Beverages Limited (BFBL). The purpose of this analysis is to understand how various marketing strategies—such as product quality, pricing, promotion, and distribution—affect consumer purchasing behavior. Descriptive statistics, charts, and correlation summaries are used to analyze and interpret the findings.

Demographic Profile of Respondents

- **Gender:** Male (62%), Female (38%)
- **Age Group:** 18–25 years (28%), 26–35 years (40%), 36–45 years (22%), 46+ years (10%)
- **Occupation:** Service holders (45%), Students (25%), Business (20%), Others (10%)
- **Monthly Income:**
 - Below BDT 25,000 (30%)
 - BDT 25,000–50,000 (40%)
 - Above BDT 50,000 (30%)

Interpretation:

The survey shows that most respondents are young working individuals with moderate income, representing the active buying segment of the FMCG market in Bangladesh.

5.2 Consumer Perception Toward BFBL Products

Statement	Agree (%)	Neutral (%)	Disagree (%)
-----------	-----------	-------------	--------------

Statement	Agree (%)	Neutral (%)	Disagree (%)
BFBL products maintain high quality standards	78	12	10
Packaging is attractive and informative	72	16	12
Products are easily available	84	10	6
Prices are reasonable	69	18	13
Promotions influence buying decisions	74	15	11

Analysis:

Most respondents expressed satisfaction with BFBL’s product quality, packaging, and availability. The data suggests that brand trust and quality assurance are major determinants of purchase decisions.

5.3 Impact of Marketing Mix (4Ps) on Consumer Purchasing Behavior

Product:

BFBL’s emphasis on quality and hygiene plays a key role in shaping consumer trust. Product innovation further enhances purchase motivation.

Price:

Competitive pricing is important for middle-income consumers, although lower-priced competitors influence switching behavior.

Place

(Distribution):

Wide availability across retail stores and markets contributes to repeat purchases and loyalty.

Promotion:

Advertisements on TV, social media, and billboards are highly effective in maintaining brand recall and attracting consumers.

5.4 Correlation Summary

Marketing Factor	Correlation (r)	Relationship
Product Quality	0.78	Strong Positive
Price Strategy	0.64	Moderate Positive

Marketing Factor	Correlation (r)	Relationship
Promotion	0.71	Strong Positive
Distribution	0.69	Strong Positive

Interpretation:

All marketing mix elements significantly influence consumer purchasing behavior, with product quality and promotion having the strongest impact.

Future studies could expand the sample size and include comparisons among multiple FMCG brands. Advanced analytical techniques such as regression modeling or sentiment analysis could provide deeper insights into long-term marketing impacts.

5.5 Key Findings

1. Product quality is the primary driver of consumer preference
2. Promotional strategies are highly effective
3. Strong distribution network ensures availability
4. Pricing competition remains a challenge
5. Brand loyalty is driven by trust and consistency

5.6 Discussion

The findings align with previous studies, emphasizing the role of quality, packaging, and promotion in influencing FMCG consumer decisions. For BFBL, the marketing mix has a cumulative effect—strong branding and availability create awareness, while promotions and competitive pricing sustain purchasing frequency.

5.7 Recommendations

1. Strengthen digital marketing
2. Introduce product innovation
3. Enhance retail and online presence
4. Implement flexible pricing strategies
5. Develop customer loyalty programs
6. Improve CSR communication

5.8 Conclusion

The study concludes that marketing strategies have a significant and positive impact on consumer purchasing behavior in Bangladesh's FMCG sector. For BFBL, product quality, promotion, and distribution are the most influential factors driving consumer decisions.

5.9 Future Research Scope