

Appropriate Marketing Communication Channels Affected by Consumer Behaviour and Segmentation

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Abstract: *Understanding consumer behaviour is crucial for marketers in order to identify market opportunities, target the appropriate client segments, and make better informed decisions in order to meet business objectives. This essay provides examples of how marketing communications affect customer behaviour and consumer segmentation. Utilizing both online and offline marketing communication methods, marketing communication has played a significant role in connecting with customers. Marketing efforts may be more successful if clients are divided into distinct generations since this allows marketers to communicate with different consumer generations using the most suitable and efficient marketing channels.*

Keywords: consumer, marketing, customers