

**AN ANALYTICAL STUDY OF IMPACT OF MARKETING STRATEGIES OF COMPANY IN
DEVELOPING BRAND NAME AND BRAND ACCEPTANCE OF CONSUMER
DURABLE GOODS WITH SPECIAL REFERENCE TO NAGPUR REGION
(FROM THE DEALERS PERSPECTIVE)**

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ABSTRACT

This present study is focused on marketing strategies adopted by various companies manufacturing consumer durable in white goods sector. Since the firms sell their consumer durable white goods in a competitive market, several parameters and factors are considered for consumer durable white goods taking various marketing strategies to dominate the market. Now a day's sales maximization is synced with marketing strategies. This paper studies the dealers perspective to understand the impact of various strategies in terms of the influence it has on the purchase decision. During research, the researcher learned that it is a lot cheaper to keep existing customer happy than to attract new one. But maintaining relation with existing customer in level that constantly encourages them to stay with a company is a dynamic and meticulous job. And hence innovation in marketing strategies is very important and is a need of the hour.

KEYWORDS: Marketing Strategies, Consumer Durables, White Goods, Sales Maximization