Prelude

Much has evolved and transpired in the business environment during the last decade and the landscape of marketing management is constantly and continuously being reshaped and embellished. Globalization, new technology, the vagaries of the world market, innovations and emerging concepts like intellectual capital knowledge workers, E-business and so on are riveting the attentions of managers and finding a prominent place in the management literature. By adapting innovative marketing practices to the changing needs, organizations could become high performing systems.

Marketing is an exciting subject to study. Markets are the basis for the wealth of western economies and marketers help make markets becomes more efficient and effective. Marketing takes place within a complex environment of social economic, political and technological forces. It is the marketers who have been a driving force in making an even wider range of goods and services available to buyers, seeking to acquire a better understanding of buyers needs and trying to deliver better products at lower prices than competitors.

Today studying and understanding consumer behavior is prerequisite for the success of the firm in the market place and individuals in the workplace. It is constantly being cross-fertilized by perspectives from many different disciplines. It provides insights into product, pricing, retail, advertising and communication strategies. Although Consumer behaviour is still entrenched in its tried and true theoretical foundation, it has always
been a goal of the researchers to anticipate where the field is going in the future and this piece of research work carries on that forward thinking goal.

The first chapter constitutes a brief overview of marketing management, integrated marketing communication perspective, and consumer behavior.

The second chapter is a brief overview of research literature in the field of research topic, objective of the study, its contributions and limitations and a brief information of the Durg District, the place of research study.

The third chapter is about the field of Consumer Buying Behaviour which tries to explain why consumer buys, when does consumer buys, where does consumer buys, for whom it buys, how it buys, who influences and responsible for the buy, the selection factor for buy, etc. It illustrates some of the consumer behaviour model used in the study.

The fourth Chapter gives an understanding of Product and its classifications, the Concept of Brand, its relationship with the buyer, which is one of the most important unseen and extraneous factors for the study.

The fifth chapter gives an overview of the consumerism, rules and regulations, which is available for the protection of rights of the consumer and vice-versa.

The sixth chapter constitutes how the research was conducted and the research methods.

The seventh chapter, which is the spinal chord of the research study, constitutes the analysis, result and findings. It has been observed and inferred during the study that there is difference between consumer
behaviour and buying behaviour; consumer, buyer and user; and the factors for the purchase of different category of durable goods.

The last eight chapter discusses the issues pertaining to the research problem, its result, and solution to the problem. The future implications of the research study and the discipline are of great importance because it is ever growing field and the product's are to be developed for consumption. To know it, study of consumer behaviour is essential and also to market it the same factor is responsible. Hence the field of Integrated marketing communications with the Study of Consumer Behaviour is of immense importance to marketers and marketing organizations.

There are several researchers and scholars in India and abroad who have substantially contributed to the understanding of marketing communications and consumer behaviour that is briefly mentioned in the section, research literature review. Till today, the thirst for quenching the research study subject is unfulfilled and will be the zest for academicians for future research.

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