PREFACE

We are today living in an era of global competition in which consumers' expectations are reaching the skies. It is a buyers' market and all companies are using various marketing strategies to not only increase sales but also to retain consumers and attract consumers from the competitors. It is the era of consumers wanting value for money. In an endeavour to do so, marketers launch many a sales promotion campaigns, and advertisements carrying sales promotion messages are the order of the day. However many a times such messages do not reveal the total truth about the schemes, the companies in an effort to survive in an increasingly commercial world of cut throat competition, do resort to concealment of certain facts and in this way, perceptual deception too has become the order of the day.

As such in this research work which has been carried out for the award of the doctoral degree in Commerce, I have tried to analyse the various sales promotion schemes advertised, and their impact on the attitudes, lifestyles, purchase decision, family peace and harmony and consumer satisfaction of Urban women in Pune city.
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