PREFACE

With gradual evolution of marketing practices, marketers began to consider consumer needs and wants as the starting point as the starting point and primary focus of attention. Integrated marketing effort was directed towards enhancing consumer satisfaction, which was visualised as the key towards realisation of organisational goals. The effort was to make consumer the king. However over the years this claim was proved to be hollow in nature. It became quite common for marketers to give only lip service and consumers’ exploitation ranged from absence of information, misleading claims, poor quality, and irregular supplies to rising prices.

Consumers’ dissatisfaction arising out of such disregard to consumers’ interest over the years snowballed into a form of organised movement on the global platform, which popularly became known as consumerism. In the frontier of social responsibility also the marketers were found wanting both in meeting social obligations of business as well as delivering products that take care of the long term interest of the society. The role of the state in providing necessary information to common man towards bringing in cognitive, behavioural, action and value based changes were also found to be inadequate.

This study is therefore an approach towards finding out the state of affairs with regard to both consumerism and social marketing efforts in the city of Calcutta and towards finding if greater
amount of social marketing initiatives helps in ushering in increased level of awareness among the consumers thereby creating possibilities of strong consumer groups for protection of consumers’ interests.

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