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Impact of Integrated Marketing Communication on Consumer Behaviour: Effects on Consumer Decision – Making Process

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Abstract

Integrated marketing communication (IMC) is one of the most controversial areas of research, the concept marking a constant progress from the simple coordinating of promotional tools to a complex strategic process. Further to the evolution of modern marketing, where IMC has become a major way of achievement the objectives of a company, there is a need to identify opportunities to increase its impact on consumer behaviour. Therefore, is of interest, the relatively recent approach found in the literature, according to which IMC works specifically through all the four classic elements of the marketing mix: product, price, placement and marketing communications. In this context, this paper intends to clarify some aspects regarding the effects of IMC on the consumer behaviour, materialized in the consumer decision- making process.

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