

## **Research Proposal- Dinesh VC - 202110106**

The Integrated Marketing Communication (IMC) is a comprehensive model which can meet the diverse and unique requirements of the firm. The idea of Integrated Marketing Communication (IMC) was introduced in 1980s by Schultz. It has got a relevant position in business scenario. Since customer expectations and buying behaviour patterns keeps on changing, it is essential for the companies to adopt the changes and continue with the same. The IMC is the blend of traditional and modern, online and offline, product and customer-centred model which can increase the success ratio of marketing to the great extent. Choosing only online or offline marketing strategy is risky and uncertain. Hence, the management consultant and experts recommend to integrated marketing communication strategy to minimize the risk and maximize the returns. The present study aims what are the integrated marketing communication strategies adopted by the industrial organizations and how do they impact on the customer satisfaction. Also the impact of IMC in getting quality products meets highest standards to the customers also. qqThe study is targeted for building material product niche from South India.

The proposed study considers as traditional and modern, offline and online strategies adopted for integrated communication marketing by the industrial organizations from real estate sector based in south India. The study compares and contrasts the weightage given for traditional, digital, social media marketing such as newspapers, brochures, pamphlets, social media, company website, mobile applications etc. to examine the current and emerging trends in IMC. The outcomes and impact of IMC will be analyzed through the customer information system, value chain and customer satisfaction. The study is qualitative in nature. The survey method is proposed. Both primary as well as secondary data will be used. The customer centricity, strategic marketing management, optimization of resources and sustainable business growth are considered in the present research.