A STUDY OF BRAND PREFERENCE IN CHOCOLATE MARKET WITH SPECIAL REFERENCE TO KARNAL DISTRICT

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ABSTRACT
In our everyday life we are buying and consuming a variety of goods, services and ideas. However, we have different tastes, likes and adopt different behavior pattern while making purchase decision. The consumer behavior is concerned with consumer's buying behavior rather than actual consumption. Brand preferences are usually studied by attempting to profile and understand loyal consumers. This paper presents a study of changes in brand preferences. Theory and research is used to propose and test a model based on the proposition that changes in brand preferences and their development are the result of life events that serve as markers of life transitions. Changes are viewed to be the result of adjustments to new life conditions and changes in consumption lifestyles that reflect consumer efforts to cope with stressful life changes. The data support these notions and suggest implications for consumer research.

KEYWORDS: Brand, Consumer, Behavior, homogenous