

THE BRAND PREFERENCE OF NAGARJUNA HERBAL CONCENTRATES LTD. IN IDUKKI DISTRICT

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ABSTRACT

Consumers brand preferences represent a fundamental step in understanding consumer choices. A deeper understanding of such preference dynamics can help marketing managers' better design marketing program and build a long term relationship with consumers. Despite the existence of some studies investigating how brand preference is built and changed, most of them focus on examining factors from consumer behavior perspective or advertising perspective. The study was conducted in Idukki District and data were collected through pre-tested structured interview schedule and to understand THE BRAND PREFERENCE OF NAGARJUNA HERBAL CONCENTRATES LTD. In IDUKKI DISTRICT

There has been a long standing interest from marketers to understand how consumers form their preferences toward a specific brand. Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase. Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing strategies. It also uncovers the heterogeneity of consumer choices leading to efficient market segmentation strategies. However, forecasting consumer's preferences between brands is not an easy task

KEYWORDS: Brand Preference, Consumer