

MARKETING OF DIFFERENT BRANDS OF REFRIGERATOR IN KORBA CITY (C.G.) – AN ANALYTICAL STUDY

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ABSTRACT

Marketing is an activity which is an outcome because of the existence of the ultimate consumer. In our daily life we are buying and consuming things & services. These products may be offered by more than one manufacturer & yet all have certain predetermined preferences & choices for particular products & brands which may not be static but changing with time. Each consumer is unique and shows different behaviour patterns before during and after purchase. These differences are a reflection of his/her unique cultural, social, personal and psychological backgrounds which are dealt in the discipline of consumer behaviour. This paper tries to deal with marketing of different brands of refrigerator in Korba city (C.G.) through an analytical study.

KEY WORDS: Marketing, consumer behaviour, buying decisions, important factors.

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