



A STUDY ON CUSTOMER PREFERENCE ON BUYING DIFFERENT BRAND OF CAR

Dr. M. Rekha¹ & Ms. R. Lavanya²

Assistant Professor¹ & Student²

**PG Department of Accounting & Finance,
SDNB Vaishnav College for Women, Chennai**

ABSTRACT

The purpose of the study has to understand consumers' various preferences for purchasing a particular brand of car. As "cultural accessories and personal philosophies," brands have grown in significance throughout both the economy and culture. By projecting the image of the company, the product, and the nation as a whole, the brand building process added value. The automobile sector was selected as a suitable study subject due to the recent rise in the number of new car product brands. The aim of the research was to delineate the Brand Equity measurement approaches that are relevant to the automotive sector. 254 respondents were examined in the paper. The study's findings indicated that brand choice was a significant factor in brand loyalty.

KEYWORDS: *Customer Preference, Brand, Image, Loyalty.*