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Brand Preferences and Factors Influencing for Purchase of Branded Ready-To-Eat Food Products in Belgaum City of Karnataka State, India

G. B. Chaitra^{1*} and N. M. Kerur²

¹Malwa College, Bathinda, Affiliated to Punjabi University, Patiala, Punjab – 151001, India

²Department of Agribusiness Management, College of Agriculture, University of Agricultural Sciences, Dharwad, Karnataka - 580 005, India

Dr.M.Prakash

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