**Abstract**

Consumer brand preference 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. The customer spends much time to choose the desired brand based on his/her requirements. So, a study has been done to identify the underlying factors of brand preference for cars. Information has been collected from 200 respondents and it is found that most of the customers prefer Skoda cars and they are highly satisfied with the technologies like airbags and ABS