



Application of the concept of variety seeking behavior amongst the current younger generation with special reference to breakfast food combinations

Soumya Shukla*, Ms Shazia Rahman and Subroto Guha****

*(2009-2010), Post Graduate Diploma in Advertising and Sales Management, Patna Women's College, P.U., Patna

**Lecturer, Department of Advertising, Sales Promotion and Sales Management, Patna Women's College P.U., Patna

The younger generation of 21st Century is seen possessing variety seeking behaviour, when it comes to breakfast food combinations. This is to because of the fact that, different options are available and the behavioural tendencies are guided / influenced greatly by life style and personality orientations. This study is an attempt to analyse this particular behavioural dimension of the current younger generation.

Key words: Variety seeking Behaviour, Younger Generation, Breakfast food Combinations.
