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DRIVERS OF DEMAND FOR KITKAT CHOCOLATES

Abstract.

In order to gain a foothold in the market, the company must constantly follow the changing needs of consumers, supplement and/or update the range of products offered. Every company cares whether the product it offers will bring profit, increase sales and attract new users. Therefore, it is important for the company to analyze the popularity of the product, to find out the possibilities of obtaining higher profits. The aim of the research is to determine the demand for KitKat chocolates among consumers. Research objectives: 1) to analyze the perception of the company's customers about KitKat chocolates, their flavors and assortment; 2) find out the most preferred flavors of KitKat chocolate bars. The research seeks to answer the question "What affects the demand for Kitkat chocolates – new flavors, price or consumer loyalty to the brand?" The research methods are the analysis and summarization of scientific literature, questionnaire survey. The popularity of the product in Lithuania and the possibility of selling new flavors of this product are examined. The results of the study show that the main factor that determines the choice of KitKat chocolates is the taste, and the brand is not so important.

Key words: *demand, consumer, flavors, chocolate.*