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Consistent, Consumer Preferences Have Also Been Shown To Be Inconsistent, Changing Over Time And According To The Situation And The Way In Which Information Is Presented. In Turn, While Information Provision And Choice Are Important, Neither Necessarily Leads To Improved Consumer Decision-making Or Changes In Consumer Behaviour. A 4th, 2024  
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P. Thulasi Research Scholar, Department Of Commerce And Business Administration, Bharath Institute Of Higher Education And Research, Chennai, Tamilnadu  
Dr. D. Venkatrama Raju Professor And Head, Department Of Commerce And Business Administration, 4th, 2024.

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