

ABSTRACT

The use of foam has been steadily increasing in Pakistan over the last few decades. A number of foam manufacturing companies are meeting the market demand. Master foam Pvt. Ltd. is producing seven brands, with Master as known to be most popular. The other popular companies which produce foam for the consumers are Diamond, Al-Khair, Canon and United.

The present project aims at investigating **personal attributes of the consumers of five selected foam brands, various quality features of these brands, consumers' switchover attitude from one brand to other and factors that prompt this attitude.** In addition, sale forecasting was also done in the case of Master Foam.

A sampling design was followed selecting a random sample of 475 respondents at Lahore for this study. The results and conclusions offer valuable information for developing effective production as well as marketing strategies. Sales forecast for Master Foam could also be useful in this regard.