

**FACTORS INFLUENCING BRAND PREFERENCE OF CONSUMERS  
TOWARDS SELECTED ELECTRONIC HOUSEHOLD APPLIANCES:  
SPECIAL REFERENCE TO MANMUNAI NORTH DIVISION OF  
BATTICALOA.**



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## ABSTRACT

This study gives an insight in to the electronic household appliance market industry in Sri Lanka. electronic household appliance manufacturers and marketers are facing hyper competition in Sri Lanka. electronic household appliance marketers should have clear idea about the factors which are influencing the choice of the electronic household appliance to design, produce, set price, communicate and promote the electronic household appliance in such manner to get more market share and win hole hard of the potential consumers. So, it is important to know the factors affecting brand preference of electronic household appliance.

This study aims to investigate the factors influencing brand preference of consumers towards selected electronic household appliances: special reference to manmunai north division of Batticaloa. In this Offices, 390 consumers were chosen as a sample, and they were given questionnaires to complete. Additionally, descriptive statistics, correlation, regression, and mediating analyses were used to analyses the gathered data. The analyses were done using SPSS.

The result of the correlation analysis indicates that all the variables are positively related to the brand preference. The study reveals that advertising, price of the brand, trust on the brand and subjective norm play a crucial role in influencing brand preference. The findings suggest that advertising could be a powerful marketing tool to influence brand preference towards electronic household appliances in manmunai north division of Batticaloa.

Moreover, this study provides valuable insights into the factors that influence brand preference towards electronic household appliances in manmunai north division of Batticaloa. The results of the study suggest that brand loyalty, advertising, brand availability, price of the brand, trust on the brand, product factors, certification and subjective norm are all significant factors that marketers should consider to influence brand preference.

**Keywords:** Brand Preference, Advertising, Price of The Brand, Trust on The Brand and Subjective Norm

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