

# “THE CONSUMER BUYING BEHAVIOUR AND PREFERANCE TOWARDS EXERCISE BOOKS IN THE BATTICALOA DISTRICT”

501-465883/205493  
HAD (PR)



PERMANENT REFERENCE

MISS. VINOETHINI NADARAJAH



Project Report  
Library - EUSL



DEPARTMENT OF COMMERCE  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY  
SRI LANKA  
2000.

# CONTENTS

Title pages	
Acknowledgement	
Contents	
<b>CHAPTER – 1</b>	
<b>INTRODUCTION</b>	<b>1-8</b>
1.1 Introduction	2
1.2 Problem Identification	3
1.3 Objective of the Research	3
1.4 Conceptualisation	3
1.5 Methodology	4-7
1.6 Limitations	7-8
<b>CHAPTER –2</b>	
<b>LITERATURE REVIEW</b>	<b>9-21</b>
2.1 Introduction	10
2.2 A model of consumer behaviour	11
2.3 Types of buying behaviour	11-13
2.4 Buying Roles	13
2.5 Major factors influencing buying behaviour	13-17
2.6 Stages in the buying decision process	17-19
2.7 Marketing mix	19-21
<b>CHAPTER –3</b>	
	<b>23-50</b>
3.1 Introduction	23
3.2 Personal Information	23-26
3.3 Research Information	26-50
<b>CHAPTER –4</b>	
	<b>51-56</b>
4.1 Factors determine the consumer buying behaviour in purchasing exercise book	51
4.2 Personal Information	51
4.3 Research Information	51-56
<b>CHAPTER –5</b>	<b>58-62</b>
5.1 The extend of importance to each elements of the marketing mix	58
5.2 Conclusion	59-60
5.3 Recommendation	60-61
5.4 Implication	61-62
Bibliography	
Appendix	
Questionnaire	1-IV