

PERMANENT REFERENCE

**CONSUMER BUYING BEHAVIOR AND
PREFERENCE WITH SPECIAL REFERENCE
TO THE COMMERCIAL BANKING PRODUCTS
IN THE BATTICALOA DISTRICT**

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Project Report
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2001.**

ABSTRACT

In the marketing environment, consumers are the key factors. So first, we must study the Buying behavior and preference of consumers and proceed with other things. Find out what extent the commercial banks are considering the factors which determine the consumer buying behavior and preference in the Batticaloa district is a significance matter. So, I have started to do a research study on **"Consumer buying behavior and preference with special reference to the commercial banking products in the Batticaloa District."**

This research analysis consist five chapter each of it has it's own importance.

The first chapter is the introduction. This deals mainly the problems in the research, objectives of the study, research question, conceptualization, methodology, assumptions, and limitations.

The second chapter is literature review. It deals mainly the introduction of consumer buying behavior and its importance in marketing management and other theoretical matters relating to the consumer behavior.

The third chapter is data analysis and presentation. This deals consumer-buying behaviors responded by the consumers through a structured questionnaires relating to the banking products in the Batticaloa district.

The fourth chapter is discussion, which deals with the discussion of three dimensions of the factors influencing consumer buying behavior and preference.

The last chapter is conclusion. It concern what are the present situation of the banking products market in the Batticaloa, what are the changes should be made by the commercial banks which are functioning in the Batticaloa district and include the implications of this research study.

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