

PERMANENT REFERENCE

**“CONSUMER’S PERCEPTION AND BRAND
BEHAVIOUR OF SOFT DRINK PRODUCT IN
THE BATTICALOA DISTRICT”**

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Abstract.

In the marketing environment 'consumer's satisfaction' is the most important factor. Satisfying the consumers is a key to achieve the sustainable success in the competitive market. Each and every organization tries to identify the needs desires of target market and offer products in an efficient and effective way. They find out what factors determines the buying behaviour towards purchasing. There fore this research is made on investigating consumer perception and brand behaviour of soft drink product in Batticaloa district.

The aim of study is to identify the factors influencing consumer perception and brand behaviour of soft drink product in Batticaloa district. This study includes four dimensions such as brand behaviour, marketing mix, buyer's characteristics and buying decision making process.

Based on these dimensions 250 questionnaires were issued to consumers and retailers in 12 Divisional Secretariat divisions. The questionnaire was self administered by the researcher. The collected data was analyzed using univariate and multivariate analysis.

This research analysis has been divided into five chapters. Each of it has its own importance.

First chapter is the introduction. This deals mainly the objectives of the study, conceptualization, methodology, and research questions.

Second chapter is the review of the literature. It deals mainly the factors which are influencing the consumer perception and buying behaviour based on the conceptualization model.

The third chapter is data presentation and analysis, this deals with consumer perception responded by consumers through structured questionnaire.

Fourth chapter is discussion, which deals with the discussion of four dimensions, the buyer perception and brand behaviour towards soft drink product.

The last chapter is conclusion .this deal the factors which are determine the buyer perception and behaviour towards soft drink products.