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CONSUMER PERCEPTION AND BRAND BEHAVIOUR OF COSMETIC PRODUCTS IN BATTICALOA DISTRICT

PR

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Project Report
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ABSTRACT

The objectives of the research is to gain a practical experience, practical knowledge, how to apply the theoretical knowledge at the working organization. It was completely differ from the academic period at university

I had to face some challenges, problems and work taking responsibility. Therefore I think, I got successful research experience in that period. In preparation of this report, I have to reveal some theoretical and standard practical work while what was doing in the research period, finally in this report I tried to gathered every experiences briefly in research work, details of research method techniques and procedures, the problem encountered during this research period and most suitable method taken to resolve those problem in the research giving good solutions

In the first chapter it has considered the introduction, objective of the research and the conceptualization, which is related to the research and methodologies used to collect and evaluate the data..

The second chapter it has consists of the existing concepts regarding the consumer perception and brand behavior and also reflects the most suitable concepts to this research.

In the third chapter concerned, collected information and how to analyses the data. It consists of the personal information, information regarding the consumer perception and brand behavior.

All the evaluation of the data was discussed in the fourth chapter that is personal information related to the research information and discussion of consumer perception and brand behavior.

Eventually in the final chapter it has included conclusion and implication to achieve the research objective.

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