

PERMANENT REFERENCE

CONSUMER PERCEPTION AND BRAND BEHAVIOUR  
OF CONFECTIONARY PRODUCTS IN THE  
BATTICALOA DISTRICT.

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## ABSTRACT

Marketing is everywhere; we can not escape it (Kotler and Armstrong, 1999). No matter what your career path will be, you will probably have to consider issues directly or partially related to marketing. The most important objective in any business is to identify and satisfy customers. As a result, marketing is central to any business firm, and any business executive must understand its role in his or her organization.

As considered in the research study with regard to consumer Perception and brand behaviour of Confectionary products in the Batticaloa District under the mention facts have been largely responsible for their brand selection and perception. The research study reveals that, in selecting Confectionary product, the consumer seem to give top priority to factors which are influencing their perception and brand behaviour.

The Qualitative and Quantitative research approach specifically designed to evaluate consumer perception and brand behaviour of Confectionary products in Batticaloa district. According to the population proportion ratio of each Divisional Secretary divisions, two hundred questionnaires were issued to consumers and fifty questionnaires were issued to retailers. Data evaluation was made through the descriptive statistics.

"Identifying the consumer perception and brand behaviour, which influences the consumer with regard to confectionary goods" is the main objective of the study.

The data presentation and analysis was made with respect to each factor in conceptualization. With the results obtained, a discussion was made in chapter 4.

The Researcher has come to the conclusion that, in the category of biscuits, Maliban is the market leader and the Munchi is the next competitor. In Chocolates, Kandos is the market leader and the Edna is the next, and in toffees, Star is the market leader and the Delta is the next competitor. According to this survey, 47.5% prefer Kandos, 23.0% prefer Edna, and 18.5% prefer Ritzbury and 11.0% captured by not known brands. With respect to biscuits, 56% prefer Maliban and 44% Munchiee. 37.5% respondents said, they prefer Star toffee, 36.5 % said Delta, 12% of respondents said Vicks and the rest of 14% of them said they prefer some other brands that they did not know the name of the particular brand.