

PERMANENT REFERENCE

**CONSUMER'S PERCEPTION AND
BRAND BEHAVIOUR TOWARDS
SOYA PRODUCT IN THE AMPARA
DISTRICT**

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ABSTRACT

As of the intensive competition in the market place, organizations should increase their market share to a sustainable growth. The only way that the Companies could able to maintain the market share is by, making the consumers to purchase their products among the competitors. It implies marketers to understand the fact that, what are the factors that lead to purchase a particular marketer's product or services that is ultimately the consumer's perception. So the consumer's perception is a base and essential concept in the marketing. If a firm wishes to bring its brand name as the product name in consumer minds it has to make its brand name very much popular among the consumers and make consumers familiar with their brand name. If a firm does so, it will get competitive advantages over the competitors. So first marketers must study the perception of consumers and brand behaviour.

Evaluating to what extent the Soya market is considering the factors, which determine the consumer's perception and brand behaviour of Soya product in the Ampara district, is a significance matter. So, this research study is concentrated on "consumer's perception and brand behaviour of Soya product in the Ampara district."

For the purpose of this research study, consumer's perception, brand behaviour, marketing mix, buyer's characteristics, decision-making process, and choice or decision have been included in the conceptualization framework.

As a result of this study, it has been revealed that the Soya product market which are functioning in the Ampara district moderately influence the factors determine consumer's perception and brand behaviour of the Soya product in respect to the above dimension. Because of that consumer of the each market facing difficulties in fulfilling their Soya product need.