

PERMANENT REFERENCE

COSUMER BUYING BEHAVIOUR
ON TAMIL WEEKLY NEWS PAPER IN THE
BATTICALOA DISTRICT

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ABSTRACT

In the marketing environment, consumers are the key factors, so first, we must study the buying behavior of consumers and proceed with other things. Find out what extent the weekly newspaper consumers are considering the factors, which determine the consumer buying behavior in the Batticaloa district is a significance matter. So I have started to do a research study on "Consumer buying behavior on Tamil weekly newspaper in the Batticaloa district.

This research analysis consist five chapters. Each of it has its 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, presentation and evaluation. This deals consumer-buying behavior responded by the consumers through a structured questionnaires relating to the Tamil weekly newspaper consuming in the Batticaloa district.

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

The last chapter is conclusion. It concern what are the present situation of the Tamil weekly newspaper market in the Batticaloa district, what are the changes should be made by the marketer which are functioning in the Batticaloa district and include the implication of this research study.

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