

PERMANENT REFERENCE

**“THE CONSUMER BUYING BEHAVIOR ON
COOKING OIL IN BATTICALOA DISTRICT”**

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Project Report
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2004.

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 cooking oil 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 cooking oil in Batticaloa District.

This research analysis consist five chapter each of it has its own importance. The first chapter is the introduction. This deals mainly the problems in the research, objects of the study, research question, conceptualization, methodology assumption 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 presentation and analysis. This deals consumer buying behaviors responded by the consumer through a structured questionnaires relating to the cosmetic soaps consumption 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, recommendation and implication. It concerns what is the present situation of the cooking oil market in the Batticaloa District, what are the changes should be made by cooking oil marketers in Batticaloa District, what are the changes should be made by the cooking oil market which are selling in the Batticaloa District and include the implication of this research study.

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