

**"THE CONSUMER PREFERENCE AND BUYING BEHAVIOR ON
SCHOOL SHOES IN BATTICALOA DISTRICT"**



708

SARASWATHY BALAKRISHNAN



FCM708

Project Report
Library - EUSL

**DEPARTMENT OF MANAGEMENT,
FACULTY OF COMMERCE AND MANAGEMENT,
EASTERN UNIVERSITY,
SRI LANKA.**

2005.

ABSTRACT

The Marketing environment consumer are the key factors. So first we must study the preference and buying behavior of consumer and proceed with others things find out what extent the school shoe consumers are considering the factors, which determine the consumer preference and buying behavior in the Batticaloa district in a significance matter. So I have started to do a research study on consumer preference and buying behavior on school shoe in Batticaloa district. This research analysis consists six chapter each of it has its own importance. The first chapter is the introduction. This deal in mainly in the problem in the research, object of the study, research questions, methods of data collection, assumption, limitation and conceptualization

The second chapter is literature review. It deal mainly in the introduction of consumer buying behavior and its importance in marketing management and other theoretical matter relating to the consumer behavior. The third chapter is research method this hold population and sample selection data collected method questionnaires administration, and data analysis and evaluation

The fourth chapter is data presentation. This deal consumer buying behavior responded by the consumer through structured questionnaires relating to the school shoe consumption in Batticaloa District.

Fifth chapter is discussion, analysis and evaluation which deal with the data presentation out comes and the is evaluation which deal with three dimension of the factors influencing consumer buying behavior

The last chapter is conclusion, recommendations and implications. It concerns what is the present situation of the school shoe market in the Batticaloa district, what are change should be made in the future, what are the changes should be made by the school shoe market which are selling in the Batticaloa district and include the implication of this research study

CONTENTS

	Pages.
Acknowledgement	I
Abstract	II
Abstract	III
Contents	IV, VI
List of tables	VII
List of figures	VIII
CHAPTER - 1 INTRODUCTION	1 - 7
1.0 Introduction	1
1.1 Problem statement	2
1.2 Objectives of study	2
1.3 Methodology	3-5
1.4 Limitations of research	6
1.5 Assumptions of research	6
1.6 Conceptualization	7
CHAPTER - 2 LITERATURE REVIEW	8 - 29
2.0 Understanding of marketing	8
2.1 Definition of marketing management	9
2.2 Model of consumer behavior	10-12
2.3 Major factors influencing consumer behavior	13-16
2.4 Buying decision making process	17-22
2.5 Marketing mix	23-27
2.6 Evaluation	28
2.7 Summary	29

CHAPTER - 3	RESEARCH METHOD	30-37
3.0	Introduction	30
3.1	Conceptual framework	30
3.2	Population and sampling	31
3.3	Questionnaires development	31-32
3.4	Method of data collection	33-35
3.5	Questionnaires administration	36
3.6	Data analysis and evaluation	36
3.7	Summary	37
CHAPTER - 4	DATA PRESENTATION & ANALYSIS	38 - 52
4.0	Introduction	38
4.1	Research information	39-46
4.2	Buyer behavior	47-51
4.3	Summary	52
CHAPTER - 5	DISCUSSIONS	53 - 58
5.0	Introduction	53
5.1	Discussion personal information	53
5.2	Marketing mix	54
5.3	Buyer characteristic	55
5.4	Buyer choice and decision	56-57
5.5	Summary	58

CHAPTER - 6	CONCLUSION AND RECOMMENDATIONS AND IMPLICATIONS	59 - 63
6.0 Conclusion		59-61
6.1 Recommendation		62
6.2 Implication		63
REFERENCES		IX
APPENDIX I		X-XV
APPENDIX I		XVI- XXIII