

**CONSUMER BEHAVIOUR AND PREFERENCE
WITH SPECIAL REFERENCE TO THE PRIVATE HOTELS
IN THE BATTICALOA DISTRICT**



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ABSTRACT

The research of consumer behaviour is a crucial issue in marketing. It is essential for hotel sector to understand the behaviour determinants of people's attitudes & consumption decision.

The consumer behaviour is affected throughout the changes made in the environment. Each & every change in environment reflects in the consumption decision of the consumer, therefore the necessary arise to study the consumer preference and behaviour of hotel services in Batticaloa district.

To identify consumer behaviour and preference of hotel services, five major objectives have formulated. Based on the objectives the conceptualization frame work for this research has developed, in this sequence of conceptualization frame work, the statements in questionnaire were arranged, where pre-selected set of statements were asked to the respondents in order to collect reliable data. Five-point likert scale model of statements were used, which are ranging from 1-5. The questionnaires were issued to 100 consumers who were selected by random sampling basis.

The all private hotels are going on same unhealthy level. As the result of this study, the services marketing mix, that very much determines the consumer consumption behaviour and preference of the hotel services in Batticaloa district. The price, product, promotion, and physical evidence are highly influenced in the services marketing mix. The buyers' characteristics are highly deciding factors for determines the consumer consumption behaviour and preference of the hotel services in Batticaloa district. In fact the cultural factor and psychological factor are moderate deciding factor for this research.

Thank you

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