

**A STUDY ON BUYING BEHAVIOR OF THE BRAND CHOICE OF
LADIES FOOTWEAR: IN MANMUNAI NORTH D.S DIVISION
BATTICALOA DISTRICT**



PATHTHAKUDDY SUMAN



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

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ABSTRACT

Marketers are expected to attract more customers and fulfilling the needs and expectations of their customers. With the continuous growth of competition in the market place, understanding customers has become more and more important method of marketing. Therefore customers are more mobile and knowledge than ever before, searching for a best alternative in their purchasing process, and finally choose their best brand. This process known as customer brand choice. Society and customers expect to be satisfied in each and every aspect of their newly emerged needs by marketers. Thus it becomes necessary for the market orientated businesses to adopt customer brand choice to fulfill the customers' expectations.

This study examined the research problem of Weather brand choice of ladies footwear are influence by their marketing mix and demographic factors; and if so, To What extent the consumer Marketing mix and demographic factors has an influence on Brand choice of Ladies footwear purchase with special reference to Manmunai -North Divisional secretariat area. This research was carried out with the objectives of to identify brand choice of ladies footwear are influence by their demographic and marketing mix factors. To find out the extent of which consumer demographic and Marketing mix factors has an influence on Brand choice of Ladies footwear purchase. Three research questions were formed to test the influence of customers brand choice of ladies footwear. Furthermore conceptual model has been developed to understand the level of influence of two research variables on customer brand choice.

Quantitative methodology has been applied for this research and questionnaires were used to collect data. 200 questionnaires were issued and collected data were analyzed and evaluated as low, moderate, and high level influence of research variables on Brand choice of Ladies footwear. This study found that there is influence of marketing mix and demographic factors on brand choice of Ladies footwear. Research found that, higher level influence driven from footwear marketers' marketing mix offerings and moderate level influence driven from consumes demographic factors. In addition, the study offers suggestions to attend to the consideration on the variables for loosing companies in order to increase their market share in footwear market.

Researcher

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