

**FACTORS INFLUENCING ON CONSUMER BEHAVIOUR IN  
SMARTPHONE MARKET IN HAMBANTOTA DISTRICT**



By

**HEWA WADUGE NERANGI MANAKA**

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## ABSTRACT

The purpose of this study is to identify the factors influencing for consumer behaviour in smartphone market in Hambantota district. In this research Marketing Mix (4 P's) identified as independent variables and consumer behaviour as dependent variable. To satisfy the objectives of the study, researcher has to measure the level of the marketing mix, level of consumer behaviour and impact of marketing mix towards consumer behaviour for purchasing smartphone market in Hambantota district. To analyze the data 150 questionnaires obtained from the consumers who already purchased smartphones in Hambantota. To get the final result researcher did descriptive analysis, correlation analysis simple and multiple regression analysis. The findings indicated that there is a statistically significant positive relationship between product, place and promotion with consumer behaviour. While finding indicated that there is a statistically insignificant weak negative relationship between price and consumer behaviour towards purchasing smartphones. Also it is identified that consumer behaviour will not be totally depends on marketing mix. For that 58.6% of other factors also influenced.

**Keywords:** Smartphone, Consumer Behaviour, Product, Price, Place, Promotion

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