

**“A STUDY ON THE PURCHASING BEHAVIOUR AND  
CHARACTERISTICS OF AUTOMOBILE OWNERS IN THE  
BUSINESS SECTOR” SPECIAL REFERENCE IN MONARAGALA  
DISTRICT**



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## ABSTRACT

Today Automobile play major role on economic growth and development of the country. The automobile has radically changed city life by accelerating the outward expansion of population into the suburbs. Over the last decades the function and performance of the automobile sector are highly commendable. This service must have an understanding of their development role and degree of social responsibility but for all their positives, automobiles carry with them many Negatives. In addition, many hold the rapid increase in vehicle ownership and use responsible for the decentralization of urban areas and the negative effects of the resulting urban sprawl

Now a days the purchase of automobile among the business are high and the most of the business automobile owners do not have enough knowledge about purchase of automobiles and also they have a Problem of Analyze the usage and fuel consumption of the different automobiles therefore there is a need to identify purchasing behavior and characteristics of automobile owner's and how that influence the purchase automobile for business

Therefore this research study intended with the title " A study on the purchasing behavior and characteristics of automobile owner's in the business sector" (special references in monaragala district). here the conceptualization framework has developed by the variables such as Features of Automobiles, nature of business, buyer characteristics and other stimuli.

Primary data were used in this study. Primary data were collected from Questionnaire and interviews and 100 business automobile owners were selected as sample and questionnaires were issued to them to collect the data. Collected data was analyzed by Univariate and Bivariate method. The data were analyzed using the computer packages such as SPSS and Excel

The study was found what are the factors influencing to the purchasing automobile for business activity in monaragala district and which type of automobile are used for their business. Eventually this research report recommends some solution for the business automobile owners to get some knowledge about automobile usage for business activity. In addition to the above, the study offers suggestions to the business automobile owners for their future survival and success

# CONTENTS

	<b>Pages</b>
Title pages	I
Acknowledgement	IV
Abstract	V
Contents	VI
List of Tables	IX
List of Figures	XI
<b>CHAPTER- 1 INTRODUCTION</b>	<b>01-07</b>
1.1 Background of the study.....	01
1.2 Problem statement.....	03
1.3 Research questions.....	04
1.4 Objective of the Study.....	04
1.5 Significance of the study.....	05
1.6 Scope of the study.....	06
1.7 Limitation.....	06
1.8 Assumption.....	6
1.9 Overview of the Study.....	07
<b>CHAPTER-2 LITERATURE REVIEW</b>	<b>08-23</b>
2.1 Introduction.....	08
2.2 Automobile purchase for business activity .....	08
2.3 Features of automobile .....	09
2.4 Nature of business .....	11
2.5 Buyers characteristics .....	13
2.6 Other stimuli .....	19
2.7 Summary.....	23

<b>CHAPTER-3 CONCEPTUAL FRAMEWORK AND OPERATIONALIZATION</b>	<b>24-33</b>
3.1 Introduction.....	24
3.2 Conceptualization .....	24
3.3 Definitions.....	25
3.4 Operationalization.....	31
3.4 Summary.....	33
<b>CHAPTER-4 RESEARCH METHODOLOGY</b>	<b>34-39</b>
4.1 Introduction.....	34
4.2 Study setting.....	34
4.3 Sample size and sampling design.....	35
4.4 Method of data collection and measures.....	36
4.5 Method of Data Presentation and Analysis.....	38
4.6 Methods of data Evaluation.....	38
4.5 Summary.....	39
<b>CHAPTER-5 DATA PRESENTATION AND ANALYSIS</b>	<b>40-63</b>
5.1 Introduction.....	40
5.2 Data presentation for Personal information .....	40
5.3 Data presentation for research information.....	44
5.4 Data Analysis.....	55
5.5 Summary.....	63

<b>CHAPTER-6 DISCUSSIONS</b>	<b>64-71</b>
6.1 Introduction.....	64
6.2 Discussions on personal information .....	64
6.3 Discussion on research Information.....	67
6.4 Summary.....	71
<b>CHAPTER-7 CONCLUSIONS AND RECOMMENDATIONS</b>	<b>72-81</b>
6.1 Introduction.....	72
6.2 Conclusion.....	72
6.3 Recommendations.....	80
6.4 Summary.....	81
<b>REFERENCES.....</b>	<b>82</b>
<b>APPENDIX</b>	
Questionnaire (English).....	83