

**“IMPACT OF MARKETING MIX ON CONSUMER BUYING  
BEHAVIOR IN NATURAL AND CARBONATED SOFT DRINK IN  
THE TRINCOMALEE DISTRICT”**



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## ABSTRACT

The study essentially focuses on consumer buying behavior towards soft drink products. The research study's conceptualization framework consists of two variables such as marketing mix and buyer's characteristics. In this manner, the major reasons for undertaking this research study are to create the awareness about importance of marketing mix and influence of buyer's behavior among the natural and carbonated soft drink consumers.

Primary data used in this study were from questionnaires, interviews and observation, and secondary data from annual reports and articles. One hundred respondents were selected as a sample and questionnaires were issued to them to collect the data which was analyzed using the univariate method and used SPSS19.0 package. The data collected was presented in the form of tables and cross-tabulations.

It revealed that marketing mix had highly impact on the consumer buying behavior on soft drink market in Trincomalee. Also according to the research product mix, place and promotion mix had high impact on the consumer behavior than price mix.

We expect this research study on that marketer of soft drink in Trincomalee to become revolution, should concentrate to develop the elements of, product, place, price and promotion mixes furthermore, as which they affect to increase the consumer's buying behavior.

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