

# **CONSUMER BUYING BEHAVIOR ON TEA IN LOCAL MARKET**

**(SPECIAL REFERENCE TO MATARA DISTRICT)**

**BY**

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## ABSTRACT

In the marketing environment, consumers are the key factors. So first, we must study the buying behaviour of consumer and proceed with other things find out what extent the tea consumers are considering the factors which determine the consumer buying behaviour in the Matara district is a significant matter. So I have started to do research study on "consumer buying behaviour on tea in Matara district".

This research analysis consist of seven chapter each of it has its own importance.

The first chapter is the introduction. This deals mainly the back ground of the study, problems of the research, objectives of the study, research question, and significance of the study, assumption and limitation.

The second chapter is literature review. It deals mainly the introduction of consumer buying behaviour and its importance marketing management and other theoretical matters relating to the consumer buying behaviour.

The third chapter is conceptualization and operationalization. It mainly focus introduce the conceptual frame work (independent and dependent variables) and operationalization of the study.

The fourth chapter is research methodology. Methodology means the procedures used in making systematic observations or otherwise obtaining data, evidence, or information as part of a research project or study. "Research methodology is a systematic way to solve a problem.

The fifth chapter is data presentation and analysis. This deals consumer buying behaviour responded by the consumer through a structured questionnaire relating to the tea consumption in Matara district. Even though various modes of analyze can be performed, a fundamental but power full univariate analysis has been adopted with the usage of the computer package "SPSS (6.0)" univariate measure like mean, standard deviation and frequency distribution have been used to analyze the data.

The sixth chapter is discussion. This chapter explores the justification of research finding. Data obtained from 120 respondents have been analyzed in connection with personal information and research information.

The last chapter is conclusion and recommendation. It concerns what is the present situation of the tea market in the Matara district, What are the changes should be made by tea marketers in Matara district, what are the changes should be made by tea market which are selling in the Matara district include the implication of this research study.

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