

PERMANENT REFERENCE

*Consumer Buying Behavior  
towards Television in  
Trincomalee District*

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## ABSTRACT

In the marketing environment, consumers are the key factors. It is essential to study the consumer buying behavior. Because this consumer buying behaviour is essential to the long run success of any marketing programmers. Now a day many people interested in buying Television because it is counted as an important durable good and satisfying the multiple roles. . Therefore Television becomes a vital daily usage by consumers. So it is essential to the marketers to identify the factors which influencing the consumer buying behavior towards Television. Find out what extent the consumer are considering the factors which determine the consumer buying behavior in the Trincomalee district is very significant matter. So, I have started to do a research study made on the title of **“Consumer buying behavior towards Television in Trincomalee district”**.

This research analysis consist five chapter each of it has its own importance. Data were collected through the household interviews utilizing a structure questionnaire. Sample has been selected as 100 among the selected D.S divisions. Totally 100 questionnaires were distributed according to the proportion of people residing in each D.S divisions with the total population of the district. Collected data were evaluated with the use of Normal distribution curve at the 95% confidence level. To identify the Marketing Mix, Buyers Characteristics and Other Stimuli which influencing the consumer buying behavior towards Television is a main objective of this research study.

As considered in the research study with regard to consumer buying behavior towards Television in Trincomalee district, consumers feel Marketing Mix and Other Stimuli are very much deciding the consumer buying behavior towards Television and the Buyers Characteristic is moderately deciding the consumer buying behavior towards Television. Based on these, some recommendations are given to the marketers who interested in Television manufacturer. I hope that this research will be very helpful to the Television outlets in Trincomalee district.

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