

**“CONSUMER PERCEPTION AND BRAND
BEHAVIOUR OF SOYA PRODUCTS IN BATTICALOA
DISTRICT”**

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Abstract

In the competitive world “keeping the consumer happy” is the core of marketing. In order to keep consumers happy, each and every organizations try to identify the needs and desires of target market and offer products better than the competitors. However, consumers have different perception due to unique buyer characteristics. Hence the organizations try to understand consumer perception and develop products that precisely match their wants and preference. Satisfying the consumer is a key to achieve the sustainable success in the competitive market. On the other hand consumers always perceive risk when making product selection. They use brand as a strategy to reduce those risks so the brand plays a major part in determining their purchase decision. Therefore this research is conducted on investigating “Consumer Perception and Brand Behaviour of Soya Products in Batticaloa District”.

The aim of this study is to identify factors influencing Consumer Perception and Brand Behaviour of Soya products in Batticaloa District. This study includes four dimensions such as Brand behaviour, Marketing mix, Buyer characteristic and Buyer decision making process. Based on these dimensions 250 questionnaires were issued to consumers and retailers in 12 Divisional Secretariat Divisions. The questionnaire was self administrated by the researcher. The collected data was analyzed using Univariate analysis. The researcher has come to the conclusion that the consumer perception is influenced by brand behaviour, marketing mix, buyer characteristic and buyer decision making process. Though there are individual elements cultural factors and promotional mix did not influence consumer perception. From these findings the above four dimensions should be considered when launching a new product or expanding an existing one to the present as well as a new market.

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