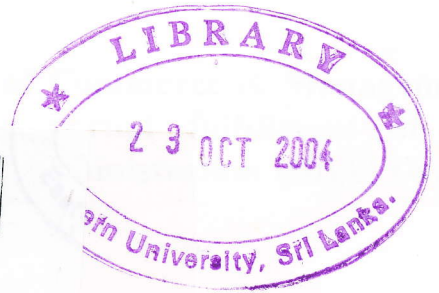


**Consumer Perception
and
Brand Behaviour of Soft Drinks
in Ampara District.**

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ABSTRACT

In the marketing environment consumers are they key factors. There fore it is essential to study the preferences and buying behaviours of consumers and proceeds with other related activities. There fore the aim of this research to determine the factors which are influenced in the consumer perception and brand behaviour of soft drinks. This research study has been under taken to study the “ Consumer Perception and Brand Behaviour of Soft Drinks” in Ampara District.”

In order to conduct this research the researcher has used of the conceptualization frame work related with the main concepts of brand behaviour, marketing strategy, buyer's characteristics, decision making process and decision. Further, this study explain some theoretical matters relating to consumer perception and brand behaviour. The survey data were collected through structured questionnaire. Totally 250 samples have been selected. 200 samples from consumers and 50 samples from retailers based on the population proportion of the Ampara District. The collected research data were presented tables and diagrams and were analyzed with the help of SPSS package. It is used to calculate and analyzed the univariate measures.

From this study it could be concluded that Cocacoloa brand has brand loyalty and became first with regard to consumers preference, and Tonic brand came last, which brand has the market leader and identify what are the factors influence the consumer perception etc. Among the brand awareness mode advertisement play a major role. Line that among the marketing mix element, the factor product become major psychological factor became first with regard to buyers characteristics. Finally the researcher propose some recommendations to consumers and retailers.