

“CONSUMER BUYING BEHAVIOR ON REFRIGERATOR IN TRINCOMALEE DISTRICT”

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ABSTRACT

In the marketing environment, consumers are the key factors. It is essential to study the buying behavior of consumers and proceed with other things. Nowadays many people are attracted by refrigerator and it is become a vital daily usage by women. So it is essential to the marketer to identify the factors which influencing the consumer buying behaviour. Find out what extent the refrigerator markets are considering the factors, which determine the consumer buying behavior in the Trincomalee district is a significance matter. That's why this research study made on the title of "Consumer buying behavior on refrigerator in Trincomalee district".

This research analysis consist five chapters each of it has its own importance and data were collected through household interviews utilizing a structured questionnaire. Totally 100 questionnaire were issued to consumers residing in 5 selected divisional secretary division of the Trincomalee district. To identify the marketing mix, buyers' characteristic and other stimuli which influencing the consumer buying behavior is the main objective of this research study.

As considered in the research study with regard to consumer buying behavior on refrigerator in Trincomalee district, consumer feel marketing mix and other stimuli are very much deciding the buying behavior on refrigerator and buyer's characteristic is moderately deciding the buying behavior.

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