

CONSUMER BUYING BEHAVIOR ON WASHING MACHINE IN BATTICALOA DISTRICT

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ABSTRACT

The study of consumer behavior is a crucial issue in marketing. It is essential for marketer to understand the behavior determinants of people's attitudes & purchase behavior. Find out what extent consumers are considering the factors So, I have started to do a research study on "consumer buying behavior towards Washing machine in Batticaloa district".

This research analysis consist five chapter each of it has its own importance. The first chapter is the introduction. This deals mainly the problems in the research, Objectives of the study, Conceptualization, Methodology, assumptions & limitations.

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

The third chapter is data analysis and presentation. This deals consumer-buying behavior responded by the consumers through a structured questionnaires relating to the washing machine in Batticaloa district.

The fourth chapter is discussion, which deals with the discussion of three dimensions of the factors influencing consumer-buying behavior.

The last chapter is conclusion. It concerns what are the present situations of the washing machine market in the Batticaloa.

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