

**“STUDY ON CONSUMER BUYING BEHAVIOUR OF  
COSMATIC PRODUCT IN TRINCOMALEE  
DISTRICT”**



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## ABSTRACT

The study was measuring "study on consumer buying behavior of cosmetic product in Trincomalee districts". The Trincomalee districts has eleven DS division in which eight were selected for this study through this research, what sort of changes has occur in the cosmetic product market based on marketing mix and buyer characteristics. Finally submit adequate knowledge to those purchasing cosmetic product as well as marketers who involve setting those type of product.

The variable includes in this study were marketing mix and buyer characteristics. To measure these variable data was collected from a sample of 200 respondents from Trincomalee districts, using random sampling method. The collected data were analyzed using the univariate method. The collected data were presented in the form of table, bar charts, and pie charts. The data gathered were analyzed using the Microsoft package excel 2000 and SPSS 11.0 windows.

The finding showed that product and place highly influence which falls under the marketing mix. At the same time it observed buyer characteristics cultural factor influence in low level and other factors those come under the buyer characteristics are influence in the moderate level. In overall the consumer buying behavior moderately influence the purchasing on cosmetic product

Therefore it is recommended that the marketers have to make product modification, and have to use new strategy to increase consumer buying behavior of cosmetic product.

Researcher

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