

**A COMPARATIVE STUDY ON CUSTOMER PREFERENCE
ON, TOOTH PASTE:-WITH SPECIAL REFERENCE TO
SIGNAL AND CLOGARD IN AMPARA DISTRICT.**



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Abstract

With continues growth of competition in the market place, understanding Customer has become more and more important method of marketing. In search of competitive advantage managers are keen on accurately measuring the customer preference in order to better understanding essential antecedents and consequences ultimately establish techniques to develop and improve good customer's preference.

This project is submitted under the title of the "Comparative Study of Customer Preference on toothpaste: with special reference to Signal and Clogard in Ampara District". Here the project report has been classified as seven chapters, although chapters briefly explain about the Customer Preference on toothpaste both kinds of toothpaste. The customer preference has been evaluated marketing mix and buyer's characteristics.

The 200 questionnaires were issued to customers to collect the data from study population. The collected data have been presented by using SPSS package. This research is conducted for gaining a better understanding of differences on customer preference with special reference to signal and clogard. This study found level of customer preference in both toothpaste. It is concluded that the customer preference has to be improved in both toothpaste. In additions the study offers suggestions to customers.

Researcher

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