

**IMPACT OF MARKETING MIX ON CONSUMER BUYING
BEHAVIOR IN TRADITIONAL AND FAST FOOD IN THE
MANMUNAI NORTH DIVISIONAL SECRETARIAT
BATTICALOA**



EMILY CHOWRIKA VARATHARAJAH
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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

The study essentially focuses on consumer buying behavior towards Traditional and Fast food products. The research study's conceptualization framework consists of two variables such as marketing mix and buyer's characteristics. In this manner, the major reasons for undertaking this research study are to be created the awareness about importance of marketing mix and influence of buyer's behavior among the Traditional and Fast food consumers.

Primary data used in this study were from questionnaires, interviews and observation, and secondary data from annual reports and statistics of Kacheri-Batticaloa and articles. Two hundred respondents were selected as a sample and questionnaires were issued to them to collect the data which was analyzed using the univariate method and used SPSS11.0 package. The data collected was presented in the form of tables and cross-tabulations.

It revealed that marketing mix had highly impact on the consumer buying behavior on Traditional and Fast food market in Batticaloa. Also according to the research product mix, place mix and promotion mix had high impact on the consumer behavior than price mix.

I expect this research study on that marketer of Traditional and Fast food in Manmunai North, Batticaloa to become super leader, should concentrate to develop the elements of product, place, price and promotion mixes furthermore, as which they affect to increase the consumer's buying behavior.

Researcher.

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