

**A STUDY ON CONSUMER BUYING BEHAVIOUR ON NON-FAT MILK
POWDER PURCHASE WITH SPECIAL REFERENCE TO MANMUNAI
PATTU DIVISIONAL SECRETARIAT**



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Abstract

In marketing environment consumers are the key factors. So first we must study the preferences and buying behaviors of consumers and proceed with other things. Find out what factors determine the buyer's behavior towards purchasing.

Non fat milk powder was introduced by the marketers for healthy life. Most of the people are purchasing non fat milk powder for different reasons. Therefore this study was carried out to examine the research problem of which factor that influences on consumer buying behavior toward the selection of non fat milk powder purchase with special reference to Manmunai Pattu Divisional Secretariat. This research was carried out with the objectives of evaluating consumer buying behavior and to analyze the influence of marketers marketing mix offerings, buyer's characteristics, and environment factors. Furthermore conceptual model has been developed to understand the level of influence of these three research variables on consumer buying behavior.

I have divided this research analysis into seven chapters each of it has its own importance. First chapter is the introduction; this deals mainly the problem in the research, objectives of the study, conceptualization, methodology, assumption and limitation. The second chapter is review of literature, it deals mainly the introduction of the marketing management, marketing strategy and services and relationship between consumer behavior and marketing management. Third chapter is explained conceptualization and operationalization. The next one the fourth is methodology it included Personal information, marketing information. The fifth chapter is explained data presentation and analysis. And sixth chapter explain discussions and finding, And last chapter explain conclusion and recommendation this deals some conclusion, recommendation and implication from three surveys.

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