

CONSUMER BEHAVIOR IN SELF-SERVICE RETAIL BUSINESS FIRMS IN UVA PROVINCE



By

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(EU/IS/2011/COM/103)
(COM 1393)

A Project Report

**Submitted to the Faculty of Commerce and Management, Eastern University,
Sri Lanka as a Partial fulfillment of the requirement of the Degree of
Bachelor of Commerce Honours (B ComHons)**



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2017

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ABSTRACT

The study focuses to find out the level of Consumer Behavior in Self-Service Retail Business Firms in Uva Province. For that, researcher has used eight method to measure result of Consumer Behavior tools by using key dimensions. There are quality conscious, brand conscious, novelty conscious, price conscious, value conscious and impulsiveness. Conceptualization framework used to develop questionnaire to the research and each element from conceptualization hold include in the questionnaire. Totally 150 questionnaires have issued to Consumers in Uva province. In order to collect the data convenience sampling technique were used. As sample 25 consumers were selected in per decided each town areas in Uva province.

Based on the findings of the study, Level of Consumer Behavior in Self-Service Retail Business Firms in Uva Province, it is revealed that high level of Consumer Behavior towards Quality conscious, Price conscious, Value conscious and impulsiveness, but Brand conscious and Novelty conscious have moderate level of Consumer Behavior in Self-Service Retail Business Firms in Uva Province as well as all the dimensions of Consumer Behavior and personal factors are significant predictors of the Consumer Behavior among them. Consumer behavior dimensions have varied with the, personal factors (Gender, Age, Education, Employment, Monthly income, how often do you visit self-service retail business firms in month, how much money do you spend mostly in a visit, what are the self-service retail business firms that you mostly visit) have significant differences with the Consumer behavior dimensions. Overall Consumer Behavior level of Consumer Behavior in Self-Service Retail Business Firms in Uva Province is in a high level.

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