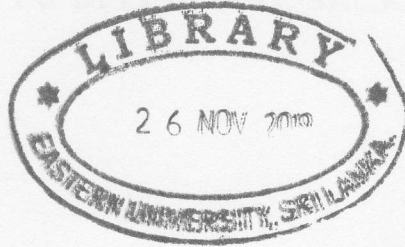


**DETERMINANTS OF AUTOMOBILE PURCHASING
BEHAVIOR SPECIAL REFERENCE IN MANMUNAI SOUTH
ERUVIL PATTU DIVISIONAL SECRETARIAT**



By:

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**DEPARTMENT OF MANAGEMENT
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ABSTRACT

The main purpose of this study is to identify the determinants of automobile purchasing behavior in Manmunai South Eruvil Pattu Divisional Secretariat. The determinants in term of its three dimensions: demographic factors (education, and age), economic factors (income, fuel price, maintenance cost, and resale value) and other factors (technology, safety, and brand). The research questions of this study were: what is the level of demographic factors, economic factors, other factors and purchasing behavior of automobile in Manmunai South Eruvil Pattu Divisional Secretariat? Hence, this study finds out whether there is any significant relationship between the factors (demographic factors, economic factors, other factors). And explore the impact of demographic factors, economic factors, and other factors on purchasing behavior of automobile? In order to answer the research questions systematically, the study applied the descriptive approach through using simple random sampling of the population. This study mainly considering primary data. The primary data were collected through closed structure questionnaire from 126 automobile users of Manmunai South Eruvil Pattu Divisional Secretariat. And the collected data was analyzed by using univariate, bivariate and multivariate techniques in order to analyze data and find the result of study objectives.

The findings reveal that the demographic factors, economic factors and other factors are in high level among the respondents. And purchasing behavior also high level among the respondents. The analyses stated the positive relationship between the demographic factors and purchasing behavior, the strong positive relationship between the economic factors and purchasing behavior and the strong positive significant relationship between other factors and purchasing behavior. Demographic factors and other factors are significant impact on the purchasing behavior.

Keywords: *Demographic factors, Economic factors, Other factors and Purchasing Behavior.*

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