

PERMANENT REFERENCE

**CONSUMER PREFERENCE
AND
CONSUMER BUYING BEHAVIOUR
ON SOFT DRINKS
IN BATTICALOA DISTRICT.**



MR SINNATHAMBY VIJAYAPALA.

27014

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE & MANAGEMENT
EASTERN UNIVERSITY
SRI LANKA.
1997.**



135

Library - EUSL

PROCESSED
Main Library, EUSL

CONTENTS.

CHAPTER : 01.	01 - 09
INTRODUCTION.	
CHAPTER : 02.	10 - 28
LITERATURE REVIEW.	
CHAPTER : 03.	29 - 37
AN INTRODUCTION TO SOFT DRINKS MARKET IN BATTICALOA DISTRICT.	
CHAPTER : 04.	38 - 81
ANALYSIS.	
(FINDINGS & SUGGESTIONS.)	
CHAPTER : 05.	82 - 83
CONCLUSION.	
APPENDIX	84 - 96
QUESTIONNAIRE-1	
QUESTIONNAIRE-2	
REFERENCES	