

**CONSUMER PREFERENCE AND  
CONSUMER BUYING BEHAVIOUR  
WITH SPECIAL PREFERENCE TO  
CEMENT MARKET  
IN THE TRINCOMALEE DISTRICT.**

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## ABSTRACT

In the 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 buyers ' behaviour towards purchasing. So I have started to do a research study on " Consumer preference and consumer buying behaviour with special reference to cement market in the Trincomalee district."

I have divided this research analysis in to five chapters each of it has it's own importance.

My first chapter is the introduction. This deals mainly the problems in the research, objectives of the study, research question, conceptualization, methodology, assumption and limitation.

My second chapter is review of literature. It deals mainly the introduction of the marketing management, relationship between consumer behaviour and marketing management.

My third chapter is data presentation and data analysis, this deals consumer preferences responded by consumer through a structured questionnaire.

The next one the fourth is discussion, which deals with the discussion of four dimensions of the marketing mix and the contributing factors.

The last chapter is conclusion. This deals the factor determine the buyer preferences behaviour towards the cement purchasing.