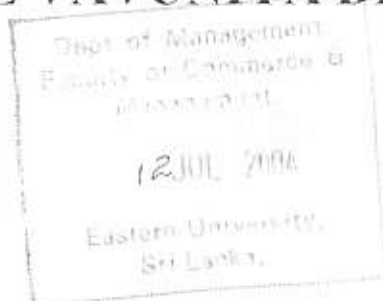


PERMANENT REFERENCE

**“CONSUMER PERCEPTION AND BRAND  
BEHAVIOUR OF CONSUMER DURABLE  
GOODS IN THE VAVUNIYA DISTRICT”**

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RAY



**THEVARAJA RAVEENDRAN**



Project Report  
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Department of Management  
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Sri Lanka  
2004.

## **Abstract**

In the marketing environment consumer and the key factors. So first we must study the consumer perception and brand behaviour of consumer durables goods. Find out what factors determine the buyers behaviour towards purchasing. So I have started to do a research study on "Consumer perception and Brand behaviour with special reference to consumer durables goods in the Vavuniya district.

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

I have first chapter is the introduction. This deals mainly the problem in the research, introduction of this chapter; objectives of this research conceptualization, and research methodology.

My second chapter is review of literature. It deals mainly the introduction of products and brand relation ship between consumer and brand behaviour, thus this chapter includes are brand behaviour marketing strategies; buyer's characteristics, consumer perception, consumer decision making process, decision and summary.

My third chapter deals with conceptualization frame work, Population and sample, Questionnaire development and its development, data analysis and final is conclusion.

Fourth chapter explain user and non user of selected consumer durable goods, marketing mix and buyer's characteristics. And finally results, marketers implication, and implication

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