

PERMANENT REFERENCE

**CONSUMER BUYING BEHAVIOUR
TOWARDS MOTORCYCLE IN
VAVUNIYA DISTRICT**

PR
658.8342072
THA

THARSINI GOPAL



Project Report
Library - EUSL



**Department of Management
Faculty of Commerce & Management
Eastern University, Sri Lanka.
2004.**

ABSTRACT

The study of consumer behavior is a crucial issue in marketing. It is essential for marketer to understand the behavior determinants of people's attitudes & purchase behavior. Find out what extent consumers are considering the factors.

So, this project was intended to study on "consumer buying behavior towards motorcycle in vavuniya district".

This research analysis consist five chapter each of it has it's own importance.

The first chapter is the introduction. This deals mainly the problems in the research, Objectives of the study, Conceptualization, Methodology, assumption & limitations.

The second chapter is literature review. It deals mainly the introduction of consumer buying behavior and its importance in marketing management and other theoretical matters relating to the consumer behavior.

The third chapter is data analysis and presentation. This deals consumer-buying behavior responded by the consumers through a structured questionnaires relating to the motorcycle products in vavuniya district.

The fourth chapter is discussion, which deals with the discussion of three dimensions of the factors influencing consumer-buying behavior.

The last chapter is conclusion, recommendation and implication. It concerns what are the present situations of the motorcycle market in the vavuniya.

CONTENTS

TITLE PAGES	I
ACKNOWLEDGMENT	IV
ABSTRACT	V
CONTENTS	VI
LIST OF FIGURES	VIII
LIST OF TABLES	X
Chapter1 Introduction	01
1.1 Problem identification	02
1.2 Objective s of the research study	03
1.3 Conceptualization	04
1.4 Methodology	07
1.5 Assumption	12
1.6 Limitation	13
Chapter 2 Literature review	14
2.1 Consumer behaviour	14
2.2 Significance of Consumer behavior in Marketing Management	16
2.3 Product	17
2.4 Factors influencing the consumer buying behaviour	20

2.5 Consumer Buying Roles	32
2.6 Types of buying behaviour	32
2.7 Stages of the Consumer Buying Decision Process	34
2.8 Conceptualizing the framework	36
Chapter 3 Data presentation and Evaluation	38
3.1 Personal information	38
3.2 Research information	43
3.3 Evaluation	78
Chapter 4 Discussion	87
4.1 Discussion on Personal information	87
4.2 Discussion on Research information	89
Chapter 5 Conclusion Recommendation & implication	100
5.1 Conclusion	100
5.2 Recommendation	103
5.3 Implication of the research	103
ANNEXES	
Questionnaire	a
Reference	h