

# CONSUMER BUYING BEHAVIOR ON MOBILE PHONE IN COLOMBO DISTRICT



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## 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, I have started to do a research study on "Consumer Buying Behavior towards Mobile Phone at Colombo Divisional Secretariat" in Colombo District.*

*Consideration of consumer buying behavior is very importance to attract the consumers in competitive business environment that is one of the factors that decide the organizations aim as well as benefit of the consumers.*

*This research study is mainly to identify the variables, which are influencing in the consumers who purchase mobile phone in Colombo divisional secretariat. In this research study has been taken into three dimensions, namely marketing mix, buyer's characteristics and other stimuli and also extend the consumer buying behaviors are considering the above mention tools in Colombo Divisional Secretariat.*

*In overall it has been noticed that the suppliers of mobile phone were carefully chosen the variables, which are giving the perfect and accurate result towards the behavior of the consumers so it leads to the expected target.*

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