



**Uva Wellassa
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AN EXPLORATION OF CONSUMER BUYING BEHAVIOUR

**(WITH SPECIAL REFERENCE TO SOFT DRINK MARKET IN TRINCOMALEE
DISTRICT)**

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An Exploration Of Consumer Buying Behaviour
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District)

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Abstract

The natural soft drink market has been booming over the past five years as natural soft drinks have been preferred by increasingly health-conscious consumers all over the world. As a common approach to establish understanding of consumer buying behaviour regarding natural soft drink and carbonated soft drink, 4p's, psychological as well as demographic factors and social factors directly related to buying behaviour of natural soft drink. These are the research problems Consumption pattern toward natural drink increases while the carbonated consumption reduces, natural drinks and carbonated drinks buying pattern. And What are the factors that affect the buying behaviour of the consumers towards the soft drinks. and research objectives are To identify the preference for soft drinks (natural drink or carbonated drink) To identify the factors which influence on buying behavior of soft drinks (natural drink and carbonated drink) To identify the reason for alteration of buying pattern.

There are 361000 total consumer people in trincomalee district. Therefore among these 11 DS division stratified sampling method has been used as the sample for the data analysis. I have chosen total 1378 soft drinks shops in trincomalee district. the information was collected from these 150 peoples from selected sample to know the

buying behavior towards natural drink and carbonated drink. Data collection, primary data and secondary data. Method of Data Analysis considers univariate analysis. Descriptive Analysis.

The natural drinks' consumption is on increasing demand, According to the finding and discussion there is some factor fall in the moderate level for buying. 4p's are coming under the positive result. And motivation,learnig,beliefs fall neutral result and health,taste,flavor fall positive result and social factors, demographic factors fall in the neutral and reference group.roles and status fall neutral.When the study takes in to look in all four main factors it ensures that there is a shadow of natural soft drink. It may lead the natural soft drink company for receiving high demand. Marketing focus should be on how to effectively convey positive consumer buying behaviour into the final purchasing of natural soft drink.this is the some suggestions.Developing product personality ake change in conscious mind of the consumer, Developing public relation.