

**FACTORS INFLUENCING THE CONSUMER BEHAVIOUR IN
LADY'S SCOOTER MARKET IN BATTICALOA**

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Abstract

The marketing mix allows a marketer to better relate to the identified target market; based on the characteristics of the target market, the marketer will “build” the marketing mix elements around the target market. This study aimed at investigating the factors that influencing the consumers’ behaviour in Lady’s scooter market in Batticaloa district. The objectives of the study are to identify the level, relationship and impact of marketing mix on consumer behaviour towards scooters. The study had been conducted among 200 women users who are using scooters in Batticaloa district and convenience sampling was used. Descriptive statistics, correlation and regression analyses were used to analyze the data.

The study found that the marketing mix and its factors and consumer behaviour were in high level among women users of scooters in Batticaloa district. Distribution/Place was more importance than the other marketing mix factors. Furthermore, the study has been proven that there is a positive significant relationship between them; and the product factor only significantly influenced on women’s consumer behaviour in Batticaloa district. The study contributes to existing theoretical and practical knowledge by providing evidence about the relationship between marketing mix and consumer behaviour. The scooter market is growing rapidly in Sri Lanka. Hence, this research has the potential to contribute to the overall two-wheeler marketers in terms of how to maintain a sustainable marketing strategy and enlarge the market share.

Keywords: *Consumer Behaviour, Marketing Mix, 4P’s*

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