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# AN EMPIRICAL STUDY OF THE CHOICE BEHAVIOUR OF TYRE CONSUMERS; WITH SPECIAL REFERENCE TO THE CAR TYRE MARKET IN SRI LANKA

By

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## ABSTRACT

Understanding consumer behaviour and developing marketing strategies accordingly is vital in achieving competitive advantages in the arena of intense competitive marketing environment. Today Sri Lankan car tyre market is full of many tyre importers and intense competition among them. Therefore only way to achieve market related objectives is understanding the consumer behaviour and making strategies accordingly.

This study was carried out in Negombo metropolitan area, interviewing 148 consumers at 30 numbers of tyre shops. All the tyre buyers during the study in Negombo metropolitan were considered as the population for the study. Since all the buyers were scattered in and around the said area, resorting random sampling was not feasible. Therefore convenience sample was adopted and ten numbers of hypothesis have been designed to investigate.

In this investigation, it has been revealed that there are many precious attributes under main selective criteria such as Performance quality, price, technical attributes, brand image, country of origin, after sales service, style and appearance, post purchase satisfaction, post purchase usage and disposal, post purchase action, packing mode, advertisement, membership group influence ect.

It has been revealed that some criteria are having intense influential force over choosing a particular brand and some are not having as that. According to the results, Performance quality, price, technical attributes, style and appearance, after sales services are more influential than other attributes. This investigation was conducted in aiming to accomplish four numbers of objectives. All objectives and hypothesis have been designed to understand consumer behaviour in choosing car tyres.

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