A STUDY ON CONSUMER BUYING BEHAVIOUR OF CONFECTIONERY PRODUCTS IN VISAKHPATNAM

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ABSTRACT

The objective of the research paper is to understand consumer buying behaviour of confectionery products in an Indian scenario with specific reference to Visakhapatnam. The purpose of this paper is to investigate the various factors that have impact on buying decision of consumers. The Respondents were selected based on convenient sampling method and data analysis and interpretations have been done based on statistical techniques.

The study implicates that different factors have significant influence on buying behavior. This study also contributes to the knowledge of how confectionery companies will be able to understand buying habits of consumers.

KEYWORDS: Indian Scenario with Specific Reference to Visakhapatnam, Convenient Sampling Method and Data Analysis and Interpretations