

**PROMINENCE OF INFORMATION BASES & MEDIA ASSESSMENTS IN  
THE POST CONFLICT MARKETING ENVIRONMENT**

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**ABSTRACT**

*Post conflict marketing environment is exclusive, and furnish opportunities for marketers to sell their product and services to the potential customers who are returned to their habitual life. The customers in the post conflict environment search for information sources, to rebuild, and redevelop their buying patterns. The importance place on information source and their predispositions towards media in general guide the selection of product. Present study was undertaken to identify the importance given by the consumers, to different media in the post conflict marketing environment. Convenience sampling technique was used to collect the data from 1750 customers in the northern and eastern provinces of Sri Lanka. Findings showed that Word of mouth and local newspapers ranked as the most important information sources, and the local loudspeaker announcement ranked as an irritating information source. Consumers from both provinces identified TV commercials as important sources of information. Therefore it is need for creating better advertisement strategy to attract consumers in the post conflict marketing environment. Evidently word of mouth is an important determinant of purchase decision among northern and eastern province customers. Marketers therefore need to stimulate interpersonal communication among family and friends. They also have to concentrated more on local newspaper advertisement and its design*

**KEYWORDS:** *Information Sources, Media Evaluation, Post-Conflict Marketing Environment.*

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