

PERMANENT REFERENCE

**CONSUMER PERCEPTION AND
BRAND BEHAVIOUR OF SOYA PRODUCTS
IN TRINCOMALEE DISTRICT**

(18)
658 8342 072
GJW

MR. MANOHARASARMA SANJEEVKUMAR



Project Report
Library - EUSL

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY**

SRI LANKA

2004.

| TABLE OF CONTENTS | PAGES |
|--------------------------------|---------|
| Acknowledgement | IV |
| Abstract | V |
| List of Tables | VI-V II |
| List of Figures | VIII |
| | |
| CHAPTER – 1 INTRODUCTION | 1-6 |
| | |
| 1.1. Introduction | 1-2 |
| | |
| 1.2. Objectives | 02 |
| | |
| 1.3. Conceptualization | 3-4 |
| 1.3.1. Brand behaviour | |
| 1.3.2. Marketing strategy | |
| 1.3.3. Buyer's characteristics | |
| 1.3.4. Consumer perception | |
| 1.3.5. Decision making process | |
| 1.3.6. Decisions | |
| | |
| 1.4. Methodology | 5-6 |
| 1.4.1. Sample size | |
| 1.4.2. Method of evaluation | |
| 1.4.3. Data presentation | |
| 1.4.4. Data Analysis | |

| | | |
|------------|-------------------------|-------|
| CHAPTER –2 | LITERATURE REVIEW | 7-25 |
| 2.1. | Introduction | 07 |
| 2.2. | Consumer perception | 08 |
| 2.3. | Marketing mix | 09-12 |
| 2.4. | Buyer's characteristics | 13-17 |
| 2.5 | Brand behaviour | 17-20 |
| 2.6 | Decision making process | 20-23 |
| 2.7 | Decision | 24 |
| 2.8 | Summary | 25 |

CHAPTER – 3 DATA PRESENTATION AND ANALYSIS

| | | |
|---------|----------------------------------|-------|
| | | 26-53 |
| 3.1. | Personal Information | 26-31 |
| 3.2. | Research information | 31-47 |
| 3.2.1 | Brand behaviour | 31-35 |
| 3.2.2 | Marketing mix | 36-40 |
| 3.2.3 | Buyers characteristics | 40-44 |
| 3.2.4 | Purchase decision | 45-47 |
| 3.3 | Retailers | 47-53 |
| 3.3.1 | Personal information | |
| 3.3.2 | Research information | |
| 3.3.2.1 | Brand behaviour of Soya products | |

| | | |
|--------------------|-------------------------------------|-------|
| CHAPTER – 4 | DISCUSSION | 54-60 |
| 4.1. | Introduction | 54 |
| 4.2. | Discussion on personal information | 54-55 |
| 4.3. | Discussion on research information | 55-60 |
| 4.3.1 | Brand behaviour | 55-56 |
| 4.3.2 | Marketing mix | 56-58 |
| 4.3.3 | Buyers characteristics | 58-60 |
| 4.3.4 | Brand choice and purchase decisions | 60 |
| | | |
| CHAPTER – 5 | CONCLUSION | 61-66 |
| 5.1. | Introduction | 61 |
| 5.2. | Conclusions | 62-64 |
| 5.3. | Recommendations | 64-65 |
| 5.4. | Limitations | 65-66 |
| 5.5. | Implications | 66 |
| | | |
| Reference | | 67 |
| Appendix | | 68-82 |

ABSTRACT

Today's business environment is highly competitive and rapidly changing, because of advance in modern communication and information technology, if the marketers want to succeed in the market place, they must think and do differently rather than doing the same thing. This depends on the full consideration of the consumers who are the king makers in the market place. The purpose of this research study is to identify the consumer perception and brand behaviour of Soya products in Trincomalee district. Marketer's long-term existence is depending on the consumer perception and brand behaviour. In this regards, the chapter one has been prepared, which includes introduction, objectives, conceptualization and methodology. Conceptualisation consists of factors such as brand behaviour, marketing mix, buyers' characteristics, consumer perception, decision making process and decisions. For this research study all 11 Divisional Secretariats divisions was selected and 200 questionnaires were issued to house holds and 50 questionnaires to retailers in order to collect data to meet the objectives of the research study. Those 200 consumer questionnaires and 50 retailers' questionnaires were distributed according to the ratio of population in the 11 Divisional Secretariats divisions. The collected data were analyzed using the univariate analyses through SPSS package. Researcher has come to the conclusion, that it is eminent that the consumers have the high degree of brand awareness for only one brand out of ten brands, that is Lanka soy and for other brands TVP, MDK, Harvest, Turkey, Raigam, Alli and Rasa soy, consumers have moderate awareness and other brands such as Maggi and Kingsway are not known by most of the consumer therefore the Lanka soy is the market leader in Trincomalee district. As far as Soya oil concerned, Tasty and Turkey have high degree of brand awareness, in which tasty oil is the market leader. As far as Soya sauce is concerned, Golden crown has the high degree of brand awareness and for other brands such as Turkey sauce, Harvest, and imperial, consumers have moderate brand awareness and Edinborough has low brand awareness among the people in Trincomalee district. Golden crown is the market leader among the other brands.