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CONSUMER PERCEPTION AND BRAND
BEHAVIOUR OF SOYA PRODUCTS IN THE
VAVUNIYA DISTRICT

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CONTENTS

Acknowledgement	II
Abstract	III
List of Tables	IV-V
List of Figures	VI
Chapter-01 Introduction	1
1.1 Overview	2
1.2 Objectives	3-5
1.3 Conceptualization	6-8
1.4 Methodology	
Chapter-02 Literature Review	9
2.1 Introduction	10-11
2.2 Perception	12-15
2.3 Brand behaviour	15-18
2.4 Buyer's characteristics	19-23
2.5 Marketing mix	24-28
2.6 Purchase decision	28-29
2.7 Framework of conceptualization	
Chapter-03 Data presentation and analysis	
3.1 Introduction	30
3.2 For consumer	30-59
3.3 For Retailer	60-68
Chapter-04 Discussion	
4.1 Introduction	69
4.2 Brand behaviour	69-72
4.3 Marketing mix	72-76
4.4 Buyer's characteristics	76-78
4.5 Consumer choice	79-80
Chapter-05 Conclusion and Recommendation	
5.1 Introduction	81
5.2 Recommendation	82
5.3 Limitation	83
5.4 Implication	83
REFERENCE	84-85
APPENDIX-01	86-97
APPENDIX-02	98-101

ABSTRACT

Nowadays the technical scientific and industrial developments are changing the customer life styles. So first, we must study the consumer perception and brand behaviour and proceed with other things. Find out what extent the consumers the factors highly influencing for the different brands of Soya products in Vavuniya district. So, I have started to do a research study on **“Consumer perception and brand behaviour of Soya products in Vavuniya District”**.

To identify consumer perception and brand behaviour of Soya products, seven major objectives have formulated. Based on the objectives the conceptualization framework for this research has developed, in this sequence of conceptualization framework, the statements in questionnaire were arranged. The statements of the questionnaire are in the form of close ended statements, where pre selected set of statements was asked to the respondents in order to collect reliable data. 250 questionnaires were issued on which 200 were consumers and 50 were issued to retailers.

According to this survey results, Based on the questionnaires consumers give more preference to Lanka Soya meat, New Turkey bean oil, and New Turkey Soya sauce are the market leaders & Turkey Soya meat, Tasty Soya oil and Harvest Soya sauce are the next be are the best competitors. This research study makes clear: in product mix all features seem to be most important influencing factor of consumers. In addition to the brand name familiarity & attractive packaging the colorful advertisement, nearer outlet reasonable price also obviously the most influential mixes to induce the consumer's perception toward a brand. The study has convincingly brought to light the cultural factor enforce on purchase of the Soya products at the same time the personal factors, psychological factors and Social factors are moderately deciding the consumers purchase decision.