

CONSUMER PERCEPTION AND BRAND BEHAVIOUR OF CONFECTIONARY PRODUCTS IN VAVUNIYA DISTRICT

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ABSTRACT

Today consumers face plentitude of brands in every product. Consider that they have high rising expectations of quality and service. In the face of their vast choices, consumers will gravitate to the offerings the best meet their individual needs and expectations. They will buy on the basis of their perception of value. There fore this survey will be focusing on “consumer perception and brand behaviour of confectionary product in the Vavuniya district”.

To identify consumer perception and brand behaviour of confectionary products, six 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, where preselected set of statements were asked to the respondents in order to collect reliable data. Five-point likert scale model of statements were used, which are ranging from 1-5. The questionnaires were issued to 200 consumers & 50 to retailer who were selected by stratified random sampling basis.

According to this survey results, the brand behaviour in Vavuniya district, Edna, Munchee, Mylady are the market leaders & Kandos, Maliban, star are the best challengers for those brands respectively. When talk about brand name awareness Kandos, Maliban, star have substantial awareness than other brands. This research study makes clear; in product mix taste difference seems 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 not enforce on purchase of the confectionary products at the same time the personal factors, psychological factors are moderately deciding & social factors very much deciding the consumers purchase decision.

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