

PERMANENT REFERENCE

**CONSUMER'S BUYING BEHAVIOUR OF COSMETIC
SOAPS IN THE BATTICALOA DISTRICT**

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Abstract

In the marketing environment, consumers are the key factors. So first, we must study the buying behavior of consumers and proceed with other things find out what extent the cosmetic soaps consumers are considering the factors which determine the consumer buying behavior in the Batticaloa District is a significance matter. So I have started to do a research study on consumer buying behavior on cosmetic soaps in Batticaloa District.

This research analysis consist five chapter each of it has its own importance.

The first chapter is the introduction. This deals mainly the problems in the research, objects of the study, research question, conceptualization, methodology assumption and limitations.

The second chapter is literature review. It deals mainly the introduction of consumer buying behavior and its importance in marketing management and other theoretical matters relating to the consumer behavior.

The third chapter is data presentation and analysis. This deals consumer buying behaviors responded by the consumer through a structured questionnaires relating to the cosmetic soaps consumption in the Batticaloa District.

The fourth chapter is discussion, which deals with the discussion of three dimensions of the factors influencing consumer buying behavior.

The last chapter is conclusion, recommendation and implication. It concerns what is the present situation of the cosmetic soaps market in the Batticaloa District, what are the changes should be made by cosmetic soaps marketers in Batticaloa District, what are the changes should be made by the cosmetic soaps market which are selling in the Batticaloa Distriet and include the implication of this research study.

List of Contents

Contents	Page No
Acknowledgement	IV
Abstract	V
CHAPTER-1 INTRODUCTION	01-16
1.0 Overview	01
1.1 Problems identification	03
1.2 Objective	05
1.3 Conceptualization	06
1.4 Methodology	09-15
1.4.1 Sampling	10
1.4.2 Data collection	10
1.4.3 Data analysis and evaluation	10-15
1.5 Assumption	15
1.6 Limitation	15-16
CHAPTER 2 LITERATURE REVIEW	17-45
2.1 Definition of Marketing	17-19
2.1.1 Customers or consumers	17-18
2.1.2 Consumer behaviour	18-19
2.2 Models of the consumer behavior	19-22
2.2.1 Occupant	20
2.2.2 Object	20-21
2.2.3 Occasion	21
2.2.4 Organization	21
2.2.5 Objectives	22
2.2.6 Operation	22
2.3 Characteristics Affecting Consumer Behavior	22-32
2.3.1 Cultural factors	25
2.3.2 Social Factors	25-27
2.3.3 Personal factors	27-29

2.3.4 Psychological factors	29-32
2.4 The buyer decision process	32-40
2.4.1 Buying roles	32-33
2.4.2 Type of buying behavior	33-35
2.4.3 States in buying decision process	35-40
2.5 More on the marketing mix	41-45
2.6 Other stimuli	45
2.7 Conclusion	45

CHAPTER 3 DATA ANALYSIS AND PRESENTATION 46-89

3.0 Introduction	46
3.1 Personal Information	46-57
3.1.1 Age	46-47
3.1.2 Sex	47-48
3.1.3 Status	48-49
3.1.4 Divisional Secretariat Division	49-50
3.1.5 Position	50-51
3.1.6 Religion	51-52
3.1.7 Family Income	52-53
3.1.8 Educational level	53-54
3.1.9 Family members	54-55
3.1.10C Use of purpose	55-56
3.1.10D Satisfaction	56-57
3.2 Research Information	57-89
3.2.1 Marketing Mix	57-66
1. Product	58-59
2. Price	59-60
3. Promotion	61-62
4. Place	62-63
5. Overall Marketing Mix	64-66
3.2.2 Other stimuli	67-72
1. Economical factors	67-68

2. Preference	69-70
3. Overall other stimuli	70-72
3.2.3 Buyer's Characteristics	73-82
1. Cultural factors	73-74
2. Social factors	75-76
3. Personal factors	76-77
4. Psychological factors	78-79
5. Overall Buyer's Characteristics factors	79-82
3.3 Any other information	82-89
CHAPTER 4 DISCUSSION	90-99
4.0 Introduction	90
4.1 Discussion on personal information	90-92
4.2 Discussion on research information	92-99
4.2.1 Marketing mix	92-94
4.2.2 Other stimuli	94-95
4.2.3 Buyer's characteristics	97-99
CHAPTER 5 CONCLUSION, RECOMMENDATION, AND IMPLICATION	100-104
5.1 Conclusion	100-101
5.2 Recommendation	101-103
5.3 Implications	103-104
Annexure 1 Questionnaire	VI-XIII
Annexure 2: References	XIV