

**CONSUMER PERCEPTION AND PREFERENCE
TOWARD FLOOR TILES IN CHILAW D.S DIVISION**

SELVATHURAI THARANIKANTHAN

929



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**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

This research was measuring the “consumer perception and preference toward floor tiles in chilaw D. S. Division”. This study has been discussed about the consumers who purchase floor tiles. The main objective for the study is to examine how brand behavior influence of floor tiles consumer’s perception; the factors in the marketing mix that influence consumer purchasing decision and what extent buyer characteristics influence the floor tiles decision making process in Chilaw D.S.Division.

The variables included in this research were Brand behaviour, marketing mix and Buyers behaviour. To measure these variables data collected from a sample of 200 floor tiles users from 15 GN Divisional areas using quota sampling technique. The collected data were analyzed using the univariate method. The data collected were presented in the form of tables. The data gathered were analyzed using the Microsoft package excel 2000 and SPSS 11.0 windows.

The findings showed that, most of the respondents are influenced in product features and price which comes under the marketing mix. Furthermore most of the respondents are highly induced by television advertisement to make purchasing decision on floor tiles. At the same time different shape, size, design, price and promotion are highly affecting the consumers.

Therefore it is recommended that the marketers must taken in to their consideration about these requirement which is expected by the consumers while make purchasing the floor tiles.

Researcher

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