

**A STUDY ON CONSUMER BUYING BEHAVIOUR ON  
NON-FAT MILK POWDER PURCHASE: WITH  
SPECIAL REFERENCE TO MANMUNAI NORTH  
DIVISIONAL SECRETARIAT**



**CHANDRAPALAN SATHEESRAJAN**



FCV1125



Project Report  
Library - EUSL

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

**2010**

## *ABSTRACT*

Marketers are expected to attract more customers and fulfilling the needs and expectations of their customers. With the continuous growth of competition in the market place, understanding customers has become very important tool in marketing. Every marketer should identify the consumer buying behaviour to satisfy the customer expectation. Therefore consumer behaviour is a very important factor in marketing.

Non-fat milk powder was introduced by the marketers for healthy life. Most of the people are purchasing non-fat milk powder for different reasons. Therefore this study was carried out to examine the research problem of which factor that influences on consumer buying behaviour toward the selection of non-fat milk powder purchase with special reference to Manmunai -North Divisional secretariat . This research was carried out with the objectives of evaluating consumer buying behaviour and to analyze the influence of marketers' marketing mix offerings, buyer's characteristics, and environment factors. Furthermore conceptual model has been developed to understand the level of influence of these three research variables on consumer buying behaviour.

Quantitative methodology has been applied for this research. On the convenient sampling method 150 questionnaires were issued and collected data were analyzed and evaluated as low, moderate, and high level influence of research variables on consumer buying behaviour on non-fat milk powder purchase. This study found moderate level influence driven from non-fat marketers' marketing mix offerings, buyer characteristics, and environment factors on consumer buying behaviour. Anyhow, it is recommended that the non-fat milk powder marketers' offering has to be improved according to customers' expectation in order to ensure long term survival of the company.

## CONTENTS

	PAGE NO
Acknowledgement	i
Abstract	ii
Contents	iii
List of Tables	viii
List of Figures	x
<b>CHAPTER- 1 INTRODUCTION</b>	
1.1 Background of the study	1
1.2 Problem statement	3
1.3 Research questions	3
1.4 Research objectives	3
1.5 Scope of the study	4
1.6 Significance of study	4
1.7 Assumptions	4
1.8 Limitations	5
1.9 Summary	5
<b>CHAPTER-2 LITERATURE REVIEW</b>	
2.1 Introduction	6
2.2 What happens when Saturated Fat intake is too high?	8
2.3 Which foods are high in Saturated Fat?	8
2.4 Consumer behaviour	10
2.5 Significance of consumer behaviour in marketing management	10
2.6 Marketing mix	11
2.6.1 Product	11
2.6.1.1 Level of product	12

2.6.1.2 Product classifications	13
2.6.2 Price	14
2.6.3 Place	14
2.6.4 Promotion	14
2.7 Major factors influencing buying behaviour	15
2.7.1 Cultural factors	16
2.7.2 Social factors	16
2.7.3 Personal factors	17
2.7.4 Psychological factors	18
2.8 Types of buying behaviour	20
2.8.1 Complex buying behaviour	21
2.8.2 Dissonance reducing buying behaviour	21
2.8.3 Habitual buying behaviour	22
2.8.4 Variety seeking buying behaviour	22
2.9 Stages in the buying decision process	22
2.9.1 Need recognition	23
2.9.2 Information search	23
2.9.3 Evaluation of alternative	24
2.9.4 Purchase decision	24
2.9.5 Post purchase decision	24
2.10 Summary	25

## **CHAPTER-3 CONCEPTUALIZATION AND OPERATIONALIZATION**

3.1 Introduction	26
3.2 Conceptualization	26
3.2.1 Consumer buying behaviour	27
3.2.2 Marketing mix	27
3.2.3 Buyer's characteristics	27

3.2.4 Other stimuli	28
3.3. Operationalization	29
3.4 Summary	31

## CHAPTER-4 RESEARCH METHODOLOGY

4.1 Introduction	32
4.2 Study setting, design type of data and method of survey	32
4.3. Population and sampling	33
4.4 method of data collection	33
4.5 Questionnaire administration	36
4.6 Data analysis:	36
4.7 Data presentation	36
4.8 Method of data evaluation	36
4.9 Summary	37

## CHAPTER- 5 DATA PRESENTATION AND ANALYSIS

5.1 Introduction	38
5.2 Personal information	38
5.2.1 Age	38
5.2.2 Sex	39
5.2.3 Civil status	40
5.2.4 Religion	40
5.2.5 Occupation	41
5.2.6 Family members	41
5.2.7 Educational level	42
5.2.8 Monthly income	43
5.3 Research Information	43
5.3.1 Product	44
5.3.2 Price	45
5.3.3 Promotion	45

5.3.4 Place	47
5.3.5 Cultural Factor	48
5.3.6 Social Factors	48
5.3.7 Personal Factors	49
5.3.8 Psychological Factors	50
5.3.9 Economic Factors	51
5.3.10 Technological Factors	52
5.3.11 Marketing mix	53
5.3.12 Buyer's characteristics	55
5.3.13 Environment factors	56
5.3.14 Overall	58
5.4 Cross tab Analysis	59
5.4.1 Age with Consumer behaviour cross tabulation	59
5.4.2 Sex with Consumer behaviour cross tabulation	60
5.4.3 Civil status with Consumer behaviour cross tabulation	60
5.4.4 Occupation with Consumer behaviour cross tabulation	61
5.4.5 Number of family members with Consumer behaviour cross tabulation	61
5.4.6 Education with Consumer behaviour cross tabulation	62
5.4.7 Income level with Consumer behaviour cross tabulation	63
5.5 Summary	63
<b>CHAPTER- 6 FINDINGS AND DISCUSSIONS</b>	<b>64</b>
6.1 Introduction	64
6.2 Research information	64
6.2.1 Product	64
6.2.2 Price	64
6.2.3 Promotion	65
6.2.4 Place	66
6.2.5 Marketing mix	67
6.2.6 Cultural factors	67
6.2.7 Social factors	68
6.2.8 Personal factor	69

6.2.9 Psychological factor	70
6.2.10 Buyer characteristics	70
6.2.11 Economic factor	71
6.2.12 Technological factor	72
6.2.13 Environment factors	72
6.3 Summary	72

## **CHAPTER- 7 CONCLUSIONS AND RECOMMENDATION**

7.1 Introduction	73
7.2 Conclusion	74
7.2.1 Marketing mix	74
7.2.2 Buyer characteristics	75
7.2.3 Environment factors	76
7.3 Recommendation	77
7.4 Implication of research	78
7.5 Summary	79
References	xi