

**CONSUMER BUYING BEHAVIOR OF PACKED FOODS  
AT SUPERMARKETS IN KANDY AND KALMUNAI**

**273**

**SALEEM NASMINA**



Project Report  
Library - EUSL

**FACULTY OF AGRICULTURE  
EASTERN UNIVERSITY**

**SRI LANKA**

**2009**

**PROCESSED**  
Main Library, EUSL

## ABSTRACT

The study of consumer behavior is a crucial issue in marketing. It is essential for a marketer to understand the behavior and determinants of people's attitudes and purchase decision. Supermarkets have emerged as a major outlet for urban and suburban consumers in Sri Lanka to purchase household consumption goods.

Consideration of consumer buying behavior is very importance to attract the consumer in competitive business environment. The aim of this research study was mainly to identify the variables which are influencing in the consumers who purchase packed food in Kandy and Kalmunai town area supermarkets. A random sample 120 consumers (60 at each location) were selected for the study. A structured questionnaire was used to collect data, which was analyzed using SPSS package.

The research has come to the conclusion that urban and suburban area consumers prefer to purchase packed food at supermarkets than rural area consumers, packed food consumers were highly educated younger people. Also higher income people preferred to purchase packed food at Supermarkets weekly, and the preferred type of packing is polythene bags in both areas. Most of the packed food customers preferred to purchase beverage, processed food, dairy products and sweets, and also oil in both area supermarkets. Rice, processed meat and fish purchases was rarely preferred by consumers at both area supermarkets. Educational qualification, monthly family income was positively correlated with their expenditure on packed food products and consideration about quality while buying packed foods.

Cultural factors had low level of impact on purchase decisions of packed food purchases, and also social factors and psychological factors had moderate impact, but the personal factors had high impact on purchase decisions of packed food consumers in both area supermarkets. Economic factor, technical factor and

# TABLE OF CONTENTS

	Page No
ABSTRACT .....	I
ACKNOWLEDGEMENT .....	III
TABLE OF CONTENTS .....	IV
LIST OF TABLE .....	VIII
LIST OF FIGURES .....	X
<b>CHAPTER – 01</b>	
1.0 INTRODUCTION .....	01
1.1 Problem Statement .....	02
1.2 Hypothesis of Study .....	03
1.3 Objectives of the Study .....	03
1.4 Limitation of the Study .....	04
<b>CHAPTER – 02</b>	
REVIEW OF LITERATURE	
2.0 Consumer Behavior and Supermarkets .....	05
2.1 Packed Food Products .....	09
2.1.1 The Purposes of Packaging .....	12
2.1.2 Market Oriented Consideration .....	13
2.1.3 Benefits of Food Packaging .....	14
2.1.4 Food Packaging Materials .....	14

2.2 Consumption Habits of Packed Foods .....	15
2.3 Major Factors Influencing	
Consumer Decision Making Behaviors .....	16
2.3.1 Buyer characteristics .....	17
2.3.1.1 Cultural factors .....	17
2.3.1.2 Social factors .....	17
2.3.1.3 Personal factors .....	18
2.3.1.4 Psychological factors .....	20
2.3.2 Marketing mix .....	20
2.3.3 Other stimuli .....	21
2.4 Type of Buying Behavior .....	22
2.5 Stages in the Buying Decision Process .....	23

## CHAPTER – 03

### RESEARCH METHODOLOGY

3.0 Introduction .....	25
3.1 Conceptualization .....	26
3.2 Study Area .....	29
3.3 Selection of sample .....	29
3.4 Location .....	31
3.5 Sampling Technique .....	33
3.6 Response Choices for Question .....	33
3.7 Data Analysis .....	34



## CHAPTER – 04

### RESULTS AND DISCUSSION

4.1 Socio Economics Characteristics of	
Packed Food Consumers .....	38
4.1.1 Residential Area of Buyers .....	38
4.1.2 Civil Status of Buyers .....	39
4.1.3 Sex of Buyers .....	39
4.1.4 Occupation of Buyers at Supermarkets .....	39
4.1.5 Age of Buyers .....	40
4.1.6 Family size of buyers .....	40
4.1.7 Educational Qualification of Buyers .....	40
4.1.8 Monthly Family Income .....	41
4.1.9 Expenditure per Month .....	41
4.2 Preferences of Paced Food Buyers .....	41
4.2.1 Prefer Place of Packed Food Consumption .....	41
4.2.2 Prefer Type of Packaging Material .....	42
4.2.3 Frequency of Shopping .....	42
4.2.4 Aspects considered while purchasing packed foods ....	43
4.3 Preferred Type of Packed Food	
To Buy at Supermarkets .....	44
4.4 Impact of Marketing Mix on	
Purchase Decisions .....	45
4.5 Impact of Buyer Characteristics on	
Purchase Decisions .....	46

4.6 Impact of Other Stimuli on	
Purchase Decisions .....	47
4.7 Correlation between socio economic characteristics	
Of buyers and consumption of packed foods.....	48
4.7.1 Correlation between educational qualifications	
Of buyers and their expenditure for packed	
Food consumption per month .....	48
4.7.2 Correlation between educational qualifications	
Of buyers and their consideration about quality	
While buying packed foods .....	49
4.7.3 Correlation between monthly family incomes	
Of buyers and their expenditure for packed	
Food consumption per month .....	49
4.7.4 Correlation between monthly family incomes	
Of buyers and their consideration about quality	
While buying packed foods .....	49
<b>CHAPTER – 05</b>	
<b>SUMMARY AND CONCLUSIONS</b>	
5.1 Summary .....	50
5.2 Conclusions of the study .....	53
<b>REFERENCES .....</b>	<b>55</b>

**ANNEXURE**