

# CONSUMER PERCEPTION AND BRAND BEHAVIOUR OF COSMETIC PRODUCTS IN VAVUNUYA DISTRICT

(P8)

658-8342072  
SUM

MS. SUMANJALAA KATHIRAVELU



FCM629



Project Report  
Library - EUSL

DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE & MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA.

2004.

<b>CONTENTS</b>	<b>PAGE.NO</b>
Acknowledgement	v
List of Contents	vi
List of Tables	vii
List of Figures	viii

## **CHAPTER – 01**

OVERVIEW OF THE STUDY	1-7
1.1 Introduction	1
1.2 Objectives	2
1.3 Conceptualization	3
1.4 Methodology	6
1.5 Chapter Outline	7

## **CHAPTER -02**

REVIEW OF LITERATURE	8-25
2.1 Introduction	8
2.2 Product	9
2.3 Brand	10
2.4 Marketing Strategies	13
2.5 Consumer Perception	16
2.6 Buyer Characteristics	17
2.7 Decision Making	22
2.8 Conclusion	25

## **CHAPTER -03**

RESEARCH METHODOLOGY	26-30
3.1 Introduction	26
3.2 Conceptual Framework	26
3.3 Population and Sample	27
3.4 Questionnaire Development	28
3.5 Questionnaire Administration	29
3.6 Data Analysis	29
3.7 Conclusion	30

## **CHAPETR -04**

DATA ANALYSIS AND DECISION	31-64
4.1 Introduction	31
4.2 Consumers Analysis	31
4.3 Retailers	59
4.4 Conclusion	64

## **CHAPTER -05**

SUMMARY AND CONCLUSION	65-68
5.1 Introduction	65
5.2 Result	65
5.3 Marketing Implication	67
5.4 Implication	68

<b>REFERENCE</b>	69-71
------------------	-------

<b>APPENDIX</b>	I-XLIV
Consumers' Questionnaire	I
Retailers' Questionnaire	XIV
SPSS Output	XIX