

**CONSUMER PREFERENCE & CONSUMER BUYING  
BEHAVIOUR  
ON FAIRNESS CREAM IN TRINCOMALEE DISTRICT**

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## Table of contents

<b>Contents</b>	<b>Page No</b>
➤ Acknowledgement	III
➤ Abstract	IV
➤ List of tables	V-VI
➤ List of figures	VII-VIII
<b>CHAPTER-1 INTRODUCTION</b>	<b>1-12</b>
Introduction	1
1.1 Problem identification	2
1.2 Objective of the research	3
1.3 Conceptualisation	4
1.4 Research methodology	7
1.5 Assumptions	12
1.6 Limitations	12
<b>CHAPTER-2 LITERATURE REVIEW</b>	<b>13-36</b>
Introduction	13
2.1 Consumer behaviour	13
2.2 Significant of consumer behaviour in marketing management	15
2.3 Product, products mix	15
2.4 Major factors influencing in buying behaviour	19
2.5 Types of buying behaviour	23
2.6 Marketing mix	25
2.7 Buying decision process	30
2.8 Decision	34
2.9 Conceptualising the frame work	35

<b>CHAPTER- 3 DATA PRESENTATION AND ANALYSIS</b>	<b>37-79</b>
Introduction	37
3.1 Personal information	37
3.2 Research information	44
3.3 Evaluation of data	71
<b>CHAPTER- 4 DISCUSSIONS</b>	<b>80-93</b>
Introduction	80
4.1 Discussion on personal information	80
4.2 Discussion on research information	81
<b>CHAPTER- 5 CONCLUSIONS</b>	<b>94-98</b>
Introduction	94
5.1 Conclusion	94
5.2 Recommendation	97
5.3 Implication of the research	98
<b>Reference</b>	<b>99</b>
<b>Appendix</b>	<b>100-108</b>
Annexure-Questionnaire	100

## ABSTRACT

The research of consumer behaviour is a crucial issue in marketing. It is essential for marketers to understand the behavior determinants of people's attitudes & purchase decision.

The buying behaviour of people is affected throughout the changes made in the environment. Each & every change in environment is reflects in the purchase decision of the consumer, therefore the necessary arise to study the consumer preference and buying behaviour of Fairness cream in Trincomalee district.

To identify consumer behaviour and preference of fairness cream, nine major objectives have formulated. Based on the objectives the conceptualization framework for this research has developed, in this sequence of conceptualization framework, the statements in questionnaire were arranged, where pre-selected set of statements were asked to the respondents in order to collect reliable data. Five-point likert scale model of statements were used, which are ranging from 1-5. The questionnaires were issued to 100 consumers who were selected by random sampling basis.

The Fairever cream is market leader and the Fair & lovely is best challenger to Fairever. They captured the market through the sale's promotion.

As the result of this study, the marketing mix, that very much determines the consumer buying behavior and preference of fairness cream in Trincomalee district. The Price and product features are highly influenced in the marketing mix. The buyer's characteristic's are moderately deciding factors for determines the consumer buying behavior and preference of fairness cream in Trincomalee district, in fact the cultural factor is not deciding factor for this research. The other stimuli also moderately deciding factor for determines the consumer buying behavior of fairness cream.