

CONSUMER PERCEPTION AND BRAND BEHAVIOUR OF CONSUMER DURABLES IN THE TRINCOMALEE DISTRICT

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ABSTRACT

Today's business environment is highly competitive and rapidly changing, because of advance in modern communication and information technology. If the marketers want to succeed in the market place, they must think and do differently rather than doing the same thing. This depends on the full consideration of the consumers who are the king makers in the market place. The purpose of this research study is to identify the consumer perception and brand behaviour of Durable goods in Trincomalee district. Marketer's long-term existence is depending on the consumer perception and brand behaviour. In this regards, a project proposal has been prepared, which includes introduction, objectives, conceptualization and methodology. Conceptualisation consists of factors such as brand behaviour, marketing mix, buyers' characteristics, consumer perception, decision making process and decisions. For this research study all 11 Divisional Secretariats divisions was selected and 200 questionnaires were issued to house holds and 50 questionnaires to retailers in order to collect data to meet the objectives of the research study. Those 200 consumer questionnaires and 50 retailers' questionnaires were distributed according to the ratio of population in the 11 Divisional Secretariats divisions. The collected data were analyzed using the univariate analyses through SPSS package. Researcher has come to the conclusion, that it is eminent that the consumers have the high degree of brand awareness for only two or three brand out of several brands, that is Sony, Singer and L.G, Samsung, consumers have moderate awareness and other brands such as Philips and are not known by most of the consumer therefore the Sony is the market leader in television in Trincomalee district. As far as Singer and L.G brands are have equal market in refrigerator and washing machine in Trincomalee district. As far as Sony, L.G, and Singer are have high degree of brand awareness and for other brands such as Philips, Samsung, Sharp, are have low brand awareness among the people in Trincomalee district.

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