

**THE CONSUMER PERCEPTION AND BRAND
BEHAVIOR OF COSMETIC PRODUCTS IN
INCOMALEE, SRI LANKA.**



**CRISTINA ITHAYANAYAKI
KAITHAMPILLAI**



Project Report
Library - EUSL

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

2004

ABSTRACT

The rapid pace of change in today's business world means that marketers must continually think about the future in order to be able to continue creating value for customers. The competitive organizations in the changing environment trying to survive by having considerable market share with value customers. Therefore an organization's entire system serves the needs of final consumer. The organizations have to study and understand the consumer perception and behavior towards brand because each and every day many products are being introduced in the market. Find out what extent the marketers are considering the factors which determine the consumer perception and brand behavior in Trincomalee district is significance matter. So, I have started to do a research on "consumer perception and Brand behavior of Cosmetic product in Trincomalee district. This research analysis consist five chapters each of it has its own importance.

Chapter one provides an overview of the introduction to the research on the topic of consumer perception and brand behavior of cosmetic product in the district of Trincomalee, Sri Lanka. It includes introduction, objectives of the research study, conceptualization, methodology, and chapter outline.

Chapter two emphasizes the literature review of the research study. Literature review is a theoretical part and it clearly explains each and every element in the model of conceptualization. This chapter consists of introduction, product variable, brand behavior, marketing strategies, consumer perception, buyer characteristics, decision making process, and decisions.

Chapter three exhibits the method of data collection. This chapter includes an introduction, conceptualization framework, population and sampling, questionnaire design and development, questionnaire administration, analysis and interpretation, and conclusion.

Chapter four introduces the results and discussion, the statistical package for soil science is use to analyze the data for the purpose of interpretation of data and to the derivation of conclusion.

Chapter five focuses on the conclusion of the research study. In addition, the chapter outlines the recommendations for the knots which requiring clarification.

CONTENTS

	PAGE
Acknowledgement	i
Abstract	ii
Contents	iv
List of Tables	vii
List of Figures	ix
CHAPTER 1: OVERVIEW OF THE STUDY	1-6
1.1 Introduction	1
1.2 Objectives	2
1.3 Conceptualisation	3
1.3.1 Brand behaviour	4
1.3.2 Marketing strategies	4
1.3.3 Buyer characteristics	4
1.3.4 Decision making process	5
1.3.5 Decision	5
1.4 Research methodology	5
1.5 Chapter outline	6
CHAPTER 2: REVIEW OF LITERATURE	7-27
2.1 Introduction	7
2.2 Product	8
2.3 Brand Behaviour	10
2.3.1 Brand Equity	11
2.3.2 Brand Awareness	12
2.3.3 Brand Loyalty	13
2.3.4 Perceived Quality	14
2.4 Marketing strategies	15
2.4.1 Product	16

2.4.2 Price	17
2.4.3 Place	17
2.3.4 Promotion	18
2.5 Perception	19
2.6 Buyer characteristics	20
2.6.1 Cultural factor	21
2.6.2 Social factor	22
2.6.3 Personal factor	23
2.6.4 Psychological factor	23
2.7 Decision Making Process	24
2.8 Purchasing Decision	26
2.9 Summary	26

CHAPTER 3: RESEARCH METHOD **28-34**

3.1 Introduction	28
3.2 Conceptualisation	28
3.3 Population and Sample	29
3.4 Questionnaire development	30
3.5 Questionnaire administration	31
3.6 Data analysis	32
3.7 Conclusion	33

CHAPTER 4: RESULTS AND CONCLUSION **35-79**

4.1 Introduction	35
4.2 Results of Consumer Behaviour	35
4.2.1 Consumers of Cosmetic products	35
4.2.2 Brand awareness and Brand Behaviour	37
4.2.3 Marketing Mix	46
4.2.3.1 Product	46
4.2.3.2 Place	51
4.2.3.3 Price	56
4.2.3.4 Promotion	60

4.2.4 Buyer characteristics	64
4.2.4.1 Cultural factor	64
4.2.4.2 Social factor	65
4.2.4.3 Personal factor	67
4.2.4.4 Psychological factor	67
4.2.5 Purchasing decision	69
4.2.5.1 Influences on decision	69
4.2.5.2 Influencing persons on decisions	70
4.2.5.3 Decision makers	71
4.2.5.4 Purchasing Period	71
4.2.5.5 Alternatives for unavailability of a brand	72
4.3 Results of Retailer	73
4.3.1 Brand Behaviour	73
4.3.2 Ordering Period	77
4.3.3 Alternatives for unavailability of Brands	78
4.3.4 Strategies	79
4.4 Conclusion	79

CHAPTER 5: SUMMARY AND CONCLUSION **80-83**

5.1 Introduction	80
5.2 Results	81
5.2.1 Brand behaviour	81
5.2.2 Marketing Mix	81
5.2.3 Buyer characteristics	82
5.3 Recommendation	82
5.4 Marketing Implication	83

REFERENCE **84-85**

ANNEXURE **86-143**

I. Questionnaire	86
II. Out put of SPSS Data Analysis	105