

**AN ANALYTICAL STUDY ON CONSUMER BUYING BEHAVIOR  
AMONG DIFFERENT TARGET GROUPS WITH SPECIAL  
REFERENCE TO MOTORCYCLE IN MANMUNAI-NORTH,  
BATTICALOA**



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2007

## Abstract

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The study of consumer behavior is a crucial issue in marketing. It is essential for marketer to understand the behavior determinants of people's attitudes and purchasing behavior. Consumer has different characteristics and perspectives towards the purchase of motorcycle, which characteristics having influence the buying decisions.

This research work is studied about the 'consumer buying behavior among different target groups towards motorcycle in Manmunai-North, Batticaloa. The question was, which factors having influence on purchasing behavior of target customers. Target groups identified officers working in Government and private organization, businessmen who use motorcycle for their trading activities, and ladies. Hence, there was a gap to study about the level of influence among the selected target groups.

In order to analyze the buying behavior, three variables were considered which included Marketing stimuli, Buyers characteristics, and other stimuli such as economical, Technological factors. The structured questionnaire was used to collect primary data for this study from 200 respondents. Collected data were analyzed by SPSS and evaluated as low, moderate and high level of influence.

The study found that the Marketing mix is a high influence factors to nearly all consumers. Buyer's characteristics are mostly considered by ladies than officers, and businesspersons. Other stimuli such as economic, technological factors extremely influence the purchasing of officers, and businessperson, and ladies buying activities were regularly not influenced by other stimuli. Therefore, it was known from the conclusion, manufactures and distributors of motorcycle have the responsibility to fulfill their expectations at high level. Eventually this report recommends some remedial actions that help to improve increase the sales amount of motor cycle.

# Contents

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Acknowledgement	I
Abstract	II
Contents	III
List of Table	VIII
List of Figure	X
<b>CHAPTER - 01: OVERVIEW OF THE STUDY</b>	<b>01- 04</b>
1.1 Background of the Study	01
1.2 Problems Statement	03
1.3 Research Questions	03
1.4 Objective of the Study	03
1.5 Assumption	04
<b>CHAPTER - 02: LITERATURE REVIEW</b>	<b>05-25</b>
2.1 Introduction	05
2.2 Defining the market	05
2.3 Consumer buying behavior	06
2.4 Factors influencing Consumer buying behavior	07
2.5 Marketing Mix	07
2.5.1 Product	08
2.5.2 Price	08
2.5.3 Place	08
2.5.4 Promotion	09
2.5.5 Physical Evidence	09
2.5.6 People	09
2.5.7 Process	10
2.6 Summary table of the marketing mix	10

2.7 Buyers Characteristics	11
2.7.1 Cultural Factors	11
2.7.2 Social Factors	12
2.7.3 Personal factors	14
2.7.4 Psychological factors	15
2.8 Other Stimuli	16
2.8.1 Economical Factors	17
2.8.2 Technological Factors	17
2.9 Types of buying behavior	17
2.9.1 Complex buying behavior	18
2.9.2 Dissonance-Reducing buyer behavior	19
2.9.3 Habitual buying behavior	19
2.9.4 Variety-Seeking buying behavior	20
2.10 Stages of buying decision process	20
2.10.1 Problem recognition	21
2.10.2 Information Search	21
2.10.3 Evaluation of alternatives	22
2.10.4 Purchase decision	22
2.10.5 Post purchase behavior	23
2.12 Summary	25
<b>CHAPTER - 03: CONCEPTUALIZATION &amp; OPERATIONALIZATION</b>	<b>26-34</b>
3.1 Introduction	26
3.2 Conceptualization	26
3.2.1 Consumer Behavior	27
3.2.2 Marketing Mix	27
3.2.3 Buyers Characteristics	27
3.2.4 Other Stimuli	31
3.3 Operationalization	32
3.4 Summary	34

<b>CHAPTER - 04: RESEARCH METHODOLOGY</b>	<b>35- 41</b>
4.1 Introduction	35
4.2 Population and Sampling	35
4.3 Method of Data Collection	37
4.4 Questionnaire administration	40
4.5 Data Analysis	40
4.6 Data Présentation	40
4.7 Method of data evaluation	41
4.8 Summary	42
<b>CHAPTER - 05: DATA ANALYSIS AND PRESENTATION</b>	<b>43-77</b>
5.1 Introduction	43
5.2 Personal Information	43
5.2.1 Age	43
5.2.2 Sex	44
5.2.3 Civil Status	44
5.2.4 Educational Level	45
5.2.5 Income Distribution	46
5.3 Research Information	46
5.3.1 Marketing Mix	46
5.3.1.1 Overall Marketing Mix	47
5.3.1.2 Product	49
5.3.1.3 Price	51
5.3.1.4 Promotion	53
5.3.1.5 Place	55
5.3.2 Buyers Characteristics	56
5.3.2.1 Overall Buyers Characteristics	57
5.3.2.2 Cultural Factors	59
5.3.2.3 Social Factors	61



5.3.2.4 Personal Factors	63
5.3.2.5 Psychological Factors	65
5.3.3 Other Stimuli	66
5.3.3.1 Overall Other Stimuli	67
5.3.3.2 Economical Factors	69
5.3.3.3 Technological Factors	71
5.3.4 Influence over Others	72
5.3.4.1 Influence Party	73
5.3.5 Publicity to the Product	74
5.3.5.1 Advertisement Media Influence the Purchase	75
5.3.6 Opinion on Product Future Modification	76
5.4 Summary	77
<b>CHAPTER - 06: DISCUSSION</b>	<b>78-91</b>
6.1 Introduction	78
6.2 Discussion on Findings	78
6.2.1 Age Distribution	78
6.2.2 Sex	79
6.2.3 Civil Status	79
6.2.4 Educational Level	80
6.2.5 Income Distribution	80
6.2.6 Product	80
6.2.7 Price	82
6.2.8 Promotion	82
6.2.9 Place	83
6.2.10 Overall Marketing Mix	84
6.2.11 Cultural Factors	84
6.2.12 Social Factors	85
6.2.13 Personal Factors	86
6.2.14 Psychological Factors	87
6.2.15 Overall Buyers Characteristics	87

6.2.16 Economical Factors	88
6.2.17 Technological Factors	88
6.2.18 Overall Other Stimuli	89
6.2.19 Influencing Persons on Purchase of Motorcycle	89
6.2.20 Publicity Given to Motor cycle	90
6.2.21 Influence by Advertisement Media	90
6.2.22 Opinion on Future Product Modification	91

6.3 Summary	91
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**CHAPTER - 07: CONCLUSION AND RECOMMENDATION** 92-97

7.1 Introduction	92
------------------	----

7.2 Conclusion	93
----------------	----

7.2.1 Marketing Mix	94
---------------------	----

7.2.2 Buyers Characteristics	94
------------------------------	----

7.2.3 Other Stimuli	95
---------------------	----

7.3 Recommendation	96
--------------------	----

7.4 Implication	97
-----------------	----

7.5 Limitations	98
-----------------	----

**REFERENCES** 99

**APPENDIX**

Appendix_01: Questionnaire	XI
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