

A STUDY ON CONSUMER PERCEPTION ON GENDER BASED
PRODUCT WITH SPECIAL REFERENCE TO LADIES MOTOR BIKE IN
MANMUNAI-NORTH, BATTICALOA DISTRICT

1068

MR.L. NIRANSANKUMAR



DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA

2009

ABSTRACT

Adopting the customer viewpoint is the essence of success in today's business world, because of the continuous and rapid changing environment and dramatic innovation in the information technology.

The research study has intended the title "A study on consumer perception on Gender Based product with special reference to Ladies Motor Bike in Manmunai-North, Batticaloa District"

The purpose of this research study is to identify the factors influencing on consumer buying perception on gender base product with special reference to ladies motor bike in Manmunai-North, Batticaloa District. The marketers' survival depends on the perception of consumers towards particular brand. Therefore the study intended to carry out research in this area.

Consumer perception among the male users and female users tend to deviate based on importance and influences of factors they are being considered. Here the consumer perception is analyzed based on the conceptualization framework

In order to determine the extent of influence on consumer perception, two variables were considered namely marketing mix and personal factors. The structured questionnaire was used to collect the primary data for this study from 150 respondents. Collected data were analyzed and presented by using SPSS and outcomes discussed in percentage. This research gives better understanding of the factors which led to such deviation between male and female users.

The research study found that according to discussion, male users highly influenced by marketing mix than female users. In addition to the above, the study offers suggestions to the marketers of ladies motor bike for their future survival and success.

CONTENTS

Contents	Pages.
Acknowledgement	I
Abstract	II
Contents	III - V
List of tables	VI - VII
List of figures	VII
CHAPTER 1	
INTRODUCTION	1 - 6
1.1 Background of the study	1
1.2 Problem statement	3
1.3 Research questions	4
1.4 Research objectives	4
1.5 Significance of the study	4
1.6 Limitation of the research	5
1.7 Assumption of the research	6
CHAPTER 2	
LITERATURE REVIEW	7-36
2.1 Introduction	7
2.2 Perception	8
2.3 Consumer perception on gender based product	10
2.4 Marketing mix	13
2.4.1 Product	18
2.4.1.1 Product strategies	19
2.4.1.2 Product level	21
2.4.2 Price	22
2.4.2.1 Pricing strategies	23
2.4.3 Place	26
2.4.3.1 Distribution Strategies	26
2.4.3.2 Type of channel intermediaries	28

2.4.4 Promotion	30
2.4.4.1 The promotion mix	30
2.4.4.2 The role of promotion in the marketing mix	32
2.5 Personal factor	33
2.5.1 Age and Life cycle stage	33
2.5.2 Occupation	33
2.5.3 Income level	34
2.5.4 Education	34
2.5.5 Family	34
2.6 Summary	36
CHAPTER 3	
CONCEPTUALIZATION & OPERATIONALIZATION	37-44
3.1 Introduction	37
3.2 Conceptual framework	38
3.3 Consumer perception	39
3.3.1 Perception	39
3.3.2 Marketing mix	39
3.3.3 Personal factor	40
3.4 Operationalization	41
3.5 Summary	44
CHAPTER 4	
METHODOLOGY	45-50
4.1 Introduction	45
4.2 Study setting, Design, and Method of Survey	45
4.3 Study Sampling	46
4.4 Data Collection	46
4.5 Methods of Measurements	47
4.6. Method of data presentation and analysis	49
4.7. Method of data evaluation	50
4.8 Summary	50

CHAPTER – 5	
DATA PRESENTATION AND ANALYSIS	51-69
5.1 Introduction	51
5.2 Personal information	51
5.3 Research information	59
5.4 Summary	69
CHAPTER – 6	
DISCUSSIONS	70-79
6.1 Introduction	70
6.2 Discussion on personal Factors	70
6.3 Discussion on research information	72
6.3.1 Some buyer's characteristics influence with perception	72
6.3.2 Marketing Mix	73
6.4 Summary	79
CHAPTER –7	
CONCLUSIONS AND RECOMMENDATIONS	80-84
7.1 Introduction	80
7.2 Conclusions	80
7.3 Recommendations	82
7.4 Implications of the research	84
REFERENCES	85
APPENDIX I English Questionnaire	
APPENDIX II Tamil Questionnaire	