

**INFLUENCE OF MARKETING VARIABLES ON THE BUSINESS  
PERFORMANCE OF FURNITURE INDUSTRY OF NORTHERN  
PROVINCE IN SRILANKA**

15 JUL 2015

**KAJANY KANESHARATNAM**



FCM1498



Project Report  
Library - EUSL

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

2014

## ABSTRACT

There is a growing interest in understanding how appropriate alignment between industry strategic market variables and business performance leads to creating superior value for buyers. However, previous studies showed that furniture produced by the Northern Province manufacturer failed to fulfill customer needs. In other words, the industry is currently a producer-led and not a market-led. As a result Northern Province manufacturer lost their competitiveness in this industry. The issue is therefore, to what extent Northern Province manufacturer operate with a marketing variables and how its affect their business performance. This study examines the effects of marketing variables on business performance in furniture industry in Northern Province. The data was collected from Northern Province furniture manufactures using convenience sampling method and takes 100 samples for this study. This study employed a correlation study by using a cross-sectional survey design, which aims to test the relationship between marketing variables and business performance among Northern Province furniture industry businesses. The results show that the Northern Province furniture businesses which adopted marketing variables have better business performance.

### The Researcher

	<b>Content</b>	<b>Page No</b>
	Abstract	I
	Acknowledgement	II
	List of Contents	III- IV
	List of Tables	V
	List of Figures	VI
	<b>CHAPTER ONE – INTRODUCTION</b>	
1.1	The Background of The Study	1
1.2	Problem Statement	3
1.3	Research Questions	3
1.4	Objective of The Study	3
1.5	Significance of The Study	4
1.6	Scope of the study	4
1.7	Limitation of the study	4
1.8	Summary	5
	<b>CHAPTER TWO – LITERATURE REVIEW</b>	
2.1	Introduction	6
2.2	Furniture Industry	6
2.3	Categorizes of Furniture Products	6
2.4	Export Market of Furniture	7
2.5	Business Performance	7
2.6	Nature of Marketing	8
2.7	Market	8
2.8	Marketers	8
2.9	Marketing	8
2.10	Marketing Channels	9
2.11	Marketing Intermediaries	10
2.12	Marketing Management	10
2.13	The Marketing Concept	10
2.14	Importance of Marketing	12
2.15	Introduction To Marketing Variables (The 4p's of Marketing)	15
2.16	Importance of The Marketing Variables	16
2.17	Features of Marketing Variables	17
2.18	Elements of Marketing Variables	18
2.19	Summary	23
	<b>CHAPTER THREE - CONCEPTUALIZATION AND OPERATIONALIZATION.</b>	
3.1	Introduction	24
3.2	Conceptual Framework	24
3.3	Hypothesis Study	29
3.4	Operationalization.	29
3.5	Summary	30

## **CHAPTER FOUR – METHODOLOGY**

4.1	Introduction	31
4.2	Study Setting	31
4.3	Sample Size and Sampling Design	32
4.4	Method of Data Collection	33
4.5	Method of Data Analysis	35
4.6	Summary	36

## **CHAPTER FIVE - DATA PRESENTATION AND DATA ANALYSIS**

5.1	Introduction	37
5.2	Data presentation and analysis for personal information	37
5.3	The Relationship Between Product And Business Performance Can Be Shown In The Following Scatter Diagram	42
5.4	The Relationship between Price with business performance relationship can be illustrated in the following scatter diagram	43
5.5	The Relationship between Place With Business Performance	44
5.6	The relationship between promotion with business performance	44
5.7	Data analysis in market variables and business performance	45
5.8	Summary	50

## **CHAPTER SIX -DISCUSSION**

6.1	Introduction	51
6.2	Discussion on Producer's Personal Information	51
6.3	Findings and Discussion	52
6.4	Summary	53

## **CHAPTER SEVEN - CONCLUSION AND RECOMMENDATIONS**

7.1	Introduction	54
7.2	Conclusion	54
7.3	Limitations and Direction for Further Research	54

### **References**

### **Appendix**

I.	Questionnaire	55
II.	Correlation analysis	
III.	Regression Table (Product)	
IV.	Regression Table (Price)	
V.	Regression Table (Place)	
VI.	Regression Table (Promotion)	
VII.	Datasheet	