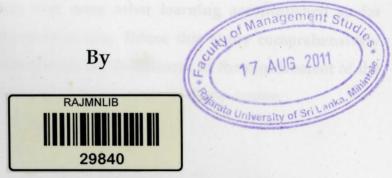
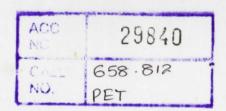


" IMPACT OF DEMOGRAPHIC VARIABLES AND CUSTOMER VALUE; A CASE OF ADULT CLOTHES MARKET IN SRI LANKA"



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ABSTRACT

This study attempts to make a deeper surveillance in to consumer value in retail trade industry. With the knowledge empowerment of the consumer and heaps of roles that a person plays in the society consumers buying needs have shifted from basic need fulfillment. Customer value is the key concept in the marketing retail strategy since it focuses what the consumer want and accomplish by consuming a product or service. These values are tripartite, utilitarian, social and hedonic values. The buyer who shops has varied values that were inculcated by the person's cultural social and personal beliefs and norms, also demographical factors does influence customer tripartite value construct.

This reading aims to unearth how age of the consumer gender, education, job category income level and living area impact the consumer value in adult clothes market in Sri Lanka. Data were assembled by a questionnaire administered in Gampaha district covering 11 electorates and 20 Grama Niladari divisions. A total number of 1707 completed questionnaires were collected.

Empirical evidence supports that consumers buying choice influenced by the tripartite conceptualization of consumer value, in fastidious utilitarian value as the most influenced factor that and social value as the subsequent most influenced in the Sri Lankan perspective when making adult clothes buying decision. Also it discovered that the most impacting demographic factor was the income of the consumer and education transpire to be second most influence factor, age was the third while Job category and Gender variables becomes third and forth variables. The Living area variable has no less influence.

Study outcome implies important connotations such as customer segmenting, positioning, and targeting specific customer group with store location, layout and exploring. It also emphasis the indulgent the relationship between benefit and value dimensions would advance the store patronage of the consumer.

CONTENTS

			Page
Ackr	owledge	ement	iv
Abstract		v	
Cont	ents		vi
List	of Tables		x
List	of Figures	S	xviii
		CHAPTER ONE INTRODUCTION	
1.1		Background of the research	1
1.2		Clothes Market	2
1.3		Problem statement	4
1.4		Objectives of this study	7
1.5		Significance of the study	8
1.6		Limitations of the Study	8
1.7		Organization of Chapters	9
		CHAPTER TWO LITERATURE REVIEW	
2.1		Introduction	10
2.2		Consumer Behavior	10
	2.2.1	Cultural Factors	13
	2.2.2	Social Factors	15
	2.2.3	Personal factors.	20
	2.2.3.1	SRI Consulting business intelligence's VAL system	21
	2.2.4	Demographic variables	22
	2.2.5	Demographic variable influencing consumer behavior	23

	2.2.5.1	Age	23
	2.2.5.2	Gender	24
	2.2.5.3	Income	24
	2.2.5.4	Education	25
	2.2.5.5	Occupation	25
2.3		Customer Value	25
	2.3.1	Definitions of Customer Value	28
2.4		Models of customer value	31
	2.4.1	Value components models	32
	2.4.2	Benefits/costs ratio models	34
	2.4.3	Means-ends models	39
	2.4.4	The value exchange model	43
	2.4.5	The value buildup model	44
	2.4.6	The value dynamics model	47
	2.4.7	Extrinsic-intrinsic values of Holbrook (1994)	50
	2.4.8	Customer value typology of Liyange (2003).	51
2.5		The tripartite perspective of total customer value	54
	2.5.1	Utilitarian value	56
	2.5.2	Hedonic value	57
	2.5.3	Social value	58
2.6		The Relationship between Customer value and Demographic Factors	60
2.7		Theoretical framework of Customer Value	63
2.8		Formulation of Hypotheses	65
		CHAPTER THREE METHODOLOGY	
3.1		Introduction	69
3.2		Research Design	69
3.3		Sampling design	60

	3.3.1	Data Collection Method	71
	3.3.1.1	Primary data collection	71
	3.3.1.2	Questionnaire Administering	72
	3.3.1.3	Data processing method	73
	3.3.2	Data presentation and analysis	73
3.4		Measurement and Measures	74
	3.4.1	Conceptualization and operationalization of the model	74
	3.4.1.1	Conceptualization Utilitarian Variable	74
	3.4.1.2	Conceptualization Social Variable	75
	3.4.1.3	Conceptualization Hedonic value	77
	3.4.2	Demographic variables	78
	3.4.2.1	Age	78
	3.4.2.2	Gender	79
	3.4.2.3	Conceptualization Income	80
	3.4.2.4	Conceptualization Education	80
	3.4.2.5	Conceptualization Occupation	81
3.5		Assessing Measurement Properties.	82
	3.5.1	Reliability Assessment	82
	3.5.2	Validity	82
		CHAPTER FOUR RESULTS AND DISCUSSION	
4.1		Introduction	84
4.2		Validity of Measurement Properties	84
	4.2.1	Reliability Tests	84
	4.2.2	Validity Test	85
4.3		Sample Profile	87
4.4		Data gathered from the questionnaire, presented in frequency tables.	92

	4.4.1	Importance of the monitory value when making clothes buying decision.	92
	4.4.2	Convenience and less time spending as key factors when making clothes buying decision	95
	4.4.3	Social acceptance considered as the key factor when making a clothes buying decision.	100
	4.4.4	Self esteem considered as the key factor when making a clothes buying decision.	105
	4.4.5	Entertainment as the key considered factor when making a clothes buying decision.	108
	4.4.6	Exploration considered as the key factor when making a clothes buying decision.	111
4.5		Objective One Demographic variable influence to the consumer value	116
	4.5.1	Age influence of consumer value	116
	4.5.2	Gender influence of consumer value	119
	4.5.3	Job Category influence on consumer value	121
	4.5.4	Education influence on Consumer value	124
	4.5.5	Monthly Income influence on Consumer value	127
4.6		Objective No 02 Which Demographic factor most influence in consumer's buying behavior through	
		consumer value	131
		Hypotheses -01	131
		Hypotheses -02	132
		Hypotheses -03	132
		Hypotheses -04	133
		Hypotheses -05	134
4.7		Objective No 03 To identify which value is mostly valued in Sri Lanka Context.	137
4.8		Discussion.	139
	4.8.1	Demographic factor influence towards consumer value behavior.	139
	4.8.2	The most influence consumer value in Sri Lanka	142
4.9		Managerial Implications	142

CHAPTER FIVE RECOMMENDATIONS AND CONCLUSION

5.1	Introduction	145
5.2	Recommendations	145
5.3	Conclusion and Suggestions for future research	146
	Index	xvii
	Appendix -01 The Questionnaire	xxxi
	Appendix -02	yyyviii