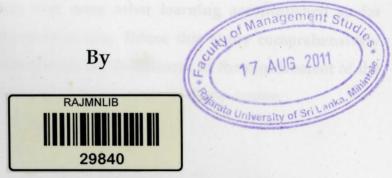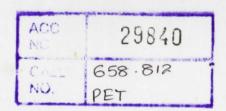# " IMPACT OF DEMOGRAPHIC VARIABLES AND CUSTOMER VALUE; A CASE OF ADULT CLOTHES MARKET IN SRI LANKA"

By

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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.

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