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A STUDY ON CUSTOMER DECISIONS ON PURCHASING FLOOR TILE PRODUCTS IN SRI LANKAN MARKET

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ABSTRACT

There are many factors influencing for the purchasing decisions such as situation, situation characteristics, marketing activities, individual characteristics and consumption responses. There are some beliefs to consumers to choose the products. Consumers see as problem solvers. This survey was attempted to study purchasing decisions on ceramic floor tiles market in Sri Lanka. Floor tile industry directly effect for the construction industry in Sri Lanka. Therefore this would affect for the development of the country and benefit for the unemployment.

There are various floor tile design and colours available in the market in different prices. Same design and the sizes are available locally as well as imported tile sellers, in different prices. Most of the local tiles design comes from the internationally. Consumers do not have clear idea about the quality of the tiles and, there is no method to measure the quality .There are plenty of floor tiles available in the market .Therefore it is important to survey , what factors influencing for the consumers purchasing decisions on floor tiles products and how they select it . Accordingly, it was supposed to conduct a survey on **“A Study on Customer Decisions on Purchasing Floor Tile Products in Sri Lankan Market”**.

This study covers six chapters of which the first chapter discusses the introduction of the study and which second chapter discusses the literature and sixth chapter discusses analytically the major reasons behind the problems and overall results. The analysis was almost made with the help of conceptual model constructed using the SPSS software package, related to the consumer purchasing decisions. The methodology adopted for this study involves, reviewing existing literature related to the research theme and primary data. Primary data have been collected through questionnaire, interviews and observation method. Through the findings made under the survey, it was found and understood there are many factors influencing for the purchasing decisions on ceramic floor tile products.

This overall study provides better understanding about the floor tile industry in and it is sure that study would be a better basis for future researchers who are in the need of conducting surveys related to this on other aspects. Finally, it was found that this study will assist to the local tile manufactures to get more market share in the country.