

Consumer Perception and Purchasing Decision towards Dairy Product

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Abstract

At present there is a growing demand for set yoghurt in Sri Lanka. It is important for set yoghurt industry to understand and identify what are the consumer's perception, needs and wants, what are the factors affecting on purchasing decision before and after launching the product in this competitive business environment. The purpose of the study is to identify factors determining consumer's purchasing decision towards set yoghurt and to identify the relationship between Brand equity and consumer perception of 4P's and purchasing decision towards the yoghurt in Sri Lanka. Target population for this study is yoghurt consumers/buyers in Western province, Sri Lanka. In this study collected data from 100 respondents and used Random sampling method. The primary data were obtained through a standard questionnaire which is distributed via Online and descriptive analysis and regression analysis are used as data analysis tools. This study provides useful framework for business organizations engaged in set yoghurt business to develop and promote marketing plans and strategies, and to give solutions to overcome the problem in applying 4 Ps in an appropriate and strategic manner in the long run.

Keywords: *Brand Equity, 4P'S (Price, Place, Product and Promotion), CP- Consumer's Perception, PD- Purchase Decision*