

Consumers' Shopping Behavior Pattern on Selected Consumer Goods in Post Conflict Marketing Environment

Shivany, S.¹

Abstract

Consumers, in the post conflict marketing environment, who have returned to their habitual life, become more knowledgeable, less naive, and less easily influenced, in addition they have more choices. Present study integrated several dimensions, such as product benefits, demographic variables, and interpersonal influence affecting consumer decision making and repurchase intention. The framework is tested using standard multiple regression analysis to determine the linear relationship among all these variables. 600 consumers were selected based on convenience sampling technique in the northern province of Sri Lanka. The results of this research shows that Consumers' preference differs on which product benefit they emphasize more as compared to the others and the issue of how significantly others influence their buying decisions and repurchase intention. The findings revealed that purchasing high involvement products was regarded as a very important decision in comparison to purchasing low involvement products. Quality, price, brand name and product information, promotional activities had significant direct relationship on repurchase intention for high involvement products. While for low involvement products, price, promotion and brand name significantly predict consumers' repurchase intention. The influence of spouses, siblings, family members, friends, coworkers significantly affect repurchase intention regardless of whether the products are low involvement products or high involvement products. The implications of this research contribute to the body of knowledge by model building on consumer purchase behavior. Research model will provide an important input to the marketing decision-making process and management decision.

Key words: Consumer shopping behavior, consumer goods.

¹ Lecturer, Department of Marketing, Faculty of Management Studies and Commerce, University of Jaffna, Shanshivany@yahoo.com