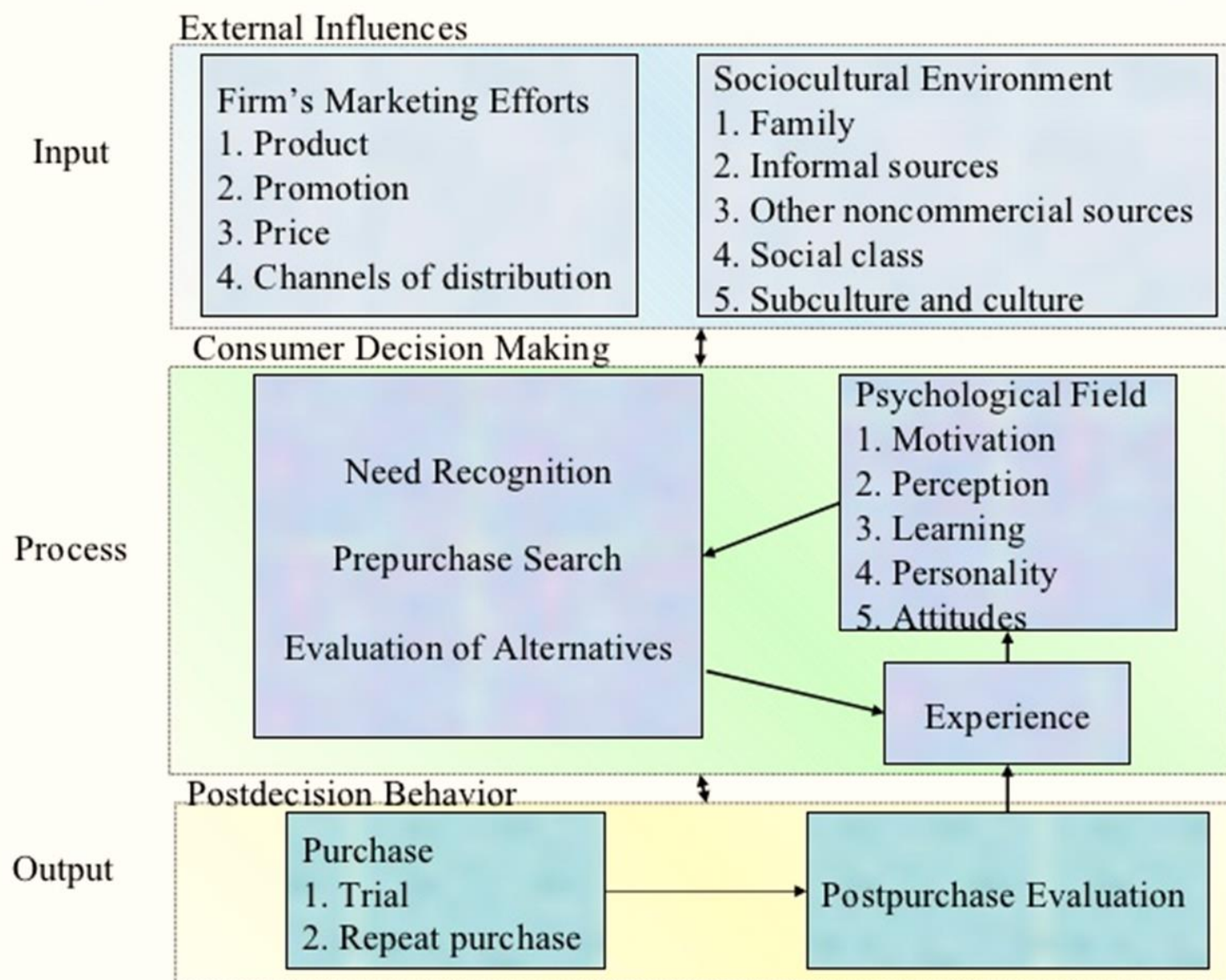


Applying the knowledge of Consumer Behavior to practical situation



Figure 16.2 A Simple Model of Consumer Decision Making



Introduction

Ceylon Biscuits Limited (CBL) is one of the fastest growing and largest conglomerates in Sri Lanka. Recognized as a technology and innovation led producer, CBL caters to a large overseas market and has a global presence across all continents.

History

- CBL is Sri Lanka's first biscuit factory.
- In 1939, Mr. Simon Arthur Wickramasingha (1902-1984) acquired this factory, launching 'Williams Confectionery' with just 10 employees.
- In 1960's, started a joint venture as 'Williams' together with the Sri Lankan Government and CARE of USA.
- In 1968 it was built on eight acres of rubber land in Kottawa.



- In 1980, CBL's commercial operations recorded highest growth rates in any industry in Sri Lanka.
- Today CBL has a huge range of innovative product range in Sri Lanka as well as in whole world.



Product portfolio

- Munchee Biscuits – Cracker biscuit, Cream biscuits, Savoury biscuit, Tiffin, Cookies, Sweet biscuit, Wafers
- Ritbury Chocolate – Chocolate slabs, Cooking chocolate, Chocolate coated biscuits.
- Tiara Cake – Layer cake, Swiss role, Rollos.
- Lankasoy Soy – Soy, Mix, Bulk soy.
- Cecil food – Juice, Drinks, Pieces, Chunks.
- Rasa Mari – Noodles, Soup.
- CBL Nutrition – Cereals , Cereal bars.

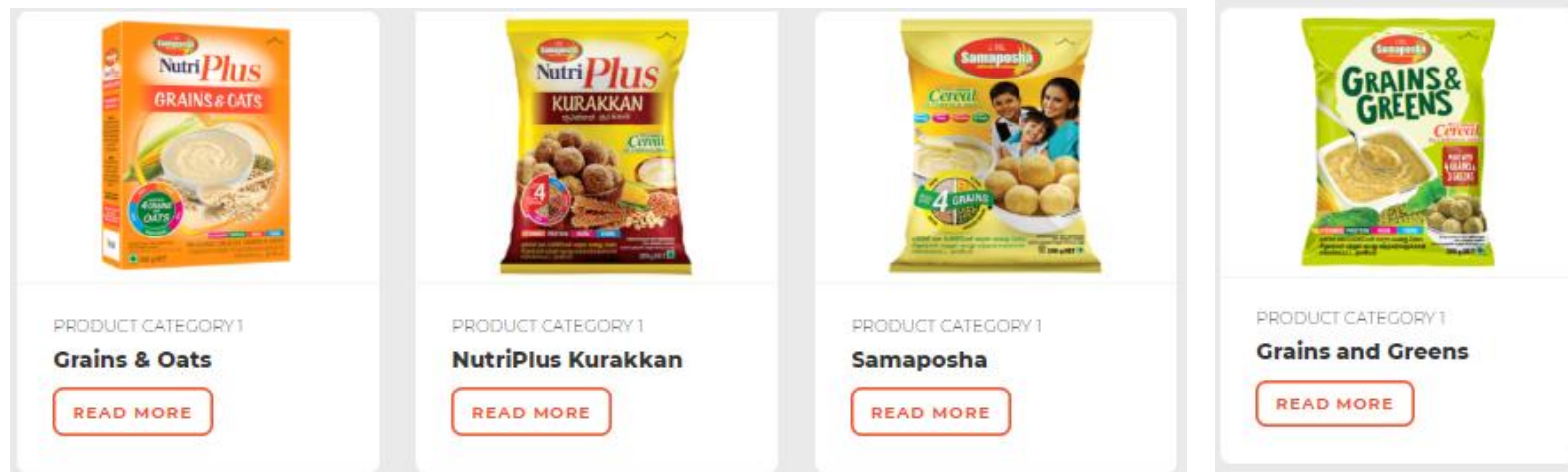




SAMAPOSHA

Samaposha, was owned by Link group (pvt) Ltd and currently a flagship brand of Plenty Foods (Pvt) Ltd. a fully owned subsidiary of Ceylon Biscuits Limited (CBL Group).

Target market – Schoolchildren, campus students, garment factory workers, elders, pregnant and lactating mothers, drawn from the lower and middle income groups.



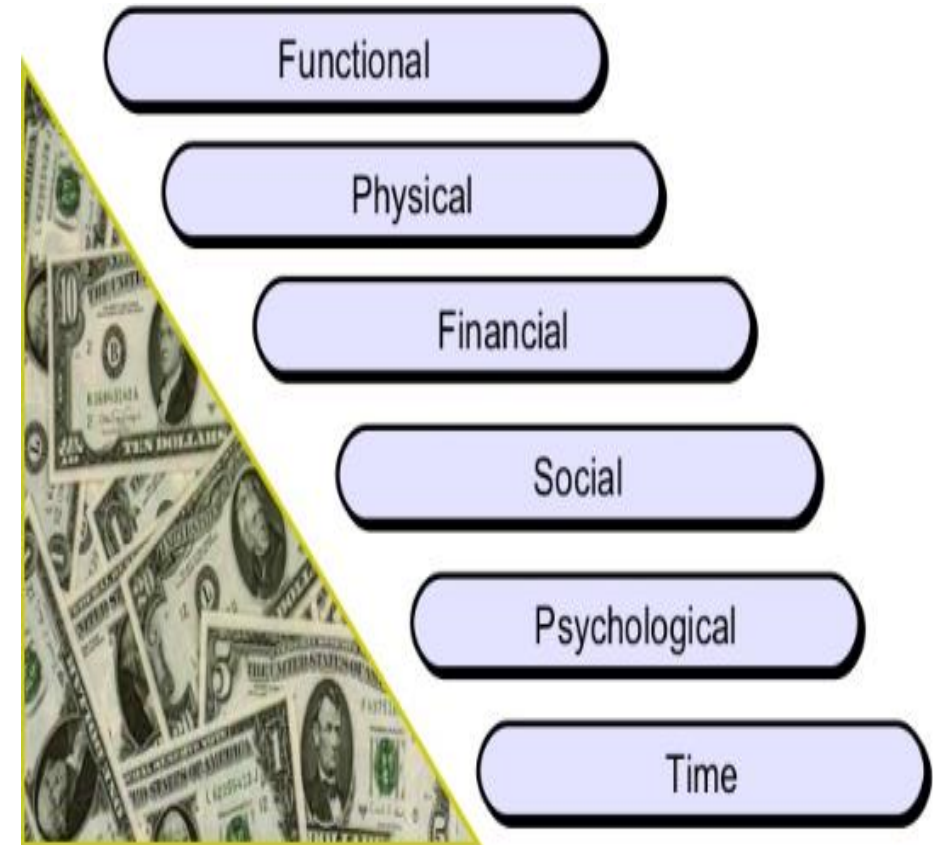
Consumer decision making process

Problem recognition

- Need of hunger and immediate satisfaction of hunger through fast food.
- Mainly targeting mothers who looks for healthy food for kids age between 4 – 11.
- The traditional eating habits of Sri Lanka using cereals.
- Youngsters who are looking for healthy and active lifestyle.
- For children as a supplementary meal.
- For executives in their busy offices or even to include in the picnic basket.
- The easiness of preparation.

Perceptual risk.

- Perceptual risk is less due to nutritional value.
- Selection of best brands in market and sometimes go for free trials.
- Taste of the product.
- The importance of design/ style/illustration of packaging.
- Look into best value for the money and expecting quick results.
- Easiness and time consideration of preparing.



Information Search

Internal factors

1. Recall of advertisements/print media.
2. Some perceived “Samaposha” such as low price and high quality.
3. Looking for fast food items with high nutritional value and it has become a new trend of today’s society.

External factors

Friends and family, public resources including various product-rating organization such as consumer reports, advertisements, sponsorships and campaigns.

Alternative Evaluation

Competitors are Maliban Yahaposha, Suposha, Maggie, Thriposha, Froot Loops, Corn Flakes etc.

Rational choice – Non - veg lovers.

Attitude choice– Some people perceive it due to low price, high quality, healthiness and brand name of CBL.

Attribute choice theory – Knowledgeable on the product as well as the ingredients, hygiene factors, ambience etc.

Awareness set – Maliban, Thriposha, Kellogg's Corn Flakes and Suposha

Buying Decision



Post purchase behavior

- **Positive feedbacks**

- Consumer satisfaction on taste and quality of the product.
- Satisfaction on the price.
- Satisfaction on the healthiness.
- 100% made by pure natural ingredients.
- Free of Chemicals, Flavors, Coloring and Preservatives.
- Halal Certified.

- **Negative feedbacks**

- Not getting expected taste.
- Some of the food items are hard to prepare.
- There are no different flavor ranges.

Theory of Personality



Theory of Personality

'Determine and reflect how we think and act'



Consumption-Related Personality Traits

01. Consumer Innovators and Innovativeness

Consumer innovators are enthusiastic about innovative products and can speed up the market acceptance of innovations.

Innovators need to try new products, product line extensions, and services to generate new ideas and practices. Their response to newly introduced products is critical to the success or failure of new products.



consumption-related personality traits,



Generate new ideas



consumption-related personality traits,

02. Need for Uniqueness

- Prefer creative products .
- Adopt new products and brands quicker than others.
- Avoid the similarity reflected in buying mainstream products.

03. Variety and Novelty Seeking

1. Switching brands to experience new, different, and possibly better alternatives.
2. Gather information about new and different product alternatives and contemplating buying them.
3. Use innovativeness.



consumption-related personality traits,

04. Need for Cognition



consumption-related personality traits,

05. Visualizers versus Verbalizers

Verbalizers prefer promotional messages containing a lot of written, textual, and verbal information.

Visualizers are more receptive to pictorial images,



consumption-related personality traits,

06. Consumer Ethnocentrism

Ethnocentric consumers feel it is wrong to purchase foreign-made products because of the impact on the economy

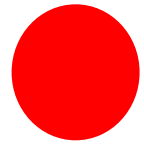
'Targeted by stressing nationalistic themes'

➤ දැයක් ගොඩ නගන පෝෂණය



consumption-related personality traits,

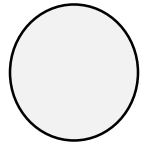
07. Personality and Color



Red Energy

Human, hot, strong

- Makes food “smell” better



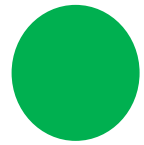
White Goodness, purity, cleanliness,

- Suggests reduced calories
- Pure and wholesome food



Yellow Caution, novelty

- Evoke optimism and general good feelings



Green natural, living things

- Health and well-being
- Associated with vegetables



consumption-related personality traits,

08. Brand

Strong, positive brand personality leads to more favorable attitude, brand preference, high purchase intentions and brand loyalty



Perception

Perception



Perception

'How we see the world around us'



consumption-related personality traits,

Sensory Input

Sensation is the immediate and direct response of the sensory organs to stimuli. A **stimulus** is any unit of input to any the senses products, packages,brand names, advertisements, and commercials.



consumption-related personality traits,

Many of the promotional methods aimed at increasing sensory input take the form of ambush marketing or experiential marketing.

Experiential Marketing

- Allows customers to engage and interact with brands, products, and services in sensory ways.
- Create emotional bonds between consumers and marketing offerings.

Ambush marketing

Placing ads in places where consumers do not expect to see them and cannot readily avoid them.



Perceptual Selection

Use dramatic image



Ad appearing where consumers do not expect it

Shocking and unrealistic images provoke attention

Give ideal attributes of the products they need and wish to purchase.

Segment the market on the basis of those needs, and vary the product advertising.



Perceptual selection



Perceptual Organization

Closure Grouping



Consumer imagery



Perceived Quality

01. Product Quality

Physical characteristics of the product itself, such as size, color, flavor, or aroma.

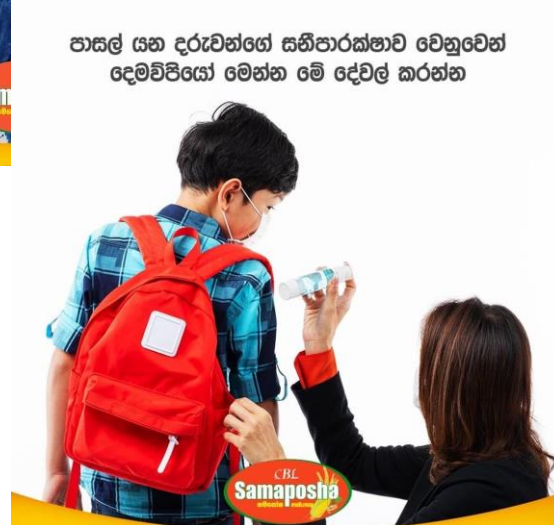


consumption-related personality traits,

02. Manufacturer's Image and Perceived Quality

Manufacturers who enjoy a favorable image generally find that their new products are accepted more readily than those of manufacturers

Institutional Advertising



Consumer Learning

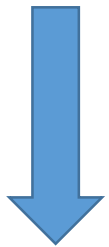
Over 25 years consumers have learn about Samaposha from their advertisement, promotion campaign , print media and etc.

Motives



Busy mothers are looking for Pre-cooked breakfast for their children's .They may seek information concerning the Nutrition, Price and other characteristics of product.

Cues



An Advertisement for pre-cooked food that include nutrition may serve as a cue for busy mothers. Who may suddenly recognize that and they need to purchase it.

Response



Reinforcement

Behavioural Learning Theories

Marketing Applications of classical conditioning

Repetition

Cosmetic variation - Repeating the same advertising theme in variety of formats



Behavioural Learning Theories

Instrumental (Operant) Conditioning

- The stimulus is learned via a trial-and-error process.
 - Distributing Sample Samaposha Aggala



 **Samaposha**
7 Feb at 14:51 · 🌐

ගුණයෙන් පෝෂණයෙන් පිරිපුන් පරපුරක්
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👍 1.5k 81 comments

👍 Like 💬 Comment ➦ Share



👍❤️ 29 1 Comment

Behavioural Learning Theories

Modeling / Observational Learning



Photos Community Videos About Group

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9 Aug 2017 · 3.3K views
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- Untitled
11 Jul 2017 · 1.4K views
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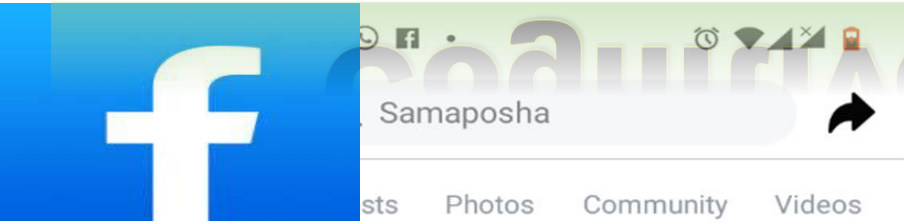
CBL
Samaposha
සමපෝෂ සාමාන්‍ය

5+ Cereal **2**

සමපෝෂ හැඳි 5යි පිටි හැඳි 2යි සීනි හැඳි 2යි
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Launch a promotion campaign in the pre-schools by providing free samples

Cognitive Learning Theories



Samaposha
13 May at 17:22 • 🌐

ඔබේ දරුවා බඩගිනිසි කිවීම මොනවම හරි කෑමක් ලබා දෙනවට වඩා ඔවුන්ගේ පෝෂණය ගැන සැලකිලිමත් වෙලා ඔවුන්ට සමබල පෝෂණයෙන් පිරිපුන් ආහාර වේලක් ලබාදෙන්න කටයුතු කරන... See more



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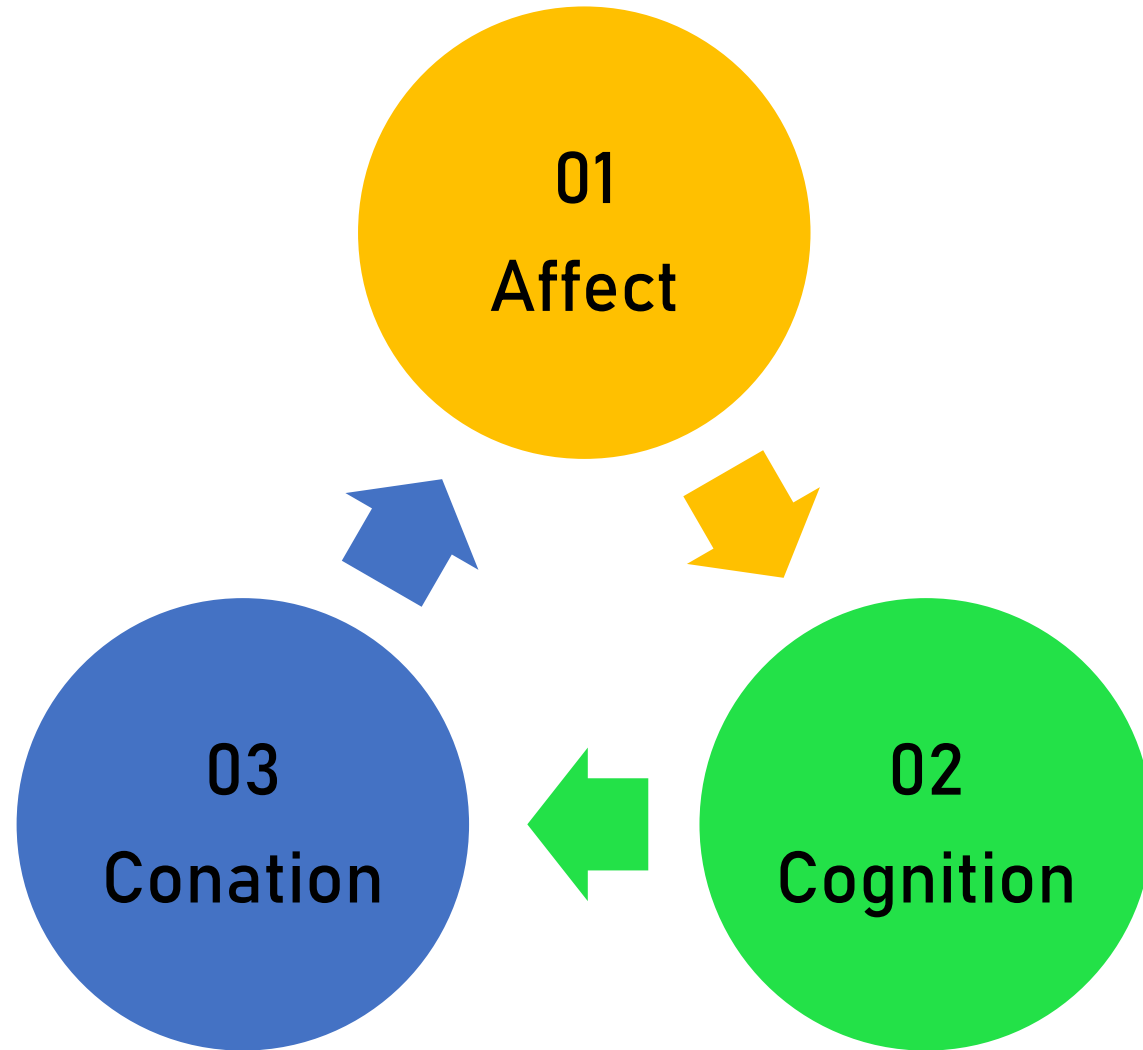


Food Challenge



Tri-Component Attitude model

Tri-Component Attitude model





Attitude change toward Aggala to Samaposha Aggala

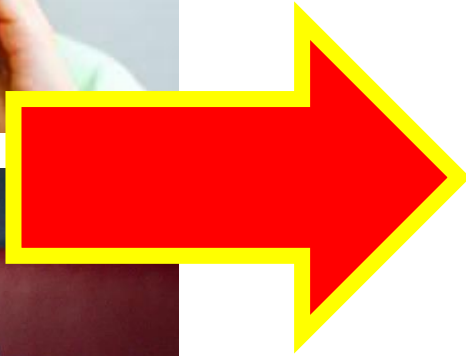
Aggala



Samaposha
Aggala



Attitude change toward Short eats to Cereals



Family and Social Class

Family (Mother)



Social Influence

What is most unique about the communication is that all those who are featured are

- The **athletic coach** who genuinely endorses the health benefits of Samaposha



- The **teacher** who educates children on balanced nutrition



Social Class



- Low ,Middle and upper middle class

Cultural Behaviors towards Samaposha

- Culture offers people order, direction and guidance
 - Srilanka consumers are used to have a healthy and wealthy breakfast. So Samaposha Brand embossed as
 - “පිරිපුන් උදෑසන ආහාර වේලක්”, it contains Corn, Soya, Green gram and Rice. Rice had been an integral part of the Sri Lankan food culture from ancient times.



Cultural Behaviors towards Samaposha Contd.

- Consumers are willing to go for a locally manufactured foods

Due to the health hazard, they are used to take fresh, nutritious foods specially they give for their children.

- Culture is constantly changing - urbanization influence the consumer food patterns towards more convenient foods.

e.g. more women in the workforce, changing role of who cooks breakfast = a shift to more convenience foods

- The concept of “tried and tested”



Consumer attitudes towards Srilankan රසකැවිලි

සමපෝෂ අලුවා



සමපෝෂ අග්ගලා



Relationship – Mother & Child

- දරුවෙහි මව් සමඟ මව් සමඟ



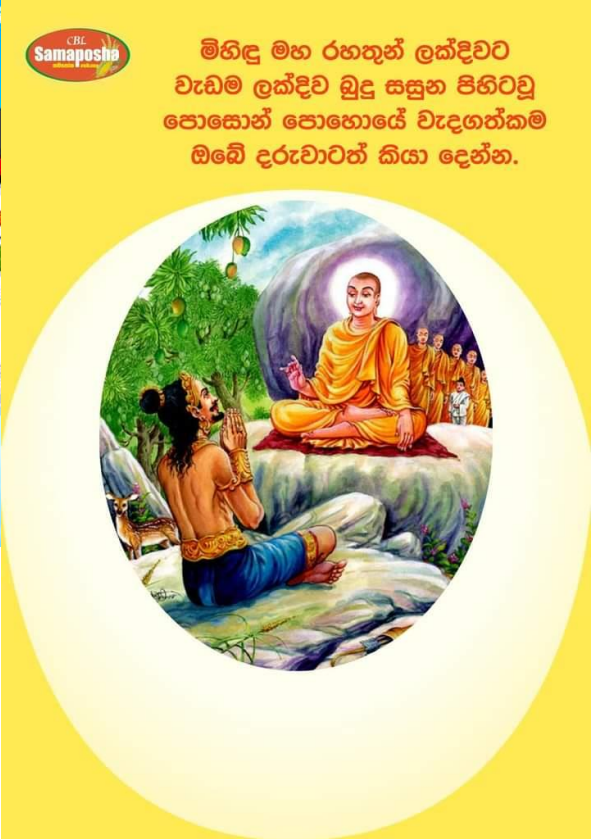
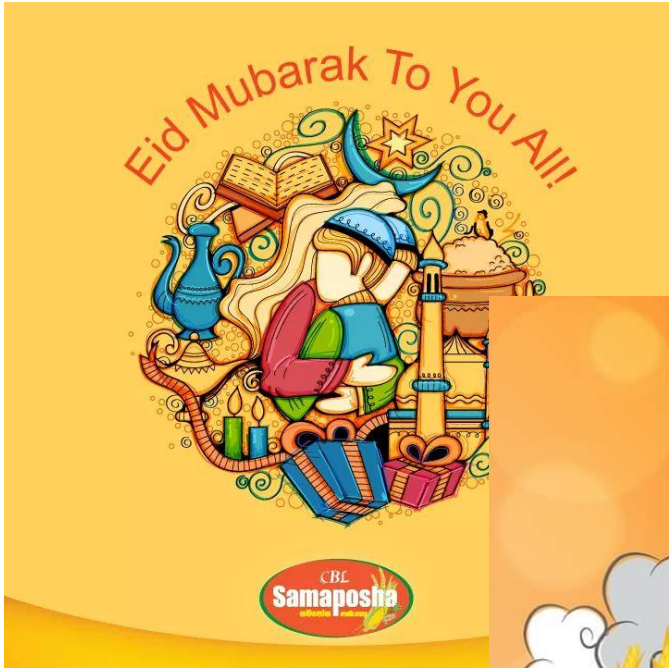
Culture towards Samaposha Symbol

Over time people learn the meanings of symbols



Samaposha embossed with Srilankan Culture





Sustainability



Leave same or larger than resources for future generation

Sustainability of Samaposha



Presustainability versus Sustainability world

Presustainability

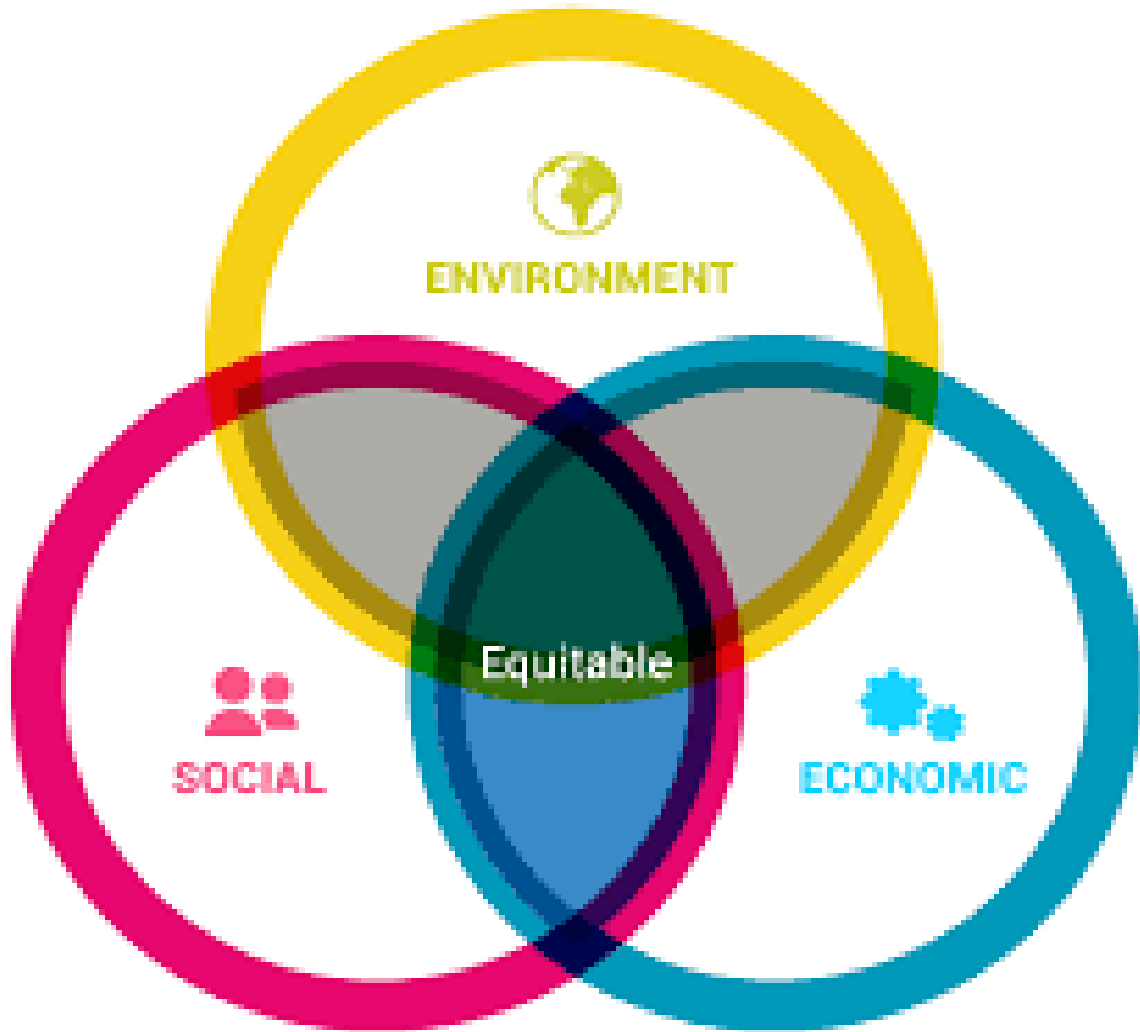
- ❑ Wants are natural and infinite and unlimited consumption is good
- ❑ The planets resources are infinite
- ❑ The earths carrying capacity for waste and pollution is infinite
- ❑ Quality of life and personal happiness increase consumption and wants satisfaction.

Sustainability

- ❑ Wants are culturally influenced and strongly shaped by marketing and other forces
- ❑ The resources are finite and fragile
- ❑ The earths carrying capacity for waste and pollution is very limited.
- ❑ Quality of life and personal happiness do not always increase with more consumption and want satisfaction.

The path to well being does not go via reduced consumption it has to be done via more responsible consumption

3 Pillars of Sustainability



- Environment
 - Consumers mind has changed towards using environment friendly products, investing recycling, reducing pollution, marketing practices
- Society
 - Consumer perception about Sri Lankas' manufactured cereal product and herbal porridges should made from 100% locally sourced raw material.
 - Madatugama and Hambantota Inoculated Corn, Soya, Green gram and Rice
- Economic
 - Farmer Upliftmen

Eco Friendly Certificates on Product Labels of Samaposha



CSR Activities

- Scholarships for poor students
- Community Developments- provide simple infrastructural needs and developments
- Support to the Farmers and their families
- Sponsorship for sports events



Consumer Behavior towards Online purchases

The screenshot displays the Kapruka.com website interface. At the top, there is a search bar and a shopping cart icon showing 0 items for Rs. 0. The main navigation bar includes 'ALL ONLINE CATEGORIES' and various filters like 'Best Sellers', 'New Additions', etc. The left sidebar lists 'Our Top Categories' such as 'Kapruka Global Shop', 'Cakes Shop', 'Chocolates', etc. The main content area is titled 'SAMAPOSHA IN KAPRUKA' and features a 'BEST SELLERS IN THIS CATEGORY' section with three product cards: 'Samaposha - 200g' (Rs. 80), 'Samaposha Nutri.' (Rs. 200), and 'Samaposha Grain.' (Rs. 100). Each card has a 'SEE DETAILS' button. The right sidebar lists 'Kapruka Services' including 'Gift Delivery in SL', 'Get SL Books/GVs', etc. The bottom of the page shows a taskbar with various application icons and a system clock indicating 8:41 PM on 08-09-2020.

Facebook Activities & Programs

The screenshot shows a Facebook video player for a Samaposha advertisement. The video content includes a woman in a yellow and blue sari and a man in a yellow shirt and black vest. The background features the Samaposha logo and Sinhala text, including "සමාපොෂා" and "සිංගි ද...". The Facebook interface is visible, showing the login fields, navigation menu, and video player controls.

8:53 PM
08-09-2020

8:54 PM
08-09-2020

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- <https://www.lankabusinessnews.com/cbl-samaposha-facilitates-the-nations-food-supply-chain-and-ensures-childrens-nutritional-and-educational-development/>
- <http://www.ft.lk/agriculture/story-of-samaposha-comes-alive-with-real-farming-families/31-603543>
- <https://slideplayer.com/slide/13846282/>