

[33]

**IMPACT OF MARKETING MIX ON BUYER CHARACTERISTICS TOWARDS  
THE LIQUOR PRODUCTS IN JAFFNA DISTRICT**

V. Kumaradeepan<sup>1</sup>, S. Rajumesh<sup>2</sup> and S. Sivanenthira<sup>3</sup>

*<sup>1,2,3</sup> Faculty of Management Studies and Commerce, University of Jaffna*

***ABSTRACT***

The study essentially focuses on consumption pattern towards liquor products. The research study's conceptualization framework consists of two variables such as marketing mix and buyer's characteristics. In this manner, the major reasons for undertaking this research study are to be created the awareness about importance of marketing mix and influence of buyer's characteristics among the liquor consumers. Primary data used in this study were from questionnaires, and secondary data form annual reports and statistics of excise station-Jaffna and articles. Two hundred respondents were selected as a sample and questionnaires were issued to them to collect the data which was analyzed using the Regression Analysis, Correlation Analysis methods and used SPSS 21 package. The research findings show the general attitudes of the consumers towards liquor products in DCSL and Rockland brands. Both DCSL and Rockland consumers have almost same level of behaviors towards the liquor products for determining the research output. Therefore, the key recommendations for the moderate level of influence about overall buyer's characteristics and for the low level of importance about overall marketing mix are more concerns about liquor buying behavior. We expect this research study on the consumption pattern towards liquor products will be helpful in enabling the manufacturers/marketers to modify the 4Ps towards consumers' likes and dislikes, and enabling the consumers to change the life style towards the liquor products.