

Do Self-Congruity Impact on Consumer Buying Behavior? Study Based on Condominium Market in Sri Lanka

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Urbanization and land shortage has contributed for dramatic changes of a society including their life style, social links, family structure, as well the housing. It has increased the demand of the housing options in the country. The highest value segment's housing option in this market is the condominium sector. Further, this novel market trend has been developed recently within Sri Lankan context, and it is developing with the emergence of large number of condominiums within the country. Sri Lankan Condominium market shows a significant extend in buying behaviour over the past few years particularly in the Western Province. Self-congruity is a concept that shapes a consumer's behaviour of purchasing a product according to the reflection of the user's self-image given through the usage of the relevant product. With the dramatic changes in the life styles of the consumers due to the industrialization and living status, Self-congruity concept has become a new arena for the marketing world. Self-congruity is the feeling of the consumer on relatedness of the product on his view of who he is and who he would like to be. The objective of this study is to identify the impact of self-congruity on consumer buying behaviour in condominium market. All the certified condos in Sri Lanka are situated in Western Province. With accordance to that, the data was collected through survey method from respondents residing in condominiums in Western Province by using convenience sampling method. The data analysis was done using correlation coefficient, regression analysis, and descriptive methods and the results revealed a strong positive relationship between self-congruity and consumer buying behaviour. The research findings reveals that the marketers and the condominium constructors can attract more customers condominium buyers can shape up their buying decisions based on the self-concept. Study recommends using the variables self-image congruity for segmentation purposes of the products, managing information about the self-congruity of customers to improve marketing strategies could be adopted as the managerial implication to the industry.

Keywords: Self-Congruity, Consumer Buying Behaviour, Condominium, Urbanization