

NATURE OF STATUS CONSUMPTION IN CONSTRUCTION INDUSTRY OF SRI LANKA

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(09/9784)



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Degree of Master of Science in Project Management

Department of Building Economics

University of Moratuwa
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DECLARATION

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Date

The above candidate has carried out research for the Masters dissertation under my supervision.

.....
Dr. K.A.K. Devapriya
Dissertation Supervisor

.....
Date

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ABSTRACT

Nature of Status Consumption in Construction Industry of Sri Lanka

This study aims to provide a scientific insight into the consumers' behavior in the construction Industry in Sri Lanka. Consumer behavior in the construction industry presents a veritable problem to be reckoned with, which has not yet been addressed scientifically. The broader objective of the Study is to investigate the peoples' preferences in constructing or purchasing their houses as commodities, and how they use their house constructing or purchasing in commodity form to demonstrate their social status, lifestyle and other social and cultural values to the society. Further, it is expected, especially, to identify the determinants of the consumer behavior, to rate them in terms of importance, and to identify the relative importance of the determinants in different segments.

This research presents results from a dual study based on interviews with six leading Architects and six Contractors who are engaged in housing projects in Western Province. A sample of 53 householders in the Western Province were also interviewed. Altogether, views of 65 respondents were recorded using liker-scales. . Data on housing consumption in the last ten years was collected also from Census and Statistics Department. The study has found that there is a strong trend towards the status-consumption.

This study reveals that people are concerned about the type of the houses where they live in, because they believe their houses symbolized their status, life style, income and family background etc. Because of that, when they planned their houses, they have been concerned about the modern style features. Therefore, they tend to seek the assistance of architects to design their houses. Moreover, this study reveals the perception of house owners that people have more respect for those living in modern houses. When people cannot afford to built to modern house, most of them start modernizing their houses when their income increases.

Keywords: *Construction industry, Consumption tendencies, consumer behavior, peoples' preferences, Sri Lanka*

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LIST OF ABBREVIATION

Abbreviation		Description
GDP	-	Gross domestic product
WSPI	-	Whole sale price index
ICTAD	-	Institute for construction training and development



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