

## **Study on Factors affect on the Consumer Purchase Intension on Fruit Drinks: Special Reference to Sri Lankan Beverages Market**

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When it considers the type of beverages available for consumption, Fruit drinks sector is one of the largest growing subsectors of food industry in Sri Lanka. Within the current context of Fruit drinks, market place in Sri Lanka is very competitive with the presence of both international and local players who can influence consumer choice. Given this increasing demand for Fruit drinks products, this study was conducted with an attempt to identify the factors affect on the consumer purchase intension on fruit drinks, with special reference to Sri Lankan beverages market. Further it identifies the attitude towards Fruit drinks within Sri Lankan consumers. The factors which used for this research study to assess the purchase intention of Fruit drinks were Health aspect, Quality aspect, Price aspect, Brand aspect and Taste aspect. These factors were the independent variables and consumer purchase intention was the dependent variable of the research study. The sample size was 150 respondents, selected through convenience sampling from the Western Province. The data was collected through a questionnaire. The Analyzed data reveals that most of consumers are aware about Fruit drinks and majority of the respondents considered Taste, Quality and Brand aspects are the most influential factors for the consumer purchase intention.

**Keywords:** Factors affecting purchasing Fruit drinks, Fruit Drinks, Purchase Intention