

Factors affecting for Consumer Purchasing Decision in Soft Drink Market (with special reference to youth segment in Monaragala District)

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Abstract

In today's competitive business environment, the majority of soft drink marketers have failed to achieve their marketing objectives and are unable to achieve their business goals as predicted, leading in a shift in customer purchasing behavior. The purpose of this study was to identify the most significant factors influencing customer purchasing decisions in the soft drink market and to analyze their relationship using correlation and regression analysis with SPSS. Consumer purchase decisions are considered to be the dependent variable, whereas reference groups and consumer attitudes are considered to be the independent variables. Independent variables were found to have a favorable link with purchasing decisions. Additionally, correlation research revealed that attitudes are key predictors of purchasing decisions. Additionally, the results suggested that the reference group considered in the study had no substantial influence on purchasing decisions. As a result, these insights can be used by the soft drink industry to develop and build new goods that are more focused on their target clients.

Keywords: *Purchasing decision, Attitudes, Soft drinks, consumer behavior*