

Determinants of Customer Purchase Intention Towards Sugar-Sweetened Beverages with Color-Codes: With Special Reference to Southern and Western Province of Sri Lanka

I D N Madhusanka

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
nadeenmadhusanka@gmail.com

Bimali Wijesundara

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
bimaliwijesundara@kln.ac.lk

This study purpose to empirically investigate the determinants of customer purchase intention towards sugar-sweetened beverages with color codes. The target in the study is 300 respondents who are 18 to 66 years' age group. A survey research questionnaire with 25 research items has been adopted. The data of 300 respondents were collected from the selected sample in the Southern and Western provinces in Sri Lanka. The research used a quantitative research design, and the actual data collected analyzed using Statistical Package for Social Science (SPSS) version 23. Then, Internal Reliability Test, Convergent Validity Test, Pearson Correlation, and Multiple Regression Analysis are conducted. The results show that independent variables, which are label attitude, General health interest, and light product interest, have a significant positive relationship with purchase intention. On the other hand, the subjective norm has no significant relationship with Purchase intention. The study's main limitation is the sample size of 300 respondents, which may not be comprehensive enough to represent the people in the Southern and Western provinces of Sri Lanka. Moreover, this research provides a more precise overview of factors that drive purchase intention towards sugar-sweetened beverages and what factors should positively focus on and focus on less. Further, the researcher has been provided with recommendations to the relevant parties to increase the awareness and persuasion for sugar-sweetened beverage consumption.

Keywords: *General Health Interest, Label Attitude, Light Product Interest, Purchase Intention, Subjective Norms*