

THE IMPACT OF CONSUMER DETERMINANT FACTORS ON CONSUMER BUYING BEHAVIOR IN THE FAST FOOD INDUSTRY

(EVIDENCE FROM GAMPAHA DISTRICT)

Abstract

This research delves into the intricate dynamics of consumer buying behavior within the fast-food industry, with a specific focus on the Gampaha District in Sri Lanka. Understanding the factors that influence consumers' choices in this context is of paramount importance for businesses striving to thrive in a competitive market.

To explore this phenomenon, a quantitative research approach was adopted, aligning with a positivism philosophy. A deductive research approach guided the study, aiming to test hypotheses derived from existing literature. Data collection was carried out through an online questionnaire, administered to a diverse sample of 414 participants within the Gampaha District. Statistical analysis was conducted using SPSS, employing regression analysis to examine the relationships between consumer determinant factors and consumer buying behavior.

The study's findings yielded several noteworthy insights. Notably, while the hypothesis regarding the relationship between price and consumer buying behavior was not supported, food quality, brand recognition, promotions, and the dining environment emerged as significant determinants influencing consumer choices in the Gampaha District's fast-food market.

This research provides valuable implications for local fast-food businesses, suggesting a need to prioritize food quality, maintain strong brand identities, invest in effective promotional strategies, and enhance the dining environment to attract and retain customers effectively. Additionally, the study recommends further research to delve deeper into the unique preferences and behaviors of consumers in this specific region, contributing to a more comprehensive understanding of the local fast-food market dynamics.

Key words: Consumer Buying Behavior, Price, Brand, Food Quality, Service Quality