

# **Factors Affecting On Consumer Purchasing Intention for Fruit Drinks Market in Sri Lanka**

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The purpose of conducting the research is to find out the factors influencing consumer purchase intention for fruit drinks market in Sri Lanka. Based on that, the researcher seeks to answer the research problem of “What are the factors influencing purchase intention for fruit drinks market in Sri Lanka?” Although the consumption of fruit drinks being preferred over carbonated drinks based on health perspective, there is no previous research is conducted on finding the factors influencing the purchasing intention for fruit drinks specializing on Sri Lankan context, has attracted the researcher’s attention to carry out the research.

Research is conducted using quantitative techniques. Both primary (questionnaire) and secondary sources (such as internet, publications and books) of data have been used. Data collected from 150 respondents in Colombo district within the age limit of 20-35. Collected data was analyzed using descriptive such as tables, charts & inferential statistical tools using SPSS 20.

In conclusion the majority of customers are having high level of consideration of attitudes, package, product quality, reputed brand name, and advertisements when purchasing fruit drinks. Therefore marketer can recognize strengths and weaknesses in their advertisements, packaging, and quality & can improve their performance concerning the extent of each variables impact on purchasing intention.

**Key words:** *Purchasing Intention, Fruit Drinks Market, Sri Lanka*