

Factors Influencing Towards Customer Promotion Acceptance Sent by Fast Food Restaurants

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Fast food chains in Sri Lanka are a recently magnificent and emerging industry which makes revolutionary transmutation within the frequent consumer patterns. The concluding purpose of this research is to point out the factors which influence promotion acceptance by the consumer which is sent from fast food restaurants. To attain the goals of this research, the expected data are gathered from a convenience sampling method where the sample size was 384 which was taken according to the Morgan's sampling size table. The target population is teenagers, youngsters, professionals and middle-aged consumers. An open ended, close ended and Likert scale questionnaire with 17 questions is utilized in the intention of collecting the needful data. In addition to that a pilot survey was conducted separately for companies and customers in order to prove the problem statement of the study. And these results will be gathered through online platforms and physical surveys. To review the outcome, the analyzing process is done using Weka, SPSS, Power BI and various descriptive statistics. The results mainly emphasize that most of the human beings tend to have fast food frequently as soon as they get their salaries or pocket money. Moreover, the population prefers to have the craving need with a limited price range where they distaste to go for a high range price. The population in Colombo suburbs used to go out for junk food 1 to 3 times per month and sometimes the scenario changes to at least one week. When it comes to mode of having fast food most of them prefers to have it in outlets and by deliveries. Where they have hesitated about the takeaway options. When it comes to promotion messages the Sri Lankan context receive most of them via SMS and secondarily through Facebook and Instagram. According to findings the reason for choosing fast food has proved it is because, to enjoy taste, choosing to eat with families and friends and less expensive compared to usual days' prices. Eventually the survey results brought the key insight of this promotion message is, the most people visit fast food restaurants when there's a promotion going on and they really evaluate the value of the spending's for promoted fast food and the people are always aware about the price of the industry before the step into it.

Keywords: *Fast Food Industry, Promotion Acceptance, Promotion Message, Sri Lanka*