

## **Factors Affecting on Customer Purchase Decision of Automobiles in Sri Lanka**

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In modern era, many people use automobiles to fulfill their transportation need. Also some are considering automobiles as a sign of a luxurious life. So, many people purchase automobiles not only to fulfill their transportation need but also they use automobiles to show their income level, social class, prestige etc. So, there is various kind of factors affect when making a purchasing decision related to Automobiles. The major purpose of this study was to find out the factors affecting for purchasing decision related to automobiles. The study observed brand image, price, and quality as independent variables and customer purchasing decision as dependent variable. This is quantitative research, and the primary data are collected through structured questionnaire. The sample size is 384 which specified under convenient sampling method and consisted of 106 respondents who tend to purchase automobiles and already use automobiles in Sri Lanka. The researcher used descriptive statistical tools concerning the measures of frequencies, measures of central tendency and measures of dispersion. Also utilize inferential statistics tools such as Pearson's Correlation and multiple regression analysis to test the hypotheses. In here SPSS 26 software used as analytical software. According to the study's findings are independent variables of brand image, quality, and price having a significant and positive impact with the customer purchasing decision of automobiles in Sri Lanka. Furthermore, this study's findings are more useful for the automotive companies of Sri Lanka to identify the factors to be considered when offering new products for the Sri Lankan market and also useful for potential buyers and for researchers.

**Keywords:** *Brand Image, Customer Purchasing Decision, Life Style, Price, Quality*