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**PRODUCT AND SERVICE QUALITY IN THE FAST
FOOD INDUSTRY IN SRI LANKA**

By

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ABSTRACT

There is a widespread and growing concern in fast food industry with regard to the quality of product and service, which have a greater impact for organization's survival and continuity. The quality, both product and service are paramount for customer orientation and sustainable competitive advantage in the competitive business environment. This study was conducted to determine the influential factors that consumers' prioritize in purchasing fast food items in terms of product and service quality. Many researchers in the field of product and service quality have been taken into consideration an ordinal number of sub factors, which influence to buying decision of consumers. Among these sub-factors this study, however, concentrated to 22 sub factors in the domain of product and service quality in the fast food industry, which influence to customers' buying decisions.

The study revealed that consumers equally weighted product and service quality irrespective of their demographic differences. Further, it was revealed that some sub factors of product and service quality criteria like taste of foods, reliability of quality, cleanliness of the place, and waiting time etc. account for high values. In turn, research found that some other sub factors of product quality and service quality such as package provided, portion size, delivered to your car/home have not given more values of the Sri Lankan customers.

Finally, the study in total, has led to the conclusion that, regardless of consumers' demographic differences, both product and service quality were equally valued by customers in deciding to purchase fast foods.

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