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**FACTORS INFLUENCING CONSUMER PURCHASING DECISION OF IMPULSE
ICE CREAM IN SRI LANKA**

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ABSTRACT

The purpose of this research is to identify the factors influencing consumer purchasing decision of impulse ice cream in the Western Province. The research investigates the relationship between brand prestige, trust in manufacturer, sensorial quality attributes, social status and nutritional quality and information, and the customer purchasing decision of impulse ice cream. An initial conceptualization was developed from reviewing the literature and then the conceptualization was tested with primary quantitative survey data collected from 100 respondents from different areas in the Western Province. Descriptive statistics and correlation analysis were used to test the key hypotheses derived from literature review. The findings indicated that consumer purchase decisions of impulse ice cream are influenced by brand prestige, trust in manufacturer, sensorial quality attributes, social status and nutritional quality & information. However, the significance of the relationship is different from one another. The research is conducted in the Western Province region. Hence, future research could extend these findings to other areas of Sri Lanka to generalization. Further, research can be carried out through data collection from those who actually participated in relation to test the factors that are concerned with bulk ice cream purchasing decision. This research and the claims made are limited to the ice cream industry. The key implications will help the ice cream manufacturers to support their marketing campaigns in Sri Lanka.

Keywords: Consumer Purchase Decision, Impulse Ice Cream, Brand Prestige, Social Status