

## **Key Determinant That Influencing On Choices Fast Food for Restaurant**

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The purpose of conducting this research project was to examine the key determinants that influenced the choices of fast food restaurant with reference to young generation in Colombo district in Sri Lanka. To attain the objectives of this research project, research questions and seven hypotheses were developed and tested.

Furthermore, each hypothesis is measured accordingly and results obtained are subsequently explained. A comprehensive literature review was carried out to identify the determinants of the choice of fast food restaurant. Primary data were collected through a questionnaire and 100 sets of questionnaire were distributed to the target respondents who are youngsters in Colombo district. By using Statistical Package for Social Science (SPSS) version 23.0, data collected through survey questionnaires were analyzed and outcomes obtained were discussed in the form descriptive statistics. In addition, major findings of this research project were discussed in order to understand the relationship between key determinants and restaurant choices. Managerial implications of the results have also discussed referring to the findings of the research.

**Keywords:** Key Determinant that influencing on Choices Fast Food for Restaurant