

**THE ROLE OF PRODUCT ATTRIBUTES IN SHAPING
CONSUMER PREFERENCES FOR CRISPY CHICKEN IN DOMPE
DS DIVISION, GAMPAHA DISTRICT**



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ABSTRACT

Crispy chicken has become one of the most popular fast food choices among Sri Lankan consumers, particularly within rapidly urbanizing areas such as the Dompe DS Division in the Gampaha District. As competition among food outlets increases, understanding what specific product attributes influence consumer preferences has become essential for businesses aiming to attract and retain customers. The research aimed to identify the role of key product attributes such as quality, price and brand in shaping consumer preferences for crispy chicken products in the Dompe Divisional Secretariat (DS) Division of Gampaha District, Sri Lanka and how these attributes influence consumer purchasing behavior and willingness to buy within the fast growing processed food sector. A quantitative research design was adopted, using a pre tested structured questionnaire distributed to 100 respondents. Data were analyzed using descriptive statistics and regression analysis through IBM SPSS version 22.0. The demographic analysis revealed that 66% respondents were female, and the majority (30%) were 24-35 years of age. The regression model explained 56.8% of the variation in consumption ($R^2 = 0.568$). Findings revealed that price ($p = 0.001$) and brand ($p = 0.000$) had a significant positive influence on consumer preference for crispy chicken, while quality ($p = 0.218$) showed an insignificant relationship. Among the significant predictors, brand exerted the strongest effect, indicating that consumers' trust and perception of brand reputation play a crucial role in their purchasing decisions. Additionally, demographic factors such as age, income and education contributed to variations in consumer behavior. The results highlight that affordability, promotional strategies, and strong brand identity are key to enhancing market competitiveness and customer loyalty. The study recommends that manufacturers and marketers focus on maintaining consistent quality, implementing competitive pricing strategies and strengthening brand reputation to better meet consumer expectations. The findings contribute to the limited body of localized research on fast food consumption patterns in Sri Lanka and provide insights for future studies on consumer loyalty, value perception and market expansion strategies in the poultry based food industry.

Keywords: Brand; Consumer Behavior; Consumer Preference; Price; Quality; Regression Analysis

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