

**FACTORS INFLUENCING FOR THE CHOICES OF FAST FOOD
RESTAURANT: WITH SPECIAL REFERENCE TO YOUNG
GENERATION IN COLOMBO DISTRICT IN SRI LANKA**



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Abstract

The purpose of conducting this research project is to examine the factors influencing for the choices of fast food restaurant with reference to young generation in Colombo district in Sri Lanka. Furthermore, there are three objectives which are to examine the influences of factors on choices of fast food restaurants with reference to young generation in Colombo Sri Lanka, to identify what are the main factors that are affecting for choices of fast food restaurant in Sri Lanka and to determined impact of demographical factors on choices of fast food restaurant.

This study is based on qualitative prospective. Primary data were collected through survey questionnaire for this research purposes and 150 sets of questionnaire were distributed to the target respondents which are young generation in Colombo district. The first section of the questionnaire was aimed at measuring influence factors by using the 21 facts and restaurant (brand) choices using 5 facts of the fast food restaurant. Each of the facets were analyzed using the simple mean value of a five point Likert scale. Based on the conceptualization there are five independent variables which are brand image, price, quality of foods, restaurant environment, service quality and there is one dependent variable which is restaurant choice.

In addition, the data gathered through the questionnaire was basically analyzed using the descriptive, correlation, multiple regression analysis and tools like ANOVA and student T test through the SPSS software. A computation was also carried out in order to check the reliability of the model used for the study using the SPSS software.

Major results of this research project were discussed in order to understand the factors influencing for the choice of fast food restaurant. After this research, we acknowledge that all these factors are whether important in influencing restaurant choices of young generation in Colombo district. Lastly, managerial implications have been discussed to provide insight and useful information to the fast food restaurateurs. On the other hand, the research study will be developed to assist future researchers in managing this limitation.

Key words: *factors influencing for the choice of fast food restaurant: with special reference to young generation in Colombo district in Sri Lanka.*

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