

“A STUDY ON THE INFLUENCE OF PROMOTIONAL MIX AND
PERSONAL FACTORS ON URBAN CONSUMERS’ BUYING
DECISION TOWARDS FAST FOOD SPECIAL REFERENCE TO
DEHIWELA DIVISIONAL SECRETARIAT AREA”

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ABSTRACT

The modern world has entirely diversified the living patterns of human being. Especially their food behaviour, where most of the people are consuming food from fast food place rather than home cooked food and is a fairly a new food trend in Sri Lanka. Quick establishment of fast food restaurants in all over the country is an evidence for the popularity of fast food among Sri Lankans. This study specially investigates the Influence of Promotional Mix and Personal Factors on Consumers' Buying Decision towards Fast Food.

The descriptive research was used with the respondents of 200 residing in Dehiwela Divisional Secretariat Area as a convenient sample and the cross-sectional design was used to analyze the collection of data from the selected eight popular fast food outlets in Sri Lanka namely, Burger King, Dominos, Dine –Mor, KFC, Mc Donald, Majestic City Food Court and Pizza Hut. Data was collected through closed ended questionnaires and the analysis was conducted by SPSS with the measures at levels of Univariate, Bivariate, and Multivariate along with Research Hypothesis. The findings of the present study suggest that the Promotional Mix and Personal Factors are having the strong positive relationship with Consumers' Buying Decision towards Fast Food but however, Personal Factors is influencing more on the Consumers' Fast Food Buying Decision than Promotional Mix.

Key Terms: Promotional Mix, Personal Factors, Consumers' Buying Decision, Fast Food

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