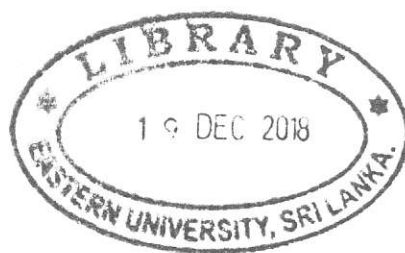


**IMPACT OF CUSTOMER PERCEPTION & BEHAVIOR
TOWARDS FASTFOOD CONSUMPTION (A STUDY WITH
REFERENCE TO POLONNARUWA DISTRICT)**



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ABSTRACT

Fast foods act is an important role in the people's modern lifestyle. The fast food concept has been introduced from developed countries; and little by little, Sri Lankan people have been intensively adopting their lifestyle, consistently with this concept. As such, it is useful to identify the impact of consumer perception and consumer behavior towards fast food consumption, since the Sri Lankans change their behavior to have fast foods of developed countries from traditional Sri Lankan Foods. To achieve the goals of this research, the data were collected from convenience sample of 200 customers in Polonnaruwa District. The respondents provided the data by questionnaire. Pearson's Correlation and Regression Analysis were used for testing the hypotheses.

While both variables individually have high level attributes, the Pearson's correlation analysis explores a positively significant linear relationship among the consumer perception, consumer behavior and fast food consumption. This implies that the fast food consumption can be predicted with the nature of consumer perception and consumer behavior.

Further analysis of regression model with intercept indicates that 35% of total variance of fast food consumption was explained by consumer perception and 57% of total variance of fast food consumption was explained by consumer behavior. In conclusion, it is observed that consumer perception and consumer behavior have the impact on fast food consumption and consumer behavior has more impact than the consumer perception.

This shows that hotels need to develop perception of consumer by providing the health and hygiene information, promotional features, brand features and quality of products to increase the fast food consumption. And it is important for the fast food industry to rigorously consider the factors awareness, purchase decision and satisfaction for improving consumer behavior on fast food consumption. Results of this study suggest that the using effective consumer perception and consumer behavior are important to increase fast food consumption in Polonnaruwa restaurants.

Keywords: *Consumer Perception, Consumer Behavior, Fast Food Consumption*

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