

**FACTORS INFLUENCING CONSUMER PURCHASING
DECISION
(SPECIAL REFERENCE TO THE JEEVI ICE CREAM IN
VALAICHENAI)**



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ABSTRACT

The one set of inflation drives the rising of living cost. The rise of food product market provides an alternative selection for consumers during purchasing. There is very limited research regarding food product in Sri Lanka. This research focused on factors that may influence consumers intention to purchase food product. Factors examined are intrinsic factors which include perceived quality, perceived value, and perceived risk. Extrinsic factors which include perceived price, advertisement and packaging.

An empirical knowledge gap was observed by reviewing the existing literature regarding the current study. Hence in order to fill this gap this study is carried out with seven main objectives. The first objective of the study was to identify the level of intrinsic factors, the second objective of the study was to identify the level of extrinsic factors, and the third objective of the study was to identify the level of consumer purchasing decision. The fourth objective of the study was to examine the relationship between intrinsic factors and consumer purchasing decision, the fifth objective of the study was to examine the relationship between extrinsic factors and consumer purchasing decision six objective of the study was examine the relationship between influencing factors and consumer purchasing decision, and also finally to assess the impact of influencing factors on consumer purchasing decision. In order to achieve study objectives, primary data were collected from 200 Jeevi ice cream consumers in Valaichenai. Data were analyzed and evaluated by using Univariate, Bivariate and regression analyses were used to achieve the study objectives.

The result suggested that there is a high level of intrinsic factors selected Jeevi ice cream product in Valaichenai. The results also revealed that there is a medium degree of direct impact of factors influencing on consumer purchasing decision. In addition, result that indicated there is a weak positive relationship between influencing factors and consumer purchasing decision, and finally, producers or retailers are anticipated to better understand the factors influencing the purchase and re-purchase decision of Ice cream products which could better improve the standard of Ice cream products in the local market.

Keywords: Intrinsic Factors, Extrinsic Factors, Consumer Purchasing Decision.

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