



Faculty of Management Studies
Rajarata University of Sri Lanka, Mihintale

NOV 27
2025

SYMPOSIUM PROCEEDINGS

4TH INTERNATIONAL RESEARCH
SYMPOSIUM ON MANAGEMENT

Intelligent Enterprises: Merging Talent and Technology for Transformation

2025 **irsm**



4th International Research Symposium on Management (IRSM 2025)

***“Intelligent Enterprises: Merging Talent and
Technology for Transformation”***

27th November 2025

ABSTRACTS



**Faculty of Management Studies
Rajarata University of Sri Lanka
Mihintale, 50300
Sri Lanka**

Copyright: © November 2025
Faculty of Management Studies, Rajarata University of
Sri Lanka.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission of the publisher. The views and opinions expressed in the abstracts are those of the authors and do not necessarily express the opinions of the Editorial Board.

ISSN: 2651-0006

Published by: Faculty of Management Studies,
Rajarata University of Sri Lanka,
Mihintale. 50300
Sri Lanka.
Tel/Fax: +94 252266810
Web: fms.rjt.ac.lk/irsm2025
E-mail: irsm@mgt.rjt.ac.lk

Recommended Citation for an Abstract in this Proceeding Book: Sudari, P.G.S. & Jameel, A.L.M. (2025). Impact of Blockchain Technology on Enhancing the Efficiency of Financial Reporting in Financial Sector in Sri Lanka. *Symposium Proceedings of the 4th International Research Symposium on Management*, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Sri Lanka, 2.

Impact of Influencer Marketing on Customer Purchase Intention with Mediation of Brand Trust: Special Reference to Sri Lankan Fast-Food Industry <i>M.W.H.A. De Silva and A.M.S.I. Adhikari</i>	225
Facebook Advertising Value and Destination Visit Intention: The Mediating Effect of Place Attachment in Nuwara Eliya, Sri Lanka <i>K.K.M. Sandamali, H.M.U.K. Iroshana, and N.H.K. Cooray</i>	226
Impact of Experiential Marketing on Customer Loyalty with Mediating Role of Brand Credibility: Special Reference to Hospitality Industry of Sri Lanka <i>A.P.K.P. Pathirana and J.D.T. Madhusanka</i>	227
Psychological Triggers of Impulse Purchases in Grocery Stores: Evidence from Northern Province of Sri Lanka <i>C. Sudugaran, T.M.J.V.K. Thennakoon, T.S. Gamage, I.P.M.M. Dissanayaka, S. Sivasooriya, J.J.K.D. Fernando, T.P.W.H.N. Wedikkarage, H.P.P.K. Ranasingha, A. Aslam, A.D. Samadhika, I.J. Kumararathna, and S. Dilogini</i>	228
Psychological Insights into Emotion-Based Brand Experience in the Context of Bakery Microenterprise <i>K. Atchchana, C.A. Leo, D.K.C. Hansamali, D.R.P. Bulathsinghala, I.S. Rajapaksha, J.A.I.C. Perera, M.P.P.I. Mahanama, M.V. Abejayarathna, M.A.L. Fernando, W.A.H. Chathurika, and S. Dilogini</i>	229
A Study on Emotional Drivers in Consumer Gift Purchasing in Sri Lankan Local Retail Industry <i>P.B.I.D. Rathnasiri, R.M. Afrath, R.M.C. Rathnayaka, J.G.D. Chethana, K.G.G.K.N. Kumari, M.G.D. Madushani, R.A. Piumali, R. Yanusha, W.P.S.L. Dissanayaka, R.M.A.U. Rathnayaka, and S. Dilogini</i>	230
Exploring the Role of WhatsApp Marketing in Enhancing Business Growth of Homemade Cake Entrepreneurs in Jaffna of Sri Lanka <i>K. Jegashini</i>	231
An Exploration of Social and Cultural Drivers of Consumer Preferences in Heritage Food Retail in Sri Lanka <i>S. Layassruthy, M. Kiruththika, D.S.N. Dharmasena, E.P.N. Rodrigo, M.T.S.A. Kavindi, P.A.I.P.M.P. Weerasinghe, B.M.G.A.D. Kumarasingha, D.M.L.M. Disanayaka, R.S. Liyanagunawardhana, R.M.N.B. Herath, and S. Dilogini</i>	232

An Exploration of Social and Cultural Drivers of Consumer Preferences in Heritage Food Retail in Sri Lanka

S. Layassruthy^{1,*}, M. Kiruththika², D.S.N. Dharmasena³, E.P.N. Rodrigo⁴, M.T.S.A. Kavindi⁵,
P.A.I.P.M.P. Weerasinghe⁶, B.M.G.A.D. Kumarasingha⁷, D.M.L.M. Dissanayaka⁸, R.S.
Liyanagunawardhana⁹, R.M.N.B. Herath¹⁰ and S. Dilogini¹¹

*Department of Marketing, Faculty of Management Studies and Commerce,
University of Jaffna, Jaffna, Sri Lanka¹⁻¹¹*

*Corresponding author: sivalayam1009@gmail.com

Abstract

The study explores the cultural and social factors that shape how consumers choose heritage food outlets. Using a qualitative approach, the researchers gathered insights through four interviews with the store owner, one foreign customer, and two new customers, and six focus group discussions involving three chefs, two service staff, two counter staff, two regular customers, ten new customers, and two foreign customers. This broad participant base allowed the researchers to explore how cultural identity, social norms and social connections influence consumer preferences and behaviours. The findings also highlight how shared experiences, cultural familiarity and social ownership contribute to consumer attraction and loyalty to traditional food establishments. Thematic analysis showed that traditional food is closely linked to cultural identity, cherished family memories, authenticity and the perceived health benefits of natural ingredients and time-honoured cooking methods. Social influences, especially from family elders, peer suggestions and social media, played a significant role in guiding food choices, particularly among younger diners. The outlet has strong ties to the local community and builds customer loyalty by offering more than just food. It provides a culturally rich experience. For businesses, the findings show the need to promote traditional values, engage families and communities and improve marketing through cultural storytelling. This study focuses on one outlet and a group of volunteer participants but helps to understand consumer behaviour and the importance of cultural preservation. On a larger scale, this study highlights how traditional food outlets help preserve heritage and strengthen connections between generations and the community.

Keywords: cultural identity, cultural storytelling, family memories, heritage food outlets, qualitative approach