

A STUDY ON FACTORS AFFECTING ON CONSUMERS' FAST FOODS BUYING BEHAVIOUR : REFERENCE TO PIZZA HUT IN THE ANURADAPURA CITY AREA, SRI LANKA

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Abstract

This explorative study conducted to identify factors affecting on consumers fast foods buying behavior with special reference to Pizza Hut outlet in Anuradhapura city area. The study population represented by each and every customer located in Anuradhapura city area and representative sample was selected including school children to foreigners and entrepreneurs those who have consumed pizza. 114 members out of 120 responded to the researcher, where they were contributed to examine nine variables was Location, Atmosphere, Sales Persons Behavior, Awareness, Price, Quality, Image, Promotion, Fast Service with demographic variables and the required data was collected through structured questionnaires. Data was analyzed through descriptive techniques where percentages, mean, standard deviation, t test and cross tabulation were facilitated. At the end researcher identified that all factors were significant towards consumer buying behavior but related to the selected region customers was not satisfactory awareness about various brands of pizza, culture of pizza; location was confused on parking and low freedom even with atmosphere. And they enjoyed their image though consuming pizza appreciating sales person behavior but pricing, nutrition and promotion were somewhat deviated on consumer expectation related to the analysis. Finally researcher suggested to change location of pizza outlets and commented to increase awareness of consumers related pizza culture.

Keywords: *Pizza Hut, Fast Foods, Consumer Behavior*

1. INTRODUCTION

In the modern days, where the life is at fast pace with the time very valuable to every person, "Fast Foods" play an important role in everyone's day-to-day life. The very term 'Fast food' means simple, fast and convenient food, which is easy and fast to prepare besides being hygienic, free from microbial contamination and also convenient to eat. Unlike olden days where

man used to have his food lavishly and slowly, the present trend changed the habits to foods, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Preparing food with instant mixes has become a way life and no doubt they are going to be an integral part of food habit in future.