



**A Comparative Study on the Impact of Brand Image  
towards Local Consumers Buying Behavior in  
Franchised Fast Food Restaurants  
(With Special Reference to Colombo District)**

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## ABSTRACT

Fast food is one of the most pronouncing words in the world and it is one of the fastest-growing sectors in food industry. Fast food could be identified as the most purchased foods in the quick service restaurants format due to its unique attributes such as convenience, taste and lower price. The main objective of this study is to identify the difference between the impact of brand image on consumers' buying behavior of "Residents" and "Non-residents" in Colombo district. This research was carried out as a comparative study that compares resident and non-resident fast-food consumers. The convenient sampling and purposive sampling methods were followed and 150 resident and non-resident respondents in Colombo district were investigated with the purpose of meeting the research objectives. A questionnaire survey was conducted to collect primary data from the sample. As the analytical methods, descriptive statistics and regression were used. The results of the study indicate that there was a positive significant impact of the brand image on consumers' buying behavior of both comparative groups. As managerial implication and recommendations, since this study found that Pizza Hut is the most preferable fast-food brand, it is recommended that the foods like Pizza may be a most profitable type of fast food rather than other types of fast food. Furthermore, brand attitudes and perceived benefits were the key influential factors for consumers' buying behavior. Hence, it can be recommended that, when marketing a brand, it is necessary to concern about advertisements, functional and experimental benefits. This study comparatively investigated the brand image and consumers' buying behavior of franchised fast-food industry. However, the future researchers can focus different areas in local context and they can access the impact of brand equity, different promotional tools towards consumers' buying behavior.

**Key Words – *Consumers' buying behavior, Brand Image, Brand attitude, Brand attribute and Perceive benefits***