

**FACTORS AFFECTING CONSUMER BUYING
BEHAVIOUR IN FAST FOOD: THEORY OF
PLANNED BEHAVIOR**

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ABSTRACT

Fast food intake has been increased specially among younger generation and it has been associated with poor dietary intake and weight gain. As results of that increases in obesity have been noted globally. Additionally, that obesity may persist into adulthood and increase the risk of chronic diseases including heart disease, blood pressure, and diabetes, thus making it a major public health concern. Factors influence on fast food could be guided to develop appropriate nutrition intervention programs to assist consumers in changing their dietary behaviour. Therefore, this study aimed to evaluating the factors that affect on fast food consumption behaviour using the conceptual framework of the Theory of Planned Behaviour (TPB). A sample of consumers who lived in Kurunegala, Kandy and Badulla districts were interviewed and data were collected using a structured questionnaire to assessed variables in the TPB model; attitude, subjective norm and perceived behaviour control (PBC). Regression and Pearson correlations analyses of TBP model were performed with Minitab 15 software. Multiple regression analysis revealed that attitude, and perceived behavioral control significantly predicted intention to consume fast food ($R^2 = 75.7, F = 180.16, P < 0.05$). On the other hand, intention and perceived behavior control were significant determinants on fast food consumption behavior ($R^2 = 31.9, F = 57.81, P < 0.05$). The TPB variables with the exception of Subjective norm ($r = 0.390$) were found to have significant strong correlations with intention to consume fast food. Higher positive attitude ($r = 0.821$) toward fast food consumption and negative perceived behaviour control ($r = -0.6$) were significantly associated with intention to fast food consumption. Person correlation indicated that significant strong relationship between attitude and perceived behaviour control on consumer's intention on fast food consumption while behavioural intention and perceived behavior control were significantly correlated with behavior of consumers.

Key words: Theory of Planned Behaviour, Attitude, Subjective norm, Perceived behaviour control, Correlation