

Consumer attitudes and buying behavior in fast food restaurants: with special reference to Colombo City, Sri Lanka

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Introduction

Attitude as one of the internal environmental factors, can affect a person's decision to purchase the product. Consumer attitude is a response or assessment given by consumers consistently, favorable or unfavorable, positive or negative, like it or not, agree or not to an object. Verdurme and Viaene (2003) describe an attitude as the psychological tendency of a person to respond or behave, in a consistently positive or negative manner with respect to a stimulus as a result of their attitude toward that stimulus. Accordingly people are having negative or positive attitudes and consumers may act against their own interest. Therefore proper understanding of consumers is important to explore the consumer attitudes towards the buying behavior. Consumers' choice and buying behavior of particular products depend on many factors: as quality, variation, location, price, environment, etc. The attitude plays a fundamental role in consumer behavior field, because it determines his disposition to respond positively or negatively to an institution, person, event, object or product (Azjen and Fishbein, 1980). The study stated how these consumer attitudes are influences on their buying behavior. In present context, fast food restaurants and its consumption are rapidly growing with the people's hard-working professional living, and busy life styles in all over the world. There are large numbers of fast food restaurants available in Colombo city. Consuming fast foods has become a recent trend among upper society, teenagers and youth have also increased and the fast food has won the palate of those groups. Ritzer (1996; 2002) and Schlosser (2002) argue that fast food can be seen as a powerful symbol of globalization and post-modern society and few countries of the world seem immune to its apparent attractions. The main objective to assess the relationship between consumer attitude and buying behavior towards fast food restaurants in Colombo city Sri Lanka. Secondary objectives are to find out the factors influencing on consumer attitudes and most significant factor and salient beliefs which influenced on buying behavior towards fast food restaurants.

Methodology

The target population of this study represents the consumers of the fast food restaurants in Colombo city. There are 104 fast food restaurants in Colombo city, out of these 104 fast food restaurants researcher selected 34 restaurants in order to represent the population size and 90 consumers selected from 34 restaurants. In this study primary data was collected through structured questionnaires among the consumers of the fast food restaurants in Colombo city. In addition Cronbach's alpha test was conducted assures the reliability of questions. To analysis the data descriptive statistic, correlation analysis, analysis of variance (one way ANOVA), and independent samples T test and regression analysis were used.

Results and Discussion

Simple linear regression analysis used to accomplish the first objective of the study and it summarized as follows,

Table 01: Summary of correlation analysis

Variables	Pearson Correlation	P-value
Behavioural Factors versus Social Influences	0.356	0.001
Behavioral Factor versus Marketing Influences	0.486	0.000
Behavioral Factor versus Situational factor	0.451	0.000
Consumer Attitude and Buying Behavior	0.518	0.000

There is a significant positive weak relationship between behavioral factor and social influence behavior [0 to 0.5]

There is a significant positive strong relationship between consumer attitude and buying behavior [0.5 to 1]

One way ANOVA and t test illustrated that age, household income, education; occupation and monthly expenditure were influenced on the buying behavior. Moreover researcher identified some salient beliefs of the fast food consumers when they having fast food and choiring the fast food restaurant as atmosphere of the restaurant, availability of variety of foods in the menu, taste and service quality, reasonable pricing and quality, friendly attitude of the staff, overall outlook of the restaurant, parking facilities, closeness to the working places, interior designs, quick delivery and the image. Further one way ANOVA and t test used to identify the relationship between demographic factors and buying behavior. According to the t test significant value of the gender and marital status shows that there is no statistically significant difference between the variables. Further one way ANOVA table of the age illustrates that there is no statistically significant difference between the age and buying behavior .Moreover significant value of the monthly house hold income occupation, education expenditure and consumption shows that there is significantly relationship with buying behavior.

Conclusions

To accomplish the first objective that identify the relationship between consumer attitude and buying behavior towards fast food restaurants, researcher used regression analysis and correlation coefficient analysis. According to the simple regression analysis P value of the consumer attitude and buying behavior suggested that there is relationship between consumer attitude and buying behavior. When considering the Pearson correlation value of the consumer attitude and buyin g behavior is 0.518. Accordingly, it is clear that there is a significant positive strong relationship

between consumer attitude and buying behavior. Moreover, according to the other variables which are influenced on consumer attitudes and buying behavior having a significant positive relationship. This positive relationship is not much stronger because Pearson correlation value implies that there is significant positive weak relationship among them. Intend to achieve the second objective; descriptive statistics, t test and one way ANOVA test applied. According to the descriptive analysis the consumers who belongs to 15-35 years, consumers who getting monthly income between Rs.60, 000-80,000 and completed graduate level education, and government employees are mostly influenced on buying behavior. Further through the one way ANOVA and t test, occupation, education, monthly income identified as most influenced factors on buying behavior.

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