

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)

G.S. Malshan^{*}, W.G.S.R. Wijayasundara and R.M.M.C. Rajapaksha

Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka.

Fast food is one of the most pronouncing words in the world and it is one of the fastest-growing sectors in the food industry. Fast food could be identified as the mostly 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 was to identify the difference between the impact of brand image on consumers' buying behavior of "Residents" and "Non-residents" in the 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 the Colombo district were interviewed with a structured questionnaire. As the analytical methods, descriptive statistics and regression were used. The results of the study indicated that there was a positive significant impact of the brand image on consumers' buying behavior of both groups. Since this study found that Pizza Hut is the most preferable fast-food brand, it is recommended that foods like Pizza may be profitable type 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. Future researchers can focus on different areas in the local context and can access the impact of brand equity, different promotional tools towards consumers' buying behavior.

Keywords: Consumers' buying behavior, Brand Image, Brand attitude, Brand attribute and Perceive benefits