



**AN EMPIRICAL STUDY ON CONSUMER ATTITUDES AND
BUYING BEHAVIOR IN HOTEL INDUSTRY IN SRI LANKA**

(With Special Reference to Fast Food Restaurants in Colombo City)

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ABSTRACT

An attitude is a predisposition to evaluate an object or product positively or negatively. People form attitudes towards products or services that often Determine whether will purchase them or not. There is a questionable link between a positive attitude towards a product and the purchasing behaviour (Solomon, 2004). With reference to the past research findings it was clear that, there are contradictory ideas in relation to the consumer attitudes and buying behaviour and this matter has poorly been researched in the Sri Lankan context. In order to finding the solution of that this study presents a new conceptual framework to measuring consumer attitudes compares it straight to purchasing behaviour, to verify if there is a relationship between these two variables. In order to achieve that, primary data were gathered through a questionnaire from 90 consumers of a fast food restaurant in Colombo city Sri Lanka. In this study demographical factors analyzed through descriptive analysis and regression analysis, correlation coefficient analysis used as tool for evaluate the relationship between consumer attitude and buying behavior. Further to find out the relationship between demographic factors and buying behavior t test and one way ANOVA were used. The research findings revealed that there is relationship between consumer attitude and buying while having a strong positive correlation. When considering other variables which influenced on both consumer attitudes and buying behaviour, they illustrates the positive weak relationship. Moreover according to the one way ANOVA and t test analysis there is statistically difference between buying behavior in terms of education, occupation, household income and monthly expenditure. As well as there is no statistically difference between buying behaviour in terms of gender, age and marital status. Finally, this study recommends to the fast food restaurants to focus on the salient beliefs of the consumer attitudes toward the fast food restaurant in order to be success.

Key words: consumer attitude, buying behaviour, fast food restaurants