

The Impact of Extended Marketing Mix on Customer Purchase Intention (With Special Reference to Hela Bojun Outlet in Galle District)

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The fast food industry in Sri Lanka is experiencing market related changes from the globalized food patterns to the indigenous nutrient food products which are promoted by the public sector agencies through the concepts such as establishing Hela Bojun Outlets Island wide. In order to gain and secure the existing state of competitive advantages for Hela Bojun outlets, they need to identify and understand the importance of the Elements of the extended marketing mix which defined as Product, Price, Place, Promotion, People, Process and Physical Evidence. Hence the respective area of study is not widely discussed in the academia, through this study it is expected to investigate the impact of Extended Marketing Mix elements on the Customer purchase Intention of Hela Bojun Outlet with special reference to Galle District. In order to conduct the research survey, a sample of 200 respondents, who have the capacity to make purchasing decisions were selected from Hela Bojun outlet in Galle district. A self-administered questionnaire was used to collect the primary data both physically and online from the respondents and SPSS Statistics version 22 was used as the data analysis tool. Data analysis was performed through the descriptive statistics and multiple linear regression analysis. As the finding of the study revealed except place, people and process elements, all the other variables of product, price, promotion and physical evidence significantly and positively impact on the purchase intention of the customers. Further ‘product’ element has the highest impact on customer purchase intention. Accordingly, this study recommends the Administration of the Hela Bojun to expand their service into various market segments based on the impact of the marketing mix elements and new business strategies should be formulated to enhance the performance of those marketing mix elements.

Keywords: Extended Marketing Mix; Customer Purchase Intention; Fast food Consumption; Indigenous Fast Food Industry; Hela Bojun Outlets