

Factors Influencing the Purchase Intention of Fast Moving Consumer Goods from Supermarkets

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The more and more fierce competition in today's business, require the companies to investigate the influencing factors to their businesses. It is an attempt to develop knowledge and conduct the research in a meaningful and practical way.

This research reports on examine the influencing factors on purchase intention in the supermarket in Sri Lanka. There are many different influencing factors (Corporate image, Relationship marketing, Customer trust, New product preannouncement, Price promotion, Service experience, Convenience) for retaining the customer. It was based on the Literature review and other general influencing factors of purchase intention. Then satisfaction customers are intention to buying products from supermarkets.

Quantitative research design is used as the research design. Data was collected from 200 respondents using the closed end questionnaire. Respondents were selected from the Kiribathgoda area supermarket shoppers.

Collected data were analyzed by using descriptive analysis method, independent T- test one way sample analysis were used to analysis the data. According to the correlation analysis found that there is strongly positive relationship between influencing factors and purchase intention. Therefore developed all null hypotheses were rejected. Supermarkets owners should pay attention to build attitudinal loyalty than behavioral loyalty. Therefore it is essential to identify the influencing factors to get the attraction from the customers.

Key Words: *Purchase Intention, Corporate Image, Relationship Marketing, Customer Trust*