

Analysis of Consumer Behaviour on Food Restaurants in Sri Lanka

(With Special Reference on Western Province)

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Restaurant sector has become one of the most popular business entities with the busy life of people all around the world. There are number of restaurants arise successfully in the Sri Lankan restaurant industry. The problem comes to the place where the reasons for their success and the customer satisfaction towards their service. Therefore this study is focus on analysis of factors which are influencing consumer behaviour on food restaurant industry.

The primary objective of the study is to analyse the determinants/factors affect on consumer behaviour related to food restaurants in Sri Lanka with special reference to western province. The main idea is identified the factors affect on customer satisfaction in the restaurant industry and analyse in which context those factors are affect on the consumer behaviour.

This study is based on quantitative research design. As the research subjects, considered as 150 individuals who are using restaurants in western province. For the purpose of analysis of data, the SPSS research analysis system was used. To analyse more qualitative data, Descriptive tools were used. Such as frequency counts, descriptive statistic, correlation analysis, mean scores, percentages and standard deviation were calculated to analyse the data collected using the questionnaire.

Analysis of the data in the study indicated that considered independent variables positively affect on the dependent variable. In this research I selected consumer behaviour, food quality, service quality and advertising and promotions as variables. All the independent variables are positively affected on consumer behaviour of food restaurant in Sri Lanka with the special reference to western province.

Key Words: *Consumer Behaviour, Advertising and promotion, Service Quality, Purchase Intention*