

The Impact of Personal Attitudes on Consumer Purchasing Intention of Foot Bicycles in Western Province Sri Lanka

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At the initial stage researcher has described about the background of the study. Background consists of brief summary about the sales opportunities and promotional strategies in bicycle industry in Sri Lanka. Research problem centered to "To investigate the impact of personal attitudes on consumer purchasing intention of foot bicycle in western province Sri Lanka ". There were researches about the Personal attitudes. However there's no sufficient empirical evidence in Sri Lanka to know whether which attitude impact most to the consumer purchasing intention. The research gap is knows the most affective personal attitude and use it for promotion strategies.

Main objective is to identify the impact of personal attitudes of the bicycles on its purchasing intention.

Quantitative data analysis techniques are used to test the derived hypotheses of the study. Different data collection methods were used to collect the data such as primary and secondary. Here priority is given to collect the primary data using a questionnaire. In order to gather data for the research, researcher has selected the respondents pertaining to Gampaha and Kelaniya area. Selected sample size was 150 respondents.

The findings provides new insights into the bicycle market of Sri Lanka and it provides insights to understand the impact of the eco- friendliness, been a leisure time activity, low cost transport medium and way of doing exercise (characteristics of a bicycle) on consumer purchase decision. Findings show that the most affective attitude is low cost of the bicycle. These findings can be used to improve the performance of the bicycle market of the country.

Key words: *Sales Promotional Strategies, Attitudes, Purchasing Intention*