

## **A study of the Factors influencing on the Selection of Casual Dining Restaurants in Colombo City**

**H.D.T.T.Luckshani**

Department of Marketing Management, Faculty of Commerce and Management Studies,  
University of Kelaniya, Sri Lanka

**R.A.S Weerasiri**

Department of Marketing Management, Faculty of Commerce and Management Studies,  
University of Kelaniya, Sri Lanka

Factors Affecting Selection of casual dining restaurant in Colombo City Restaurants provide food services to customers. People who have no time to cook are forced to eat at restaurants. They are also meeting places for these customers who want to arrange their special occasions in the restaurants.. They are becoming more important to the society nowadays. However, restaurants do not provide the same level of services. Some provide poor services to customers. The others provide high level of services.

This paper is an attempt to find out the factors that affect consumer selection criteria about the restaurant in Colombo city. The impact of various variables like brand and popularity, quality and taste of food, price, , presentation and decoration of food, quality of staff, comfortable sitting arrangements with quality cutleries-utensils, interior exterior design, location, parking and security, additional services like kid's corner, celebrity appearance, live performance and advertisement in mass media will be analyzed. The study will be based on the primary data collected from respondents with the help of structured questionnaire.

The collected data was analyzed and interpreted by using the SPSS software. Firstly the descriptive analysis of the data was done by using frequency tables, average analysis as well as graphical representations. Then the gathered data was deeply analyzed and explored the relationships between the independent and dependent variables. The stated hypotheses were tested by using the statistical tool of correlation analysis and regression analysis. The finding of the hypotheses analyzed, shows that all the 4 variables showed a positive relationship with influence selection of casual dining restaurants.

**Keywords:** Casual dining restaurants, Consumer behavior, Colombo city, Sri Lanka