

Factors Affecting on Working Women's Attitudes: With Special Reference to Convenience Food Industry

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This study focuses on examining factors that effect on working women's attitudes and their individual impact on working women's attitudes in convenience food industry. Throughout the last decades, there has been a remarkable growth in women employment in Sri Lanka and the consumption of convenience food products also has significant increase. This study therefore has been conducted with a sample of 110 working women in Gampaha district and their responses were gathered through an online questionnaire. Data has been analyzed using multiple regression model and results showed that 'Convenience' variable has a significant positive effect while 'Health consciousness' and 'Price' has negative impact on working women's attitudes. Variables such as 'Familiarity, Mood, Sensory variables' have positive but not significant impact on their attitudes towards convenience food products. The findings on the study can be useful for marketers who are in the convenience food industry to develop effective strategies and identify promotional tools according to customer needs.

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