

Impact of Consumption Habits and Perception on the Consumption of Caffeine Sources: With Reference among the Youth Caffeine Consumers in the Western Province in Sri Lanka

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This article aims to analyze how caffeine consumption habits, specifically the consumption of caffeine sources and how the perceived ease of use moderating the related activities, and how it affects users' perception and ultimately influence customer purchase intention. Based on a review of the literature, this study develops an integrative model, and it was tested using data collected from 387 respondents who consume caffeine within the western province through an online survey. It applied structural equation modeling to examine the mediation effect to test the hypothesis. The findings demonstrate a positive, significant impact of the factors affect the caffeine consumption, mainly the consumption habits and the perception. The results further indicate that perceived ease of use and perceived usefulness moderate the relationship between Caffeine consumption and consumption habits along with behavioral perspective with positive and significant effects. The findings contribute to understanding the level of consumer's behavior effect the purchasing decision making and the consumption. In the Sri Lankan context, the factors that influence consumption and the understanding of caffeine sources by consumers and the effects on buying decisions have yet to be better understood.

Keywords: *Behavioral Intention, Behavioral Perspective, Caffeine Consumption, Consumption Habits, Purchase Intention, Social Influences*