

**STUDY OF FACTORS AFFECTING CONSUMER BUYING
BEHAVIOR TOWARDS FAST FOOD: COMPARISON
BETWEEN PIZZA HUT AND KFC IN THE BATTICLOA**



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ABSTRACT

Nowadays influencing consumer behaviors is very important for companies which aims to be successful in such an intense competitive environment. To cope with intense competition and to influence consumer behaviors is inevitable for companies to consider cultural, social, psychologic and personal status of consumers. main aim of the companies is to profit. Therefore, companies should understand behaviors of their consumers to keep the permanency of the situation, to keep their customers. This study investigates how personal, cultural, social, psychological factor affecting consumer behavior in KFC and pizza hut in Batticaloa.

Using survey method, primary data was collected from 285 consumers in Batticaloa as a convenient sample. Data was collected through closed ended questionnaires and the analysis was conducted by SPSS with the measures at levels of Univariate, bivariate along with research hypothesis.

The findings reveal that the personal, cultural, social and psychological factors are in high level among respondents. And consumer buying behavior also high level among respondents. The analysis stated the positive relationship between the personal, cultural, social, psychological factor and consumer buying behavior. Personal, cultural, social, psychological factors are significant impact on consumer buying behavior. Finally, recommendation where given that selected fast food restaurant in KFC and Pizza Hut.

Keywords: Personal Factors, Cultural Factors, Social Factors, Psychological Factor and Consumer Buying Behavior.

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