

ABSTRACT

IMPACT OF SOCIO-ECONOMIC AND DEMOGRAPHIC FACTORS ON CONSUMER PREFERENCE TO FAST FOODS

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The fast food industry has a high competitive market in the world and indigenous and global actors compete viciously to gain market advantage. In this context, the rightly identification of market segment is very important to attract potential customers whilst satisfying the existing. As such, quantitative research conducted to find out the impact of socio-economic and demographic factors on consumer preference to fast foods with reference to KFC Sri Lanka. Personally administered questionnaire distributed to 185 customers of KFC Kottawa, Rajagiriya and Negambo branches in accordance to convenience sampling method and data gathered were analyzed to find out the relation of age, marital status, occupation, gender, education level, income level, dual employment and No: of children with the consumer preference to fast foods. The results showed that, marital status, age, education level, occupation and income level have an impact on the consumer preference to fast foods in Sri Lanka with reference to KFC. Accordingly, made recommendations to KFC Sri Lanka to target right segment of market and adopt new strategy to gain market advantage.

KEYWORDS

Consumer, Demography, Fast Foods, Impact, Preference, Socio-Economy