

Analyzing the Promotion of Local Healthy Fast Food through *Hela Bojun* Project

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The fast food industry in Sri Lanka has been expanding rapidly since it is convenient for busy life style and reduces the effort of preparing meals. Although fast food is very popular among community, people are aware of adverse impacts of fast food consumption such as overweight, obesity and non-communicable diseases. Having understood the changing lives styles, eating trends and associated problems the Department of Agriculture launched the “*Hela Bojun*” project. The main purpose of the *Hela Bojun* project is to promote local healthy fast food with a high nutritional values. In this context, this research was designed to examine the factors that affect on the consumption of local healthy fast foods through *Hela Bojun* outlets. The specific objective of the research was to study how value negotiation of product and overall satisfaction relate to the marketing mix elements influence customers to select *Hela Bojun* outlets. To accomplish the objectives, a semi-structured questionnaire was prepared and direct interviews were conducted with 150 customers who visited five selected *Hela Bojun* outlets. For data analysis, Chi-square test of independence was applied. The results revealed that occupation, supervision of the Department of Agriculture, peer influence and purchasing local healthy fast food for special occasions were significantly associated with frequency of visiting *Hela Bojun* fast food outlets. Furthermore, the multiple linear regression analysis revealed that the age, number of family members, distance to *Hela Bojun* outlet and value negotiation have a significant relationship with the frequency of visiting *Hela Bojun* fast food outlets. Moreover, it was revealed that the value negotiation influences significantly and positively on the selection decision of *Hela Bojun* outlets.

Keywords: Consumption of local healthy fast foods, *Hela Bojun* outlets, Value negotiation