

## **Consumer Awareness on Big Data and its Impact on Consumer Privacy with Special Reference to Franchise Fast Food Chains in Sri Lanka**

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Organizations are increasingly turning to using big data to better predict customer behaviour. The main objective of this study was to explore consumers' understanding of big data and its impact on consumer privacy and to analyse these factors based on consumer opinions. This study was conducted using quantitative methods and data were collected through a questionnaire. The questionnaire aimed to investigate consumers' perceptions of big data and customer privacy, data security and customer service information seeking for franchised fast-food chains in Sri Lanka. The population of this study included consumers between the ages of 20 and 35 living in Colombo, Sri Lanka, and probability sampling was used to collect data from 113 consumers who franchise fast food restaurants. Relevant analysis and expert verification methods were used to test the effectiveness of the research. Cronbach's  $\alpha$  was used to test the reliability of the variable. Multiple regression analyses were used to estimate parameters and examine the effect of mediators through Sobel testing. Based on the results, the significant impact of information seeking and consumer privacy on franchised fast-food chains in Sri Lanka was determined. Consumer awareness was tested as a mediator and the Sobel test shows that it has no mediating effect. This study was concentrated in one area, Colombo, and therefore, the stability of the model should be tested in multiple regions. The study recommends that consumers exercise caution when providing personal information to third parties to avoid these difficulties.

**Keywords:** *big data, consumer privacy, consumer awareness, data security, customer service information search*