

# **Factors Influencing the Brand Loyalty towards the Fast Food Industry in Sri Lanka: with Special Reference to Internationally Franchised Fast Food Brands in Sri Lanka**

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Fast food industry in Sri Lanka can be considered as a very competitive industry with the rivalry being intensified every single day with the entry of new players to the market. There are both local and international fast food brands currently operating in the country, which adds to the competition. In such a situation, marketers are faced with the challenge of making their customers loyal to their fast food brand. Therefore, the purpose of this research is to identify which factors contribute to create brand loyalty towards the fast food industry in Sri Lanka, with special reference to the internationally franchised fast food brands currently operating in the country. The researcher also intends to investigate the extent to which these factors impact on generating brand loyalty towards the fast food industry. The sample of 150 respondents of this study was selected from Colombo and Gampaha Districts representing the Western Province, using convenience sampling method. A questionnaire based survey method was used to gather the primary data required for the study.

**Keywords:** Brand Loyalty, Food Quality, Promotions, Revisit Intention