

The Impact of Experiential Marketing on Revisit Intention with Special Reference to Franchised Fast-Food Restaurants in Western Province, Sri Lanka: Examining the Mediating Effect of Experiential Emotional Value

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The purpose of this research is to examine how experiential marketing affects customer revisit intention in fast food restaurants in the Western Province of Sri Lanka, and to explore how experiential emotional value mediates this relationship. An integrative conceptual framework was developed based on a literature review and tested using data collected from 379 respondents in the Western Province through an online survey, analyzed with SPSS version 26. The convenience sampling method was employed for sample selection. The findings indicate that experiential marketing has a positive and significant impact on both experiential emotional value and revisit intention. Additionally, the experiential, emotional value was found to mediate the relationship between experiential marketing and revisit intention. These results highlight the significance of customer experiences and emotional value in influencing revisit intentions, offering valuable insights for marketers seeking to enhance customer loyalty in the fast food sector.

Keywords: *Experiential Emotional Value, Experiential Marketing, Revisit Intention*