

# **Impact of Sensory Branding on Brand Loyalty of Franchised Fast-Food Outlets**

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Sensory Branding has been broadly considered to be an innovative technique applied by brands over recent years to enhance value and Brand Loyalty. Though it has been identified that application of sensory branding results in Brand Loyalty, previous literature evidence that the impact of sensory branding on Brand Loyalty differs according to the industries and market changes. Thus, the purpose of this study is to investigate the impact of Sensory Branding on Brand Loyalty with special reference to franchised fast-food industry in Sri Lanka. This investigation was conducted as a quantitative research in which the data was collected through non-random sampling technique. A total of 305 questionnaires distributed among the respondents from Colombo, Gampaha and Kalutara were analyzed through SPSS. According to the outcomes, the impact of sensory branding on Brand Loyalty has been identified to be strongly positive when it comes to franchised fast-food industry in Sri Lanka. The study originally contributes to the franchised fast-food industry in Sri Lanka in which sensory branding can be optimized to enhance Brand Loyalty.

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