

Impact of Brand Experience in Developing Brand Loyalty with Special Reference to Upscale Fine-Dining Restaurants in Colombo

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The restaurant sector is heavily relied upon by Sri Lanka as a crucial component and focal point of the tourism industry. Both globally and within Sri Lanka, fine dining and the attraction to upscale restaurants are emerging concepts. Although numerous studies have been conducted on local restaurants and dining, as well as on brand experience and brand loyalty in foreign countries, a significant gap in research specifically concerning fine dining and upscale restaurants within Colombo's restaurant sector has been identified. This study was conducted with the primary aim of investigating the influence and impact of brand experience on the development of brand loyalty, with a particular focus on fine-dining upscale restaurants in Colombo, addressing both empirical and practice gaps. A deductive approach was employed, with the conceptual framework being derived from existing literature and tested using data collected from 337 respondents. To ensure the accuracy of the data and achieve the study's objectives, secondary data from related literature were utilized, and primary data were collected through an online questionnaire, employing a convenience sampling method. The data were analysed using SPSS software. The findings revealed a significant impact of brand experience on the development of brand loyalty towards upscale fine-dining restaurants in Colombo. Additionally, managerial implications are discussed in the discussion section.

Keywords: *Brand Experience, Brand Loyalty, Colombo, Fine-dining Restaurant*