

The Impact of Experiential Marketing on Customer Satisfaction Relates to Fast Food Restaurants in Sri Lanka

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The main objective of this research is to analyze the impact of experiential marketing on customer satisfaction in fast food restaurants in Sri Lanka. In addition to the main objective, the research will provides the elements of experiential marketing that impact on customer satisfaction relates to fast food restaurants and the most significant element of experiential marketing that impact on customer satisfaction relates to fast food restaurants.

For those purposes, survey was conducted as a basic research method and 200 respondents were taken into account from Colombo district as a sample. Based on the variables represented in the conceptual framework, five hypotheses were formulated.. Both descriptive and inferential statistics were used in presenting and analyzing the data. Inferential statistics such as regression and correlation analysis were used to determine relationship between relevant variables.

The data analysis covered above statistics by using the version 20.0 of SPSS software package. Results revealed that the customer satisfaction and experiential marketing variables are positively correlated.

Keywords: Customer Satisfaction, Experience Economy, Experiential Marketing, Fast food Restaurants, Strategic Experiential Modules