

Impact of Sensory Marketing Tools on Consumer Impulsive Buying Behaviour in Franchise Fast Food Restaurant Industry in Western Province, Sri Lanka: Moderating Effect of Consumer Income Level

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This study focuses on how sensory marketing influences impulsive buying behaviour among customers of fast-food franchises in Sri Lanka. Since this area has limited research, the study aims to provide valuable insights for franchise owners to improve their marketing strategies. A positivist quantitative approach was used, including an online survey of 300 customers in Sri Lanka's Western Province. The current study was designed to use a convenient sampling strategy. Furthermore, multi-regression and correlation analysis and pertinent descriptive statistics were employed to analyse the empirical results. The study found a significant positive relationship between sensory marketing tools (sight, sound, smell, touch, and taste) and impulsive buying. The study also discovered that a customer's income level can moderate this relationship. These findings have important implications for franchise fast food industry marketing managers. By understanding how sensory elements and income levels impact customer behaviour, franchises can develop more effective marketing strategies that attract customers and encourage impulsive purchases. Future research should explore how each sensory marketing tool influences consumer behaviour within this context.

Keywords: *Consumer Impulsive Buying Behaviour, Consumer Income Level, Franchise Fast Food Restaurants, Sensory Marketing Tools*