

The Impact of Sensory Marketing on Customer Purchasing Intention: Examining the Mediating Effect of Experiential Value with Special Reference to Franchised Fast Food Industry in Sri Lanka

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This study addresses a critical gap in the existing literature by focusing on the franchised fast-food industry in Sri Lanka. As the industry undergoes rapid expansion through the franchising model, understanding the intricate dynamics of sensory marketing becomes imperative for both practitioners and scholars. The purpose of this research is to provide nuanced insights into how sensory cues influence consumer behaviour in a franchised environment, contributing to a more comprehensive understanding of marketing strategies within this unique market context. Thus, this research paper analyses the impact of Sensory Marketing on Customer Purchasing Intention by examining the mediating effect of Experiential Value of Franchised fast-food industry in Sri Lanka. It has developed the research model followed by a systematic literature review. As a quantitative research strategy, it used a structured questionnaire to obtain primary data from the sample. It was able to collect 384 responses by adopting a convenience sampling method which comes under non probability sampling. It applied Structed Equation Modelling. The findings of the study demonstrate that Sensory Marketing has positive and significant impact on Customer Purchasing Intention while Experiential Value has positively mediated the impact made by Sensory Marketing on Customer Purchasing Intention. Future research could explore cross-cultural variations in sensory marketing. Limitations include sample size constraints and potential response bias. The exploration of sensory marketing's implications on customer purchasing intentions, offering practical insights for businesses operating in the vibrant landscape of the franchised fast-food industry in Sri Lanka.

Keywords: *Customer Purchasing Intention, Experiential Value, Franchised Fast Food Industry, Senses, Sensory Marketing.*