

The Impact of Experiential Marketing on the Customer Perceived Value in Restaurant Industry: Mediating Role of Customer Satisfaction of Sri Lanka

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This study seeks to examine the aftermath of experiential marketing on customer distinguish value within the restaurant terrain situated in the area of the Colombo district. During modern times, a notable evolution Specifically in the restaurant sector is visible, where contributors no longer only frequent dining establishments for nutrition but also seek an exceptional temporal engagement, thereby eliciting spontaneous excitement. This evolving sample underscores the spiral significance of experiential marketing initiatives as vital mechanisms for giving rise to value for discerning customers. A quantitative method was used in order to achieve relevant research objectives, according to reports data had been collected from a supporter of 291 respondents domiciled within the Colombo District, who had previously patronised restaurants situated in the immediate area. A web-based survey instrument, hosted on a Google Form, served as the medium for quiz management. The factual findings of the study back up a statistically significant impact of experiential marketing on customer perceived value. Moreover, the study discovers a enhances level of customer perceived value within the perspective of restaurant experiences. Nonetheless, the managerial ranks of restaurants can leverage the insights derived from this study to attain a more extreme understanding of visitor experiences. Investing in understanding guest experiences becomes a powerful investment in the future, paving the way for impactful promotions, effective marketing efforts, and a thriving customer base that perceives the full value restaurants offer.

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