

**A Study on the Impact of Sensory Branding on Consumer Purchasing Intention: Examine the Mediating Effect of Brand Attitudes with Special Reference to Franchised Fast Food Outlets in Sri Lanka**

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The purpose of this article is to analyze how the sensory marketing elements (five sensory aspect) influences user purchasing motivation, especially with sensitive marketing activities in franchised fast-food outlets. It analyzes the impact of consumer purchases on all five senses. Among the objective is to pay special attention to the implementation of brand attitude as a mediate variable between sensory aspect and consumer purchasing intention. Based on a review of the literature this study develops an integrated model. It was tested using data collected from 192 users in the central province through an online survey and distribution of hard copies. The SPSS software was used to analyze the collected data. These finding show a significant positive effect between the sensory aspects and consumer purchasing intention. The results further show that sensory aspect (sensory marketing elements) has a positive effect on brand attitude and that brand attitudes have an impact on consumer purchasing intention. This suggests that brand attitudes operate as a mediate variable on sensory aspect and consumer purchasing intention. These findings help determine how fast-food outlets should be active in achieving a high level of customer attraction and in determining the sensible marketing strategies that companies should use. Fast food outlets also could gain a high level of competitive advantage than other competing companies. The impact of the sensible branding activities of franchised fast-food outlets on influencing the consumer attitudes of the franchised fast-food outlets operating in Sri Lanka and the motivation to buy the product or brand is not yet understood.

**Keywords:** *Brand Attitude, Purchasing Intention, Sensory Aspect*