

Impact of Brand Experience on Brand Loyalty Behavior Towards Fast Food Brands in Sri Lanka: With Special Reference to Mediating Role of Brand Love

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Fast food has become one of the sought-after choices amongst many customers across the world. Having fast foods is a casual lifestyle of today's consumer behavior globally. Customers are no longer only seeking tangible benefits, but also intangible benefits such as unique experiences out of the brands. However, few studies had examined how impact brand experience on brand loyalty in the different industries. Thus, this study aims to measure impact of brand experience on brand loyalty behaviour towards fast food brands in Sri Lanka whilst examining the mediating role of brand love in line with the research gaps claimed. Framework of this study was tested on main fast-food brands which are currently operating in Sri Lanka followed by a quantitative approach. A survey was carried out and 218 responses were collected based on a convenience sampling method. Multiple and Simple Regression analysis was applied by using SPSS 26 software package. Findings revealed that brand experience influences brand loyalty with mediating effects of brand love. Furthermore, results indicate that the brand experience had a significant impact on brand loyalty where brand experience had significant impact on brand love as well. The mediating effect of brand love was tested and supported. The findings and discussion of this paper contribute managerial implications to develop brand experience resulting brand loyalty behavior towards fast food brands in Sri Lanka.

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