

Impact of Value Co-creation on Brand Love among Generation Z with Special Reference to Fast Food Restaurants in the Western Province of Sri Lanka

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The concept of Value Co-creation is more practical to today's context as consumers are pursuing trade-off value. Thus the impact of Value Co-creation on Brand Love is a claimed empirical gap within different market contexts. The influence of Value Co-creation on Brand love and evaluations has been studied in many contexts whilst research gaps are emphasized. Research depicts the factors' impact on Value co-creation, which comprises two dimensions: Customer participation behaviour and Customer citizenship behaviour, with each dimension having four components. With reference to the practice gaps found within the Fast food restaurant context in Sri Lanka, this study was carried out as a deductive study, and a quantitative method was employed. The sample was limited to 152 respondents and it used the convenience sampling method. Alongside, questionnaires were distributed among the generation Z consumers within the Western province of Sri Lanka. The data analysis was assisted by using Statistical Package for Social Science (SPSS) version 23. The findings revealed that there is a positive relationship between Value Co-creation and brand love. The study presented managerial implications by highlighting the applications of Value Co-creation methods to generate brand love while measures to be taken were also presented.

Keywords: *Brand Love, Customer Citizenship Behavior, Customer Participation Behavior, Generation Z, Value Co-Creation*