

The Impact of Experiential Marketing on Revisit Intention with Special Reference to Franchised Fast-Food Restaurants in Western Province, Sri Lanka: Examining the Mediating Effect of Experiential Emotional Value

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ABSTRACT

Purpose: In the competitive fast-food industry of Sri Lanka, particularly in the Western Province, franchised fast-food restaurants adopt diverse techniques to enhance customer revisit intentions. This study investigates the influence of experiential marketing on revisit intentions, with experiential emotional value as a mediating factor.

Design/methodology/approach: A quantitative research strategy was employed, using an online survey to collect data from 379 respondents in the Western Province, selected through a convenience sampling method. The data were analyzed using SPSS version 26.

Findings: The results indicate that experiential emotional value positively and significantly impacts revisit intention. Additionally, experiential marketing positively influences both experiential emotional value and revisit intention. Furthermore, experiential emotional value mediates the relationship between experiential marketing and revisit intention.

Originality: This research contributes to understanding how experiential marketing and emotional value can drive revisit intentions in Sri Lanka's fast-food sector, addressing a gap in the existing literature.

Implications: The findings offer valuable insights for marketers, emphasizing the importance of creating enriching customer experiences to enhance revisit intentions. Experiential emotional value emerges as a critical mediator, guiding fast-food restaurants in crafting impactful marketing strategies.

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Introduction

Experiential marketing concentrates on a customer's memorable experiences with that product or service. While traditional marketing focuses on the features and benefits of a product or service, experiential marketing is a modern type of marketing that focuses on customer experiences with products and services (Schmitt, 1999). Experiential marketing is categorized into five

Keywords:

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Revisit Intention, Emotional
Value

alternative types to further elaborate on the experience. There is a sensory experience (Sense), affective experience (Feel), creative (Sense), affective experience (Feel), creative cognitive experiences (Think), physical experiences, behaviors, and lifestyles (Act), and social-identity experiences while relating to a particular reference group or culture (Relate) based on the strategic framework for managing experiences (Zena & Hadisumarto, 2012). Businesses must offer high-quality service to improve consumer satisfaction and build customer loyalty (Mustafa, Eroglu, & Kemal, 2013). Because consumers create values based on the perceived value of a service. Schmitt suggests that since customers are crucial to a company's success, companies should provide experience. Creating memorable experiences is essential for businesses to retain existing customers and attract new ones. One of the significant trends in the hospitality industry is that customers are increasingly going not only for meals. They want to have an exceptional experience. People are looking for fulfillment in new ways; meaning, happiness, experiences, and core concepts, which they frequently discover in products on the market. Therefore, this study investigates experiential marketing in the fast-food industry. Chi and Pham (2022), defined ecotourism as "Ecotourism refers to all forms of nature-based tourism with educational and interpretation features, making positive effects on the natural and sociocultural environment and supporting the maintenance of natural areas.". Thus, ecotourism is a particular kind of alternative tourism closely associated with areas that are environmentally and culturally sensitive (Lu, Gursoy & Chiappa, 2014). The International Ecotourism Society (2015) posited three key pillars of ecotourism, i.e., (1) Minimize physical, social, behavioral, and psychological impacts. (2) Build environmental and cultural awareness, and respect. (3) Provide positive experiences for both visitors and hosts. (4) Produce direct financial benefits for conservation. (5) Generate financial benefits for both local people and private industry. (6) Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates. (7) Design, construct and operate low-impact facilities. (8) Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Most of the studies done on experiential marketing have been very limited and have been done specifically for areas such as tourism, and hospitality. Although very few studies have been conducted concerning experiential marketing in the fast-food industry, many have not discussed the impact of experiential marketing on revisit intention. Most of the researchers examined the effect of experiential marketing on customer satisfaction, customer retention, and customer loyalty (Nasrah & Agriqisthi, 2020).

The above discussion demonstrates that no one has attempted to analyze the impact of experiential marketing on revisit intention in relation to Sri Lanka's fast-food industry. Therefore, the main purpose of this study is to investigate how experiential marketing

affects revisit intention in Sri Lanka's fast-food industry with the mediating effect of experiential emotional value.

Context Justification on the Franchised Fast-Food Industry

Due to people's busy lifestyles worldwide in recent decades, the restaurant industry has become one of the best-known and most diverse industries. The current size of the world restaurant industry is three trillion dollars. The United States continues to lead the industry in sales, bringing in 872 billion annually, well ahead of China's 624 billion. Additionally, the restaurant sector saw consistent and rising demand from developing nations, which improved the sector's overall performance (IBIS World, 2020). In Sri Lanka, the restaurant industry has become one of the fastest-growing industries. Due to the presence of domestic and global companies in the market, there is enormous competition in Sri Lanka's fast-food sector. In the early days, most Asian people, including Sri Lankans, usually prepared food in their homes. Nowadays, it is clear that because of growing knowledge, adoption of Western culture, busy lifestyles, and looking for more relaxation bring a significant change in food consumption patterns among Sri Lankan people who mainly live in the urban areas.

The "Fast food" trend is one of the new social trends brought about by this new culture. The busy lifestyles of people in modern society, where they rarely find time to spend in the kitchen cooking for their entire family, are one of the primary factors that have contributed to the growing popularity of fast food. The simplest option for them is to choose instant or junk food, which they may buy at any restaurant they come across on their way home from work. The developing nation has also impacted the traditional food culture in Sri Lanka due to factors like; the growing contribution of the women workforce, increasing household income, the declining number of families, urbanization, development in the tourism industry, growing level of education, promotion activities by fast food restaurants, and marketing system (Saraniya & Thevaranjan, 2015). There are many multinational fast-food outlets like KFC, McDonalds, Pizza Hut, and Burger King. There is a significant growing trend around the world and in Sri Lanka, such as Domino's, Bread Talk, Red Berry's, The Fab, etc. There can be many reasons that impact revisiting intention. When considering food products, consumers feel the factors such as taste, quality, cleanliness, nutrition, etc. Apart from that, when we think of fast-food chains, even though the specific customer requirements differ from person to person and situation to situation, the primary condition, as the name implies, will generally be the service's speed. Also, considering all together, it can identify the experience as a significant factor.

Literature Review and Hypothesis

Experiential Marketing

Experiential marketing is the process of determining and effectively meeting the needs and aspirations of customers, engaging them through two-way communications that give brands' personalities life and benefit the target market. This experiential marketing concept was introduced by Pine & Gilmore the part of their work on the experience economy. Experiential marketing aims to create loyal customers by appealing to their emotions and creating a favorable image of the good or service. Products and services must be able to produce feelings and experiences in the experiential marketing strategy because these will serve as the basis for consumer loyalty (Anggraini, Widari, & Andika, 2021). In this context, experiential marketing refers to an experience that makes a lasting impression on the customer. Nevertheless, other authors believe that the development of this idea reflects the transition in the communication paradigm. Due to the need for attention from consumers, marketers aim to draw them in by producing experiences that come from increasingly personalized communication through actions and speech (Salomão & Santos, 2022).

Providing customers with unique experiences is becoming more and more popular in the service sector due to the ability to gain a competitive advantage over rivals. Moreover, it's critical to understand the consumer experience when creating a marketing strategy and plan (Brakus, Schmitt, & Zarantonello, 2009). Experiential marketing is a two-way experience-oriented strategy that adds value to the company while also giving customers a unique and unexpected interaction. However, experiential marketing ignores product or service quality and functionalities in favor of enhancing customer emotions and engaging their senses (Maghnati1, Ling, & Nasermodeli, 2012). Additionally, customers who participate in experiential marketing make decisions about purchases more rapidly and positively. Therefore, the primary goal of experiential marketing is to connect with consumers on multiple levels (Maghnati1, Ling, & Nasermodeli, 2012).

Schmitt (1999) identified five different forms of experiential marketing based on the strategic framework for managing experiences. (Schmitt, 1999) suggested that managers could offer their clients different kinds of customer experiences, including sensory experiences (Sense), affective experiences (Feel), creative cognitive experiences (Think), physical experiences, behaviors, and lifestyles (Act), and social-identity experiences while relating to a reference group or culture (Relate).

A sensory experience is created by the five senses, which include sight, sound, touch, smell, and taste. These five senses may provide a sensory experience to attract customers, and this sensory experience may have an impact on sense marketing. According to (Schmitt, 1999), customers' perceptions of products and services might alter as a result of their sensory experiences. Marketing produces a cognitive, behavioral, logical, emotional, and relational approach to the product or service by creating a value for it in the customer's mind. It contributes to the sensory experience of the company's product or service (Thundeniya & Dissanayake, 2024). Through sense experience, customers will be able to acquire logic experience, and they may then use the logic experience to form

personal value judgments to identify the goods and services they are receiving. (Maghnati, Ling, & Nasermodeli, 2012). Businesses can create this experience by improving the product, if they enhance its aesthetic features. Cognitive consistency and sensory diversity make up the fundamentals of sensory experience. These encounters appeal to the five senses and provide customers with joy and excitement in an aesthetic sense because they offer cognitive coherence and sensory diversity (Salomão & Santos, 2022).

Internal feelings are the focus of emotions and moods, which are made up of feel-related experiences. Effective feelings are produced by a relationship with a product or service, which may result from an effective experience with the subject of such emotions and moods (Schmitt, 1999). After consuming the product over time, the strong emotions start appearing. Emotions, moods, and experiences that customers have when consuming goods and services are referred to as "feelings." Strong and positive feelings will improve the relationship between customers and a firm (Maghnati1, Ling, & Nasermodeli, 2012). Creating a variety of emotional experiences is the goal of Feel marketing. For instance, less tangible products could reflect slightly positive feelings related to a brand, but more tangible technology products could generate higher levels of emotion like pride or joy. To make Feel marketing effective, it is crucial to understand what makes certain emotions pop up in customers' minds and what makes them ready to engage with the campaign.

Think marketing strategies challenge consumer intelligence by generating experiences that engage the imaginations of consumers through surprise, mystery, and provocation. Think marketing can be applied to a variety of fields, including product design, retail, communications, and other businesses (Schmitt, 1999). Think marketing aims to inspire consumers to think creatively and imaginatively, which could lead to a re - evaluation of the brand and its offerings (Maghnati1, Ling, & Nasermodeli, 2012). Think is described as an experience that encourages people to think creatively while coming up with a fresh concept or when considering a brand or its goods. Customers assess the company and its brand based on the process of developing a new idea or way of thinking. (Maghnati1, Ling, & Nasermodeli, 2012).

Act marketing is focused on helping consumers create experiences through their behavior, whether it be alone or with others. The objective is to change long-term habits and behavior in favor of the specific product or service. Act is described as the experience that enables customers to generate experiences related to their physical bodies, behaviors, and lifestyles, as well as the experience received from human engagement with other persons. Customers are given the opportunity to create a connection with the supplied goods and services through the Act experience. Act marketing exposes customers to various lifestyles and interactions in order to target their practical experiences (Maghnati1, Ling, & Nasermodeli, 2012). Through the Act experience, customers are given the opportunity to create a connection with the offered goods and services. Act marketing exposes customers to various lifestyles and interactions in order to target their physical experiences. Through the physical experience, businesses

concentrate on their customers' behavioral experiences with the product. By looking at the changes in their consumers' lifestyles, ways of doing things, and behaviors, organizations use this strategy to create an experience. In other words, physical experiences are behavioral experiences that engage with customers, appeal to their lifestyles, and act on them in addition to sensory, emotional, and cognitive experiences (Maghnati1, Ling, & Nasermodeli, 2012).

Relate marketing incorporates all other experiential marketing activities, including Sense, Feel, Think, and Act. However, relate marketing is defined more broadly than the individual's private and personal feelings, and so connects the individual to the outside world. The objective of relate experience is to create a connection between the brand or product and the customer. Instead of concentrating on the consumers' individual feelings, the ideal self is emphasized, and an attempt is made to foster a sense of identification with a group or brand. Furthermore, Relate campaigns encourage self-improvement within a larger social structure by appealing to the desire of the individual to improve upon themselves and be viewed positively by others (Schmitt, 1999). The objective of relate experience is to create a connection between the brand or product and the customer. Instead of concentrating on the consumers' individual feelings, the ideal self is emphasized, and an attempt is made to foster a sense of identification with a group or brand. However, relate marketing is defined more broadly than a person's innermost thoughts and feelings, which links a person to the outside world. Using goods and services, consumers are free to develop their relationships with other people. Additionally, R campaigns encourage self-improvement in a wider social structure by appealing to the desire of the individual to improve upon himself or herself and be viewed favorably by others (Maghnati1, Ling, & Nasermodeli, 2012).

Revisit Intention

A customer's potential to use a service provider again and again in the future as a follow-up action after they have used it only sometimes is known as the revisit intention. Also, revisiting intention is considered a critical part in steadily generating business profits or performance over the long term. Teng and Kuo (2011) defined revisit intention as the desire to make another purchase as well as actions that show a customer's willingness to spread positive information about a service provider. Customers who had a great dining experience will form a favorable behavioral intention, such as recommending the restaurant to others, spreading positive word of mouth, or becoming a loyal customer, which will eventually lead to a revisit intention. Additionally, a restaurant's atmosphere and entertainment will trigger a customer's affective response, which will affect their revisit intention. (Yong, Siang, Lok, & Kuan, 2013).

It is important for the restaurateur to identify the elements that will help customers develop a favorable attitude and influence their revisit intention. The intention to return to a business may not necessarily be influenced by things that affect customers'

satisfaction. Customers who are satisfied with a product or service are more likely to purchase again and recommend it to others. Another important factor in the willingness to return is satisfaction (Ramukumba, 2018).

Experiential Emotional Value

Experience value describes how a customer feels about a good or service after using it directly or after observing it indirectly (Mathwick, Malhotra, & Rigdon, 2001). Different types of experiences can provide value to customers. When compared to customer value, experience value emphasizes the value that the customer takes away from this experience. Experiential value focuses on what is experienced during the entire transaction process and during interactions with service and product providers. Different types of encounters produce experiential value. Value is established based on the exchange of experiences had throughout the transaction process or through personal perceptions, and it is subjectively perceived. Value exists both during and after the consumption experience, and it consists of a functional or utilitarian aspect as well as a hedonistic value (Darmawan & Yasa, 2022). The emotional value represents the feeling or emotional reaction that visitors gain during and after experiencing, whereas the functional value represents the basic value captured by customers. Consumers gain experiential value through contact fantasies, enjoyment, and it has an impact on their decision-making (Alsaid & Amor, 2020).

Customer return on investment refers to "the active investment of final, temporal, behavioral, and psychological resources that may generate a return." Service excellence is the combination of quality, knowledge, and abilities that exceeds consumers' expectations. Playfulness refers to having pleasure and enjoying an activity, which also gives one a feeling of escaping from everyday routine. The consonance/unity of physical items and their cadence in terms of an entire performance are referred to as aesthetic value (Agyeiwaah, Chen, & Hsu, 2021). Additionally, they discovered that the emotional aspect of the experiential value is considered the greatest way to accurately capture the experiential marketing effort (Alsaid & Amor, 2020).

Hypotheses Development

In the fast-food industry, every experience is associate with a frame of reference, which is compared to the new situation that includes customers' value, assumptions and beliefs. Experiential marketing may affect revisit intention through experiential value of customers (Darmawan & Yasa, The Role of Experiential Value in Mediate Experiential Marketing on Repurchase Intention, 2021).

Experiential marketing is a new way of creating customer experiences through emotions. Experiential marketing can produce experiential value which consists of emotional and functional value. According to (Schmitt, 1999), concepts of experiential marketing and

experiential value are positively related. The results of empirical studies conducted by previous researchers found that experiential marketing affects experiential value. (Ainy, Rinuastuti, & Athar, 2022) also revealed that experiential marketing had a positive and significant effect on experiential value in coffee shops. (Darmawan & Yasa, 2021), in their research also found a positive relationship between experiential marketing and experiential value in MM juice and restaurant in Denpasar city.

H1: Experiential marketing has a significant impact on experiential emotional value.

Value is considered as being subjective and is created based on the sharing of experiences that take place through perceptual or personal interactions. Different kinds of experiences can provide value to customers. The value that the customer takes away from this experience is the focus of experience value as compared to customer value. Visitors' recreational experiences would influence their intention to revisit, and a better experiential value results in a higher intention to revisit. When it comes to the visitor's prediction, recreation satisfaction and the factors of hospitality service, product service, person service, and landscape present the most influence on the revisit intention. (Sugandi & Dwita, 2022). The effect of experiential quality, experiential value and image in increasing experiential satisfaction and revisit intention, (2022).

H2: Experiential emotional value has a significant impact on revisit intention.

Existing customers are becoming more and more important to a company. Long-term-focused customers are known to compare different offerings compared to one another before selecting the best one (Sriyalatha & Kumarasinghe, 2021). Therefore, it is crucial that service companies obtain as much feedback from customers as they can. Because, if customers stop coming back, the business might not know why, and the customers are likely to spread bad ideas about their experiences. Today's consumer demands more personalized and customized service. It is important to always offer them value to keep customers from switching to a competing company. Companies that have used experiential marketing techniques for a long time distinguish themselves from the competition by building strong bonds with their target market and sustaining high levels of consumer loyalty and repurchase intention (Anggraini, Widari, & Andika, 2021).

H3: Experiential marketing has a significant impact on revisit intention.

Revisit intention is the willingness of a consumer to visit the restaurant again. Furthermore, the ease of visitors, entertainment, hospitality, and service satisfaction influence visitor's revisit intention. Customers revisiting intention in a business for a long-term is one of the main strategic management tasks, especially in the hotel and restaurant industry. Therefore, experiential marketing, experiential emotional value and revisit intention are closely related in terms of one same goal, they all should be positive and should help business to attract as much as possible new valuable customers, who bring profit to a firm. Found (Sugandi & Dwita, 2022) that experiential value has a positive

significant impact on revisit intention, also obtained that experiential value can be mediate for the relationship of experiential marketing to revisit intention. Based on this empirical study, the following hypotheses can be formulated.

H4: The Experiential emotional value mediates the impact of Experiential marketing on Revisit indentation.

Methodology

In this research followed the explanatory research design. And this study uses a quantitative research approach to examine how experiential marketing impacts to revisit intention with special refence to fast food industry in Sri Lanka, examining the mediating effect of experiential value. This research is ideally suited for quantitative research since it gives a better view on how to make crucial business decisions by turning numerical data into useful statistics. There are two types of research approaches. Such as, the deductive approach and the inductive approach. The inductive approach creates a new theory based on findings, whereas the deductive approach uses statistical analysis with existing theory. This study mainly comes under the positivism philosophy and deductive approach. Deductive approach is concerned with developing a hypothesis based on the existing theory, and then designing a research strategy to test the hypothesis (Williamson, 1990).

When a researcher creates a research plan, research strategy becomes one of the most important elements. In social science, research methods are divided into two categories, such as qualitative and quantitative. The quantitative research approach was chosen for this study for different reasons, including the emphasis on social facts and phenomena that are connected to the positivist method of thinking and the investigation of the expected hypothesis regarding human behavior. As a result, it is preferable to utilize quantitative methods to examine the relationship between independent and dependent variables, and quantitative research is effective for gathering substantial sample sizes to uphold the integrity of the study.

In this study, has used primary data to a significant extent in order gather facts about the impact of experiential marketing towards revisit intention in fast food restaurants. Researchers have used a questionnaire as the data collection tool for collecting primary data and the data were collected through an online survey for the selected sample. The questionnaire was distributed to the sample through an online method due to the convenience. A structured questionnaire created especially for this study's purposes was used to gather primary data. Additionally, to ensure that responders completely understood the questions, simple English was used in the questions.

Data Analysis Methods

In this study researcher used descriptive statistics to analyses the data by using SPSS (Statistical package for Social Science) statistics software. It can be used to analyze the relationship between variables and describe how useful data collection is. To measure the

relationship between dependent and independent variables used inferential statistics (correlation analysis). In this study it was used to analyze the relationship between experiential marketing and revisit intention. This kind of statistics allows the researcher to confirm whether the responses vary over the scale and identify biases by including the mean, median, mode, inter-quartile range, standard deviation, etc. In regression analysis, the relationship between a dependent variable and one or more independent variables is determined. A model of the relationship is hypothesized and estimates of the parameter values are used to develop an estimated regression equation. Microsoft Excel was used by the researcher to compile and present the data. The demographic information for the respondents, including gender, marital status, income level, employment, age category, education level, and district, was finalized using SPSS version 26. Tables and pie charts were used by the researcher as presentational techniques.

Results and Discussions

According to the collected data from the respondents through the questionnaire, 379 responses were collected and out of them 206 (54.35%) represent female respondents and 173 (45.65%) represent the male respondents. In the age category, the researcher has divided the age distribution among four categories. Out of the 379 respondents, majority of the respondents are in the age between 18 – 29. It is 191 (50.40%) from the total number of respondents. The next age group is 30 – 39 and it includes 153 (40.37%) respondents. In the next age group of 40 – 49 have 27 responds and it is about 7.12% out of total respondents and 8 (2.11%) from the above the age of 50. This study covers the western province as mentioned the methodology. Out of total respondents' majority of the respondents are living the Colombo district which is representing 46.97%. The next highest level of 36.41% of respondents are living in Gampaha district and 16.2% respondents are in Kalutara district.

In here researcher tested that how often the respondents are visiting the fast-food restaurants. Most of them visit fast-food restaurants once a month and it is 43.65% out of total response. Then 26.9% respondents are visiting twice a month, 19.54% respondents are visiting once per two months and 8.63% people are visiting once a week. 1.27% of respondents rarely visit.

Results of Normality, Reliability and Validity

Reliability

By computing Cronbach's Alpha in SPSS, the database's dependability was examined. It is advised that the data set be of high reliability if the Cronbach's Alpha score is 0.70 or higher.

Table 1
Reliability Analysis

Variables	No. of Items	Cronbach's Alpha
Sense	5	0.876
Feel	3	0.923
Think	3	0.869
Act	3	0.881
Relate	3	0.898
Revisit Intention	3	0.875
Experiential Emotional Value	3	0.856

Source: SPSS version 26 Output

According to the above table, the reliability test result has revealed that all the constructs are above satisfactory as their values are above 0.7 (Cavana, Delahaye, & Sekeran, 2001). As mentioned in the above table, the Cronbach's alpha values of independent variables are respectively, sense is 0.876, fell is 0.923, think is 0.869, act is 0.881 and relate is 0.898. Dependent variable of revisit intention is 0.875 and mediating variable is 0.856.

Table 2
ANOVA Table

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig
Between People		4757.662	378	12.586		
Within People	Between Items	28.980	22	1.317	2.943	.000
	Residual	3721.890	8316	.448		
	Total	3750.870	8338	.450		
Total		8508.531	8716	.976		
Grand Mean = 4.08						

Source: SPSS version 26 Output

According to ANOVA table the significant value should be less than 0.005 ($P < 0.005$). In this study total variables' significant value is "0.000" and it is less than 0.005. Therefore, a significant value is satisfied in the ANOVA table.

Validity

The KMO test enables us to verify that the data we have are appropriate for a factor analysis, allowing us to establish whether we have measured the variables we set out to measure. The statistic is a scale from 0 to 1, and it is computed.

Table 3
Validity Analysis

Variables	Items	KMO	Significance	Bartlett's Test of Sphericity
Sense	5	.820	.000	1074.255
Feel	3	.731	.000	929.620
Think	3	.725	.000	572.937
Act	3	.728	.000	625.384
Relate	3	.746	.000	698.681
Revisit Intention	3	.721	.000	612.990
Experiential Emotional Value	3	.705	.000	558.764

Source: SPSS version 26 Output

Normality

According to Kline (2011), if the skewness and kurtosis ratios are between -3 and +3 and -10 and +10, respectively, the data set is normally distributed. If both values are less than 3, the data set is sufficiently univariate.

Table 4
Normality Analysis

	N	Std.		Skewness		Kurtosis	
		Deviation	Variance	Statistic	Std. Error	Statistic	Std. Error
SENSE	379	.808	.652	-1.988	.125	4.623	.250
FEEL	379	.933	.870	-1.591	.125	2.659	.250
THINK	379	.836	.698	-1.875	.125	4.076	.250
ACT	379	.916	.839	-1.715	.125	2.809	.250
RELATE	379	.989	.979	-1.632	.125	2.096	.250
RI	379	.827	.685	-2.084	.125	4.994	.250
EEV	379	.832	.692	-1.703	.125	3.585	.250
Valid N	379						

(listwise)

Source: SPSS version 26 Output

According to the above table, the skewness values of the independent variables (Sense, Feel, Think, Act, Relate), dependent variable (Revisit Intention) and the mediating variable (Experiential Emotional Value) are in between the acceptable level of -3 to +3 level. And the kurtosis and skewness values are in the acceptable range of -10 to +10 level. Thus, this is study in the acceptable level.

Report Findings: Testing Hypotheses

Multiple regression analysis has been used to analyze the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value. According to the results received from SPSS 26 multiple regression analysis concluded summarized statistical estimates mentioned in below tables.

Table 5
Reporting Direct Hypothesis

		Coefficients					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Tolerance	VIF
		B	Std. Error	Beta	t			
1	(Constant)	.835	.152		5.485	.000		
	EXMKT	.815	.037	.752	22.136	.000	1.000	1.000

a. Dependent Variable: Revisit Intention

Source: SPSS version 26 Output

According to the above table, Experiential Marketing (Independent Variable) indicates Beta value of 0.752 and it illustrates, if the Experiential Marketing increase by one unit while other variables are constant, Experiential Emotional value increase by 0.752 (75.2%). Also, the P- value of the Experiential Marketing indicates 0.000, and which is less than 0.05 level of the significance. Therefore, there is a significance positive relationship between Experiential Marketing and Revisit Intention.

Table 6
Reporting Direct Hypothesis

		Coefficients					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Tolerance	VIF
		B	Std. Error	Beta	t			
1	(Constant)	.910	.111		8.197	.000		
	EEV	.762	.026	.831	28.953	.000	1.000	1.000

a. Dependent Variable: Experiential Marketing

Source: SPSS version 26 Output

According to the above table, Experiential Marketing (Independent Variable) indicates Beta value of 0.831 and it illustrates, if the Experiential Marketing increase by one unit while other variables are constant, Experiential Emotional value increase by 0.831 (83.1%). Also, the P- value of the Experiential Marketing indicates 0.000, and which is less than 0.05 level of the significance. Therefore, there is a significance positive relationship between Experiential Marketing and Experiential Emotional Value.

Table 7
Reporting Direct Hypothesis

		Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.332	.081		4.092	.000		
	Experiential Emotional Value	.922	.019	.927	47.927	.000	1.000	1.000

a. Dependent Variable: Revisit Intention

Source: SPSS version 26 Output

According to the above table, Experiential Emotional Value (Independent Variable) indicates Beta value of 0.927 and it illustrates, if the Experiential Emotional Value increase by one unit while other variables are constant, Revisit Intention increase by 0.927 (92.7%). Also, the P- value of the Experiential Emotional Value indicates 0.000, and which is less than 0.05 level of the significance. Therefore, there is a significance positive relationship between Experiential Emotional Value and Revisit Intention.

Reporting Results of Mediation

The researcher has applied experiential emotional value as the mediating variable between independent variable of experiential marketing and dependent variable of revisit variable. The results are obtained through running the Process v4.2 by Andrew F. Hayes.

Model: 4

Y: Revisit Intention

X: Experiential Marketing

M: Experiential Emotional Value

Table 8
Direct Effect of X and Y

Effect	Se	t	p	LLCI	ULCI
.0628	.0375	1.6738	0.0950	.1366	.0110

Direct effect of X on Y
Effect se t p LLCI ULCI

.0628 .0375 1.6738 .0950 .1366 .0110
 Source: v4.2 by Andrew F. Hayes

Table 9
 Indirect Effect of X and Y

	Effect	BootSE	BootLLCI	BootULCI
Experiential Emotional Value	.8776	.0604	.7474	.9844

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
EEV	.8776	.0604	.9844

Source: v4.2 by Andrew F. Hayes

The final hypothesis of the study is going to test, is that the mediating effect of experiential emotional value towards the experiential marketing and revisit intention. It is indicated by above mentioned indirect effect table. The lower-level confidence interval and upper-level confidence interval should be either positive or negative to accept the mediating effect as significant. According to the above generated results, the lower-level confidence interval and upper-level confidence interval is positive in this study. Thus, the researcher can conclude that the experiential emotional value mediates the relationship between experiential marketing and revisit intention.

Implications and Conclusion

To achieve these objectives researchers have developed four hypotheses and those hypotheses are tested using SPSS software. The following descriptions review the findings from each hypothesis and through that how the researcher achieved the objectives of the research study.

To investigate the impact of experiential marketing on revisit intention in the fast-food industry.

The main objective of this research is to test what kind of impact there has revisit intention from experiential marketing within the fast-food restaurants. According to the results of data analysis (P = 0.000, Beta value = 0.752) the objective was achieved. The result was that there is a positive and significant impact of experiential marketing towards the revisit intention within the fast-food restaurants in Western Province, Sri Lanka. Thus, the H3 hypothesis is accepted.

To examine the impact of experiential marketing on experiential emotional value in the fast-food industry.

To achieve this objective researcher has developed hypotheses between independent variable of experiential marketing and mediating variable of experiential emotional value. According to the results of data analysis (P = 0.000, Beta value = 0.831) the objective was achieved. The result was that there is a positive and significant impact of experiential

marketing towards the experiential emotional value within the fast-food restaurants in Western Province, Sri Lanka. Thus, the H1 hypothesis is accepted.

To examine the impact of experiential emotional value on revisit intention in the fast-food industry.

To achieve this objective researcher has developed hypotheses between mediating variable of experiential emotional marketing and dependent variable of revisit intention. According to the results of data analysis ($P = 0.000$, Beta value = 0.927) the objective was achieved. The result was that there is a positive and significant impact of experiential marketing towards the experiential emotional value within the fast-food restaurants in Western Province, Sri Lanka. Thus, the H2 hypothesis is accepted.

To investigate whether experiential emotional value mediates the relationship between experiential marketing and revisit intention.

To achieve the final objective of the study, the researcher is going to investigate is that whether there is mediating effect between experiential marketing and revisit intention. The mediation effect was accepted by a significant value with the statistical analysis (BootLLCI - 0.7474, BootULCI - 9844). As a result, it can conclude that experiential emotional value mediates the relationship between experiential marketing and revisit intention. Therefore, the H4 hypotheses is accepted.

This research recommended a few ideas for restaurant managers to give a great experience to their customers. According to the results of the analysis of this study there is an impact of customers' experiences for revisit intention. Therefore, the fast-food restaurant needs to focus more on all the elements. And according to the analysis most of the respondents visit fast food restaurants once a month. Thus, the fast-food companies can increase their customers' experiences and they can convert these customers into regular visitors and increase their profit. Additionally, when fast food restaurants provide individual attention for their customers companies can increase their revisit intention. It's crucial that each staff member recognizes their important contribution to the overall guest experience. When selecting an employee for your restaurant, management should consider the candidate's personality in addition to their educational background and work experience. When hiring customer care representatives, there are certain qualities you should be on the lookout for. All staff members must be friendly, pleasant, and approachable to begin with.

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