

CONSUMER EXPERIENCE AND ITS IMPACT
ON CONSUMER SATISFACTION IN OMNI-
CHANNEL RETAILING



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Abstract

The main purpose of this study is to determine and explore the impact of consumer experience as defined by three elements i.e. Logistics service quality (LSQ), Channel Service Configuration (CSC), and Integrated Interactions (II), which are offered as a service by Omni channel retailers targeted towards consumers' satisfaction when viewed in an Omni-channel retailing environment. A survey was carried out with the help of a validated questionnaire from consumers who have used Omni channel for shopping and record their experiences. The survey was conducted in Islamabad and Rawalpindi, with a help of questionnaire being distributed among respondents and responses were being analyzed. The information was gathered using a simple sampling technique based on a Likert scale. IBM SPSS & AMOS software tools were used to analyze the data collected. The result showed consumer experience has a significant impact on consumer satisfaction and variables correlates among consumer empowerment which served as mediating variable. After the results, discussion was done with some implications of this study were also discussed leading to conclusion of the research study.

Keywords: Consumer experience, Logistics service quality (LSQ), Channel service configuration (CSC), Integrated Interactions (II), consumer empowerment(CE), consumer satisfaction(CS).

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EXORDIUM

In the name of Allah, the Compassionate, the Merciful.

Praise be to Allah, Lord of
Creation, The
Compassionate, the
Merciful, King of
Judgment-day!

You alone we worship, and to You alone we pray
for help, Guide us to the straight path

The path of those who You have favored,

Not of those who have incurred
Your wrath, nor of those who have
gone astray.

DEDICATION

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