

SERVICESCAPE AND IT'S IMPACT ON POST PURCHASE BEHAVIOR OF CUSTOMERS



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Dedication:

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Abstract

This thesis provides the understanding of servicescape and how it has become a necessity in today's world. With the changing environment; a lot of concepts are changing. Unlike the previous days; customers don't just want the product to consume; but they look for a complete experience now. The experience; that can be developed through some unique services provided by the marketers. This study is all about the service environment, its elements and how these elements can help build or break the complete image of an organization. It also relates these elements of servicescape to customers and well as the employees to see its affect on their behavior.

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