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**Impact of Virtual Experiential Marketing on
Customer Purchase Intentions in Pakistan: A
Case of E-Commerce Retail Industry**



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Abstract

In this study main purpose is to know the impact of virtual experiential marketing on customer purchase intentions in Pakistan focusing on the e-commerce retail stores. Existing literature was reviewed related to experiential and virtual experiential marketing and their relevance to the purchase intentions of the consumers.

In this study data was collected from 250 respondents of the study from Islamabad and Rawalpindi cities. The collected data was analyzed through SPSS software and reliability statistics, descriptive statistics, correlation and regression tests were applied. The analysis of study shows interaction, flow and community relationship have positive effect on customer purchase intentions whereas sense and pleasure have somewhat negative or insignificant relationship.

In future this study can be conducted at large scale basis and data can be collected from sample of other major cities like Karachi and Lahore to analyze their purchase intentions and online shopping trends. The results of this study can be used by managers and marketers of these online retail stores to provide a better and more engaging online experience for customers to increase sales and customer satisfaction.

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