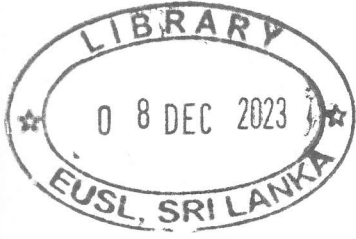


**IMPACT OF MULTI CHANNEL INTERGRATION SERVICE QUALITY ON
RETAILER BRAND EQUITY: THE MEDIATING ROLE OF BRAND TRUST,
(WITH SPECIAL REFERANCE IN HAMBANTOTA DISTRICT)**



By

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ABSTRACT

In the twenty first century, every organization are operating in a very competitive environment and banking sector's environment is also very competitive. In this situation, it is very important to enhance multichannel transaction in retailer industry. This study aims to investigate the impact of multi-channel integration service quality on retailer brand equity, with a mediating role of brand trust, in the context of Hambantota District.

Structured questionnaire was used as the method of data collection and selected 300 retail customers with online and offline shopping experiences in the same retailer in Hambantota district as the sample of this study. Convenience sampling method used to make the sampling frame and quantitative research approach used for this study. The data were analyzed using descriptive statistics, correlation, regression analysis and mediation analysis.

The result indicates that multichannel integration service quality, retailer brand equity and brand trust are in high level in retailer sector and there is a strong positive relationship among all variables. And also results indicated that there is a partial mediation effect of brand trust towards multichannel integration service quality and brand trust. Furthermore, a comprehensive discussion on the results referring to literature, managerial implications of the study findings, and further research areas have been discussed in the latter part of this study.

Keywords: Multichannel Integration Service Quality, Retailer Brand Equity, Brand Trust

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