

DRIVING CUSTOMER ENGAGEMENT IN OMNICHANNEL  
RETAILING: EVIDENCE FROM FASHION SECTOR



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REG NO: EU/IS/2019/MS/82

INDEX NO: MS 2262

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration Honours (BBA Hons)



FCM2954

Project Report  
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DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2025

## ABSTRACT

The transformation of retail to an omnichannel environment has reshaped the way consumers interact with fashion brands, making it a strategic priority to stay competitive. Omnichannel retail allows for seamless integration across physical and digital touchpoints, allowing customers to easily transition between online platforms, mobile apps, and more. The objectives of this study are to identify the levels of omnichannel retailing (connectivity, integration, consistency, flexibility, and personalization) and customer engagement, to identify the relationship between omnichannel retailing (connectivity, integration, consistency, flexibility, and personalization) and customer engagement, and to identify the impact of omnichannel retailing (connectivity, integration, consistency, flexibility, and personalization) on customer engagement..

Mainly the researcher has used descriptive analysis, correlation analysis and regression analysis to achieve the objectives of this research study. This research study has been conducted using 385 customers in selected omnichannel retailing

Accordingly, the results of the descriptive analysis found that customer engagement in omnichannel retailing was at a moderate level, with all dimensions of connectivity, integration, consistency, flexibility, and personalization scoring low, indicating underdeveloped practices. According to the bivariate analysis results, connectivity, integration, flexibility, and personalization showed significant positive relationships with customer engagement, with personalization being the strongest. Connectivity, integration, flexibility, and personalization had a significant positive impact on connectivity, with personalization being the most influential factor.

Key words: Omnichannel retailing, Customer Engagement

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