

**COMPARATIVE STUDY ON CUSTOMER EXPERIENCE IN  
ONLINE AND PHYSICAL RETAIL ENVIRONMENT  
IN KURUNEGALA DISTRICT**



By

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## ABSTRACT

A business thrives better when old customers keep returning to purchase goods and services. The customer service is the branch of a business organization that communicates with customers on behalf of the organization. Customer retention is as important as customer acquisition. The study tries to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Many Earlier studies showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the physical and online network.

The objective of this study is to provide an impression of the online shopping decision process by comparing the physical and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the physical shopping and in this way the present study is initiated to Comparative study on Customer Experience in online and physical retail environment in Kurunegala District.

For the study purpose, researcher has used 100 customers as a sample of the study and three kinds of experience, namely cognitive, affective and social experience of are considered. Descriptive analysis was used in the analysis and researcher has found out that experience of physical customers is greater than online customers.

Keywords: *Online retail Environment, Physical retail Environment, Consumer, Consumer Experience*

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