

Would Omnichannel Marketing Create Brand Experience and Generate Re-visit Intention of Fashion Store Brands in Sri Lanka

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Generating the consumer revisit intention is one major strategy to have success in business. Because sustaining an existing customer is less expensive than attracting a new. Appreciating the massive evolvement of internet-based technology particularly with social media which has made massive changes to marketing methods globally, the purpose of this study is to identify the impact of omnichannel marketing on generating the revisit intention on the fashion store brands in Sri Lanka. Since social media plays a major role in online phenomena, the impact of Facebook fan pages would be studied from the online context. In omnichannel, in-store or brick- motor store is an essential component whilst the store image makes the consumer to feel the particular store is different than others through its characteristics and attributes. Thus, this study considers online and offline store images generated through Facebook fan pages and physical stores as the independent variable. Moreover, the brand experience will be studied as the mediating variable of the relationship between store image and revisit intention of omnichannel marketing environment.

This concept paper will review the literature on omnichannel marketing and propose a methodology of quantitative approach. An online survey would be conducted to receive data from the fashion brand consumers and data will be statistically analysed. Since this study explores the mechanism in which the in-store elements and Facebook fan page would contribute to the consumer brand experience through different attributes it would be beneficial for practitioners to understand how omnichannel marketing would be applied in the Sri Lankan context.

Keywords: Brand Experience, Facebook Fan Page, In-store Marketing, Omnichannel Marketing, Revisit Intention

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