

Brand Experience in Driving Consumer Repurchase Intention of Retail Fashion Brands

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Brand experience considered to be an antecedent of purchase intention of retail fashion brands yet literature on the relationship among brand experience and repurchase intention is inconclusive in nature. Experience generates memorable brand elements which enhance psychological status of customers hence consumers tend to get influence by the brand and its experience towards a purchasing behavior, from now the study examined the relationship among brand experience and repurchase intention of retail fashion brands. The study used quantitative research design with Convenience sampling method. It collected data from 320 of respondents in western province those who visit retail fashion brand outlets. Data were collected using a structured questionnaire through an online questionnaire. The result of the study has shown a positive and significant impact of brand experience on consumer repurchase intention. Also, it identified that Sensory experience, Behavioral experience and Intellectual experience highly effect on consumer repurchase intention and affective experience is the least influencing factor to repurchase intention of consumer.

Keywords: *Brand Experience, Repurchase Intention, Retail Fashion Brands, Sri Lanka*