

MGT/PP/05

Impact of Omni- channel Integration on Customer Loyalty with the Mediating Role of Customer Experience in the Fashion Retail Industry of Colombo

Mathurshana A¹, Madhusanka. JDT², Adhikari AMSI³

¹Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka

² Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka

³Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka

The rapid advancement of digital technologies has compelled fashion retailers in Colombo to adopt Omni-channel integration to meet evolving customer expectations and enhance competitive advantage. This highlights the need to understand its impact on customer loyalty. This study aimed to examine the influence of Omni-channel integration on customer loyalty in the fashion retail industry of Colombo, with a focus on the mediating role of customer experience. A quantitative cross-sectional design was employed, surveying 384 customers selected through simple random sampling from leading fashion retailers in Colombo. The results indicated that a majority of respondents regularly engaged with multiple retail channels. The sample included a balanced distribution of gender and age groups. Reliability and validity of the instrument were confirmed (Cronbach's alpha > 0.80). Data analysis was conducted using SPSS 26, including descriptive statistics, correlation, regression, and mediation analysis. Results showed that Omni-channel integration had a significant positive effect on customer loyalty ($p < 0.001$) and customer experience ($p < 0.001$). Customer experience was found to partially mediate this relationship between Omni-channel integration and customer loyalty. In conclusion, Omni-channel integration enhances customer loyalty primarily through improved customer experience. Fashion retailers in Colombo are recommended to prioritize seamless Omni-channel strategies and invest in customer experience management to foster sustained customer loyalty.

Keywords: Customer Experience, Customer Loyalty, Omni-Channel Integration