IDENTIFYING THE EXPLICIT AND EFFECTIVE DETERMINANTS OF CUSTOMER EXPERIENCE CREATION FOR YOUTH IN APPAREL BUYING

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ABSTRACT:
Customer experience is the multi-sensory experience of a brand which is embodied in an organization’s product and service offerings. Traditionally, the customer experience was limited to the point-of-sale of a product or the point-of- delivery of a service, but today’s customer experience has to be managed across all touch-points before, during, and after the consumption of the product or service.

The findings of the research can be used as consumer insights by retailers and marketers targeting this consumer segment to design their strategies in an innovative manner so as to offer unique and valued offerings to suit consumers’ needs.

KEY WORDS: Customer Experience, multi-sensory, traditionally.

References


