

## **Effects of Experiential Marketing towards Customer Satisfaction: With Special Reference to Online Fashion Stores in Sri Lanka**

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With the extensive technology development which has undertaken by the world, a rapid growth of internet penetration can be seen and as a result of that, E-Commerce has become a major platform for both buyers and sellers in the world, where it enables them to meet virtually and complete their commercial transactions within a minute. In Sri Lanka, it shows a significant growth in online shopping of fashion items. The purpose of the current study is to determine the effects of Experiential marketing variable (which has sub five variables, namely, feel, think, act, relate and sense) towards the customer satisfaction with reference to online fashion stores in Sri Lanka. Primary data collection has conducted to collect data from 150 sample respondents and the valid data was analyzed using both descriptive analyses as well as the multiple linear regression analysis in order to test the hypotheses. According to the study findings, it has shown that, experiential marketing has a significant effect towards customer satisfaction while Feel experience, Think experience, Act experience and relate experience show a significant effect towards the customer satisfaction.

**Keywords:** *Experiential Marketing, Customer Satisfaction, Online Fashion Stores*

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