

**ASSESSING THE IMPACT OF AUGMENTED REALITY
ON THE CUSTOMER EXPERIENCE TOWARDS
BUILDING CUSTOMER LOYALTY: THE CONTEXT OF
HOTEL SECTOR IN SRI LANKA**

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Abstract

The advancement of Augmented Reality has revolutionized the way companies' market themselves and Augmented Reality has become an effective marketing tool which delivers engaging content to its users. This study was commissioned to assess the impact of Augmented Reality on the customer experience towards building customer loyalty within the context of the hotel sector in Sri Lanka. This research focuses towards the experience customers would gain when choosing and visiting hotels in Sri Lanka and statistically analyses the impact of Augmented Reality on customer experience and its effect towards building customer loyalty. It was identified that with the use of Augmented Reality, customer satisfaction and long-term customer engagement does have an effect on customer experience and it eventually builds customer loyalty in the hotel sector. The results showed that the use of Augmented Reality strongly and positively impacts on customer experience towards building customer loyalty.

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