

**RETAILER - CONSUMER SUSTAINABLE BUSINESS
ENVIRONMENT: HOW CONSUMERS' PERCEIVED BENEFITS
ARE TRANSLATED BY THE ADDITION OF NEW RETAIL
CHANNELS, SPECIAL REFERENCE NUWARA-ELIYA
DISTRICT**



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ABSTRACT

Consumers currently live in a multi-channel shopping environment. To make the most of their ongoing multi-channel businesses and provide customers a sustainable experience while shopping, retailers have expanded their business channels. Only a small amount of the literature that is currently accessible evaluates the impacts of adding new online channels to retailers' current business channels and the perceived benefits they provide for consumers, despite the fact that the literature on the impact of new online channels on retailers is fairly wide-ranging. In an effort to establish a sustainable business environment for retailers and consumers, this study compares online channel additions and their impact on customer benefits. With a focus on the issue of multi-channel shopping, this area of study is actually new. The results indicate that consumers can become more aware of the perceived variety, increase perceived convenience, and decrease perceived risk when compared to recently added online channels. The newly introduced online channel does not, however, significantly impact how customers perceive the overall variety of the retail stores that specialize in selling consumer goods.

Keywords: Perceived variety, Perceived convenience, Perceived risk, new retail channel and Purchase intention.

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