Virtual Shopping Mall: Enhancing Customer Engagement, Retail Performance, and Specifications

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Abstract

The advent of virtual shopping malls has revolutionized the retail sector by offering customers a unique shopping experience. This research investigates the possible advantages of virtual shopping malls, including increased customer engagement, improved retail performance, and the fulfilment of specific requirements. The study examines the effects of Virtual Reality (VR) technology and other innovative technologies on customer experiences in virtual shopping environments through a comprehensive literature analysis. The research utilized primary and secondary data collection methods, including surveys to understand customer preferences and interest in virtual shopping mall features, interviews with physical and online shop owners to explore virtual shopping mall platforms, and opinions on technology solutions. The study found that most customers (70%) prefer a combination of online and offline shopping, valuing factors like time efficiency, product selection, and user reviews. While most (72.8%) are satisfied with their current online shopping experiences, there is significant interest (87.1%) in virtual shopping malls. The study reveals that customers are drawn to features including recommendations, personalized assistance, 3D shopping experience and new communication features like virtual shopping malls that allow them to communicate with friends while shopping. Customers prioritize user-friendly, visually appealing interfaces for better online shopping experiences, while shop owners are interested in expanding their reach and engaging customers through technology solutions. The results of this research show that interest in virtual shopping malls is growing and virtual shopping malls hold the potential to enhance customer engagement, boost retail performance, and reshape the future of shopping.

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