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Impact of Service Quality on Brand Loyalty

A Study of Online Garments Platforms in Islamabad

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Abstract

The primary objective of this study was to evaluate the Impact of Service Quality on Brand Loyalty within Online Garments Platforms in Islamabad. It aimed to explore the influence of service quality dimensions on brand loyalty in Islamabad's online garments market. A conceptual model of service quality dimensions was formulated and proposed. Data was primarily collected through structured questionnaires distributed to customers of online garments brands in Islamabad and Rawalpindi. Hypotheses derived from the conceptual model were tested using inferential statistical analysis techniques. The study's findings indicate that the service quality offered by online garments brands in Islamabad surpasses average expectations, leading to current brand loyalty. Moreover, all service quality dimensions significantly impact brand loyalty. This research presents empirical insights into the service quality model, suggesting avenues for enhancing service quality within Islamabad's online garments market to bolster brand loyalty. Conclusively, the study determined that the overall service quality of online garments brands in Islamabad and Rawalpindi is moderately good, with customers expressing a high level of satisfaction. Consequently, the researcher recommends that these online garments brands focus on improving all service quality dimensions to enhance both service quality and brand loyalty among online garments users.

Key words: service quality, responsiveness, reliability, and assurance. Brand loyalty

Contents

Chapter 1

Introduction

1.1 Chapter Overview

The central concept of the thesis is to explain the problem Impact of Service Quality on Brand Loyalty A Study of Online Garments Platforms in Islamabad. A comprehensive history of the report is presented in this section and emphasizes the issue of online garments brands that operate in Islamabad. Also, the relevance of the analysis backed up by its goals and aims is clarified in this part. Besides, this report covers analysis issues. This segment further tries to explain the methodological approach and finishes with a descriptive review.

1.2 Background of study

The services sector has become exceedingly significant over the recent century (Schettkat & Yocarini 2018) and the production industry has decreased (Yoshikawa & Williams 2016). Further knowledge is required for creative service operations (Arvanitis, Kubli & Werder, 2015). Organizations are actively seeking innovative methods to enhance their service offerings and distinguish their services. This approach is employed to retain customers and gain an edge through sharing information and collaborating with customers (Prahalad and Ramaswamy, 2019). The realm of service provision presents significant opportunities within the service sector (Chambord, 2017). The quality-of-service administration is instrumental in identifying and creating value for establishments, contributing to a sustainable competitive advantage (Rickman, 2015). New approaches to service management underscore customer loyalty through service quality, necessitating all businesses to address and overcome challenges swiftly and effectively (Ghasemi and Esfahani, 2012). Given its extensive impact on consumer satisfaction, company performance, customer engagement, sustainability, and cost reduction, service quality has been a focal point for professionals, managers, and analysts over recent years (Master, 2013).

Service quality is the disparity between a customer's experience and the anticipated value (Greenrooms, 2015). Deshmukh and Vrat (2018) define service quality as the ability to reconcile intended performance with customer expectations to satisfy consumers. Meanwhile, Zeithaml and Berry (2016) describe service standard as the distinction between the perceived service and the company's actual services. The service quality scale serves to illustrate the caliber of service (Khan and Fasih, 2014). Perceived value (in terms of tangible aspects such as task execution, resources,

and tools); reliability (the provider's capacity to consistently deliver a dependable service to consumers); assurance (the provider's ability to ensure that customers receive a secure and accurate service).

As businesses face heightened competition on a global scale, they may opt to expand and cater to consumer demands driven by technological advancements and globalization (Lin, Lai, and Yen, 2017). Service quality significantly influences consumer loyalty (Kauri et al., 2012), hence making it pivotal for brand allegiance. For increased profitability and market engagement, customer retention and service efficiency are crucial focal points for academics exploring business evaluations and strategies. To enhance transformation and competition, some companies intensify their focus on customer loyalty and service quality (Ghasemi, Kazemi, and Esfahani, 2012). Satisfaction with service quality is also gauged in practical and technical terms (Gronroos, 2018). Consumers often lack knowledge about a service's technical advancements; hence, practical consistency becomes the most critical element in the perception of service quality (Anderson, 2016). Customer assessment of how well a service meets or exceeds its standards can define service quality. The service level can be measured by consumer anticipation, promptness, loyalty, and disposition (Kamari, 2015).

Customer knowledge and privileges rising today and future requirements in the online garments and garments industries and their strong competitiveness need continuous improvement in the standard of service from the online garments to please their customers (Eland kumara 2014). Meerab (2018) has researched the effects on consumer loyalty of service quality in online garments. However, Islamabad is implementing numerous techniques to optimize customer loyalty, which is extremely important to online garments brands and their efficiency, with the intense rivalry between appeal and the textile market to draw and hold customers. Lack of scientific research relating to brand loyalty with the impact of service quality, and specifically customers interested in online garments brands nevertheless prevents sketches of new methods to enhance brand loyalty quality (Meerab 2018). The research, therefore, aimed to examine the impact of the standard of care on customer loyalty online garments. Products. The research would enable online garments brands managers and hotels to decide the variables that are highly important in improving brand loyalty, shortcomings, and remedy steps to improve brand loyalty that improves online garments and garments industry efficiency (Meerab 2018).

The primary challenge confronting the contemporary service sector is establishing exceptional customer loyalty and maintaining a high standard of service (Hung, 2013). Both customer loyalty and service quality have been significant topics for both marketing and empirical studies this year (Ueno, 2021). Irrespective of the biased variables and media, the correlation between these two concepts of customer loyalty and service standards is largely attributed to the intense competition between private enterprises and public organizations (Ghasemi, Kazemi, and Esfahani, 2012). Competitive advantages lie in the availability of superior services that contribute to customer loyalty accordingly (Suresh Chandra, 2012). This has heightened the importance for businesses to evaluate and anticipate the level of services demanded by swift competition and service evolution in both developed and developing nations (Brown and Bitner, 2017).

1.3 Industry Analysis (Online garments Industry of Islamabad)
Islamabad is the fourth largest garments manufacturer with good weaving facilities, with such a limited trade balance of the economic value market. The principal factors are the lack of educational infrastructure capable of upgrading capabilities and creating skilled intermediate executives with an extensive understanding of technological advances and realistic expertise.

The online garments business model is an increasing main segment of the online garments industry. It absorbs the bulk of its workers and has helped to increase production, as estimates indicate that 67 percent of the labor force in the Islamabad online garments industry contributes to good growth. However, there are now major issues in the textile sector in competitiveness, Pricing, brand management expertise – and thus there is a severe danger of a decreased foreign profit margin. The impact on Islamabad's exporting of online garments would be unfavorable because of greater rivalry from other nations, according to the World Bank's research on the impact of allocation disposal in Islamabad. The implications are severe if steps to increase production and quality are not taken.

Holding in mind the worldwide trend, Islamabad's textile industry has a big opportunity. However, productive and cost-effective manufacturing processes with minimal residues must be able to draw consumers to be sustainable on the world market after the abolition of the Quota Regime in January 2005. TUSDEC's assessment of the needs of major garments exporters, which included discussions/entertains, aptly illustrated the immediate need for changes in the online garments and particularly the garments and export sectors, as it is the most real worth market. In the main online

garment centers based in Lahore, Karachi, Sialkot, Faisalabad, and Multan the need had never been felt as strongly as today. They all claimed that the current textile & online garments infrastructure institutes in the country cannot accommodate the need for qualified human capital to satisfy the high demands. The needs appraisal found that there's no need for just an approach to the quick capacity development of the textile industry to face the hurdles ahead of increasing societal consumer demand. To address this desperate need, international experts were planned to be hired in the long term to develop the expertise and experience of the workforce in the garments industry.

Market orientation has a wide potential when it relates to Islamabad online garments channels. Islamabad's market has improved greatly every year as several major industries, such as the online garments industry, play a significant role in boosting economic growth (Munir et al., 2018). Islamabad's garments sector has worked to develop conditions to boost productivity, reduce costs, reduce costs and competitiveness, and enhance consumer response (Iqbal et al., 2018). Islamabad is one of the emerging economies in the world in this era of globalization information and has contributed greatly to making its name in the industrial world in industrial fields such as the online garments sector. Brand love can demonstrate to be a major pillar for enhancements inside the online garment's channels. Islamabad garments industry can develop and sustain its competitive advantage inside the industry to enhance its awareness and brand loyalty, commitment (Munir et al., 2018). The aims of the uncharted international markets with forceful business development will redevelop the reason for the expansion of textiles. It's about driving a pole of colorful gummy bears for someone's chance. By investing in our marketing department, we can recreate a far wider reach from other large firms by educating them on the fashion design of branding textile products.

The online garments industry is Islamabad's bedrock economy. As we have established the pros and cons in the garments industry in Islamabad in this study, we must examine these strengths and limitations critically to improve the competence of the textiles industry among its rivals. We have already identified opportunities and risks that exist today so that we can take advantage of business opportunities and prepare to reduce the effects of threats. Whilst a lot of work needs to be undertaken by the government of Islamabad but also the duty of businessmen to collaborate and foresight the threats and prospects ahead, we have defined places that we have to find where we need to prepare and perform accordingly. Islamabad's textiles and online garments industry will

still win, as this important and promiscuous segment of the economic system, it's never too late to defend and expand. There are already many problems facing Islamabad's textile industry. The industry wants to improve its goods' efficiency. More value-added in its products is also required. Scientific equipment used in Islamabad is mostly manufactured from countries such as Germany, Switzerland, Germany, China, and Belgium. There is something to be desired with the technologies being used by industry.

1.4 Research Gap Analysis

The contemporary online garments industry emphasizes service efficiency as a pivotal determinant of company performance amidst today's rapidly evolving landscape (Minima, 2022). Service levels not only enhance customer loyalty but also contribute substantially to sales distribution. In a study by Kasha (2021), the analysis delved into how customer loyalty impacts service efficiency within online garments brands. Research indicates that loyalty and brand loyalty are fundamental components of service quality (2020) and has explored the diverse facets influencing customers' perception of quality. Four dimensions defining service efficiency in online garments brands were identified: attitude, expertise, tangibility, and convenience (Roy, 2019). Noteworthy aspects such as customer service, information security, protection, ease of use, and loyalty strongly correlate with brand loyalty. Brand loyalty, particularly within the online garments sector, remains a pivotal aspect for attraction and retention (Chaplin, 2016). This underscores the necessity to scrutinize service quality dimensions and their impact on brand loyalty across the global online garments market. The evolving consumer landscape, driven by enhanced customer awareness and rights, has fostered intense competition within the online garments sector. This dynamic necessitates a continuous enhancement of service standards by online garments brands to satisfy consumer expectations (Kelang, 2015). Islamabad and Rawalpindi witness fierce competition among online garments businesses striving to attract and retain clients through diverse techniques crucial for business success and optimal brand loyalty. This study aimed to investigate the influence of service standards on brand loyalty within the online garments industry in Islamabad. The findings of this research endeavor seek to assist the online garments market by identifying influential factors affecting brand loyalty, addressing their shortcomings, and thereby augmenting the productivity of the online garments sector.

1.5 Problem Statement

Sustaining service efficiency and brand loyalty in the online garments industry poses significant marketing challenges over the long term. Presently, online garments brands face the demand for multiple novel offerings, including brand loyalty and service quality, necessitating diverse marketing strategies. Negotiating technological systems, telemarketing, distribution services, customer relations, finance, and accounting, these brands continually strive to meet brand loyalty. Since its inception in the country, the online garments industry has grappled with the consistent delivery of services to foster brand loyalty. Operators within online garments brands have undertaken various measures to enhance service quality and brand loyalty. However, no standardized parameters or protocols for long-term monitoring of service quality across different online garments brands exist within the marketing landscape. In Islamabad, the online garments industry grapples with reconciling consistency with productivity in pursuit of its objectives. Brand loyalty within the online garments sector necessitates not only product and service offerings but also a host of after-sales facilities. In today's dynamic environment, the delivery of high-quality service stands as a crucial factor in ensuring sustained competitive advantage. Overall customer contentment with a company's offerings hinges upon the entirety of customer interactions and engagements. Within an enterprise, brand loyalty, linked to service quality, manifests across multiple levels—contact satisfaction, core service satisfaction, and organizational satisfaction—operating through supportive structures, encompassing various facilities offered by online garments and garments brands, and human elements. Online garments and garments play a pivotal role in fostering robust brand loyalty and retention. Nevertheless, there remains a dearth of studies pertaining to service quality and client satisfaction within the garments business, posing a challenge in meeting client expectations. This research endeavors to explore the influence of service efficiency dimensions on overall consumer satisfaction and strategies to sustain brand loyalty within the online garments industry.

1.6 Research Questions
1. What is the impact of reliability on brand loyalty in the online garments industry?
2. What is the impact of responsiveness on brand loyalty in the online garments industry?
3. What is the impact of assurance on brand loyalty in the online garments industry?

1.7 Research Objectives
1. To find the impact of reliability on brand loyalty in the online garments industry.

2. To find the impact of responsiveness on brand loyalty in the online garments industry.

3. To find the impact of assurance on brand loyalty in the online garments industry.

1.8 Aim of Study

The main objective of this research is to explore the impact of Service Quality on Brand Loyalty: An Investigation of Online Garments Platforms in Islamabad. This study serves as a platform to comprehend the service quality practices predominantly adopted by Islamabad's online garments industry. It delves into the new marketing strategies and methodologies, along with the processes involved in the online garments market, highlighting the crucial importance of achieving maximum brand loyalty. Furthermore, this study identifies the key factors that hold greater significance in marketing service quality within the online garments industry, aiming to streamline the business process and provide value for the consumer.

1.9 Significance of Study

The significance of this research lies in its exploration of the intricate relationship between service quality and brand loyalty within the context of Islamabad's online garments industry. In the highly dynamic landscape of business competition, where customer-centric strategies have become paramount, understanding, and fostering brand loyalty has emerged as a strategic imperative. The shift from product-centric to customer-centric approaches necessitates a comprehensive understanding of the factors influencing brand loyalty, particularly in the online garments sector. Retaining customer loyalty is not just a concern for customer-facing divisions; it reverberates throughout the entire business ecosystem, impacting long-term sustainability and profitability. This research focuses specifically on the quality of service as a determinant of brand loyalty, shedding light on whether the services offered in Islamabad's online garments market hold both statistical and logical significance. The findings of this study are anticipated to offer valuable insights to industry stakeholders, enabling them to refine their strategies and allocate resources judiciously. In an environment where acquiring new customers incurs significant costs and time investments, understanding the determinants of brand loyalty becomes a strategic imperative. The outcomes of this research carry practical implications for the online garments industry, aiding businesses in navigating the competitive landscape while conserving vital resources. Moreover, by enhancing our understanding of the interplay between service quality and brand loyalty in the unique context of Islamabad's online garments industry, this study contributes to the broader body

of knowledge on customer relations and strategic management. As Islamabad's online garments sector undergoes influences and experiences a surge in attention, this research provides timely and relevant insights. It not only assists businesses in identifying and addressing strengths and weaknesses in service quality and brand loyalty but also contributes to the body of knowledge on modern services in a context where this trend is relatively new. This research not only addresses a pressing concern for businesses in the online garments industry but also adds to the academic understanding of customer relations, service quality, and brand loyalty, particularly in the evolving landscape of Islamabad's online garments market.

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Chapter 2

Literature Review

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2.1 Introduction

In unpredictable situations, the emergence of innovations in the online garments field has a major effect on garments and online garments marketing activities, as it specifically targets consumer experiences to offer multi-channel service to clients, which contradicts conventional quality of service models (Cortina et al., 2020). With increasing consumer expectations, it is important to catch and sustain them and to improve productivity, particularly following the global economic crisis (Mon Ferrer 2016). Consider the planned demand and the quality of service provided to meet customers' perceptions (Markus, 2017). Understanding significantly impacts brand loyalty, yet customer satisfaction cannot be directly influenced by expectations (Anderson, 2016). Consequently, the standard of service indirectly impacts the organization's efficiency (Sullivan, 2019). Organizations must consider what their customers anticipate, desire, and interpret. The standard of service stands as a crucial element of customer loyalty and business revenue (Ibrahim, 2015). Managers should identify shortcomings and prepare for continual improvement, thereby enhancing efficiency, profitability, and overall outcomes (Sameer, 2017). This emphasis has led scholars to explore the most effective methods for measuring consumer perspectives in recent decades. Additionally, interest in this field has grown (Dupree, 2015).

The principle of quality of service is focused on user satisfaction culture and quality control researchers believe (Brady 2017). There are several models of service efficiency, but researchers do not agree with these models (Cronin 2016). Quality of service has different aspects across the various services industries (Pollack, 2019) Therefore, quality of service metrics enables managers to identify quality issues and increase service quality to meet standards and to reach customer loyalty. In the last three decades, the understanding of service efficiency has been studied wildly. As a customer measure of the overall service excellence, Zenithal (2018) describes service efficiency. That is attributable to the intangible, diverse, and devoted standard of service. Several methods for calculating service efficiency have been designed in recent decades (Greenrooms 2014). He claims that he differentiates between technological qualities as a result of service performance and practical quality as a subjective interpretation of provided service. The most widely used and renowned model is called service quality (Zenithal and Berry 2017). They

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originally introduced ten dimensions for quality of service but reduced them to five dimensions for quality model service in 1988 after initial studies.

Several methods for calculating service efficiency have been designed in recent decades (Greenrooms 2014). He claims that he differentiates between technological qualities because of the quality of service and practical quality as a subjective interpretation of the provided service (Zenithal and Berry 2017). They originally introduced ten dimensions for quality of service but narrowed them to four variables for quality model service in initial studies.

2.2 Service Quality

The two different "services" and "quality" structures are explored (Nabila 2017). Services shall be defined in terms of the basic specifications of the given service and the use of an adequately addressing determines "quality" (Albee 2015). The former studies also indicate that the quality of service is an evanescent and dynamic term. Enterprises understand that enhancing service efficiency in today's dynamic business situation is an imperative technique for growth and sustainability (Soudan, 2019). The paper indicates that delivering a good level of service keeps a business successful and adds to its performance and sustainability (Carrillo et al., 2018). It boosts revenue and financial leverage, improves value creation, increases consumer retention, improves consumers' ability to communicate about the service provider favorably, prevents customer defection, and raises customer loyalty (Bateson & Hoffman, 2016)

The advantages of a high standard of service go deeper than economic metrics and can provide an improved community impact by achieving sustainable development of social structures (Dagger & Sweeney 2015). Much like many firms, the economic stresses of the changing market world are being raised for customers (Talia & Rahman 2017). Businesses are becoming highly aware of the fact that their tenants must be regarded as worthy clients (Pindar et al., 2018). A clear analysis of the development of quality of service must be implemented to ensure the aim of this project, namely, to calculate the quality of service using the service quality model, to define the principles which online garments clients hold about the services which the online garments provide (Kerstin & Koch 2017). As every quality program needs to begin with a proper description of service quality followed by appropriate steps, this chapter examines the quality of service and how the quality of service can be calculated by concentrating on quality model services (Kassie & 2014).

Researchers believe that the standard of service is difficult to describe and quantify, elusive and vague definition (Bateson & Hoffman 2018). This is partly the reason that there is a lot of constant study and dialogue on service quality and assessment of services quality (Rick 2016). The Nordic School describes the quality of services using general generalized terminology including technological and practical quality aspects (Brady & Cronin 2019). The International system utilizes generic concepts that address five facets of continuity, openness, assurance, kindness, and tangible things, among others (Pollack 2017). While both think-tanks point to essential facets of facilities efficiency, there also appears to be no agreement in the literature that these concepts completely grasp the nature of the house (Butcher 2016). It is necessary, therefore, to revisit various old and new viewpoints, as well as various philosophical and empirical approaches (Kumar & Tina 2017). Definitions of service quality in the literature mostly concentrate on addressing the expectations and desires of consumers and how well the service provided suits consumer needs (Bateson & Hoffman 2018).

Variations between anticipated and perceived outcomes lead to a breakdown that can be either positive or negative (Kasper et al 2017). In this case, preferences are based on human standards, beliefs want, and desires and thus extremely individualistic (Kasper et al., 2017). Customer preferences are assumptions of operation as criteria or points of reference that are measured for consistency (Wilson et al., 2018). The service business would have a vital impact on its perceived service efficiency whether these standards are fulfilled (Bateson & Hoffman 2018). However, there are no inherently equal standards between two people, even though the service is completely identical (Smith 2015). Therefore, the perceived service level is not the same (Kasper et al., 2017).

Today consumers are geared towards a high value for quality and result that beats the price for a good or service they charged (Harry 2017). Many businesses and recent studies have indicated that costs should not be focused on conventional cost-based prices but rather on perceived market demand (Chandler and Lush, 2015). The price should also not be purely dependent on expense and competitiveness but the justification of a PV-based price (Harrington et al., 2017). Although the research includes various values, the meaning should be expressed and implemented to satisfy or meet consumer needs (Simon, 2015). The definitions of efficiency, rewards, sacrifice, and utility tend to influence consumer value; these constructs are also not well defined and sensitive to individual expectations (Woodruff 2017). Harrington et al. (2017) proposed a model of the value-

driven online garments (QSR) approaches which included 7Ps related to business decisions and customer value evaluation that included distinguishing between rivals, importance to satisfy consumer needs, consistency, and durability requirements, and the brand's consumer awareness. Although the concept of market value and value pricing was explored for many decades, it remains a problem for practices to identify consumer value and perception of value in the online garments experience (Entomb 2019).

The specifications of the service quality model are the most useful metrics of service efficiency. This concept was produced for the first time (Richard 2016). Parasuraman et al. (2018) defined several characteristics, simplified into ten dimensions; they find an effect on the quality of service and were considered the primary criterion in accessing the preferences and opinions of the consumer concerning the service rendered (Kumar et al., 2019). One of the most powerful indicators to determine the level of service offered to clients has been the SERVQUIL scale, known as Parasuraman et al. (2018) gap model. Some scholars have shown that this service appraisal approach is consistent and effective (Brown et al., 2019). If perceived or observed services are less than anticipated, they mean a poorer level of service than expected. And where perceived services are more than expected, the clear assumption is that the standard of service is more than pleasing (Jain et al., 2014).

The concept of service quality is ideally suited to assessing the level of service from a consumer viewpoint, as this approach is viewed (Amirah 2017). That is because when it is mentioned that the service is "prospected" and "expected," it is very clear that it goes with the person who goes or absorbs the service (Fandom 2018). In the original research by Parasuraman et al. (2018), there were ten dimensions of quality of service, namely: tangible, efficient, sensitive, knowledgeable, detailed, trustworthy, available, connectivity, and comprehension of the client, in which one part of perceived service level of the company assessed and another part of the quality of the service anticipated was reacted to.

2.3 Reliability
Reliability for service quality is characterized as the capacity to consistently manner deliver the service (Benzamine 2018). Reliability includes in a general context, delivery guarantees, service provisions, issue solving, and pricing by service undertakings. Customers want to work with the businesses that meet their obligations (Bolton & Drew 2017). It is also an essential part of

consumer understanding and commitment to service quality (Rust & Oliver 2015). Service providers should also be mindful of consumer reliability requirements (Bhatia 2018). For online garments facilities, the reliability dimension requires predictability, grievances behaviors, knowledge about customers, continuity, processes, etc. (Foxy 2016) Quality service reliability applies to organizations like the online garments ability to conduct services with accuracy and trustworthiness (Hama 2016). Three specific elements of this framework are available, which allow the operation to be performed; 1) on schedule, 2) consistently (routine tasks should be completed consistently) and 3) error-free each time; (Tsars and Mittal 2019). Many people rely on this service every day and expect to be reliable or file complaints and find alternate ways to please customers (Han & Back 2017). The relation between service quality reliability and brand loyalty has been explored (Ibarra et al. 2016). She has built a clear link between service efficiency and customer loyalty. The research states that the correlation between reliability and consumer satisfaction is increasingly positive (Cornel. et al, 2016). The development of technologies has had a huge effect on the option of quality levels and marketing campaigns (Cardozo 2016). This has brought many potential strategic benefits, including higher competitiveness, and increased digital service sales (Mayweed 2015).

Reliability ensures that the company can still deliver the planned quality, manage the customer services issue, execute correct services, offer services in good time, and preserve error-free records (Engel and Blackwell 2018). Concerning online garments services, the reliability of the garments service is seen as a constant requirement for consistency of results that can be handled at any moment, Jay and Barry (2014). Condition and technological efficiency in the online garments setting is tied to reliable design (Georgia 2019). The trustworthiness of Yang and Fang, (2014) has been reported to consist of accurate order of performance, accurate tracking, exact service level, precise management, and precise time and speed measurement that keeps the service customer promising. The two critical factors that affect the online garments service; are coherence and trustworthiness (Pinza and Ellis 2019).

Reliability means continuity or functionality between the operation and the satisfaction of customers (Karuk 2018). This ensures that the performance is still the same. Frey et al. (2019) argue that the standard of service should provide a standard service performance based on an optimal consumer target value. online garments to cope predictably and regularly with changing

requirements (Reached 2017). The confirmation of facilities relates to continuity as intended. Trust is another important element in the acceptance of different forms of online garments products (Rehab et al., 2019). The assumption of the event occupied the online garments products during customer engagement. Online garments products should also have exact satisfaction and level of service (Collier & Penstock 2016).

Reliability relies on how customer care complaints are handled, delivers services right from the beginning; provides services on schedule, and holds error-free performance (Han et al., 2019). Also, reliability is defined as the most important factor in traditional service (Parasuraman et al., 2018). Faithfulness also requires the execution of the correct order; precise records; reliable quotes; the right of the bill; more accurate outcomes than commissions; maintaining the pledge of service. It also notes that garments service efficiency is the most critical factor (Yang et al., 2014). service quality has been implemented to collect data in four businesses, including online garments products (Parasuraman et al 2015). In all these online garments products he has found good efficiency, but possible for certain major dimensional values). Finally, reliability is described as the capacity to perform the promised service" (Jerry 2018) reliably and accurately.

Hypothetically and functionally, durability and optimization are different (Waa Long et al., 2015). They are, however, experimentally linked. The method of the analysts to differentiate between the reliability effect and the service quality impact must allow for the fact that both indicators are distant from each other (Jacoby & Kenner 2018). If companies feel that the circumstances vary considerably regarding customization and reliability, they should use various analyses. If the flexibility and durability have the same impact, the estimated model is not established (Compton 2016). Singh (2016) says consistency is massively crucial to the satisfaction of a company's client because it guarantees consumer continuity. Brand loyalty is an important direct determinant of client loyalty which is central to customer retention (Grotto et al. 2018). Previous surveys have shown that the loyalty of consumers is essential to businesses. As a core idea for the companies, many experts in the field were also drawn by customer loyalty.

H1: Reliability has a positive impact on brand loyalty.

2.4 Responsiveness
Responsiveness is described as willing to assist customers and provide prompt service" (Parasuraman et al., 2018). Johnston (2017) also sets the responsiveness for service delivery, such

as tempo and timeliness. This requires speed and service capability to address client service requests promptly and wait for a limited period. In particular, the desire or readiness to provide services by employees is known as receptivity. Which requires operation timeliness (Parasuraman et al., 2018). It also requires an awareness of consumer needs and expectations, a simple working schedule, personal interaction, attention to the issue, and the security of customers in their company (Kumar et al., 2019). Finally, in this study, the willingness of online garments products service providers to a certain degree to provide the customers with timely services (Halima 2016).

Responsiveness is characterized as the ability to react promptly and flexibly to consumer needs. Marzipan (2016) believed that the IT revolution brought about incredible improvements in the market world that no other field as much as online garments products organizations was affecting as advancements in technology. Online garments products must incorporate technologies to offer their offerings while simultaneously lowering costs and providing consumer value-added services (Zhu and Chen, 2015). Online garments products need to be considered more customer loyalty (Ibrahim et al. 2018).

Changing consumer preferences to be competitive more successfully with multinational organizations, leveraging the new information technologies system (Malhotra & Mukherjee 2014). Through a way of innovation, online garments products can run reliably and adapt rapidly to the demands of customers, which increases satisfaction among customers (Shariq 2018). Tendon (2015) claims that, due to adaptations to the latest technologies that consumers must have with protection, customers tend to use high levels of services rather than conventional services. Consequently, punctuality may be described as consistency or practice of arrival or being ready for time or time (Shamar 2017). Punctuality happens in a seasonal, timely, and timely way. Significant service efficiency is the level of service that eliminates waiting time (Mubarak, 2017). Dili Jonas et al. (2019) found that tempo, high uptime, malfunction, back-up support, and quality service at affordable cost are factors that led to timely dining services. During the previous research, several other considerations such as geographical position, availability, and comfort are discussed (Lexie 2017). Because of the key position of online garments products. This research aims to examine customer loyalty determinants for affordable and accurate great service activities (Ricky 2016).

This is focused on the firm's capacity to adjust to client requirements, with a focus on its sustained commitment quickly (William 2015). If a consumer is waiting for a poor opinion, particularly when there is no clear cause (Nitro 2017). It can assist and offer swift assistance to customers (Leonel 2019). This aspect emphasizes customers' demands, concerns, grievances, and issues with focus and pace (Kandy 2016). Customers are granted responsiveness by waiting for support, answers to questions, or attention to problems (Steve 2016). The principle of versatility and the capability to tailor the service to client requirements is also reflected in the response (Mark 2017).

Attempts to offer consumers a sensible market premise within a reasonable timeline (Josephine 2017). Although the vast size of investments required to produce and manufacture a product at an economical price imposes many limits, it is logical for consumers, as quickly as possible, to supply goods that match their exact specifications (Holder 2016). One would imagine that today, where the luxury of consumer demand is no longer open to many businesses, the reactiveness of consumers in many markets over the past decade would be important to their success (Abdullah 2019). However, while online garments products rely so much on the easy calculation of services, they do not adapt to their customers and supply personalized items within a good time (Church 2018).

However, the controversy about the reactivity of the online garments products business lasted over a generation and originated in the idea of cycle time (Stalk and Haut 2018). At the same time, there were active multiple rapid response interventions, including the fast-moving online garments products service programmer and the powerful customer response initiative (Hunter 2019). Even in the fields of machine dynamism, lean thought, market systems engineering, mobility, and mass personalization, the associated generic contributions are made (Forrester 2016). Previous experiments have also sought to prove that one solution is better than another and that a new approach solves all previous unanswered questions (Arron 2015).

We have learned a lot of versatility in the online garments products sector over the last two decades (Slack, 2019). More analytical data, alternative strategies to strategize, build, and integrate marketing and company networks are some of the current holes in the Kumar 2016 field study body). Also, certain methods were proposed to be adequate for the entire online garments products sector (Naylor et al., 2019). However, in this case, the general premise that any method can be uniformly replicated to one sector is questioned. A balanced model of generics based on the

product, method, and volume variables, based on observational experience in all customer loyalty service provider online garments products, and is suggested to synthesize current studies into the versatility of online garments products (Slim 2017).

Fisher (2018) addressed responsiveness in the face of emerging company activities. Mack (2019) insists that product features and lifespans must be related to the function and structure of business and marketing operations (innovative or efficient) (Jillian 2019). A suggestion is made for a basic index that displays the attributes of the commodity against the attributes of service (Naylor et al., 2019). Although this significant contribution was widely cited as an answer (Kehoe et al., 2015). This quality service matrix concerns the fact that the online garments products can be functional or creative in complex operating networks (Alyssa 2017). In the same online garments products, the same systems are developed, and the same marketing strategy is used (Clark 2016).

H2: Responsiveness has a positive impact on brand loyalty.

2.5 Assurance

It means inspiring faith and trust (Tracey 2016). Assurance is an awareness of the dignity of organizations and their capacity to inspire confidence and their commitment (Narasimhan 2018). This is especially important for the resources that consumers consider to be highly increasing and/or unsure as to their ability to assess (Muller 2016). The person who connects the customer to the company, for instance, the marketing team, may represent faith and trust. Businesses are also mindful of how necessary it is to establish consumers' respect and faith in the interests of competition and consumer loyalty (Nyaga et al., 2019).

Assurance depends on the willingness of the organization to build confidence and trust in the consumer (Erikson et al, 2018). This is focused primarily on the experience and capacity of the organization to speak courteously (Li & Wang, 2017). 4 components define this size: 1) expertise (service capability), 2) customer respect, 3) efficient contact and 4) simple actions to the customer (Nadia & Ismail 2016). You would like to ask some questions directly covering these 4 elements if you are to conduct a survey to determine the dimension of your organization's assurance. Note that the online garments products industry has expectations; the building industry is very different from other industries (Kimono 2014).

The care and know-how of businesses and their ability to transfer faith and confidence to customers have been described as (Humphreys, 2013). The views of researchers in the evaluation of the quality of service are diverse (Musa 2019). The insurance rating is first, and the reliability is second (Kurtoses 2015). Insurance means educating and speaking to consumers in their mother tongue irrespective of their education status, age, and nationality. In Parasuraman et al (2019), assurance demonstrates the attitudes and actions of workers, and the willingness of the staff to deliver facilities that are polite, confidential.

Trust is one of the core facets of the consumers' perception (Midtown 2016). Your search for product consistency, connections, purchases, and the blog (Jack 2017). Customer loyalty brand loyalty is one of the most helpful approaches to track customer performance (Abu Al Khalid 2018). Quality assurance defines the mechanisms used to ensure satisfaction before and after consumer encounters (Phoenix 2018). Any product or service you offer can only be of the very highest quality and your company will be assured that with any connection it can deliver the same excellence (Hales et. al 2019). The core of your management efforts should be a certainty (Amber 2019). Enterprise efficiency and conformity optimization of assurance activities can help to improve the team's level of service to their customers (Morgan 2017). If you merge, it will only help the firm squad make its commitment to the competition by optimizing company assurance activities (Archer 2018).

Customer loyalty assurance has experienced significant improvements in the online garments products industry leading to the introduction within the management framework, expectations, and ambitious strategic strategies (Robbins 2017). This research analyses the assurance activities and the impact on customer loyalty in the production and execution (Habib 2016). It sets out formal controls to ensure that consumer requirements and desires follow the criteria of proper assurance (Kithara 2013). This is focused on promise expectations and customer loyalty by identifying key duties and obligations for workers to direct their workforce in adopting the right procedure (Taylor 2019).

The protection framework will equate the assurances of the customer with the requirements of the customer and the provision of your client service (Ocean 2016). If the service provided satisfies consumer demands and what you have committed to providing the quality of this customer service aspect is good (Valetta 2019). You will use the quality assurance framework to track progress

where there are holes (Tyrant 2017). For the system to balance commitments and deliveries, consumers can periodically be polled to assess their preferences (Chemoiywo, 2014). Enterprises such as online garments products commonly perform such surveys by asking clients to rate their service (Gibbs 2016). The survey must question how well the service met the needs of the customer for use as a metric of reliability (Kendra 2017).

Engagement involves establishing organizational controls to guarantee that the outcomes lead to the expected results (Tiwari 2015). Customer support practices are planned to please consumers while maintaining the company (Redman 2017). The person who is responsible for quality assurance must identify quality functionality to ensure that customer care meets certain goals in your small business (Spean 2016). When such definitions have been enforced, you should identify the resources needed to satisfy the specified mandate and ensure quality service for your customers (Avella 2016).

The subject of assurance, product evaluation, accreditation, and criteria acceptance have become core issues in the online garments products industry brand loyalty; (Millan 2017). This research explores the impact on consumer loyalty to quality services (Weber et al., 2014). Insurance issues are unavoidable (Michael Hobo 2015). Assurance implies the intrinsic or distinctive features used to maintain a high level of performance (Luna 2018). Assurance applies to both procedures and mechanisms to ensure the protection and advancement of consistency (Lim 2019).

Assurance principle and the determination to ensure and strengthen it in the online garments products industry (Jaheem 2016). Full expectations in the online garments products industry sectors are focused on consistency to achieve market success. Lim (2013) suggests that in a global marketplace, the need to optimize profit requires cost savings and revenue growth. A significant way to improve sales is to have a demanding product or service at a reasonable price (Jacob 2016).

H3: Assurance has a positive impact on brand loyalty.

2.6 Brand loyalty

Online garments products have dedicated more resources to service quality and more commitment was created to maintain a high standard of service quality to please customers (Jabber et al., 2017). The definition of service varies from one person to another (Hankies & Petersen, 2017) (Hankies & Petersen, 2017). It is an uncertain and nuanced term due to the homogenous, subjective, and

disruptive dimensions of service quality as regards output and usage (Coyle et al., 2016). There is no accepted description, but the standard of service can be interpreted as an extensive customer appraisal of a given service and its meeting and satisfaction (Grant et al., 2017).

A business landscape and innovative knowledge have been developed for online garments products to consider consumer expectations of the service level to draw consumers to a saturated environment (Atafu & Balda, 2018). Support various types of programs for customer loyalty. Managers must be able to consider the disparity in views and preferences of consumers in the production of quality requirements and techniques (Guo et al., 2016). Owing to their heightened sensitivity, consumers care about service efficiency whether they stay with or shift to another online garments' product, based on their satisfaction level (Large et al., 2013).

Odom (2019) claimed that the happiness of online garments products customers modifies the various criteria affecting the standard of service that enhances the multiple businesses in a competitive market and establishes and creates successful strategies. online garments products need to identify ways to increase service efficiency in the dynamic market and to obtain, track, and sustain this quality consistently to achieve optimum customer service (Wang et al., 2016). Also, customer loyalty is stressed by applying the concepts of corporate social responsibility (CSR) (Murphy & Kneeler, 2018). Indeed, online garments products must clarify many aspects that are important to customers and their garments needs (Myerson, 2017). Online garments products should be advised to build the best way to reach the current segment and attract new customers (Coyle et al., 2016).

Online garments products are seeking to satisfy consumers by enhancing the perceived quality of service. The importance of a close correlation between customer loyalty and quality of service was emphasized by Parasuraman et al (2017). In other words, the most critical fact is that the consumer is in the spotlight (Fugate et al., 2010). In comparison, a negative disparity between the beliefs and desires and output distance is defined as causing disappointment, while a positive difference causes happiness for customers (Rushton et al., 2014). Customer loyalty tests organizations' success under their criteria (Premier, 2015). Which also includes an evaluation of the quality of operation. Feedback on service aspects will potentially allow consumers to comment on goods and services (Saddler, 2015).

In the modern marketplace, businesses are losing consumers to others because they are not offering quality goods and services (Goninan et al., 2015). Consumers are highly competitive, and their service demands have risen, leading to personalized companies, excellent consumer value, developing partnerships, and engaging in business entrepreneurship (Maegan et al., 2016). Organizations today monitor the desires of their clients, results, consumer loyalty, and even competitors (Fugate et al., 2019). Over the last decade, the market climate in the garments industry has changed significantly and quickly (Grant et al., 2017).

Marketing in online garments products cannot be used entirely (Pineal et al., 2012). Online garments products share liability, and multiple reports have examined the effect of the world financial crisis on customer attitudes and actions (Baker et al., 2017). In the economy, the online garments products business plays a major role. Due to technical advances, consumer needs change and government legislation and policies, the difficulties posed by increased market competitiveness are apparent to us (Fugate et al 2018). Online garments products are obsessed with satisfying the needs of consumers and are close to the happiness of customers (Shin et al., 2015). online garments products can sustain their clients for a long time with this technique. New consumers are more desirable than retaining existing customers (Petersen 2017). Online garments products offer conventional and non-traditional cooking, buffet, individual and family services as well as activities.

There is a strong need to investigate the effect of service efficiency on customer loyalty in online garments products. Sharman et al. (2018) note that brand loyalty is the product of an appraisal method that compares with expectations of what has been obtained from the service and the commodity? The customer's satisfaction is that the products and services satisfy their requirements and demands and offer to fulfill consumption-related achievements. Kota thanes' et al. (2016) explore the philosophical structure that binds the connections between both conventional services and digital features, and their effect on consumer loyalty.

Consumer satisfaction is often seen as an essential variable that impacts the buying intent of the customer (Robert 2015). Satisfaction can also be an individual's feelings of pleasure or deception which result from comparing perceived results with expectations of a product (Kotler and Keller, 2019). Until everyone has asked for a description, everyone knows what happiness is. Nobody understands then it seems (Richard L. Oliver 2016). The challenge of describing this most

fundamental definition is consumer loyalty (Cobalt 2017). Completeness is the reaction of the customer. It is a decision that a product or service function, or the product or service itself, offers a pleasurable degree of consumption-related fulfillment (Richard L. Oliver 2016) (Richard L. Oliver 2016).

In addition to being able to meet our desires, happiness may also be correlated with other forms of emotions, depending on the context or form of operation (Linkman, 2014). So far, there is still no clear determinant of consumer loyalty, various writers have come up with different variables (Arnould 2018). The broadly agreed concept of satisfaction is a person's enjoyment or dissatisfaction by contrasting the perceived success or result of a product with its expectations (Kotler and Keller 2017). The definition can be understood as the client's happy feeling or dissatisfaction arising from whether the client's understanding of expectations is fulfilled. The happiness of the consumer is a sort of sensation and an ex-post examination (Lucky 2018). Consumer loyalty is a major factor in assessing brand loyalty emotional status (Jackboot 2017).

Many things shape consumer loyalty. This included polite workers, courteous staff, competent personnel, supportive staff, correct accounting, timeliness billing, reasonable pricing, and quality of service, good value for the money, clarity, and fast delivery (Baker et al. 2017) According to Hokinson (2015). The two key topics: service providers and recipients. The happiness of consumers is usually considered a vague term, but the standard of service focuses strictly on service measurements (Myerson, 2012). The happiness of the consumer is a subjective feeling that is often shaped by several factors. Van Rees (2018) notes that the average long-term assessment of service quality is a basic evaluation of customer loyalty. He believes that customer loyalty is dependent on the level of service.

The two contested consistency and satisfaction buildings appear to combine into an overarching definition of relationship satisfaction, especially in long-term relationships (Laplander, 2016). Cronin and Taylor (2015) report that suppliers in organizations are the ones who experience customer loyalty based on individual service interaction, and the product of service efficiency. Satisfaction is commonly perceived to be the broadest definition according to Zenithal et al (2016), whereas the standard of facilities is based on service measurements. Accordingly, perceived brand loyalty components are service quality (Laveran 2017). Tucker and Smith (2018) suggest that happiness with clients can be perceived as the final impression outcome of consumers. In other

words, the level of service and customer loyalty are assessments of the performance of a service supplier and not the aspirations of consumers.

As consumer view of service and customer loyalty, Wilson et al. (2018) outlined theory. Accordingly, brand loyalty elements are service efficiency (Youssef 2018). The standard of the service is a centered appraisal that mirrored the efficiency, reaction, trust, empathy, and tangibility expectations of the customer (Arnold 2017). Three components provide brand loyalty: level of service, product quality, and pricing (Norseman 2015). The cumulative influences of customer loyalty include quality of service, product quality, price, situational factors, and personal factors (Yellow & Zoie 2018). The findings would be influenced by these various causes, contributing to various degrees of brand loyalty (Wilson, 2016). The writers discuss how quality-of-service impacts consumer fulfillment.

2.7 Theoretical Framework

This research centers around the examination of service quality. According to Mehrabian and Russell (2020), the online shopping environment comprises stimuli that influence organisms, leading to either approach or avoidance responses toward the store, reflected in behaviors like store exploration, purchase intent, and intent to repurchase. Several authors have employed the theoretical framework of service quality to elucidate consumer behaviors concerning vendors (Pen & Kim, 2014). In the realm of e-commerce, these are linked to the activities or characteristics present within the e-commerce environment where customers engage (Eroglu et al., 2019). The inner states encompass emotional and cognitive conditions experienced by customers, encapsulating their perceptions, insights, and evaluations (Jiang et al., 2021). The responses within this model signify consumer behavior, such as purchase conduct, brand loyalty, and online interactions in the realm of e-commerce (Sautter et al., 2018).

2.8 Conceptual Framework

Service Quality		Brand Loyalty
Realiablity	→	
Responsiveness		
Assurance		
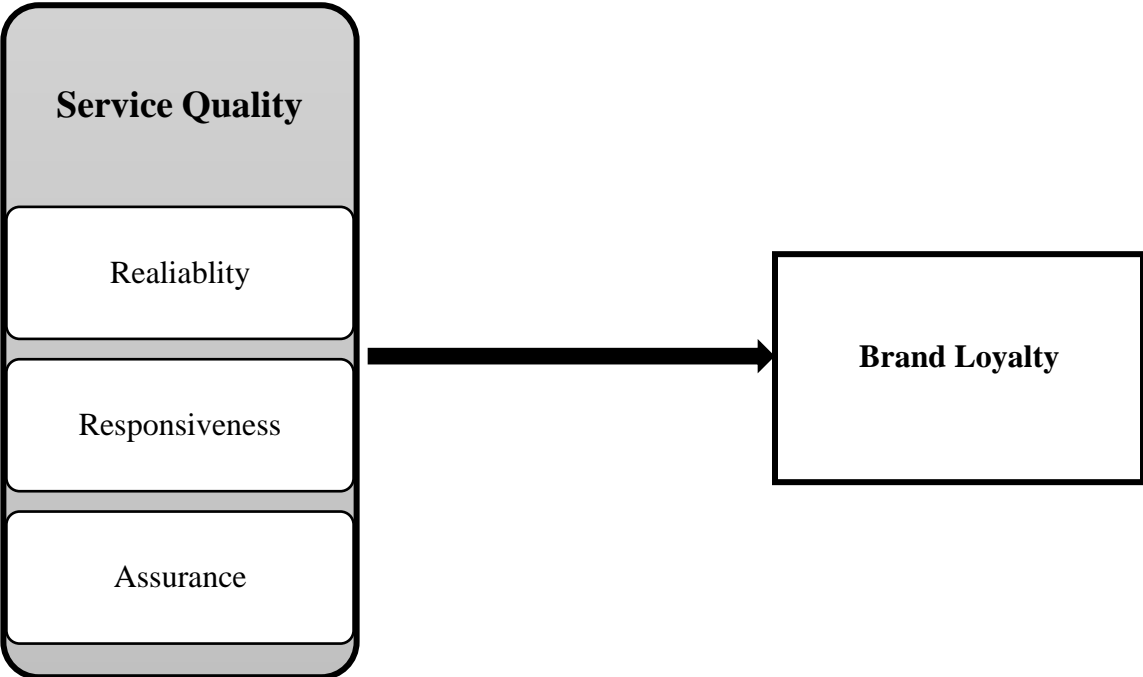
Chapter 3

Research Methodology

3.1 Introduction

In this chapter, the methodology is to be described which is used to assess the Impact of Service Quality on Brand Loyalty A Study of Online Garments Platforms in Islamabad. This chapter includes research design, research instrument, population and sample size, data collection, data analysis, etc.

3.2 Research Approach

In the pursuit of impartiality, this research adopted a positive model and quantitative research techniques. The current study employed a deductive research approach, which commences with the development of hypotheses based on prior scholarly studies. Subsequently, research techniques are formulated to create and test these hypotheses. Investigators meticulously evaluate data and information gleaned from the literature to either validate or challenge the proposed hypotheses (Jonker & Pennine, 2010). The deductive approach initiates with theory construction, hypothesis formation, and empirical observation. This study adopts a cross-sectional design and aligns with the positivist philosophy, a methodology increasingly utilized by several scholars in recent times.

3.3 Research Design

The research design serves as the framework for data collection, measurement, and analysis. Flick (2015) defined Research Design as a Research Strategy that outlines how knowledge should be gathered and assessed. The positivist methodology was employed in this study to achieve the research objectives. Specifically, a descriptive research design was utilized, emphasizing quantitative approaches (Kumar, 2019). While the primary focus lies on the key results in this analysis, it also encompassed a comprehensive cross-sectional examination.

3.4 Research Strategy

The research strategy encompasses a comprehensive research design and guidance, employing the survey design method. Surveys utilize questionnaire technologies to gather information on human activities, circumstances, and beliefs. The objective of this analysis is to collect, and review gathered data in order to draw conclusions related to literature topics. The inferences concerning the proposed partnerships were subsequently analyzed using quantitative analytics (McCusker & Gunaydin, 2015).

3.5 Research Instrument

A structured adaptive questionnaire was developed to gather data to test respondents' tolerance to the parameters. In many ways, data collecting has been completed. Because the current study is quantitative, a questionnaire based on the five Likert scales was designed as the data collecting tool. This thesis relied on a verified and checked standardized questionnaire for primary data gathering. The standardized survey developed in earlier research was used to collect data. Questionnaire was adapted from Samra Shaham (2016) The effects of service quality on brand loyalty, loyalty, and words of mouth (Evidence from tourists in Antalya, Turkey) *Institute of Graduate Studies and research Eastern Mediterranean University*.

3.6 Unit of Analysis

The unit of analysis for this study has been individual comprised of customers of online garments brands that people of Islamabad.

3.7 Population

The population is a classification of peoples, activities, objects that are related to the researchers' interest (Flick, 2015). All brands of online garments market are the population for this study. But for this study we selected 250 customers of 5 online garments brands including (Khaadi, Gul Ahmad, Limelight, Sana Safinaaz, Al-Qaram)

3.8 Sample Size

Appropriate sample size or observation plays an integral role in the inquiry. The collected data could not be accurate, and the findings would not be generalizable without an acceptable sample size. The survey in this analysis contained 152 customers of 5 mentioned online garments brands. The sample sizes are defined in the Krejcie & Morgan table (1970).

3.9 Sampling Technique

A random sampling method was utilized to collect data from respondents via a questionnaire. This non-probability sampling method is commonly employed for various reasons and is widely used. It differs from random sampling, where each member of the population has an equal chance of being selected as part of the sample through simple random sampling. In this study, data were gathered from 152 customers of online garments brands, primarily targeting people from the twin cities.

3.10 Data Collection Procedure

After carefully crafting the survey, efforts were made to standardize it to facilitate respondents in providing reliable answers when collecting results (Flick, 2015). The researcher collected survey data from customers of online garments brands by administering standardized questionnaires. These questionnaires were distributed both physically and through online mediums such as "Google Docs" and were directly gathered by the researchers. To ensure unbiased results and findings for the study, the data obtained through surveys were subsequently synchronized accordingly.

3.11 Data Analysis Techniques

Once data collection was completed, data analysis commenced employing various tests to finalize the research methodology (Kumar, 2019). Various statistical tools such as regression and correlation analysis were employed with the assistance of SPSS software to conduct data analysis and assess the extent and direction of the relationship between loyalty, responsiveness, and assurance (independent variables), and brand loyalty (dependent variable). The statistical tools (regression and correlation) utilized for data analysis are highly reliable and valid instruments widely utilized worldwide for data analysis purposes.

3.11.1 Correlation Analysis

Correlation analysis is a statistical instrument which shows the magnitude and direction of relationship between dependent variables (brand loyalty) and independent variables (reliability, responsiveness, and assurance).

3.10.2 Regression Analysis

Whereas regression analysis is a statistical instrument which highlights the magnitude of relationship between dependent variables (brand loyalty) and independent variables (reliability, responsiveness, and assurance)

3.10.2 Cronbach's Alpha

The Cronbach's alpha is a measure of internal consistency, indicating how closely a set of items are interrelated within a scale. It serves as an indicator of the reliability of the scale. A high alpha value does not necessarily imply that the measurement is one-dimensional.

Chapter 4

Data Findings and Analysis

4.1 Introduction

In this section, the results and analysis of the data obtained from the structured survey are presented. By the end of this section, the reader will have a comprehensive understanding of all aspects of the data, including its collection, organization, sources, as well as the backgrounds and qualifications of the individuals involved in the process. This aims to provide a complete and holistic view of the gathered information.

4.2 Demographics

The researcher has categorized the acquired information into specific types to facilitate better comprehension. The sample size is divided into various categories, including the respondent's orientation, age, income level, and brand affiliation. Individuals who answered these questions accurately were included in the study. Data was gathered from 152 customers of online garments brands.

Table-1

Demographics		Frequencies
Gender	Male	87
	Female	65
Age	Less than 30 years	84
	30 – 45 years	46
	More than 45 years	12
Level of income	More than 2 lacs	18
	More than 1 lac	33
	Less than 1 lac	101
Band association	More than 3 years	117
	More than 6 years	18
	More than 9 years	17

4.3 Reliability

This section predominantly focuses on Cronbach's alpha, which is a reliability coefficient indicating how well-selected items in a collection exhibit a positive association with each other. The higher the internal consistency reliability, the closer the reliability coefficient is to one.

Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Reliability	.815	4
Responsiveness	.757	4
Assurance	.801	4
Brand loyalty	.832	4

The reliability measurements indicated very good Cronbach's alpha values in this study. The Cronbach's alpha scores clearly demonstrated a high level of reliability and consistency associated with the survey utilized extensively in the research. The Cronbach's alpha values, being very close to one, indicate both the reliability of the survey used and the consistency of the respondents' answers.

4.4 Correlation Analysis

The strength of the relationship between two variables is referred to as correlation. When the correlation between two factors is strong, it indicates a high degree of association between them. Conversely, when the relationship between variables is weak, the correlation tends to be low, indicating that the variables are rarely connected to each other to demonstrate their relationship. Correlation analysis is the most common method for assessing the strength of a relationship using available data. The correlation coefficient ranges from -1 to +1. A negative correlation value, such as -1, indicates that as the value of one variable decreases, the value of the other variable increases. Conversely, a positive correlation value, such as +1, means that as the value of one variable increases, the value of the other variable also increases. Pearson's r is the most frequently used correlation coefficient. This study also utilized the Pearson correlation to determine the

relationship between the two variables being investigated, measured on a scale with increasing values.

		Reliability	Responsiveness	Assurance	Brand loyalty
Reliability	Pearson Correlation	1			
	Sig. (2-tailed)				
Responsiveness	Pearson Correlation	.468**	1		
	Sig. (2-tailed)	.000			
Assurance	Pearson Correlation	.487**	.506**	1	
	Sig. (2-tailed)	.000	.000		
Customer Satisfaction	Pearson Correlation	.511**	.479**	.524**	1
	Sig. (2-tailed)	.000	.000	.000	.000

The table above shows that the relationship Reliability and Brand loyalty is highly significant with the magnitude of .511** and in positive direction. Whereas the relationship between Responsiveness & Brand loyalty is highly significant with the magnitude of .479** and in positive direction. Similarly, the relationship between Assurance & Brand loyalty is highly significant with the magnitude of .524** and in positive direction.

4.5 Regression Analysis

During the data analysis process, another method known as regression analysis is utilized. This is an important step in determining whether the relationship between the variables is directly or

indirectly related, and whether they are independent or dependent variables. In this study, a linear regression analysis was employed for the factors under consideration. When results are collected from the entire process, they can provide the most significant and reliable information.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792	.642	.529	.3058

a. Predictors: (Constant), Reliability, Assurance, Responsiveness

The value of R represents the simple correlation. In this case, the value of R is 0.792 (79.2%), indicating a strong indication of a high degree of correlation between Reliability, Responsiveness, and Assurance (independent variables) and Brand loyalty (dependent variable). Similarly, R-squared (R^2) provides insight into the extent to which "Brand loyalty" can be explained by "Reliability, Responsiveness, and Assurance." For this study, R^2 is 0.642 (64.2%), which is a very high percentage, signifying a substantial portion of Brand loyalty being explained by the three independent variables. Additionally, Adjusted R-squared (Adjusted R^2) assesses how well the theoretical model fits the data. In the context of this study, the Adjusted R^2 value is 52.9%, indicating a good fit of the theoretical model to the data.

4.6 Anova

ANOVA

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	**Regression**	2.316	5	12.46	24.62	.000
	Residual	146.296	144	.506		
	Total	131.612	148			

a. Dependent Variable: Brand loyalty

b. Predictors: (Constant) Reliability, Responsiveness, Assurance

The significance level of this model is .000 which is less than .05 which itself shows that it is highly significant.1

4.7 Confidents

	Coefficients				
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	.316	.215		3.182	.002
Reliability	.172	.081	.165	2.656	.002
Responsiveness	.198	.084	.196	2.821	.002
Assurance	.478	.097	.458	3.514	.003

a. Dependent Variable: Brand loyalty

Based on the concept, this table indicates the magnitude and significance of relationship between variables of the study. The contribution made by Reliability is 17.2% with the significance of .002. in a positive direction Whereas, contribution made by Responsiveness is 19.8% with the significance of .002 in positive direction. However, Assurance is contributing 47.8% with the significance of .003 to the Brand loyalty and in positive direction.

4.8 Data Findings

Based on the results expressed above, the following have been the findings concerning the hypothesis of this study.

Hypothesis 1: The analysis conducted through correlation and regression studies has confirmed that Reliability exerts a positive effect on Brand loyalty within the online garments market industry. In correlation analysis, there is a highly significant positive relationship between Reliability and Brand loyalty, with a magnitude of 0.511. Similarly, in regression analysis, a significant relationship between Reliability and Brand loyalty has been established. This signifies that as Reliability increases, Brand loyalty also improves, and vice versa. It is evident that reliability plays a crucial role in brand loyalty, and enhancing reliability positively impacts brand

loyalty. The contribution value for reliability, as indicated by the unstandardized beta (B), is 0.172. The positive value of the unstandardized beta suggests a favorable association between reliability and brand loyalty. This association is statistically significant, demonstrating that a one-unit increase in reliability corresponds to a 0.172-unit change in brand loyalty. These findings robustly support our hypothesis H1. Furthermore, the p-value being less than 0.05 signifies the overall significance of these results.

Hypothesis 2: The analysis conducted through correlation and regression studies confirms that Responsiveness has a positive impact on Brand loyalty within the online garments market industry. In correlation analysis, there is a highly significant positive relationship between Responsiveness and Brand loyalty, with a magnitude of 0.479. Similarly, in regression analysis, a significant relationship between Responsiveness and Brand loyalty has been established. This suggests that as Responsiveness increases, Brand loyalty also improves, and vice versa. It's evident that responsiveness is closely associated with brand loyalty, and enhancing responsiveness positively impacts brand loyalty. The value for Responsiveness, as indicated by the unstandardized beta (B), is 0.198. The positive value of the unstandardized beta signifies a positive association between Responsiveness and brand loyalty. This association is statistically significant, showing that a one-unit increase in Responsiveness corresponds to a 0.198-unit change in brand loyalty. These findings strongly support our hypothesis H2. Furthermore, the p-value being less than 0.05 signifies the overall significance of these results.

Hypothesis 3: The analysis conducted through correlation and regression studies affirms that Assurance has a positive impact on Brand loyalty within the online garments market industry. In correlation analysis, there is a highly significant positive relationship between Assurance and Brand loyalty, with a magnitude of 0.524. Likewise, in regression analysis, a significant relationship between Assurance and Brand loyalty has been established. This suggests that as Assurance increases, Brand loyalty also improves, and vice versa. It's evident that assurance influences brand loyalty and enhancing assurance may positively impact brand loyalty. The value for Assurance, indicated by the unstandardized beta (B), is 0.478. The positive value of the unstandardized beta indicates a favorable relationship between Assurance and brand loyalty. This association is statistically significant, demonstrating that a one-unit increase in Assurance corresponds to a 0.478-unit change in brand loyalty. These findings robustly support our

hypothesis H3. Furthermore, the p-value being less than 0.05 indicates the overall significance of these results.

4.9 Hypothesis Results

Hypothesis	Statement	Accepted/Rejected
H1	Reliability has a positive effect on Brand loyalty in online garments market industry	Accepted
H2	Responsiveness has a positive effect on Brand loyalty in online garments market industry	Accepted
H3	Assurance has a positive effect on Brand loyalty in online garments market industry	Accepted

Chapter 5

Discussion and Implications

5.1 Discussion

The major goal of the analysis was to determine the overall Impact of Service Quality on Brand Loyalty A Study of Online Garments Platforms in Islamabad. In this study, the hypothesis was also developed to explore how service quality can impact brand loyalty.

To achieve this goal of a quantitative testing methodology, random sampling techniques were employed to gather quantitative data from the randomized online garments brands customers through stratified random sampling methods.

Descriptive statistics such as frequency, mean, or association analyses were developed to assess the context data of participants, to analyze the perspective of survey participants on service quality as well as on service quality and consumer satisfaction. Inferential methods were also used, such as regression analysis (Ahmad and Fida 2020).

Correlation coefficient statistics reveal that the indicators of concern and service quality assurance are high and relevant to overall service quality; meaningful links between the dimension of service quality and brand loyalty were observed as well. The result also shows that the association between the independent variables is important (service quality). Correlation stands positive and hypothesis were accepted in the comparing with previous study (Chapa, 2019)

Regression analysis to analyze the influence of each independent variable on the dependent variable was carried out. Regression for this study found better in positive as compared to previous study of Samra Shaham (2016). Finally, testing of the theories established in this study indicates that all the dimensions of service quality have essential and constructive implications on service quality. Moreover, all quality-of-service indicators have an important and beneficial effect on brand loyalty is also influenced by the overall quality of service. According to the hypothesis these independent variables (reliability, assurance, responsiveness) are more important to maintain brand loyalty in a positive manner for online garments brands on regular basis (Waqar, 2020).

The contributors have a view on the various elements of the standard of service that were checked in the report, above and above the typical customer service in the online garments market. Furthermore, the hypothesis tested above suggests that each element of service quality, the ultimate

quality of service, and customer loyalty have an optimistic relationship. The results demonstrate that all uniform service quality-related coefficients have predicted positive impact and thus are statistically relevant generators of service quality and customer loyalty for dimensions. These results, therefore, confirm what consumers expect from their service providers (Farhard, 2019).

Service quality is a strategic tool that separates the enterprise from its competition favorably, allowing the online garments companies to satisfy the consumers regularly, delivering top-quality offerings, and thereby increasing their value and commitment to the company.

It has been seen that consumers are not faithful the today's market-driven economy. What they need now is the consistency of goods and services that successfully meet their needs. Therefore, today's financial institutions have a tremendous need to find solutions to build pleased and fulfilled clients. These online garments markets must also take account of the mentioned brand loyalty experience and provide them with a satisfied customer base that increases their financial results and productivity ultimately.

5.2 Conclusion

Online garments brands of twin cities are competing to offer their respective respected customers the same kind of better service. The quality of services is therefore considered the key component of all online garments' brands for better customer service. Online garments brands use different and significant methods to manage the quality of their services in a competitive market. Therefore, these various qualities influence brand loyalty from a particular perspective. The results of this study show that the quality of service has a positive impact on the satisfaction of customers. Online garments brands are willing to help their customers when they require services, because of this important positive relationship between service quality and brand loyalty.

Service quality and satisfaction have been positively linked to the fact that customer requirements are fairly pleased with sophisticated tech and online garments brands' technological services. Also, it suggests that information such as the business premises of online garments brands influence brand loyalty. Furthermore, this study reveals the positive relationship to brand loyalty that reliability, responsiveness, and reassurance with the twin cities online garments market are important. These variables are however statistically important to determine brand loyalty for online garments brands. This results in flexible services for online garments brands. Furthermore, online garments brands can deliver as promised as well as the accuracy of the customer's services.

The main objective of this study was to evaluate the quality and satisfaction of customers in service and to measure the impact of different dimensions of service quality on the quality of the service and brand loyalty. Therefore, it was hypothesized to evaluate quality service and brand loyalty in five dimensions of service quality (reliability, responsiveness, and assurance). Given the average value of service quality overall and brand loyalty, the conclusion is that overall online garments brands' service quality is good and customers in twin cities are largely satisfied with online garments brands services. Online garments brands can enhance their service by focusing on all dimensions of service quality while increasing brand loyalty by focusing on overall service quality and an important dimension.

Indeed, customer service is very interesting from customer perception and not from the service provider's inferences. The customer's views reflect the customer's value in the quality of service. These perceptions play an important part in determining the degree of brand loyalty the service provider is offering. Therefore, online garments brands are supposed to provide services that meet the customer's specific needs. Therefore, to come up with valuable proposals aimed at meeting these needs, it is very prudent to identify what these requirements are.

The market is saturated by various online garments brands companies offering customers similar services. However, the intensive competition will only be able to survive those organizations that can differentiate services and create a competitive advantage. Therefore, online garments brands should strive to understand customer service from the customer's views rather than from the service provider's assumptions. Building on the customer's comparison of performance perceptions with reference points, a thorough knowledge of customer expectations is crucial for service marketers.

Management needs to develop services of quality to meet the needs of customers. To satisfy customer expectations, online garments brands must pay great attention to customer complaints. The online garments brands management should conduct regular research activities so that brand loyalty is regularly monitored. Regular investigations should be carried out to identify client expectations of different aspects of service. These findings are important for online garments brands managers to understand the customer's awareness of online garments brands' service quality, and thus how to achieve better service quality satisfaction.

5.3 Recommendations

The fundamental objective of this research is to advocate practical recommendations rather than merely research-oriented work. For online garments brands in twin cities, the following recommendations are proposed.

Brand loyalty is a crucial factor that not only forces customers to stay loyal to the organization but also proves that other people are attracted to the online garments industry. A satisfied client's word of mouth is worth more than any other advertising channel.

Online garments brands entrepreneurs must consider and recognize variables that maximize customer loyalty and superior level of service. Repeating customers' information on their perceptions, perceptions, and suggestions to improve the quality of service is necessary.

Online garments brands must follow a win-win level of service approach that guarantees value for the customer and stays faithful. The offered benefit must consider the customer's satisfaction.

Standard brand loyalty indicators such as quality of service (responsiveness, assurance, and reliability) are also having major consequences for brand loyalty such that these indicators must be at the center of the strategy to improve customer happiness, customer loyalty, and profitability.

Service consistency is perhaps the most significant consideration for consumer satisfaction. The primary goal of online garments market corporate policy should therefore be to provide premium-quality facilities.

In addition to the brand loyalty predictors used in this research, twin cities online garments brands can look for modern approaches to quality service delivery through tactics of relationship management. These techniques can reinvent the corporate function of online garments brands, and this strategy focuses on maintaining a long-term client partnership with high-quality services.

The availability of high-quality services is crucial among the factors that allow financial institutions in today's market-driven system to effectively compete against rivals.

It is really important to innovate programs under consumers' expectations and expectations. The emphasis in all tactics must be on the client. In this respect, online garments brands need to focus on their quality-of-service inventions in terms of end performance. The focus should be on the present situation in the long term.

This could be an analysis of the demographic approach to determine the needs and demands of specific sectors of the population, with specialized interventions on service quality being designed and channeled to meet the requests and needs of this group and ultimately to increase their satisfaction and allegiance concerning their respective service providers.

5.4 Research Implications

Based on the above-mentioned findings, helpful applicable outcomes may be recommended for the company and administrators and executives. The definition of service quality amongst entities fluctuates in terms of its community, as previously specified. Managers need to be alert to the procedures and approaches used in the work environment to produce and provide effective customer service. Also, administrators need to track all forms of operations relevant to the consistency principle from bottom to top. To mitigate disputes between them too, managers need to look after their clients with dignity and complete attention, which can increase the degree of brand loyalty.

It would also mean that consumers providing the intended services in the sector are supportive and optimistic towards the organization, based on the results. In realistic terms, the online garments and garments industry wants to consider the consumer community. Various clients behave accordingly from diverse contexts. Especially where service is rendered when an enterprise with no physical goods, the whole consumer appraisal is focused on behavioral intentions. The key outcomes in the garments and online garments industry, as already described, are client satisfaction and positive words of mouth. Managers and staff must also pay the utmost attention to improve consumer satisfaction and goodwill. To this end, managers must improve staff awareness about the service quality principle since it is the role of workers to handle clients and that they have direct communication with consumers.

5.4.1 Theoretical Implications

There are several theoretical implications for this study that marketers and researchers might exploit. The first theoretical conclusion is that this study gives the online garments market researcher more opportunities to do more research on branded content and create some alternative material that will be useful in the future.

5.4.2 Practical Implications

The very first practical implication is that this study will assist online garments and garments marketers in incorporating the variables highlighted in this study into their branded material to improve brand loyalty with reliability, assurance, and responsiveness, which will lead to buying online garments products with sufficient information of online garments brands. Furthermore, the second practical aspect is that this study would be extremely useful for online garments and garments marketers since it provides the component that causes the commercial to be appealing. As a result, marketers can improve their products and level of services in terms of quality and response time.

5.5 Future Research

The objectives of this research were to recognize and evaluate the satisfaction of customers in twin cities online garments market. Knowing how consumers view the quality of service and calculate the importance of the service can help online garments brands managers by providing accurate statistics for them, which can be used to track and sustain increased service quality. Findings also suggest that the service quality and satisfaction experienced by customers is medium, which is why online garments brands must work hard to maintain a higher perceived quality of service and brand loyalty across both dimensions.

The findings must be imitated by restricting the current sample. Future study recommendations should be pursued based on the constraints. The first factor that can be desired for consumer loyalty is revisiting intent, re-purchasing intentions, supportive actions, etc. In future studies, other promising results may also be investigated. Second, data from selective online garments brands were collected in the study. Especially online garments brands are particularly critical in recognizing service quality because they are responsible for building loyalty to consumers. Online garments brands workers should examine their interpretation of this definition. In future studies, workers of service organizations should explore their views on the quality of service.

5.6 Research Limitations

The results must be replicated by limiting the scope of the already observed investigation. Based on the constraints, the following directions can be given. For starters, brand loyalty may lead to additional desirable outcomes such as revisit intent, repurchase intents, helpful behavior, and so on. As a result, future studies would look at additional favorable outcomes. Second, the research solely collected data from tourists in Antalya. It is critical to investigate the impact of service

quality in the online garments and garments industries. Another limitation was the time frame that's why this research was conducted according to a cross-sectional time frame. Further research should be longitudinal with a greater sample size.

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Appendix

Name: _____

Gender: _____

Age: _____

Monthly income: _____

Scale:

1	2	3	4	5
Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**

	Reliability	SA	A	N	DA	SDA
		1	**2**	**3**	**4**	**5**
RA1	The brands provide its services at the time it promises to					
RA2	Employees of the brand tell you exactly when services will be performed					
RA3	When you have a problem, the brand shows a sincere interest in solving it					
RA4	The brand insists on error-free records					

	Responsiveness	SA	A	N	DA	SDA
		1	**2**	**3**	**4**	**5**
RP1	Staff of the brand are never too busy to respond to your request					
RP2	Staff of the brands are always willing to help you					
RP3	Employees of the hotel give your prompt service					

		SA	A	N	DA	SDA
RP4	Brands give extra efforts to handle your special request					

Assurance

	Assurance	SA	A	N	DA	SDA
		1	2	3	4	5
AS1	Staff of the brand are consistently courteous with you					
AS2	Staff of the brand have the knowledge to answer your questions					
AS3	The behavior of staff of the brands instills confidence in customers					
AS4	The brand has operating convenient service to all its customers					

	Brand loyalty (BL)	SA	A	N	DA	SDA
		1	2	3	4	5
BL1	It is important that I am pleased with my choice of online garments brands					
BL2	The performance of most brands and their services always meet my expectations					
BL3	My choice of online garments brands always lesser turnaround					
BL4	I am happy with current brand loyalty level that is provided by online garments brands					