

# **FACTORS INFLUENCING CONFIDENCE OF KARACHI CUSTOMERS TOWARDS ONLINE CAR BUYING - A CASE STUDY OF SBT JAPAN**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
Karachi Campus, in partial fulfillment of the requirements  
of the MBA degree



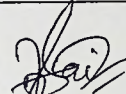

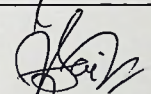
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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

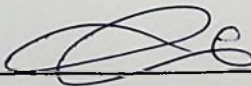
#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	10th Nov 2015	F-10	DATA ANALYSIS	
6	12th Dec 2015	F-10	CRITICAL DEBATE, CONCLUSION AND RECOMMENDATIONS	
7	28th Dec 2015	F-10	FINAL MEETING	

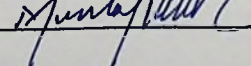
#### APPROVAL FOR EXAMINATION

Candidate's Name: Jan Muhammad Registration No. 22566  
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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 5% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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### Abstract

**Purpose:** This research is aimed at acquiring the views of the Karachi customers regarding the online importing of vehicles from Japan and also to identify the factors that enhances or lessen the customer confidence while dealing entirely online, so that they can be worked on and managed well to enhance the trend of online automotive buying in Karachi.

**Research method/sampling:** Primary research method is taken in account that facilitated the responses of the Karachi customers. A proper close-ended questionnaire was posed to 64 customers; who were new and experienced with the online automotive business dealings. The target population of this research is revolves around students, employees and also businessmen (Dealers). Research responses were entertained on Google docs by salespersons (Ali, Nabeel, Shoaib and Banny) of SBT Japan, after interviewing the Karachi customers. Research sampling totaled to convenience sampling.

**Findings of the research:** There were a total of five factors in the research, such as Cost effective process, Variety of information, Customer service, reliability and customer ratings that influences (either positively or negatively) the purchase decision of Karachi customers. Out of the five, Reliability and Customer ratings were derived to be really crucial and essential by Karachi customers.

**Practical implications of the research:** Reliability and Customer ratings were derived to be really important. In this research, Reliability is meant by the safe and secured transfer of funds to the beneficiary institution (SBT Japan) without any fraud or scam, and trust can be evaluated by the customers as to how the company provides services. If a customer is satisfied then he will share his positive experience to other customers which ultimately enhance the customer confidence towards the online buying of vehicles. Once the factors are extracted and identified from the literature review, firms dealing online can use them as a base to enhance the rate of online car buying in Karachi.

**Keywords:** Customer confidence, reliability, variety of options, customer service, customer ratings, cost effective process

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