

**IMPACT OF 'LEAD-TIME, ON-TIME DELIVERY &
PERCEIVED SECURITY RISK' ON CUSTOMER
RETENTION IN E-COMMERCE INDUSTRY OF
PAKISTAN**

By

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I hereby, endorse that the above stated candidate's thesis has been completed up to my satisfaction and to my belief. standard used is suitable for submission for examination. I have also checked the plagiarism test of this thesis, using HEC prescribed software Turnitin and found similarity index at 10% 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 of Research:

The purpose of this research was to find out the Impact of Lead Time, On-Time Delivery & Perceived Security Risk on Customer Retention in E-Commerce Industry of Pakistan. It is believed that there is a lack of customer retention rate in E-Commerce industry of Pakistan. Customers prefer to purchase from retail markets rather than from online stores.

Methodology of Research:

This study is descriptive in nature. Which involves quantifiable data which was gathered through a survey questionnaire. The data was collected from a sample population of 164-customers, who had experienced Online shopping in Pakistan. In order to analyze the data regression and correlation test were performed via SPSS. In this research Non- probability and convenient selection approach was used. As Dornyei (2007) stated that convenience sampling method is a type of non-probability or non-random sampling technique. Because in this technique individuals from targeted population are selected on certain definite standards. Like Geographical Location, Easy Access, Timely availability, & willingness to participate.

Findings of Research:

The results of this study confirm that there is significant impact of Lead-Time, On-Time Delivery, and Perceived Security Risk on Customer Retention in E-Commerce industry of Pakistan. All three components or independent variables of this study are observed useful and showed a significant impact with a significance value less than 0.05, on dependent variable which is Customer Retention.

Practical Implications:

The findings resulting from this research will help the investors and government of Pakistan to implement effective policies and eliminate those causes which are resulting a decreasing trend of Customer satisfaction and retention in this Online industry.

Keywords: On-Time Delivery (OT-Delivery), Customer Satisfaction (ST), Lead Time (LT), Perceived Security Risk (Security Risk), Customer Retention (CR).

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