**"E-commerce Customer Satisfaction| A case analysis of Mobile Phone Sector in Pakistan"**



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## ABSTRACT

Administering e-commerce quality, consumer trust, satisfaction and e-loyalty approach to electronic commerce business is meaningful to continuing advancement of various business. Past studies have advertised that online sellers involvement crises maintaining consumer loyalty against the present accelerated gain in B2C e-commerce websites. Many types of research have analytically inspected business to consumer electronic commerce quality, consumer satisfaction, customer online trust and e-loyalty in different parts of the world. Still, observational study on the following main variables of electronic commerce in establishing Asian parts is normally very low. So, major detached of the research study is to analyze the aspects that control the amount on which Pakistani customer's e-commerce quality and trust are satisfied with loyalty to business to consumer e-commerce. This research made on an old study to frame a theoretical framework which assumes the relation between these four e-commerce variables. A Survey was organized among business to consumer e-commerce customers in the different areas of Pakistan accepting a questionnaire.

**Keywords:** E-commerce, Service Quality, Consumer Trust, Customer Satisfaction E-loyalty, Daraz.PK, User interface Quality, Information Quality, Perceived security and Privacy.

# Contents