

**TO MEASURE THE IMPACT OF E-SERVICE QUALITY ON BRAND
LOYALTY : STUDY ON DARAZ.PK**



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Table of Contents

ABSTRACT	1
CHAPTER 1. INTRODUCTION	2
Problem statement	10
Purpose of the Study	11
Significance of the study	11
Knowledge Gap	12
Research Questions	12
Objective of the study	13
Hypothesis	13
CHAPTER 2. LITERATURE REVIEW	15
Service Quality	15
E-service quality	18
E-service quality dimension	23
<i>Website layout</i>	23
<i>Web info</i>	23
<i>Customer service</i>	24
<i>Fulfilment</i>	25
<i>Privacy</i>	25
E-satisfaction	25
E-loyalty	31
CHAPTER 3. THEORETICAL FRAMEWORK	38
CHAPTER: 4 RESEARCH METHODOLOGY	40
Nature of research	41
Research design	41
Explanatory Research	42
Research Approach	42
Data Collection Method	43
<i>Quantitative Research</i>	43

Data sources	44
<i>Primary data:</i>	44
<i>Questionnaires</i>	45
<i>Secondary Data</i>	45
Population	46
Sample size	46
CHAPTER:5 DATA ANALYSIS	47
Demographic:	47
<i>Profile</i>	47
Reliability Analysis	49
Correlation Analysis	50
Regression Analysis:	51
Hypothesis Testing	53
CHAPTER 6. DISCUSSION AND CONCLUSION	54
Limitations and future research of the study	57
Recommendation	58
Reference	60

ABSTRACT

The purpose of this research is to identify those dimensions which help in creating the customer loyalty in an online setting. Web layout, web info, customer service, fulfillment, and privacy emerged as the critical factors which affect the website service quality. Website service quality has become a crucial factor in making e-commerce triumphant. SERVQUAL model to measure the service quality of website and how it satisfied their customer as well as how satisfaction leads to loyalty. Empirical analysis to explore the critical factors that determine perceptions of the service quality of online shopping sites. All the online shoppers are used as population and convenient sampling technique is employed for which data was gathered from 349 respondents. The findings of the study shows that service quality have positive role in the creation of e-satisfaction of customer which leads them towards loyalty. SPSS version 22 is used for the data analysis, correlation, reliability and regression. Results shows that a mostly female prefers to shop online products as compare to males. In broader terms this study describes the role of online service quality dimensions such as customer service, fulfillment, web layout, privacy and web info in the formation of customer e-satisfaction.

Keywords : Electronic satisfaction, Service quality, E-loyalty, Online shopping, internet, E-satisfaction, SERVQUAL model