

# **HOW E-SERVICE SCAPE AFFECT CUSTOMER TRUST, E-WOM AND PURCHASE INTENTION IN ONLINE SHOPPING**

By

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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 \_\_\_\_\_ 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-** The purpose of the study is to identify that how the dimensions e-services cape affect customer purchase intention through trustworthiness, brand attitudes and e-wom in online shopping. The study also describe the nature of e-services cape and investigate the relationship among trustworthiness, e-wom. Furthermore this study also identified the role of two factors i-e ewom and trust and explained their relationship with dimensions of e-service scape.

**Methodology/sample-** The effective research methods that have been used for this study report includes the questionnaire those were filled by all the required respondents and gathered the data from 416 people. The hypothesis testing results showed that they all are significant to each other and have put impact on each other.

**Findings-** The research findings have indicated that there is strong effect of word of mouth and the purchase decision which can be affected on a larger scale. The testing results also showed there is a strong internal consistency among variables.

**Limitations-** The study used the three dimensions of e-services cape such as aesthetic appeal, layout and functionality, and financial security considered them as three major factors that may affect customers' internal responses. All respondents are efficient in evaluating the websites and limited to a specific website.

**Keywords:** E-services cape, Trustworthiness, brand's attitude Word of mouth, negative word of mouth, positive word of mouth, e-shopping

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