Effect of E-Servicescape on Behavioral Loyalty with Mediating Role of Perceived Value

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Abstract

This research discusses the impact of E-Servicescape on establishing customer behavioral loyalty and the mediating effect of perceived value on promoting behavioral loyalty in the online store landscape of Pakistan. The major focus of carrying out this research was to know how different e-servicescape dimensions have a profound impact on establishing perceived value. It is also discussed in detail how this further leads towards promoting behavioral loyalty. This research includes three independent variables, one mediating variable and one dependent variable. The independent variables included Ambience, Design & Functionality and Financial Security. The mediating variable was perceived value and the dependent variable was behavioral loyalty. The collection of the data was carried out through an online questionnaire made on Google forms. The overall response rate was 81%. The data collected was analyzed through software called SPSS, and different statistical tests such as reliability, correlation, regression and Hayes Process to test mediating effect were conducted. The results of these tests indicated that the dimensions Ambience, Design & Functionality and Financial Security do play a major role in establishing perceived value and behavioral loyalty. Recommendations are given at the end of the thesis for compounding upon the findings of this research. There were a few constraints faced by the researcher including lack of time and resources. The study could be improved if we include more variables for analyzing the impact of e-servicescape.

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