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“An Empirical Inquiry of the Impact of E-Servicescapes on Purchase Intention of Millennials: Evidence from E-Commerce sites of Pakistan”



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Abstract

There is no denying the role that marketing plays in the life of a company. The process encompasses all the activities that an organization undertakes to improve its relationship with its stakeholders and improve its overall image in the market. The purpose of this research is to analyze and assess the effects of the marketing concepts of servicescapes on the purchase intention of Millennials in the sector of Retail E-Commerce Sites in Pakistan. The research also revolves around two other concepts mainly services and marketing which are explained in detail. In addition to that the concepts of Servicescapes, Millennials and E-commerce have also been shed light on. The research is significant in a sense that it tries to address the current relevant research areas particularly in Millennials and E-Commerce. The theoretical framework of the research consists of three independent variables as Aesthetic Appeal, Layout and Functionality and Financial Security, while the one dependent variable as Purchase Intentions. The relationship between the variables is analyzed to establish a relationship between them. The data was analyzed using SPSS software. The data was collected from the respondents using a questionnaire. Most of the respondents were Male with the majority of the respondents in the 18-24 range using mainly Daraz.pk as their main website for e-shopping. There was a positive relationship found with the Aesthetic Appeal, Layout and Functionality and Financial Security on Purchase Intention.

Keywords: Marketing Service, Servicescape, Millennials, E-commerce.

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