



Testing the Moderating Role of Online Sales Promotions on the Relation of Service Quality and Customer Satisfaction

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Article Information	Abstract
Article history: Submitted: 2022-02-11 Accepted: 2022-03-23 Published: 2022-03-25	The purpose of this study is to analyze the impact of online sales promotions as a moderator in the relationship between e-service quality and e-customer satisfaction in clothing industry of Pakistan. To evaluate the hypothesized relationships, the data are obtained from 228 female students from different disciplines of public and private universities in Lahore, Pakistan. The results obtained, indicate that online sales promotions play a significant role in increasing female customer satisfaction in online clothing industry of Pakistan. Further, the results shows that the monetary sales promotion has positive direct effect on e-customer satisfaction whereas, the non-monetary sales promotion has low direct effect and the direct effect of e-service quality on e-customer satisfaction is almost same in all models.
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Introduction

Clothing industry plays important role in human life, especially in females because they want to wear them according to the fashion. In an online business world, people mostly buy product online which save customers time and cost of travelling. But customers feel hesitation to buy clothes online because they cannot touch or feel the material of it. Pakistan is the 3rd largest consumer of clothing industry in the world. Clothing industry of Pakistan has very strong roots in global market in the past few years.

E commerce is basically the process in which organization does business with customers in an online environment. To gain competitive advantage, many organizations sell their products online. Business to customer (B2C) is one of the types through which organization make transactions with customers. In an online environment, B2C market is growing in the past few years and customers prefer to buy product online (Turban et al., 2009).

But online clothing industry still faces difficult challenges to satisfy their customers according to their expectations. Online customers do not confidently judge the clothes in an online environment because they are unable to examine it directly (Park & Stoel, 2005).

E-Customer satisfaction related to e-service quality has important role in any business environment, which effect customer retention and return on investment. Satisfied customers tell fewer people about their experiences as compare to unsatisfied customers. Organizations are continuously identifying the factors of service quality that increases its customers'

satisfaction in e-commerce. It is important for the organization to find out these factors to retain their customers and gain competitive advantage (Torres et al., 2001; Miremadi et al., 2011). Therefore, there should be more dimensions to measure electronic service quality. For example, Parasuraman et al. (2005), the electronic service quality is divided into two types: E-S-QUAL and E-RecS-QUAL. The first dimension covers the basic dimensions including efficiency, and availability of the system (which replaces the original dimensions "reliability"), implementation and privacy. The second represents response, compensation and communication, including the restoration of part of the electronic service quality.

In the context of e-commerce, electronic customer satisfaction is usually defined as an e-commerce business, customers compare the applause, which would cause the customer to re-purchase (Anderson & Srinivasan, 2003). Several studies were conducted to explore the impact of service quality and customer satisfaction (Kitapci et al., 2013). Goldsmith & Flynn, (2004) defined that this issue is more preferable and important for online female customers because females are more interested in shopping online than online male shoppers. Additionally, female buyers have turned out to be extremely dynamic in online clothing industry in past few years. For instance, PriceGrabber (2008) explored 1,850 online customers showed that 74% of female customers use internet to purchase clothes online in contrast with 26% of male customers. Female customers have more prominent spending power and choice power (Huddleston & Minahan, 2011; Warner, 2005).

The Problem Statement

In the online business world, consumer satisfaction has turned out to be vital phenomenon. Nonetheless, it is very difficult task for the service providers to meet the customers' need according to their expectations. Selecting a set of factors to quantify e-customer satisfaction can be significantly more challenging, particularly when it is not clear that which set of factors we use to accomplish the favorable outcomes. While selecting a set of factors to measure customer satisfaction of service quality given in an online environment, retailers must recognize the gaps from the customers' point of view and fulfill this gap by using some other factors as we using online sales promotions. The results that find by this research help the online retailers to fill the gaps of e- customer satisfaction and must be prove cost effective for the retailers.

Research Questions

In an online clothing industry, there is a need to discover more satisfactory ways that can be conveyed to assess customer satisfaction. Therefore, the researcher needs to contribute information by noting the accompanying research questions:

- a) Which dimensions of e- service quality will be preferable to assess e- customer satisfaction in clothing industry of Pakistan?
- b) What factors of online sales promotions affect the relationship of e- service quality and e- customer satisfaction in clothing industry of Pakistan?

Research Objectives

The basic objective of this research is to evaluate the online customer satisfaction of clothing industry of Pakistan by using the variables e service quality and online sales promotions. These objectives are basically set to solve the research questions.

- a) To explore the effect of e-service quality on e- customer satisfaction of clothing industry of Pakistan.
- b) To study that whether online sales promotion moderates the relationship between e-service quality and e- customer satisfaction in clothing industry of Pakistan.

Significance of the Study

The finding of this study is beneficial to the marketers of clothing industry. This study provide them the effect of e-service quality on online customer satisfaction if, they provide online sales promotions. So, they will increase their profits and make better marketing strategies to grab online customer satisfaction.

Literature Review

In today's world, every organization wants to get high profits and market share, especially in e-commerce. Many companies use different type of e service quality and online sales promotion to satisfy their customers. So this section covers the past studies of different researchers, which help in developing the hypotheses of the study.

Online shopping is rapidly growing now-a-days, because it can decrease the transactional cost; provide wide varieties of products without wasting time. The web and its wide application to business have developed, which increase internet shopping in numerous nations (Weltevrede, 2008). Many organizations adopt this because of its advantageous and intelligent nature, lower expenses, and high level of customization and personalization to clients (Park & Baek, 2007). Improving quality of electronic service is viewed as one of the key variables, because the success or failure of any online business is highly depends on e-service quality of that business in recent years (Yang, 2001).

Recent studies find that online sales promotions is a strategic tool which positively affect companies brand image, brand value and online customer satisfaction. But the effect of online sales promotions are highly depend on the type of sales promotion that are adopted (Bansal et al., 2014; Zhu et al., 2015). In some industries monetary sales promotions are more attractive than non-monetary sales promotions, and vice versa.

Relationship between E-Service Quality and E- Customer Satisfaction

The two main and basic concepts of marketing theories and practices are service quality and customer satisfaction (Spreng & Mackoy, 1996). The relation between performance and service quality has a certain role in management and marketing disciplines (Heskett & Sasser, 2010). Marketing researchers make benefits from service quality and satisfaction of the customer and call them the indicator of competitive advantage (Ruyter, 1997). In the era of global competition, the key to gain sustainable competitive advantage, organizations providing quality services that lead to customer satisfaction (Shemwell et al., 1998). Today's competition, many organizations satisfied their customers by giving them service quality (Parasuraman et al., 1985). Now, the service quality is being judged by customers by measuring their meeting expectations (Gronroos, 1982; Parasuraman et al., 1988)

Many researches conduct to explore the relation between e- service quality and customer satisfaction in e-commerce. These studies proved that e- service quality and customer satisfaction have strong and positive relationship exist between them and implementation of advance electronic service quality increases customer satisfaction in online world (Walker et al., 2006). Lee & Lin, (2005) identified the dimensions of E- service quality that showed positive link between E-Service Quality and Online Customer Satisfaction, specially, website design, responsiveness, trust and reliability positively and directly affect online customer satisfaction and customers' purchase intentions. Moreover, Herington & Weaven, (2009) found four dimensions of e- service quality in which personal needs; user-friendliness and site organization have a positive relationship with online customer satisfaction. But the fourth dimension i.e. efficiency have negative influence on online customer satisfaction in online banking services in Australia. Further, Lin et al., (2016) researched the framework of service quality, comprising of two measurements and find that the first dimension i.e. E-Service quality

has positive effect on consumer satisfaction, but the second dimension i.e. logistic service quality is negatively affect customer satisfaction in an online environment.

Sadeghi & Hanzae, (2010) investigated the seven dimensions of e-service quality i.e. convenience, bank image, accessibility, security, usefulness, accuracy, and web site design, which makes the banking customers satisfied online in Iran. But some factors show different results according to gender. Additionally, Sahneyet et al., (2014) identified nine factors of consumer motivation for online purchasing of railway tickets in India and according to the gender demographics, all factors have significant relationship with online consumer decision making, but age demographic shows different results in each age group.

Kundu & Datta (2015) explored the relationship between e-service quality and satisfaction of the online banking customers in which trust plays a role of mediating variable. Researcher found strong correlation between e-service quality and customer satisfaction, if trust variable play its role as mediating variable. Karim, (2013) investigated and find out that convenience factor of motivation in online shopping positively influence the customer satisfaction to purchase products online in Bangladesh and privacy, trust and unclear warranties adversely effects customer satisfaction. This study also shows that negative factors have more impact on online customer satisfaction as compare to positive factors.

Asgari et al., (2014) investigated the dimensions of e-service quality that are influencing the customer loyalty in online banking sector of Iran, because customer loyalty acts as a competitive edge and to gain high profits to the banks. Researchers conduct this study by taking one of the Iranian Bank and concluded that complete online banking services, security, privacy, accountability and designing website positively significant to online customer loyalty. Moreover, Rewatkar, (2014) investigate that e-service quality dimensions are influencing the online consumer buying behavior in India, through which marketers make customers satisfied and maximize their profits. Chen et al., (2013) explored the dimensions of research variable e-service quality that influence customer perceived value and loyalty of the customers in online shopping in Taiwan. But outcome quality has more significantly positive influence on online customer loyalty as compare to environmental quality, and outcome quality.

Khani & Samadi, (2015) found the dimensions of e-service quality that positively impact customer satisfaction and profitability of branches of Melli Bank in Tehran. This research concludes that the elements of e-service quality effect the customers' satisfaction and profitability of the bank positively. Khan et al., (2014) explored the dimensions that increase the online customer satisfaction in banking sector of Pakistan. Researchers found the four dimensions of electronic service quality i.e. efficiency, responsiveness privacy and reliability that positively influence the online customer satisfaction of banks.

Ting et al., (2016) researched in online retail industry of Malaysia and explored that the relationship between electronic service quality, electronic customer satisfaction and electronic customer loyalty. He takes six dimensions of e- service and all the dimensions have positive relation with customers' satisfaction, but the responsiveness has strong positive relationship with customer satisfaction. Lin et al., (2016) explored the factors of service quality that influenced customer satisfaction in online environment in online retailing supply chain in China. The result verified that the e-service quality is strongly effects e- customer satisfaction and e-service quality with logistic services is positively effects e- customer satisfaction.

Relationship between Online Sales Promotion and E-Customer Satisfaction

Bansal et al., (2015) explored the factors that affect the customer satisfaction in purchasing online tickets in India. Many researches show that e- service quality significantly positive effected customer satisfaction in purchasing tickets in online environment. But the researchers found that some other factors also effect online customer satisfaction i.e. online sales promotion and experience of the customer. The results also shows that online sales

promotion has significant positive relationship as compare to other factors, with online customer satisfaction to buy tickets online in tourism and hospitality industry.

Zhu et al., (2015) investigated the effect of free gift on online customer purchasing satisfaction in the moderating role of uncertainty, which help the retailers to understand how they can attract the customers with different types of free gifts with purchases. The researchers find the results that free gifts with purchasing product positively effects online customer satisfaction if uncertainty factor exist as a moderator.

Park & Lennon, (2009) investigated the impact of brand image and online sales promotions on perceived value of the customer and their purchase intention of female students of USA College. Researchers explored that brand image and online sales promotions have significant relationship with customers' perceived value and their purchase intention, but price promotion and promotional codes more influence the customer purchase decision. Weng & Run, (2013) explored the effect of sales promotion on customer purchasing behavior and satisfaction. Researcher found results by 13 different states of Malaysia that there is significantly positive relation exists between sales promotion and satisfaction of the customers. The effect of sales promotion on the customer satisfaction and on purchasing behavior increases if the product is easily available to the customer.

Rewatkar, (2014) explored that online purchasing process increasing today. Researcher found that customer purchasing behavior affected by many factors in online purchasing in India. All the factors influence the customer purchasing behavior and online sales promotion is one of the factors through which consumer behavior influence positively. Ndubisi & Moi, (2005) evaluated the relationship of sales promotion's dimensions (i.e. coupons, discounts in prices, free sample of products, bonuses pack, and display in store) with the repurchase behavior of the customer of supermarket in Malaysia. The results shows that sales promotion and customer repurchase behavior have significantly positive relationship if product trial plays mediating role.

Oliver & Shor, (2003) find that promotional online coupons code effects the customer satisfaction and purchasing behavior. The research concludes that online promotional coupon code has significant positive relationship with online customer satisfaction and purchase intention and offline coupons code has negative relationship with customer satisfaction and purchase intention. Alvarez & Casielles, (2005) explored the impact of sales promotion on customer's choice of the brand and their purchase intentions. The cutting price strongly affects the brand choice of the customer in this study. The retailers must choose the effective tool of sales promotion because cutting price is giving benefit to the retailers in short term and there is no effect of this promotion in long run.

Crespo-Almendros & Barrio-Garcia, (2014) find the effect of online sales promotions on brand equity and brand awareness of airline industry. He found that the two dimensions (i.e. Monetary and Non- monetary) of online sales promotion influence the user recall. Monetary sales promotions affect the brand recall and non- monetary sales promotion effect and increase the product recall. So this research helps the marketers in choosing the effective type of sales promotion for their product which meets the objective of the organization.

Gap Analysis

Despite the fact that there have been various researches done to study e- service quality, but there is no research done regarding to e- service quality in clothing industry of Pakistan. The assessment of e- service quality, to meet customers need is still a continuous procedure that endeavors to enhance customer shopping knowledge in an online environment. This study discusses the important role of service quality with sales promotion in e- commerce because it is best platform to satisfy the female customers of clothing industry.

This study explore how service quality with sales promotion in online business environment effect the satisfaction level of customers with the dimensions of e- service quality and online sales promotion. Huge competition exists in clothing companies because all of manufacturers made same kind of clothes. To sell clothes online, the retailers need to have a competitive advantage by giving their customers good quality of services and promotions. Therefore, retailers have to improve the e- service quality and gives effective sales promotion which attract and satisfy the female customers to purchase clothes online through their websites.

Theoretical Framework

In this section, theoretical framework of this research is developed. This framework is based on the past studies of different researchers which discusses in the previous section i.e. literature review. Hypotheses are developed with the help of this model.

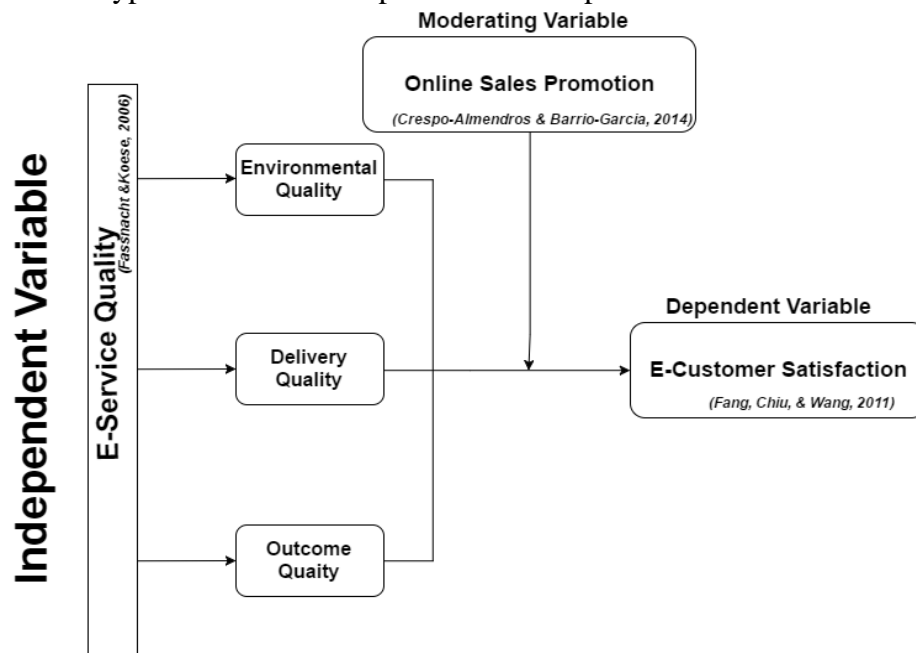


Figure 1: Research Framework

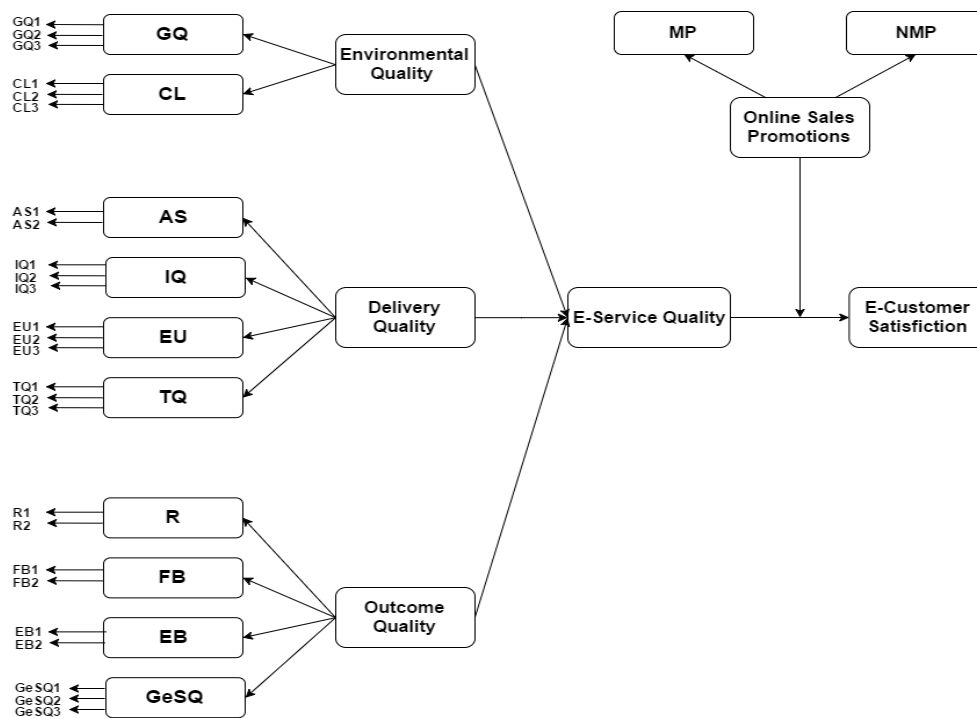


Figure 2: Extended Research Framework

Main Hypotheses

The main purpose of this effort is to satisfy the existing and new online customers. To explore the aim of this research and fulfill the objectives of this study, main hypotheses are developed. In this research two main hypotheses are developed because this research explores the effect of moderate variable on e- service quality and e- customer satisfaction.

H₁: E-service quality has significant positive relationship with e- customer satisfaction in clothing industry of Pakistan.

H₂: Online sales promotion moderates the relationship of e-service quality and e- customer satisfaction in clothing industry of Pakistan.

Dimensions of Online Sales Promotion

For this research, two main types of dimensions related online sales promotion are taken. These dimensions are monetary sales promotion and non-monetary sales promotion. These dimensions are taken to see the effect of overall online sales promotion as well as separate effect of every dimension of online sales promotion in the relationship of e- service quality and e- customer satisfaction.

H_{1a} E-service quality has significant positive relationship with e- customer satisfaction in clothing industry of Pakistan.

H_{2a} Monetary sales promotion moderates the relationship of e-service quality and e- customer satisfaction in clothing industry of Pakistan.

H_{1b} E-service quality has significant positive relationship with online customer satisfaction in clothing industry of Pakistan.

H_{2b} Non-monetary sales promotion moderates the relationship of e-service quality and e- customer satisfaction in clothing industry of Pakistan.

Research Methodology

Research methodology is a complete map, which is adopted by the researcher to conduct the study. It is depend on researcher to choose the technique for study. For this research quantitative approach is more preferable than qualitative because the primary source for data collection is structured questionnaire. This questionnaire is produced by adopting the questionnaire of different researchers. The other reason to adopt this approach is the large numbers of respondents are required for this research. The target population of this study is female online shoppers of Lahore College for Women University Lahore, Kinnaird College for Women and APWA College, Pakistan of online clothing stores in Pakistan. The female shoppers belong to different age groups, income level, level of qualification and the usage of internet.

This research used convenience sampling method of female shoppers. All the respondents of this research are female shoppers who lived in Pakistan and shopped from Pakistani online clothing websites. Convenience sampling is utilized when a vast number of filled questionnaire should be collected rapidly or while acquiring a sample through different means is impossible in short period of time (Zikmund et al., 2010). For this research, 300 questionnaires were filled by the online female shoppers of Lahore, Pakistan and 228 were completed (N=228). To test these hypotheses, field study and survey was conducted.

In this research primary source of data collection is used i.e. structured questionnaire. The respondents belong to six different age groups and five different level of qualification. Survey method is used in this research to fill structured questionnaire. To do research on e-service quality, e- customer satisfaction and online sales promotion, questionnaire is based on 5-point Likert scale i.e. 1= Strongly Agree, 2= Agree, 3=Neutral, 4=Disagree, 5= Strongly Disagree. The questionnaire has two sections. First section consists of demographics and the other contains questions related to main three variables.

The item scales for dependent variable, which is E-Customer Satisfaction is adapted from (Fang, Chiu, & Wang, 2011) that measured by 4-items. To measure the independent variable i.e. E-Service Quality, dimensions are adopted from (Fassnacht & Koese, 2006) and 26-items are used to measure this variable. The dimensions of moderating variable i.e. online sales promotion is adopted from (Crespo-Almendros & Barrio-Garcia, 2014). The dimensions are monetary sales promotion and th non monetary sales promotion. Monetary sales promotion comprises on price discounts and the non monetary sales promotion consist on free gifts related to purchases. The moderating variable contains 18-items. In this research, data is analyzed by using SPSS.

Pilot study is conducted based on 15 respondents which is helpful in rectifying the mistakes arise in questionnaire. For example, some questions are not easily understandable by the respondents and need rephrasing which is helpful for the respondents to understand. To test the reliability of questionnaire, which is measured by the value of Cronbach Apha. The value of Cronbach Apha (.921) is greater than .70, which indicates that the questionnaire is reliable. So this reliable questionnaire is used for this research.

Research Analysis

SPSS software is employed to run the tests of this research, to explore the moderation effect of the online sales promotion in the relationship of e- service quality and e- customer satisfaction of clothing industry of Pakistan.

Sample Adequacy

The value of KMO between 0.5 to 0.7 shows that the sample size is mediocre; if it lies between .7 to .8 then it is good. If it lies above .8, it shows that the sample size is excellent for

the research (Field, 2009). In this research, sample adequacy test was run on every variable. KMO value of independent variable, which was E-Service Quality, is .834. This value shows that the sample size was excellent for the research. The Moderating variable of this research was online sales promotion which was also present the KMO value (.874) greater than the standard normal value. E- Customer Satisfaction is dependent variable and it also shows KMO value (.800) above its normal range. Therefore, the KMO values of all variable are above to its normal range. It predicts that the sample size of this research was adequate.

Factor Analysis

Factor analysis is used to reduce the large set of scale items or variables. It extracts the scale items which are closely related (Field, 2009). In this research, factor analysis run with the suppress value 0.5. When this test run on independent variable i.e. e-service quality 16 out of 26 items were deleted and only 10 questions are remaining. Most of the items related to deliver quality are deleted. 4 out of 18 items related to online sales promotion are deleted and only 14 are left and no questions are deleted related to e- customer satisfaction. After factor analysis, the suppress value are multiply by its question, because all questions does not have equal weightage. It also helps to give correct results, because in research all questions are not having equal importance or weightage.

Demographic Analysis of Respondents

The main objective of this analysis is to understand the demographic characteristics of this research to see the relationship of demographics characteristics with e-customer satisfaction. Information of demographic characteristics helps the retailer, marketers and managers in making right decisions.

The demographic characteristics of this research consisted on four sections. These sections are:

- Age of the respondents
- Qualification of the respondents
- Income Level of the respondents
- Internet Usage of the respondents

Table 1: Description of Data

	Characteristics	Frequency	Percent
Age	19 and less	64	28.1
	20-29	158	69.3
	30-39	4	1.8
	40 and above	2	.9
	Total	228	100
Education Level	Intermediate	64	28.1
	Bachelor	97	42.5
	Master and above	67	29.4

	Total	228	100
Income Level	21,000-30,000	38	16.7
	31,000-40,000	51	22.4
	41,000-50,000	63	27.6
	Above	76	33.3
	Total	228	100
Internet Usage	5 hours and less	105	46.1
	6-15 hours	61	26.8
	16-25 hours	26	11.4
	26 hours and more	36	15.8
	Total	228	100

The statistics shows that mostly the females who are lie in 20- 29 age group, who are graduated are more affected by e- service quality and online sales promotion. Income level lie in the range of 51,000 and above, who used internet less in a week i.e. 5 hours and less are more affected by e- service quality and online sales promotion.

Normality Analysis

This analysis is performed to know whether the data is normally distributed or not. In this research, normality of data is assessed by the value of z-score. If the value of z-score lie between -1.96 to +1.96, it means the data was normally distributed (Field, 2009).

Z-score values of all the variables of this research are normally distributed because all the values fall in between -1.96 to +1.96. This test is very important because regression test cannot be run, if the data of research is not normally distributed. So the first assumption of this research was fulfilled. Now the correction analysis is run to check the correlation between variables.

Correlation Analysis

To determine the relationship between variables of this study, Pearson correlation test is run. This test tell whether the relationship exist between variables or not; and to determine the magnitude of the relationship between variables, regression analysis was run. If the value of Pearson correlation lie between 0.1 to 0.3, it means weak relationship exist between variables and if the value exist from 0.3 to 0.5 then moderate correlation present between variables. The value from 0.5 to 1 shows strong correlation between variables (Field, 2009).

Table 2: Correlation Analysis

		E-SQ	OSP	MP	NMP	E-CS
E-SQ	Pearson Correlation	1	.502	.445	.457	.297
	Sig. (2-tailed)		.000	.000	.000	.000
	N	228	228	228	228	228
OSP	Pearson Correlation		1	.873	.922	.551
	Sig. (2-tailed)			.000	.000	.000
	N		228	228	228	228
MP	Pearson Correlation			1	.617	.528
	Sig. (2-tailed)				.000	.000
	N			228	228	228
NMP	Pearson Correlation				1	.471
	Sig. (2-tailed)					.000
	N				228	228
E-CS	Pearson Correlation					1
	Sig. (2-tailed)					
	N					228

In table, Pearson correlation test is run to explore the relationship of e- service quality, online sales promotion and e- customer satisfaction in online clothing industry of Pakistan. It shows that all variables have relationship with each other because the significance value is .000 which is less than the set significance level i.e. 0.01. The table depicts that e- service quality has weak positive relationship with e- customer satisfaction because its value is ($r = .297$, $N = 228$, $p = .000$) which is less than 1. The other relationship between online sales promotion and e- customer satisfaction has strong positive relationship as its value was ($r = .551$, $N = 228$, $p = .000$). In this research, moderation test is also run on the dimensions of online sales promotion separately, so the correlation between monetary sales promotion and e- customer satisfaction and between non-monetary sales promotion and e- customer satisfaction also determine. The monetary sales promotion and e- customer satisfaction has strong positive relationship with ($r = .528$, $N = 228$, $p = .000$) Pearson value. According to this table, non-monetary sales promotion shows moderate relationship with e- customer satisfaction i.e. ($r = .471$, $N = 228$, $p = .000$).

Regression Analysis

Regression analysis is very important and reliable analysis for any research. This analysis is used to check the normality of the data, model fitness and for analysis of moderation.

Regression Analysis of Main Hypotheses

There are two models explained in this research because in moderation analysis two hypotheses are developed. The first one is develop to analyzing the relationship of independent

and dependent variable and the second one explain the effect of moderating variable in the relationship between independent and dependent variable

H₁ E-service quality has significant positive relationship with e- customer satisfaction in clothing industry of Pakistan.

H₂ Online sales promotion moderates the relationship of e-service quality and e- customer satisfaction in clothing industry of Pakistan.

Table 5: Regression Analysis (Int (E-SQ, OSP) →E-CS)

Paths	R	R ²	F	T	Sig.	Beta
E-SQ →E-CS	.297	.088	21.914	4.681	.000	.297
Int (E-SQ, OSP) →E-CS	.483	.233	34.166	6.512	.000	.725

In model one the value of R² represent that 8.8% variance in e- customer satisfaction is explained by e- service quality in clothing industry of Pakistan. But when the moderating variable enters as an interaction term with e- service quality then this variance is increase by 23.3%. It means moderating variable increase the e- customer satisfaction.

The value of F greater than 5 is supposed to be good (Field, 2009). In the first model, there is significant difference in e-customer satisfaction for e- service quality [F= 21.914, p=.000] and it is increase when the moderating variable insert as an interaction term in model two [F= 34.166, p=.000].

In model one, the value of sig. is .000 with the T value 4.681, which depicts that the hypothesis of this research is accepted, which means e- service quality has positive relationship with e- customer satisfaction. The value of sig in model two is also .000 which is less than the set significance level .05 and the T value is increase by 6.512. It means online sales promotion has positive effect on the relationship between e- service quality and e- customer satisfaction. The first model defines that 1 unit change in e- service quality makes .297 units change in e-customer satisfaction and model two represent that 1unit change in online sales promotion as interaction term with e- service quality makes .725 units change in e- customer satisfaction.

Regression Analysis with the Dimensions of Online Sales Promotion

H_{1a} E-service quality has significant positive relationship with e- customer satisfaction in clothing industry of Pakistan.

H_{2a} Monetary sales promotion moderates the relationship of e-service quality and online customer satisfaction in clothing industry of Pakistan.

Table 6: Regression Analysis (Int (E-SQ, MP) →E-CS)

Paths	R	R ²	F	T	Sig.	Beta
E-SQ →E-CS	.297	.088	21.914	4.681	.000	.297
Int (E-SQ, MP) →E-CS	.478	.228	33.258	6.384	.000	.623

The above table explains both the models by summarizing the three tables generated by the SPSS software (model of summary, ANOVA, and table of coefficient). According to this table, R² represent that e- service quality explained 8.8% variance in e- customer satisfaction in clothing industry of Pakistan. But when the moderating variable enters as an interaction term then this variance is increase by 22.8%. It means monetary sales promotion increase the relationship of e- service quality with e- customer satisfaction.

In the first model, there is significant difference at the p< .05 level in e-customer satisfaction for e- service quality [F= 21.914, p=.000] and it is increase when the moderating variable i.e. monetary sales promotion insert as an interaction term in model two [F= 33.258, p=.000].

In model one, the value of sig. is .000 with the T value 4.681, which means that the research hypothesis is accepted and e- service quality has positive relationship with e- customer satisfaction. The value of sig in model two is less than .05 and the T value is increase by 6.384. It means monetary sales promotion has positive effect on the relationship of e- service quality and e- customer satisfaction.

The first model defines that 1 unit change in e- service quality makes .297 units change in e- customer satisfaction and model two represent that 1 unit change in monetary sales promotion as interaction term with e- service quality makes .623 units change in e- customer satisfaction.

H_{1b} E-service quality has significant positive relationship with e- customer satisfaction in clothing industry of Pakistan.

H_{2b} Non-monetary sales promotion moderates the relationship of e-service quality and online customer satisfaction in clothing industry of Pakistan.

Table 7: Regression Analysis (Int (E-SQ, NMP) →E-CS)

Path	R	R ²	F	T	Sig.	Beta
E-SQ →E-CS	.297	.088	21.914	4.681	.000	.297
Int (E-SQ, NMP) →E-CS	.419	.175	23.894	4.866	.000	.524

The value of R² depicts that 8.8% variance in e customer satisfaction is explained by e-service quality in clothing industry of Pakistan. But when the moderating variable enters as an interaction term then this variance is increase by 17.5%, which means non-monetary sales promotion increase the e- customer satisfaction. In the first model, there is significant difference at the p< .05 level in e-customer satisfaction for e- service quality [F= 21.914, p=.000] and it the difference is increase when the moderating variable i.e. non-monetary sales promotion insert as an interaction term in model two [F= 23.894, p=.000].

In model one, the value of sig. is .000 with the T value 4.681, which depicts that research hypothesis is accepted. It means e- service quality has positive relationship with e-customer satisfaction. The value of sig in model two is also .000 which is less than the set significance level .05 and the T value is increase by 4.866. It means non-monetary sales promotion has positive effect on the relationship between e- service quality and e- customer satisfaction.

The first model defines that 1 unit change in e- service quality makes .297 units change in e- customer satisfaction and model two represent that 1 unit change in non-monetary sales promotion as interaction term with e- service quality makes .524 units change in e- customer satisfaction.

Table 8: Relationships of the Research

Hypotheses	Paths	P value	Result
H1	E-SQ →E-CS	.000	Accepted
H2	Int (E-SQ, OSP) →E-CS	.000	Accepted
H1a	E-SQ →E-CS	.000	Accepted
H2a	Int (E-SQ, MP) →E-CS	.000	Accepted
H1b	E-SQ →E-CS	.000	Accepted
H2b	Int (E-SQ, NMP) →E-CS	.000	Accepted

Conclusion

The results of this study show that this research gives the evidence that monetary and non monetary sales promotions are both effective tools to attract and increase the satisfaction level in the customers. It presents that the online sales promotion is a good moderator in the

relationship between e- service quality and e- customer satisfaction in clothing industry of Pakistan. But the monetary sales promotion have more strong positive effect on the relationship between e- service quality and e- customer satisfaction as compare to non monetary sales promotion. It means females are more attracted to the price discounts as compare to free gifts with purchases. Therefore this research conclude that the online sales promotion boost up the relationship of e- service quality and e- customer satisfaction. This research is helpful for the organization or marketers for future planning related to marketing strategies to increase the e-customer satisfaction.

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