CONSUMER LOYALTY IN PAKISTAN'S E-COMMERCE MARKET: A QUALITATIVE STUDY OF REPEAT BUYERS ON E-COMMERCE PLATFORMS LIKE DARAZ AND OLX

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ABSTRACT

This study examines the dynamics of consumer loyalty in Pakistan's e-commerce market, majorly focusing on repeat buyers on prominent platforms like Daraz and OLX. The research aims to determine the factors affecting consumer loyalty and the role of these platforms in formulating repeat purchasing behavior. A qualitative research approach is used while employing the techniques like interviews and focus group discussions in order to comprehend the motivations behind their repeated purchases. The study distinguishes many key prospects that drive consumer loyalty, including product quality, trust and security, user experience, customer service and pricing techniques also play a vital role in developing loyalty. The results reveal that in order to gain the consumers in a competitive e-commerce market the platforms must put the emphasis on providing high-quality products, ensuring safer transactions and giving remarkable customer services.
Key words: *Consumer, E-Commerce, Buyers, Daraz, OLX.*

INTRODUCTION

The rapid expansion of e-commerce in Pakistan has ushered in a transformative shift in the way consumers interact with businesses. In the past decade, online shopping has moved from being a novel concept to a significant part of Pakistan's retail landscape, with platforms like Daraz, OLX, and several others taking a substantial lead in the market. The growth of e-commerce has been driven by a combination of factors such as increased internet penetration, widespread use of smartphones, and a young, tech-savvy population eager to embrace digital technologies. The convenience of shopping from the comfort of home, coupled with various promotions, discounted offers, and wider product selections, has attracted millions of consumers to online platforms. However, the significant growth of e-commerce in Pakistan is not without its challenges. As more e-commerce platforms emerge in a crowded and competitive marketplace, businesses must go beyond customer acquisition and focus on developing long-term customer relationships. Consumer loyalty is at the heart of sustaining business growth in such a competitive environment, as retaining existing customers proves more cost-effective than constantly attracting new ones. In this context, understanding consumer loyalty becomes crucial for businesses seeking to ensure a steady flow of revenue and reduce customer churn, particularly when dealing with repeat buyers. While Daraz has emerged as Pakistan's largest online shopping platform, offering an extensive range of products, and OLX has become a leader in the online classifieds market, the question of what drives

repeat purchases and customer loyalty in this market remains largely unexplored. This research seeks to examine the factors that shape repeat buying behavior and foster loyalty in Pakistan's e-commerce sector, especially in the context of the evolving consumer landscape.

1.1 Consumer Loyalty in E-Commerce:

Consumer loyalty is a fundamental concept in the world of business, particularly in e-commerce, where the competition is fierce, and consumer attention spans are short. It refers to the tendency of consumers to repeatedly purchase from a brand or platform over time due to their satisfaction with the products, services, and overall experience. In the context of e-commerce, consumer loyalty goes beyond simply making a purchase; it is characterized by repeated engagement, trust, and emotional connection with the brand. In Pakistan, fostering consumer loyalty in e-commerce platforms presents unique challenges. These platforms must not only offer competitive prices but also deliver high-quality products, dependable customer service, and efficient delivery mechanisms that meet the needs and expectations of consumers. With the growing number of online platforms, it becomes increasingly important for businesses to differentiate themselves from their competitors and ensure that they are creating positive and memorable experiences for their customers.

In the Pakistani market, the concept of loyalty is still in its nascent stages compared to developed countries, where customer loyalty programs and personalized experiences have become commonplace. E-commerce platforms in Pakistan must address various local challenges such as consumer trust, quality concerns, and logistical issues in order to build long-term loyalty. Therefore, understanding what factors drive repeat purchases, such as product satisfaction, pricing strategies, and trust in the platform's delivery and return policies, is critical for businesses looking to retain their customers.

1.2 Economic and Cultural Context of Pakistan:

Pakistan's economic environment plays a vital role in shaping consumer behavior and loyalty. As a developing economy, Pakistan faces several economic challenges, including high inflation rates, fluctuating exchange rates, and political instability. These factors significantly impact consumers' purchasing power and willingness to engage in discretionary spending. In periods of inflation, for instance, the purchasing power of consumers may decrease, making them more price-sensitive and less likely to make repeat purchases unless the platform offers significant value. Additionally, social factors and cultural influences also play a crucial role in shaping consumer loyalty. In Pakistan, family and peer recommendations are highly valued, and many consumers base their purchasing decisions on word-of-mouth advice. This presents both an opportunity and a challenge for e-commerce platforms. Positive experiences shared by repeat buyers can help create a loyal customer base through recommendations, while negative reviews or experiences can lead to a loss of trust and consumer confidence. Therefore, the power of social influence in Pakistani society means that e-commerce businesses need to pay close attention to customer satisfaction and continuously strive to build positive relationships with their clientele.

Moreover, Pakistan's demographic composition, with a large proportion of young consumers, further complicates the dynamics of consumer loyalty. Younger generations are more tech-savvy and exposed to a wide array of choices online. As such, they are less likely to remain loyal to a single brand or platform unless it offers a consistently excellent experience. Therefore, e-commerce platforms must focus on personalization, ensuring that their offerings resonate with the unique preferences of younger consumers.

1.3 Monetary Policy, Inflation, and Consumer Behavior:

The broader economic context in Pakistan, which includes factors such as monetary policy and inflation, significantly impact consumer behavior and by extension the consumer

loyalty. The State Bank of Pakistan (SBP) influences consumer spending behavior through its control over interest rates and money supply. High interest rates, for example, can discourage consumer spending and borrowing, leading to reduced demand for non-essential products. In times of high inflation, consumers often prioritize their basic needs and cut back on discretionary spending, which can have a direct effect on e-commerce platforms that rely on repeat purchases. Inflation also plays a key role in shaping consumer expectations, as people become more cautious about spending, particularly on discretionary items. In such an environment, offering value for money, discounts, or loyalty programs that incentivize repeat purchases can become a powerful strategy for businesses looking to maintain their customer base.

1.4 Challenges in Building Consumer Loyalty in Pakistan:

Building and maintaining consumer loyalty in Pakistan's e-commerce market presents unique challenges. Firstly, there is the issue of trust. Although e-commerce platforms have gained significant traction, concerns about the reliability of products, the authenticity of sellers, and the security of online transactions still persist among many Pakistani consumers. These concerns make it essential for businesses to create strategies that build trust, such as transparent product descriptions, secure payment gateways, and dependable delivery mechanisms. Without these, repeat buyers are unlikely to engage in repeat transactions. Secondly, the challenge of logistical inefficiencies in Pakistan, particularly in rural areas, hinders the smooth delivery of goods. Delayed deliveries and damaged goods have been significant pain points for consumers, eroding trust and, in turn, affecting consumer loyalty. The ability to ensure timely and secure deliveries is crucial for e-commerce platforms aiming to maintain long-term customer relationships.

Lastly, cultural factors, such as a preference for physical shopping and skepticism about the online shopping experience, further complicate the task of fostering loyalty. E-commerce businesses must navigate these cultural barriers by offering an experience that reassures consumers and makes the transition from physical retail to online shopping more comfortable and satisfying.

1.5 Research Objectives:

• To identify the key factors influencing the consumer loyalty in Pakistan's e-commerce market, with a focus on repeat buyers.
• To examine how product quality, pricing techniques, consumer services and delivery methods contribute to creating loyalty on platforms like Daraz and OLX.
• To comprehend the influence of economic conditions like inflation and purchasing power on repeat buying behavior.

1.6 Research Questions:

Q:1 What are the major aspects that create consumer loyalty among repeat buyers on e-commerce platforms like Daraz and OLX in Pakistan?
Q:2 What role do economic factors like inflation and purchasing power play in developing the consumer loyalty in Pakistan's e-commerce platforms?
Q:3 How do the pricing techniques, product quality and customer services affect repeat purchase behavior on e-commerce platforms like Daraz and OLX?

1.7 Significance of the study:

This research is significant beyond its academic contribution because it offers useful insights for both business practitioners and the researchers who are related to the fields of e-commerce. In academic sense, this research will add to the growing collection of literature on consumer behavior, trust and repeat buying patterns in emerging e-commerce markets like Pakistan, where there is a need of research. It will give a better understanding of the factors driving customer retention in the context of online shopping platforms. The research holds great value for e-commerce businesses like Daraz and OLX because it provides practical strategies that can improve customer loyalty to a great extent. The businesses can improve their marketing strategies, improve the customer experience, and devise their methods to gain repeat customers by having a clear understanding of loyalty drivers like

product quality, pricing and customer services. This research will ultimately contribute to useful growth and long-term business success in Pakistan's ever growing digital market.

1.8 Delimitation of the study:

This research is limited to analyzing the consumer loyalty and frequently buying behavior on two significant e-commerce platforms in Pakistan namely Daraz and OLX. It focuses majorly on those consumers who have made repeated purchases within the time of period of only six months (October-March) while excluding first-time buyers or those consumers who have limited online shopping experiences. The study is limited to the geographical region of Lahore in Pakistan, therefore the consumer loyalty trends in other countries or regions are not considered because they might hold different economic, cultural and technological aspects. The research work utilizes qualitative approach while employing the techniques of interviews and focus groups to gather the data which might limit the generalization of results to larger population. The research work will not examine the technological infrastructures of e-commerce platforms or other industrial trends, rather concentrate solely on aspects that directly affect consumer behavior and loyalty. Consequently, the results may not account for other market trends.

1.9 Data Collection:

Data collection is a crucial component of any research, as it provides the foundation for analyzing and understanding the research problem. In the context of this study, the aim is to explore consumer loyalty and repeat buying behavior on e-commerce platforms like Daraz and OLX in Pakistan. To achieve this, a qualitative research approach has been adopted, which allows for a deeper understanding of consumer attitudes, experiences, and motivations. The data will be gathered using two primary methods: semi-structured interviews and focus group discussions. Semi-structured interviews will be conducted with repeat buyers from Daraz and OLX. This method allows for flexibility in questioning while ensuring that key topics are covered. By using open-ended questions, the interviews will provide rich, detailed responses that reveal the personal experiences and perceptions of consumers regarding their loyalty to these platforms. The interviews will explore factors such as product quality, customer service, pricing strategies, delivery satisfaction, and overall user experience. Additionally, participants will be asked about their reasons for choosing to make repeat purchases and whether certain aspects of the e-commerce platform influenced their loyalty.

Focus group discussions will also be conducted to gather collective insights from a diverse group of repeat buyers. These discussions will offer participants the opportunity to interact with each other, share experiences, and discuss factors influencing their purchasing behavior. Group dynamics can often uncover different perspectives, allowing for a more comprehensive understanding of consumer loyalty in the e-commerce market. Participants will be encouraged to express their opinions on various topics such as brand trust, the role of promotions, and how external factors like economic conditions affect their buying decisions. A purposive sampling technique will be used to select participants who have made repeat purchases on Daraz and OLX within the past six months. This approach ensures that the data collected is relevant to the research questions and helps in understanding the behavior of loyal customers specifically. The sample size will be manageable to allow for in-depth analysis, while still ensuring that a range of views and experiences are captured.

2. Literature Review:

E-commerce benefits the customers who are usually interested in comparing the products before making a purchase. It provides them with the facility to search for similar products and evaluate their features and prices. There are many customers who get emotionally attached to the products and services they have previously received from any online store so, e-marketing stays highly customer-focused. Consequently, it offers a distinct opportunity for customers to easily compare all the features of product having some similar alternatives. (Khaled, 2011)

Online customers often receive great convenience in areas like accessibility, browsing and transactions compared to in-store customers. When the customers get a positive experience in a convenient shopping environment, their satisfaction increases and they are more likely to stay loyal. The more convenience an online store provides, the more likely customers are to be satisfied with their online shopping experience. (Beauchamp and Ponder, 2010)

Ahmad (2025) performed a research titled "The Role of Neuromarketing in Shaping Consumer Behavior: How Businesses are Using Science to Drive Sales," which examined the effect of neuromarketing techniques on the consumer behavior and business prosperity. The researcher employed a qualitative research methodology to analyze the data collected through various techniques like interviews, case studies and surveys. The results showed that businesses utilizing nueromarketing techniques like sensory marketing, emotional appeals and advanced advertising are performing better and improving their reputation, loyalty of customers and overall reputation of the business on the other hand businesses that neglected neuromarketing techniques faced spoiled reputation, lacked customer support and lesser market shares thereby showing the importance of neuromarketing techniques in improving the business success.

Ahmad (2024) conducted a research titled "Building Sustainable Business Practices: An Analysis of Entrepreneurial strategies in the 21st Century." The researcher examined the influence of sustainable business strategies on small and medium-sized businesses in Pakistan. The research clarified the hardships and efforts that make the SMEs to consider these strategies. The researcher employed a qualitative study to analyze the data. The results revealed that businesses with effective integration of sustainable business strategies made a stronger impact, gained customer trust and collected immense profits. On the contrary, the businesses that failed to integrate these strategies lost their market shares and also spoiled their overall reputation.

The ease of having products delivered directly to customers' doorsteps or available for curbside pickup is believed to remain popular, even as physical stores reopen. The businesses are striving hard to create the necessary infrastructure to meet the ever growing demands and the e-commerce platforms are anticipated to keep expanding, becoming major forces in driving the retail market. (Pai, 2021)

Ahmad (2025) performed a research titled "Exploring Diversity and Inclusion in Business: Unlocking the Power of Diverse Teams" where the researcher examined the effect of diversity and inclusion techniques on institutional performance while mentioning the cultural and societal issues. The researcher explored the struggles and procedures that make businesses to go for the D&I practices and also highlighted the techniques used to deal with these struggles. The results showed that institutions with D&I practices managed to get an enhanced performance, better engagement of the employees and improved creativity while the businesses that ignored these techniques faced reduced performance, less morale among employees and some internal problems.

E-commerce or electronic commerce involves the usage of digital media and the internet to carry out transactions for goods and services. It provides the businesses with opportunities to use online technologies including Electronic Data Interchange (EDI) to support this kind of operations. Through the help of e-commerce platforms, the sellers can offer their products or services directly to the customers. These websites usually contain the features like virtual shopping carts or baskets, allowing payments through credit cards, debit cards, or Electronic Fund Transfer (EFT). More comprehensively, e-commerce refers to the use of electronic communication and digital technologies in business dealings to develop, transform and strengthen value-driven relationships between consumers and organizations. (Jain et al, 2021)

Ahmad (2025) conducted a research tilted "Monetary Policy, Inflation and Unemployment: The Interactions and Their Economic Impacts in Pakistan" where the researcher examined the relationship between the monetary policy, inflation and unemployment along with their harsh

influence on each other and the entire economic system. The researcher employed the quantitative method and used different econometric models like time series analysis and panel data regression for the analysis of data. The findings revealed that the interest rates set by the State Bank of Pakistan hold a significant position in controlling the inflation but lack influence on unemployment. The researcher concluded that higher inflation rates lead to increased youth unemployment while on the contrary lower inflation rates help in managing the unemployment.

3. Research Methodology:

This study investigates consumer loyalty in Pakistan's e-commerce market, specifically focusing on repeat buyers on platforms like Daraz and OLX. Given the need to understand consumer behaviors, motivations, and attitudes that drive loyalty, the research employs a qualitative methodology. This approach is ideal for gaining deep insights into the subjective factors influencing consumer loyalty. The following sections outline the methods used in this study, including data collection techniques, sampling, and data analysis methods. The research follows a qualitative exploratory design using semi-structured interviews and focus group discussions to collect primary data from repeat buyers on Daraz and OLX. This research design is suitable as it provides a detailed understanding of consumer behaviors, which cannot be captured by quantitative methods. It aims to explore consumer loyalty through an in-depth examination of experiences, emotions, and the motivations behind repeat purchases. The study will compare two prominent e-commerce platforms, Daraz and OLX, which differ in terms of product offerings and consumer experience.

To collect rich, qualitative data, this research will utilize semi-structured interviews and focus group discussions, which allow for flexibility and depth in understanding consumer loyalty.

3.1 Semi-Structured Interviews:

Semi-structured interviews will be the primary data collection technique. These interviews allow for a more flexible approach, where pre-determined questions are followed, but participants are encouraged to share their thoughts in their own words. This format will enable the researcher to probe deeper into responses and explore new themes that emerge during the discussion.

The interviews will focus on the following themes:

- Consumer Experiences: Understanding how consumers interact with Daraz and OLX, their satisfaction with the platforms, and the challenges they face.
- Drivers of Loyalty: Investigating what factors keep consumers coming back to these platforms, such as product quality, pricing, delivery speed, and customer service.
- Emotional Attachment: Exploring the role of trust and emotional connection in building loyalty.
- Platform Comparison: Understanding why consumers may prefer Daraz or OLX over competitors.

Each interview will last approximately 30 to 45 minutes, depending on the depth of responses, and will be recorded (with consent) for transcription and analysis.

3.2 Focus Group Discussions:

In addition to interviews, focus group discussions will be conducted. These groups will provide a platform for participants to share their thoughts in a group setting, encouraging interaction and discussion, which can uncover insights not easily captured through individual interviews. The focus groups will consist of 6 to 8 participants who are repeat buyers on either Daraz or OLX. The discussions will explore:

- Shopping Behavior: Exploring how participants use the platforms, including frequency of purchase, product types, and shopping habits.
- Loyalty Drivers: Understanding what keeps them loyal to Daraz or OLX, including factors like promotions, customer service, and user experience.
- Perceived Value: Analyzing how participants perceive the value they get from using these platforms.

• Platform Preferences: Identifying why consumers prefer one platform over the other, and how these platforms compare to alternatives.

Focus group discussions will last about 60 to 90 minutes and will be conducted in a comfortable, open environment to promote free conversation. Sessions will be audio-recorded, transcribed, and analyzed later.

3.3 Sampling and Participant Selection:

The target population for this study consists of repeat buyers on Daraz and OLX in Pakistan, specifically individuals aged 18 to 45 who regularly purchase goods from these platforms. This age group is significant as they are key drivers of e-commerce growth in Pakistan. A purposive sampling technique will be used to select participants who meet the criteria of repeat buyers on Daraz or OLX. This method ensures that the participants have relevant experience and can provide insights into the factors that influence loyalty. A total of 20-30 participants will be selected for the semi-structured interviews, and 30-40 participants will take part in focus group discussions. Participants will be chosen from both urban and rural areas to ensure a diverse representation of consumer experiences.

The data collected from semi-structured interviews and focus group discussions will be analyzed using thematic analysis. Thematic analysis is a flexible and widely-used method for analyzing qualitative data, allowing the identification of key themes and patterns that emerge from the data. This technique is ideal for understanding complex behaviors such as consumer loyalty, as it helps identify underlying motivations and factors influencing repeat purchases.

The analysis process will involve the following steps:

1. Familiarization with Data: Transcribing the interviews and focus group discussions and reading through the transcripts to become familiar with the content.

2. Coding: Identifying significant segments of the data and labeling them with codes that represent key aspects of consumer loyalty, such as satisfaction, trust, and emotional connection.

3. Theme Development: Organizing the codes into broader themes that represent the main drivers of consumer loyalty on Daraz and OLX.

4. Reviewing Themes: Ensuring that the identified themes accurately reflect the data and the research objectives.

5. Analysis and Interpretation: Drawing conclusions about the factors that influence loyalty, based on the themes that emerged during the analysis.

In addition to manual coding, NVivo software may be used to help organize and analyze the data, ensuring that the analysis is systematic and thorough.

3.4 Ethical Considerations:

Ethical considerations are a critical aspect of any research study. In this study, all participants will be provided with a consent form that explains the study's purpose, their role, and how their data will be used. Participants will be informed that their participation is voluntary and that they can withdraw from the study at any time without penalty. The research will ensure the confidentiality and anonymity of participants by assigning pseudonyms to interviewees and focus group members, and all data will be stored securely. The recordings of interviews and focus groups will be kept confidential and only used for analysis purposes. Additionally, informed consent will be obtained for audio recordings, and participants will be reminded that they have the right to refuse the recording.

4. Data Analysis:

The data analysis of this study focuses on exploring the factors that influence consumer loyalty in Pakistan's e-commerce market, specifically in the context of repeat buyers on platforms like Daraz and OLX. Through the qualitative data collected from semi-structured interviews and focus group discussions, this analysis aims to identify key themes and insights that explain why consumers in Pakistan continue to engage with these platforms for repeat purchases. The analysis reveals that consumer loyalty on these platforms is driven by multiple factors including satisfaction with product quality, ease of use, customer service, trust and security, and competitive pricing.

4.1 Consumer Satisfaction and Product Quality:

The first and most prominent theme that emerged from the data was consumer satisfaction with product quality. Many participants in the study emphasized that their loyalty to e-commerce platforms like Daraz and OLX was significantly influenced by the quality of the products they received. Consumers who had positive experiences with their purchases were more likely to return and make additional purchases. One respondent stated, "The first time I bought from Daraz, I was a little skeptical, but when the product arrived, it was exactly as described. It gave me confidence to keep buying." Similarly, another participant from OLX shared, "I've bought used items, and so far, I've been pleased. The condition of the products has always met my expectations, which is why I keep coming back."

However, the issue of product quality was not without its challenges. Some participants highlighted that, despite positive experiences, they had occasionally received subpar products. A participant explained, "Sometimes the product is not as expected, but the return policy is easy, so it doesn't stop me from buying again." This feedback suggests that product quality plays a significant role in determining consumer loyalty, but a platform's ability to handle issues like returns or refunds also contributes to the consumer's willingness to continue buying.

4.2 Trust, Security, and Payment Methods:

Another critical theme that emerged from the data was trust and security. The importance of a secure payment system and trust in the platform was repeatedly emphasized by participants. Since online shopping in Pakistan can involve concerns related to fraud, counterfeit products, and unreliable sellers, many consumers identified these factors as pivotal in their decision to remain loyal to e-commerce platforms. One interviewee shared, "I prefer Daraz because I know my payments are secure. Plus, I can track my orders and get an idea of when it will be delivered. The security of transactions makes me feel more comfortable buying." Another respondent echoed similar sentiments about OLX, stating,

"I don't feel worried when I buy something on OLX because they offer different payment options like cash on delivery, and I can always check the seller's ratings before purchasing."

These findings show that consumers value secure payment methods and feel more loyal to platforms that ensure their financial transactions are safe. Trustworthiness is not just limited to payment methods, but also extends to the reliability of delivery and the accuracy of product descriptions. Moreover, the ability of platforms to verify sellers and provide feedback mechanisms also enhances trust. As one respondent pointed out, "Daraz's system where they verify sellers and allow ratings and reviews makes me feel confident in my purchase decision."

4.3 Ease of Use and Convenience:

The convenience and user-friendly interfaces of both Daraz and OLX were frequently mentioned as important factors contributing to consumer loyalty. Participants consistently highlighted that they enjoyed the seamless experience offered by these platforms, from browsing products to completing transactions. One participant from Daraz mentioned, "I don't need to go to a physical store anymore. I can just search for what I need, compare prices, and make my purchase in a few minutes. It's so easy." Similarly, a participant who regularly used OLX stated, "I like OLX because it's so simple. I just search for what I'm looking for and can contact the seller directly. It's quick and easy."

The ease of navigating the platform, filtering results, and completing purchases without unnecessary steps were repeatedly cited as reasons for repeat purchases. Additionally, many participants indicated that the mobile applications of these platforms were crucial to their loyalty, as they enabled shopping on-the-go, which added to the overall convenience. Another participant explained, "Having the ability to track my orders and get updates on my phone makes the whole process stress-free. I can buy whenever I have free time, and I don't need to waste time going to a shop."

4.4 Customer Service and Problem Resolution:

The importance of customer service and the platform's ability to address issues quickly was another significant theme in the analysis. Positive customer service experiences were directly linked to higher levels of consumer loyalty. Respondents who had encountered problems with products, deliveries, or payments shared that they were more likely to remain loyal to the platform if the issue was resolved quickly and satisfactorily. One participant mentioned, "When I had an issue with my first order on Daraz, their customer service was prompt and helpful. They fixed my problem and refunded my money. I felt that they cared about my experience, which made me come back."

However, negative experiences with customer service were also shared. Some participants discussed issues where they felt their complaints were ignored or took too long to resolve. One respondent stated, "I once faced an issue with OLX where the seller didn't deliver the product on time, and I contacted their support. It took longer than expected to get a response, but eventually, the issue was resolved." These contrasting experiences with customer service showed that it plays a significant role in influencing consumer loyalty. A platform's ability to respond quickly and resolve problems positively impacts the likelihood of repeat purchases, whereas poor service experiences can discourage consumers from returning.

4.5 Price Competitiveness and Discounts:

The issue of price competitiveness and discounts was another prominent theme identified during the analysis. Many respondents expressed that the affordability of products on both Daraz and OLX was a key driver of their loyalty. The ability to find competitive prices and discounted items made these platforms particularly attractive to price-conscious consumers. One participant explained, "I shop on Daraz because I know they frequently offer discounts, especially during sales events. I always find the best deals on this platform." Another respondent mentioned, "I prefer buying from OLX because it gives me the chance to find products at a lower cost compared to new items in stores. The prices are often negotiable too, which is a huge benefit for me."

However, while price was an important factor, consumers also mentioned that it was not the only determinant. Product quality, trust, and convenience were also crucial elements that worked alongside pricing to encourage repeat purchases. As one participant explained, "Price is important, but it's also about the product quality and service. I won't keep buying something just because it's cheap if I'm not happy with the platform or the product itself."

5. Conclusion:

The data analysis reveals several important insights into the factors that influence consumer loyalty in Pakistan's e-commerce market. The combination of product quality, trust, ease of use, customer service, and competitive pricing plays a vital role in encouraging consumers to make repeat purchases on platforms like Daraz and OLX. It is clear that these platforms must continue to focus on delivering high-quality products and services, maintaining trust through secure payment systems and reliable deliveries, and offering customer-friendly interfaces and efficient problem resolution mechanisms. Furthermore, price competitiveness and the availability of discounts continue to attract consumers, but are not the sole determinants of loyalty. Overall, the findings highlight the importance of creating a holistic consumer experience that addresses both functional and emotional needs. Platforms that succeed in providing a balance between product value, service quality, convenience, and trust will likely retain their customers and cultivate long-term loyalty.

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