Report On

Customer's Repurchase Intention with Sheba.xyz: based on the Four Factor Model

By

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An internship report submitted to BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BBA
BRAC University
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DECLARATION

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____
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14204057

Supervisor's Full Name & Signature:

_____
Asheka Mahboob
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LETTER OF TRANSMITTAL

Ms. Asheka Mahboob
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report on '**Customer's Repurchase Intention with Sheba.xyz: based on the Four Factor Model'.**

Dear Madam,

With due respect it is my great contentment that I am submitting my internship report which is on 'Customer's Repurchase Intention with Sheba.xyz: based on the Four Factor Models the requirement of BUS 400 course for your consideration. I would like to let you know that I have successfully completed my internship in Sheba.xyz.

I have arranged this internship report in view of my experience of three months of internship. It has been a wonderful and inspiring journey for me. Working in the sheba.xyz helped me to have practical experience of workplace and also encouraged me to connect my academic knowledge to work life. I expect this report to be relevant and informative. In completing the report, as a primary source I have gathered some papers and documents from my workplace. Moreover, I did survey and have used the internet as a secondary source.

Sincerely yours
Sabera Shahrin Aony
14204057
BRAC Business School
BRAC University
Date: 08/25/2019

ACKNOWLEDGEMENT

As a matter of first importance I am thankful to Almighty who has made us and gave me the learning and capacity to finish my temporary position effectively. I might likewise want to thank my course conductor Ms. Asheka Mahboob tutor of BBA department, BRAC University for helping me to guide to prepare the internship report with the systematic and wonderful way which made my work quite easier without her support report completion would not be conceivable. I am additionally appreciative to her to give her valuable time to me to accept my report In addition, I might want to thank the entirety 'Sheba.xyz Beauty Team' especially Nudrat Nawar SBU Lead of Beauty Service team and I would also like to thank her for choosing me to be a part of Sheba.xyz.

I am highly grateful to the whole 'Beauty Service' management team and also the whole family of sheba.xyz for their constant support by providing useful information and material during my temporary position period. Lastly, I might want to thank my folks and my couple of companions who's invigorated me and continuous support and encouragement throughout my study.

EXECUTIVE SUMMARY

I have tried to depict the underlying factors of intention to repurchase service from online service industry. Later it is being identified that some factors are highly responsible for customer retention to online service sector. At first I tried to identify the dependent variable for this topic which is 'repurchase intention' and for my dependent variable my chosen independent variables are 'Pricing', 'Brand experience' and 'Service Quality'. We have tried to determine the relationship among these variables. My main concern was to identify the core relationship with the dependent and independent variable. After that I worked for collecting data from respondents with selective questions related to my respective topic. Moreover, I tried to analyses the missing data's as well and replaced them also by doing outlier detection. In addition, I also did factor analysis description, data analysis using pattern component matrix, communalities, Reliability test, Validity test, Regression analysis etc. Besides this, I checked confirmed reliability through Cronbach"s alpha and validity with convergent and discriminant legitimacy. Moreover, in order to identify the viability of our hypothesis, we developed composite variable and regression analysis from pattern component matrix. Finally, I have been able to get the results and left my constraints and recommendations.

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List of Acronyms

RI   Repurchase Intention

SQ   Service Quality

PC   Pricing

BE   Brand Experience

Chapter 1

Introduction

1.1 Introduction

All economic activities are divided into two categories - goods and services. Agricultural, mining, manufacturing and construction sectors are mainly the goods producing sectors consisting of tangible objects as the output. However, services sectors are the industries whose economic activities are based on various services rather than any tangible objects. The service sectors have always been with us since the first profession. The contribution of service sectors has been significantly rising in Bangladesh over the years. However, the service sector in this country is still in the preliminary stage of growth and has not progressed enough. There are only a few small firms for utility service providers in this country. Hence, there is considerable inefficiency and lack of quality provision of utility services. An effective company needs to maintain its services quality to retain goodwill of the company.

Sheba Platform Limited, launched in July 2016, mainly is an online service platform where it provides services and fulfills the demands of customers every day. Sheba.xyz eases and removes everyday hassles from peoples' life. People join at largest online service platform sheba.xyz and start working at right way. Online platforms function as intermediaries bringing together consumers and producers, effectively acting like a market. This company helped many people to grow their life. Sheba.xyz is fighting to gain a substantial market share in this emerging service marketplace. The market environment has become volatile in this era of competitiveness. So, it is really important for any company to analyze and furnish its performance of their marketing strategies in order to manage their activities and operations effectively and efficiently for achieving its objectives. Sheba.xyz allows Service providers to grow their business. Customers can get their difficult services digitally through sheba services. It does not get involved into providing the service directly. It rather takes calls through its call center or Service Provider get an order by Sheba Manager apps, and contacts to technicians with whom the firm has made deal for.

The product lines of Amazon include books, DVDs, music CDS, videotapes and software along with clothing, products for baby, electronic items, cosmetics, jewelry, watches and beauty products, gourmet food, groceries, health and personal-care products, kitchen utensils, sporting gears, garden items, toys and games etc. Sheba.xyz is the "Amazon" of services which includes plumbing, fixing the air-conditioner, helping for relocating home and office, beauty services at home, and even renting on-demand driver for few hours. Sheba provides Sheba mobile app,

website and call center which quickly connects Sheba with the increasing number of households and business that need professional services.

This study is for the understanding of the "partnership management" of the Service Providers (SP), and it discusses about the way they know about sheba.xyz, the procedure of the registration of the SPs and verifications, and documents needed for that, and after the verification and activation of SP. Finally, the difficulties they may face are discussed in this report.

The study will work as the pioneer because online service platform is a new segment in Bangladesh, because "Partnership Management "is a novel concept unique to sheba and this report can easily provide necessary information about the management.

1.2 Origin of the report:

As I am a student from marketing department at BRAC University, this report sets itself a number of ways and opportunities for broadening my knowledge. Such as:

- To get real knowledge from the job.
- To experience the real job world's challenges and reward.
- To contrast the genuine situation and the exercises learned in the college.

For finishing the internship report, I was appointed to the Sheba.xyz Company, and my academic supervisor was Nudrat Nawar SBU Lead of Beauty Service team. The report topic was approved by the supervisor to satisfy the organizational requirements and fulfillment of the internship program. To finish the internship phase, I need to present a report, which incorporates an overview of the organizations, growth and management of the Sheba Platform Limited.

1.3 Objective of the Report

Broad Objective:

The General target of this examination is to break down the association the executive's exercises of **Sheba.xyz Platform Limited.**

Explicit Objectives:

The particular goals of this investigation are:

a. To recognize them as a verified business entity.
b. To give a well-structured shape to the online service industry.
c. To determine the advantages and the drawbacks of the systems.
d. To make some recommendations based on the findings.

1.4 Scope of the Report:

The internship report gives the data of overseeing accomplices of the Sheba.xyz. This report contains Sheba.xyz's organizational overview, mission, vision, highlights, achievements, services, description of department etc.

1.5 Limitation of the Study:

There were some limitations, which may have affected the quality of internship experience &the report. The limitations are stated as follows:

- Due to time limitation, I could not study the entire Partnership Management Process of Sheba.xyz.

- During my internship, I was involved in various types of works or activities that are why I could not concentrate enough for preparing the report.

- It was not possible for me to get the exact information about some of the departments because of maintaining confidentiality.

- I did not get sufficient information about the Service industry of Bangladesh.

- The executive of some departments were so busy because of their exaggerated "Targets" set by the departments and hence they could not give me sufficient time.

- Finally I had to complete my daily target which would give me not enough time to concentrate on my internship report.

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1.6 Methodology of the Report:

The report was completed utilizing both primary and secondary information.

Primary data collection, for conducting the report the primary data was collected mainly through online survey as official assignment during the time of internship. Besides doing survey, I have also used:

    a. Observation: I took data by observing corporate culture and various types of Department activities.

    b. Interview: With the all Head of the Departments which includes Marketing, Strategic Business Unit, and Digital Marketing.

    c. Telephone Interview: Most of the time I had to call to SPs for various types problems such as for reminding them to submit proper documents also talk with different customers.

Secondary data collection: The secondary data have been collected from different confidential profiles of Sheba.xyz, its official Facebook page, and related magazines and journals. I have used data collected from company publications with a view to observe the Sheba,xyz's marketing activities, policies and company practices.

Chapter 2

Company Profile

2.1 Company Profile of Sheba.xyz

Sheba.xyz is the largest startup service providing platform that brings solution to all of life's hassles through Sheba mobile app in Bangladesh.

Sheba.xyz is the "Amazon" of services; be it plumbing, fixing the air-con, helping with home & office relocation, getting beauty service at home or even renting on-demand driver for a few hours, Sheba connects the growing number of households and businesses that need professional services fast at the tap of a button through Sheba mobile app, website and call center. For the service-oriented SME's who onboard on Sheba.xyz, it is a one-stop platform that allows them to monitor and manage their business and to grow by finding customers on an on-demand & hyperlocal basis.

Bangladesh is one of the most thickly populated nations and is witnessing rapid urbanization. Yet consumers find it difficult and time-consuming to locate a skilled and trusted service provider at the right time, while capable and reliable service providers have difficulty rising above the crowd and attracting customers. For households and businesses, Sheba is the Amazon of services, where they can avail home services and business solutions from a wide range of verified professional service providers.

By embarking with Sheba, service-oriented SMEs also create a new channel to reach out to customers for their business. Almost any service provider that has a valid service business in Dhaka can join on Sheba platform by registering on the Sheba manager app. The Sheba manager app is the ERP solution through which the service providers can manage their customers, monitor their resources and cash flow in their company as well as reach out to customers. Service providers can also earn money through Sheba Bondhu ("Friend") program by referring their customers for other services to the Sheba platform generating leads for other SMEs.

Sheba platform gives the service-oriented SMEs access to value-added services that customized according to their data (finance, compliance, sourcing, training etc.). Service providers get access to basic features in Sheba app and can get access to higher features and functions by upgrading their Sheba Partner Status. There are three Sheba certifications for service providers.

They are:

1. **Local Service Provider (LSP) –** Basic identity verified

2. **Priority Service Provider (PSP) –** Standard quality parameter verified

3. **Exclusive Service Provider (ESP)–**Fully complied with Sheba prime standard

The service providers can upgrade their Sheba certification from LSP to PSP to ESP based on their performance, number of orders served through Sheba and service completion rates. The higher the service provider's certification increases, the lower the Sheba's commission gets. For the added features in the platform, the service provider pays a monthly subscription fee based on active license. Sheba gives access to priority service providers to become exclusive service providers, which require them to comply with Sheba prime standard and manage total business through Sheba ERP solution. This exclusivity offers access to financial credit programs, growth workshops, training and free phones with data plans to help grow their business.

2.2 Vision

Sheba.xyz's vision is **"To be the leading service platform at a local and international level."**

Also, to empower and digitize one million small and medium enterprises and create micro-entrepreneurs by bringing the best service providing companies under Sheba market platform where consumers can compare and choose their ideal solution without going through the hassle of searching multiple websites or physical location, saving time and maintaining the quality of service.

2.3 Mission

Their mission statement is **"To be the most trusted platform for all sorts of home services needed by consumers of Bangladesh."**

Sheba.xyz aims to save your time and hassle, and be your personal assistant in every step of the way, making service convenient and your everyday life simple

2.4 Highlights of 2018:

Sheba is growing to be one of the best performing Startups in Dhaka. Here are some highlights of 2018:

1. Sheba.xyz has empowered 1,500+ micro-entrepreneurs in 2018 and aims to empower 10,000 in 2019.

2. Sheba caters more than 50+ different type of services through SMEs to the consumers.

3. Through Sheba, SMEs has served more than 60,000 jobs in Dhaka (Bangladesh) in 2018. Sheba.xyz aims to serve 500,000 jobs within 2019.

4. Sheba is working on "*SDG Goal 8: Decent Work and Economic Growth*" & "*SDG Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation*".

5. Sheba is creating employment by producing new micro-entrepreneurs and aims to create 10,000 new employments in the service industry for small businesses to grow in Bangladesh by 2018.

6. Sheba has been awarded the Best Startup Award in ICT sector in Bangladesh's 1ˢᵗNational ICT Day by the ICT Division of Bangladesh Government.

7. Sheba.xyz has awarded at the 2nd Daily Star ICT awards as the Best Startup of the year 2017.

2.5 Achievements of 2018 so far:

1. Sheba.xyz empowered almost 14,000 in the service industry.
2. In 2018 sheba.xyz served almost 5, 00,000 jobs.
3. In September sheba.xyz first time organized Best Service Provider Award where they gave 12 "Gold Batch" and 16 "Silver Batch" award to the potential service providers.
4. In October Sheba signed a contract with "Swiss contact" where they provide potential and trained 5000 SP.

2.6 Organizational Structure:

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                                    CEO
        ┌──────────────┬─────────────┴──────────────┬──────────────┐
       CTO            COO                           CCO            CFO
        │              │                ┌────────────┴────────┐     │
    Developers    Senior Delivery   VP, Marketing        VP Sales  Finance
                    Manager                                         Manager
        │              │                    │               │       │
    UI/UX          Contract               PR            Territory   VP, HR
    Engineers      Center Agents         Manager        officers
        │              │                    │               │       │
    Product        Digital Query       Illustrator/     Business    Hr & Admin
    Managers       Agents              Visualizer       Development  Executive
                                                        Executives
                   Quality               Content
                   Assurance             Developers    Corporate
                   Executives                           Sales
                                         Digital        Executives
                   Partner               Media
                   management            Manager
                   executives
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2.7 Core Values of Sheba.xyz:

- Giving customers the most priority
- Emphasizing on professional ethics
- Giving customers best service

2.4 Sheba.xyz Services:

Sheba is a firm that provides a service for diverse services. It does not get involved into providing the service directly. It rather takes calls through its call center or Service Provider gets an order by Sheba Manager apps, and contacts technicians with whom the firm has made deals for. This is the reason the firm is able to provide that many services. It has made deals with different services providers and thus providing the following services.

- *Beauty services-* Sheba.xyz also provides beauty services, which include customized beauty packages, beauty salon services, makeup & hairstyle and beauty services for Wedding & Mehedi functions.

- *Cleaning service-* Sheba.xyz provides cleaning service for home, furniture, pest control etc.

- *Laundry service-*The firm provides professional laundry service handled by laundry specialists with extreme care at affordable price.

- *Home shifting services-*The firm provides home shifting services for both home shifting and Office shifting people by connecting them with packers and movers companies providing best relocation services.

- *Food delivery service-* Sheba.xyz offers fast and quality food delivery service for its clients featured by verified and quality service providers.

- *Electric services-* the firm provides all types of home or official electric services. Sheba.xyz provides all types electronic machine installation and repairing services.

- *Digital Security-* The firm deals with all type of digital security for home and offices. It provides and installs digital security appliances like wireless motion alert sensor, keyless entry with Smartphone, night vision outdoor camera, and outdoor home security alarm etc.

- *Wi-Fi service-* Sheba.xyz provides Wi-Fi and broad brand installation services.

- *AC service-* If the air conditioner is needs repair or replacements sSheba.xyz is there to help.

- *Fridge service-* Sheba.xyz provides repair services for fridge of all brands. No matter where one bought it, Sheba.xyz can repair it. It repairs fridges of all brands like Whirlpool, LG, Transcom, Rangs etc.

- ***PC service-*** Sheba.xyz provides services for any type of damage of PC, Laptop, and computer accessories.
- ***Generator service-*** Sheba.xyz provides generator installation and repairing service.
- ***Lift service-*** Sheba.xyz provides lift installation and repairing service.
- ***Vehicle repair service-***The firm has car-repairing service, car decoration service, car-washing service, vehicle-tracking service etc. handled by highly skilled mechanics and service providers.
- ***Car rental service-***Sheba.xyz also has car rental service in their product line. They provide car rental service both inside and outside the city at reasonable price handled by verified and tested drivers to ensure safety and efficiency.
- ***On Demand Driver:***Sheba.xyz Providing On demand Driver by Apps. When Customer Need to go out but they haven't any Driver to carry them out then they knock me through our Sheba.xyz apps and sheba provided the on demand driver.

Chapter 3

Research

"Customer's Repurchase Intention with Sheba.xyz: based on the Four Factor Model"

Abstract

Objective: To find out the customer's Repurchase Intention of Sheba.xyz.

Design/ Methodology/ Approach: Primary data survey, mainly from BRAC University, Employee and customer's from Sheba.xyz has been chosen and used to gather initial information. Along with that extensive secondary data from various research papers has been collected to form and test the model. As this paper is based on an academic project that is why I had to select the sample from BRAC University and small number of sample has been collected from outside.

Findings: The Regression Model showed that pricing and brand experience has a significant effect on repurchase intention which means customers who are willing to take services from sheba.xyz are likely to repurchase them because of its pricing policy and brand experience.

Research Limitation/implication: To understand the customer's Repurchase Intention of Sheba.xyz it would be better to look for the other factors apart from the service quality, pricing and Brand experience. For example, purchase intention, Brand personality, Raw materials, Durability and would be some important factor to consider explaining the customer's Repurchase Intention of Sheba.xyz. Brand personality plays a very vital role choosing an online service sector.

Keywords: Customers, Satisfaction, service quality, pricing, Purchase, Repurchase, Intention, Sheba.xyz.

Paper Type: Research paper

Introduction

The online service industry of Bangladesh has become a major revenue generating industry apart according to present context. This industry has emerged over the last decades and successfully contributing in the country's GDP. The main reason behind this growth of online service Industry in Bangladesh is the changing lifestyles of the people and continuously trying to update with the latest fashion trend where online service sector plays a very vital role (Mia, 2017). The general people of Bangladesh has become more fashion conscious and they are considering the online service sector as one of the defining elements of their day to day lifestyle (Mia,2017), as a result people are taking more online services and the industry is rapidly booming over the last decade. Apart from satisfying the fashion need of the general people, online service based items from Bangladesh has become major export revenue as well. As a result of this rapid growth of online service sector in Bangladesh people now have more options while choosing the online brands as many new brands are coming and also Government is getting a good amount of revenue from this sector. The NBR also mentioned that in the coming year the growth of the online service industry of Bangladesh will be increased and as a result the end customers will be more benefitted as they will be getting more options to choose from

The end result from this paper will be helpful for the academic purpose as many of the faculties or teacher from different sector can use these findings in their own research. More importantly, this paper will help thepeople most like the Manager, CEO and other administrative people related with online service Industry because I have identified the crucial factors that affect the customers repurchase intention. So understanding the factors that influence the customer repurchase intention will help the Managerial people of the online service Industry.

The principle research question of this examination is 'What are the primary driving components behind the Repurchase of sheba.xyz administrations. As this exploration paper depends on the little geographic and statistic individuals that is the reason it is the little portrayal of the more extensive picture, which will require a further report on this point. Repurchase Intention is very important for a successful business. It is considered that turning a general one time customer into a repeat purchaser is vital for most of the business, because other than that it is difficult for those companies to sustain in the long run in this intense competition (Alam, 2017). The repeat purchasers can make a business grow as they are the loyal customers and spread the good word of mouth as well. It is observed that, for most of the business Repeat purchaser contribute almost one third of the revenue generated every year (Sharif, 2003). So if

a business cannot make a repeat purchasers, then the competitor company can make those customers their repeat purchasers as a result revenue will be lost. Researchers have found a positive and strong relationship between overall 'Brand Experience' and 'Repurchase Intention'. The consumers tend to do repeat purchase if the previous overall brand experience was good with that brand (Chung, 2004). Cinho(2014) found that if a customers had a bad or negative previous 'Overall Brand Experience' they will not likely to do repurchase with that brand in the future.Ibzan(2016) defined the 'Repurchase Intention' as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion. It is the customer's actual repurchase of any product or service resulting from a previous purchase of that same product. The research is conducted based on the 'Four Factor Model' designed and explained by Thomas Clef, Silvia Dorr and Nadine Walter (2013) to address our research question because this model clearly describe the effect of 'Service quality', 'Brand Experience' 'Pricing' and 'Purchase Intention' over the 'Repurchase intention'. Also this model helped identify which factor has the most and least effect on the customer's Repurchase Intention towards Sheba.xyz. The hypothesis and the conceptual framework is being portrayed in the following segment including the research method, analysis, the result and deliberation

Repurchase Intention (Dependent Variable):

Repurchase Intention states the chances or willingness of a customer who already made his/ her first purchase and keep using or buying products/services from the same company later under the consideration of present and possible situations (Fang, 2009). According to Al-Maghrabi (2011) Repurchase intention known by some other similar terms for instance, repeat purchase intention, re-buying intention, re-patronage intention, continuance intention and revisit intention. In our research Repurchase intention has been taken as a **Dependent variable** where I mainly concern about the factors by which a first-time purchaser turns to a repeat purchaser. Moreover, determining a customer's repurchase intention is important for a company to evaluate a customer's possible behavior in the future and also helps to understand customers demand and expectations (Kim, Lee &Youn, 2012). Based on the previous experience with driven factors like Brand experience (quality of the product, pricing of the product, availability of the product), brand personality (Excitement, sincerity, ruggedness, competence, sophistication), communication, performance, service quality customers usually make their decision to perform a repeat purchase. Moreover, according to Li and Hong (2013) stated that customers repurchase intention is highly influence by the level of their satisfaction. It's been also mentioned that, ***consumers with higher loyalty*** more like to (1) engage with repeat purchase activities, (2) their higher consumption or contribution helps the company to generate higher revenue (3) spend more time on gathering information or evaluate with alternatives before buying (4) spread positive word of mouth with their friends and family (5) and are not willing to switch to the other brands even though other marketing efforts having the potential to cause switching behavior. In addition, retaining existing customer is more important for a company rather than attracting the new customers because, the cost incurred while retain the present customer is less than attracting a new one (Fornell& Wernerfelt,1987; Pfeifer, 2005). Besides this, an evaluation on repurchase intention holds the ability to help a company if it is not able to meet with the desired target by finding out the cause and effect.

Research Model:
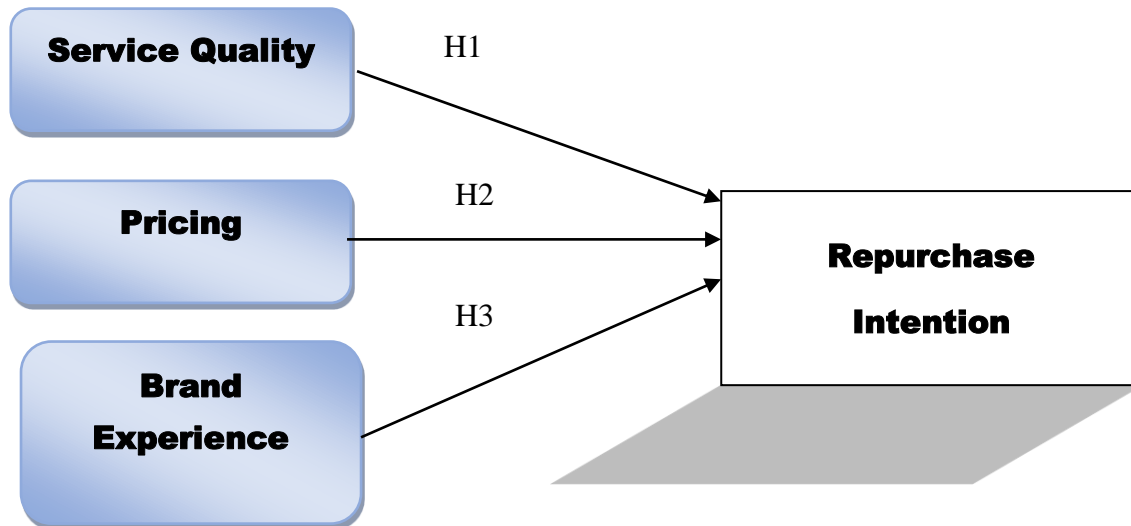
The Four Factor Model: Factors of influencing Repurchase Intention with Sheba.xyz

In my research I used the given model where it has three independent variables named by **service quality, pricing** and **brand experience** along with one dependent variable named by **repurchase intention**. Positive relationship among these independent variables influence a customer for making repurchase decision for any service or product. It indicates, level of satisfaction with these variables drives customers to decide if they want to purchase the product or not. Repurchase intention act as a final dependent variable here. These given independent variables are influencing a customer in many ways for repurchase of sheba.xyz services. Moreover, this figure shows the high consequence relationship between the independent variables towards the dependent variable. In addition, the positive relationship of a customer desire service quality, pricing and brand experience drives that particular customer to become a repeat purchaser of sheba.xyz service platform. Besides this, most of the customers are very much likely to have a concern about some specific area for instance, brand experience(affordable price, availability of the product, quality, commitments, stores ambiance) as well as brand personality to turn them into a repeat purchase of online service

sector. However, I believe this particular model will able to suggest us how entirely the customer repurchase intention can be measured by evaluating experiences with specific criteria of service quality, pricing, brand experience. Moreover, the conceptual framework and the hypothesis will be discussed accordingly in the upcoming section where I would also cover research method, the analysis part, results and discussion.

Conceptual Framework and Hypotheses

Service Quality

Philip Kotler (1997) defined **service** as 'an activity or a movement which can be offered by one certain party to another party which is mainly intangible and cannot influence any possession. Moreover, service might be identified as both tangible and intangible product. In addition, Zeithaml and Bitner (2003:85) referenced that, **'service quality'** is an engaged evaluation that helps to identify the client's view of explicit components of service in particular dimension of service quality, responsiveness, confirmation, compassion, physical assets.' Based on the appraisal of service quality gave to the clients, business administrators can recognize issue rapidly, improve their administration and better survey customer desire. (Business Dictionary.com). In addition, As per A. Parasuraman, V.A.Zeithaml, and L.L.Berry, it is during the service delivery that the nature of service is surveyed and the contact with every client suggests as an opportunity to fulfill or disappoint the client, a critical point in time. They characterized consumer loyalty concerning service as 'by contrasting impression of administration got and desires for service wanted.' They additionally referenced that an incredible nature of service is seen when desires are surpassed and then again, service quality is considered as unsatisfactory when desires are not met. In conclusion, quality is acceptable when seen service affirmed desires.Likewise, Parasuraman, Zeithaml, and Berry (PZB's1988) acquainted five measurements which drove with the advancement of SETVQUAL, these measurements are as per the following:

Tangibility: These incorporate the presence of workers, physical offices being offered and hardware which structure some portion of administration experience.

Reliability: The manner in which the administration is being conveyed, that is, the capacity to convey the guaranteed administration unequivocally and reliably.

Responsiveness: Willingness to enable clients, to react to their inquiries and furthermore to give quick administration to them.

Confirmation: Understanding and politeness of staffs and their ability to motivate trust and certainty.

Empathy: Helpful, care about the clients' necessities and the firm furnishes individualized regard for its clients with empathy.

H1: Service quality has a significant positive influence on repurchase intention

Pricing

In the simple way, price is the measure of cash charged for an item or an service. Talking comprehensively, the price is the entirety of the considerable number of qualities that a client offers up to pick up the advantages of having or utilizing an item or administration. Along these lines, clients trade a specific incentive for having or utilizing the item – a worth we call price. Without question, price is directly affecting the organizations profitability. What's more, much progressively significant: the price is a piece of the company's general offer. Price assumes a key job in making client worth and building client connections. Therefore, price is far beyond just the measure of cash charged for an item. (Claessens. M 2015)

H2: Pricing has a significant positive influence on repurchase intention

Brand Experience

Brand experience is conceptualized as sensations, feelings cognition's and behavioral responses evoked by brand related stimuli that are part of a brands design and identity, packaging, communications and environments, the authors distinguish several experience dimensions and construct a brand experience scale that includes four dimensions: sensory, affective, intellectual and behavioral.(Arnould, Price, and Zinkhan 2002). Research shows that the scale is reliable, valid and distinct from other brand measures, including brand evaluations, brand involvement, brand attachment, customer delight and brand personality (Aaker 1997). Moreover brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations. Brand experience allows firms through means as sensors, sensations and sensory expressions to differentiate and position a brand in the human mind as image (Schmitt 1999). This research opens up opportunities for managers to identify emotional linkages in differentiating, distinguishing and positioning a brand as an image in the human mind. As previous research has shown that brand experience affects customer

satisfaction and loyalty and is a better measure than others, it is an independent variable in my research and I hypothesize that:

H3: Brand experience has a significant positive influence on repurchase intention.

Research Method

Research Design

Since the main goal of this research is measuring the repurchase intention of customer of Sheba.xyz service sector, I basically used and applied qualitative research technique to conduct this research. Qualitative research is designed to reveal a target audience range of behavior and perception that drives with reference to specific topic or issue. The results of qualitative research are descriptive rather than predictive; it is more concern about human nature and human behavior. This is a qualitative research, so its nature is more liked descriptive. In the first step, I gathered information and data by subjective strategy which help us to permit to discover the key factors and limited down the key components and the related thing in this online administration industry, after that I do primary research, I have made a questionnaire based on customer repurchase intention question, I am able to collect 100 respondent response. In the third step, for collecting some information about online service sector and customer base I use secondary data and also go through some research paper and journal on this same topic.

Measurement:

I used a questionnaire to collect primary data and the respondents were asked to evaluate the brand Sheba.xyz. All the scale items under each measure construct were rated on five-point Likert scales. The respondents were mentioned to rate the announcements with a 5-point Likert scale with numeral beginning from 1 with the verbal articulation "Strongly disagree" to the numeral 5 with the verbal explanation "Strongly agree". The measure constructs being service quality, pricing brand experience and repurchase intention were measured with scale items what are mentioned in the Appendix. This allows their measurement properties to be assessed on validity and reliability. Likewise, the initial segment of the poll comprises of statistic data about the respondents like age, sex, and so on. The second part of the questionnaire is about

brand experience and it comprises statements that focus on the experience people had with the brand such as 'its actual performance, will recommend other or not etc. These statements were formulated and adapted from Sayid Mia, Nur-E-Alam, Ahmad and Kamal Uddin (2017). The third part of the questionnaire includes statements about pricing of Sheba.xyz which were formulated and also adapted from Gill and Hellgren (2011). It consists of statements about pricing which are used for finding out if the respondents feels that the amount they are paying for the service are worth enough or not etc. The last parts of the questionnaire measures service quality of respondents with statements like if the customers able to get the exact service they were ordered or not, behavior and professionalism of service provider etc, and also statements that reflect the respondents' views on their repurchase intention of the brand Sheba.xyz (see Appendix for all the statements). Most of the statements were formulated and adapted from Saad Andaleeb and Conway (2006).

Sampling:

The respondents selected were mostly from University students and employee and customers of Sheba.xyz. The survey was given to them online to be completed and submitted via Google form. The identities of the respondents are quite clear as they have been asked to mention their name in the questionnaire. Respondents were informed that the study is being conducted by BRAC University student for the BUS400 course as an internship report.

Initially 82 respondents responded to my questionnaire which did not match my requirement of minimum 100 respondents that is why the respondent's categories increased further to our other friends and relatives outside the University. The respondents that I have received after this initiative were 103 respondents. From those 103 I have taken 100 respondents for my paper.

From those total 100 responses there are total of 3 missing data response and I also found some missing data. I could get more than 100 responses to make up for those questionable and missing data but due to time constraint and course requirement I had to continue the study with the 100 I received.

Gender			
Male		Female	
Count	Table N %	Count	Table N %
36	36.0%	64	64.0%

The above-mentioned table is showing the total Gender distribution of male and female of the paper. From the table I can sort out that among the total 100 respondents Male were 36 which is 36% of the respondents and Female were 64 which is 64% of the total respondents.

		Gender			
		Male		Female	
		Count	Table N %	Count	Table N %
Profession	Student	23	23.0%	31	31.0%
	service holder	8	8.0%	15	15.0%
	Entrepreneur	1	1.0%	10	10.0%
	Homemaker	4	4.0%	8	8.0%
Income	below 5000 bdt	13	13.1%	30	30.3%
	5000- 15000tk	12	12.1%	15	15.2%
	15001- 30000 bdt	7	7.1%	8	8.1%
	30001 - 50000 bdt	2	2.0%	10	10.1%
	above 50000bdt	1	1.0%	1	1.0%
Age	18-25	24	24.0%	34	34.0%
	26-35	8	8.0%	12	12.0%
	36-45	0	.0%	6	6.0%
	46 and above	4	4.0%	12	12.0%

This table shows the elaborate and holistic distribution of our Respondent's Demographic characteristics. It states the 3 main demographic factor of my paper which are Profession, Age and Gender. In the profession criteria there were 23 students which were highest and it is normal as I am doing this research in University following the service holder and home maker. In the income criteria there were 13 respondents who has the below 5000 income which was the highest in ratio followed. In the final Age criteria 18 to 25 age group was the highest followed by the 26 to 35 and 46 or above.

Missing Data Analysis:

In SPSS, "missing values" may refer two things Framework missing qualities are values that are totally missing from the data information. They are shown as periods in data view and **user**

missing values are values that are invisible while analyzing or editing data. In omy data set I got 3 missing data which were by respondent numbers 12, 87 and 93.

12	1	1	1	.

87	.	.	.	.	4

93	.	.	4	4

Respondent number 12, 87 and 93 did not fill up all the questions therefore we deleted those rows entirely because if the missing values are not handled properly then I would end up drawing an inaccurate inference about the data. After that I replaced the missing data.

→ **Frequencies**

[DataSet1] C:\Users\14304023\Downloads\MKT426 FINAL DATA ENTRY.sav

Statistics

		SMEAN(SQ1)	SMEAN(SQ2)	SMEAN(SQ3)	SMEAN(SQ4)	SMEAN(SQ5)	SMEAN(PC1)	SMEAN(PC2)	SMEAN(PC3)
N	Valid	97	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0	0
Minumum		1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5

Frequency Table

SMEAN(SQ1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.5	15.5	15.5
	2	19	19.6	19.6	35.1
	3	19	19.6	19.6	54.6
	4	33	34.0	34.0	88.7
	5	11	11.3	11.3	100.0
	Total	97	100.0	100.0	

Outliers Analysis

Before eliminating Outliers:

	BE	PI	MAH_1	Probability
1	16	16	.	.
2	20	20	22.70586	.00005
3	4	4	11.98800	.00742

After eliminating Outliers:

	BE	PI	MAH_1	Probability
1	5	8	9.72252	.02108
2	5	11	8.85667	.03126
3	11	17	8.05520	.04488

Outlier Analysis: In this table it is indicating the Outliers in our dataset. Outliers consider as a term that signifies 'It is a reality or perception that is altogether different or far off from the remainder of the reality or perception'. This implies in a dataset if there were information that is altogether different or irregular from different information that uncommon information is called Outliers. In this paper I could find out few outliers as well. To discover the Outliers I have run the 'Mahalanbis' direction and from the outset draw out the Probabilities from the dataset. After that I have arranged the segment information into ascending order and afterward I have discovered 3 Outliers which value is under .001 which has been appeared in the principal table. At that point I have cleared those 3 outliers which were appeared in the second table.

Factor Analysis Description

After dealing with the Missing information and outliers I am currently going to discourse about the Factor Analysis. Factor Analysis is a factual method where the fundamental structures of the factors are estimated. Regardless of whether the factors are noteworthy or not, whether they have relationship or not and so forth the primary target of factor examination is to change over the enormous dataset into progressively conservative and sensible arrangement of data so it is simpler to interpret and without the base loss of information. Despite the fact that I have Model for my paper yet even after that I have utilized the 'Principal Component Analysis' for my paper since it gave me the more objective and impartial outcome. After a few endeavors and attempt, I have chosen to utilize the Principal Component Analysis for my paper for target and unbiased outcome.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	555.840
	Df	45
	Sig.	.000

<u>KMO and Bartlett's Test:</u> It measures the correlation among the variables. The result of my table shows that it is .000 which is less than .05 and it is significant. Therefore, I can say the variables have the significant correlation among them.

Communalities:

At first there were values which were more than .05. After the re-orchestrating we have taken the worth which is more prominent than .05, which has been appeared in the above table.

Communalities

	Initial	Extraction
SMEAN(SQ1)	1.000	.867
SMEAN(SQ2)	1.000	.870
SMEAN(SQ3)	1.000	.869
SMEAN(SQ4)	1.000	.860
SMEAN(PC1)	1.000	.732
SMEAN(PC2)	1.000	.698
SMEAN(PC3)	1.000	.650
SMEAN(PC4)	1.000	.687
SMEAN(BE2)	1.000	.900
SMEAN(BE4)	1.000	.899
SMEAN(RI1)	1.000	.987
SMEAN(RI3)	1.000	.968

Extraction Method: Principal Axis Factoring.

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings					
	Total	% of Variance	Comulative %	Total	% of Variance	Comulative %	Total	% of Variance	Comulative %
1	4.401	44.008	44.008	4.401	44.008	44.008	3.612	36.124	36.124
2	2.097	20.966	64.794	2.097	20.966	64.794	2.564	25.640	61.764
3	.955	9.552	74.526	.955	9.552	74.526	1.016	10.161	71.925
4	.750	7.504	82.031	.750	7.504	82.031	1.010	10.105	82.031
5	.503	5.030	87.063						
6	.394	3.948	91.008						
7	.232	2.316	93.324						
8	.190	1.901	95.225						
9	.175	1.749	96.974						
10	.106	1.064	98.038						
11	.102	1.020	99.058						
12	.094	.942	100.000						

Extraction Method: Principal Component Analysis.

Rotated Factor Matrix^a

	Factor			
	1	2	3	4
SMEAN(SQ1)	.867			
SMEAN(SQ2)	.870			
SMEAN(SQ3)	.869			
SMEAN(SQ4)	.860			
SMEAN(PC1)		.732		
SMEAN(PC2)		.698		
SMEAN(PC3)		.650		
SMEAN(PC4)		.687		
SMEAN(BE2)			.900	
SMEAN(BE4)			.899	
SMEAN(RI1)				.987
SMEAN(RI3)				.968

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 8 iterations.

Total Variance Explained and Rotated Component Matrix: Rotated Component Matrix and total variance is being represented to above table. As per as instruction I need full fill three requirements which is 60% or more than 60% value for variance explained, variables should be loaded in separate column and Eigenvalue should be one or more than one. Among these 3 requirements if there are two requirements fulfilled then the result should be accepted. In this case, I was able to meet up two requirements which are:

1. Loaded the separate variable into separate column and

2. Percentage of Variance Explained is 82%

All these 2 fulfilled requirements are shown in the above-mentioned tables. However, my eigenvalue represents .750 which is nearly 1 as well.

Reliability test

Reliability: Reliability is the assessment of the consistency among the variables. Weather, they are consistent over the period of the research or not. To measure the Reliability test, I measured the 'Cronbach's Alpha' test.

Cronbach's Alpha for Variable "Service Quality": The Cronbach's alpha value for Service Quality variable is .948 which is greater than .7 which is acceptable.

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded[a]	0	.0
	Total	94	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.948	4

<u>Cronbach's Alpha Value for Pricing:</u> The Cronbach's alpha value for the Pricing variable is .805 which is greater than .7 which is acceptable and matches the requirement.

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded[a]	0	.0
	Total	94	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	4

My other 2 variables brand experience and repurchase intention shows same kind of result which are greater than .7 which matches the requirements as well.

Validity Test

Validity means the variables or the items match its conceptual definition. In broader term validity means 'Whether the research instruments can measure the items which it intended to measure.' in the following table I have given the Pearson's Correlation table from MS Excel to show the correlation among the variables.

Correlations		SMEAN(SQ1)	SMEAN(SQ2)	SMEAN(SQ3)	SMEAN(SQ4)	SMEAN(SQ5)	SMEAN(PC1)	SMEAN(PC2)	SMEAN(PC3)	SMEAN(PC4)	SMEAN(BE1)	SMEAN(BE2)	SMEAN(BE3)	SMEAN(BE4)
SMEAN(SQ1)	Pearson Correlation	1												
SMEAN(SQ2)	Pearson Correlation	.829	1											
SMEAN(SQ3)	Pearson Correlation	.795	.864	1										
SMEAN(SQ4)	Pearson Correlation	.820	.793	.836	1									
SMEAN(SQ5)	Pearson Correlation	.319	.318	.428	.314	1								
SMEAN(PC1)	Pearson Correlation	.377	.319	.416	.445	.622	1							
SMEAN(PC2)	Pearson Correlation	.060	.109	.129	.104	.129	.180	1						
SMEAN(PC3)	Pearson Correlation	.098	.071	.165	.153	.273	.457	.412	1					
SMEAN(PC4)	Pearson Correlation	.161	.221	.215	.243	.334	.489	.262	.474	1				
SMEAN(BE1)	Pearson Correlation	-.161	-.127	-.031	-.124	.170	.139	.431	.495	.333	1			
SMEAN(BE2)	Pearson Correlation	.191	.224	.147	.217	.093	.269	.195	.421	.395	.260	1		
SMEAN(BE3)	Pearson Correlation	.236	.272	.275	.290	.174	.233	.212	.282	.166	.127	.376	1	
SMEAN(BE4)	Pearson Correlation	.583	.593	.587	.627	.398	.511	.255	.265	.203	.044	.285	.331	1

Regression Analysis:

Rotated Factor Matrix^a

	Factor 1	Factor 2	Factor 3	Factor 4		λ	λ²		λ	λ²		λ	λ²		λ	λ²
SMEAN(SQ1)	.867				SQ	.867	.752	PC	.732	.536	BE	.900	.810	RE	.987	.974
SMEAN(SQ2)	.870					.870	.757		.698	.487		.899	.808		.968	.937
SMEAN(SQ3)	.869					.869	.755		.650	.423						
SMEAN(SQ4)	.860					.860	.740		.687	.472						
SMEAN(PC1)		.732			sum		3.003			1.917			1.618			1.911
SMEAN(PC2)		.698			average		0.751			0.479			0.809			0.956
SMEAN(PC3)		.650														
SMEAN(PC4)		.687														
SMEAN(BE2)			.900													
SMEAN(BE4)			.899													
SMEAN(RI1)				.987												
SMEAN(RI3)				.968												

The above stated table shows us the 'Average' of the 4 variables. It was required to do the further process of Regression Analysis. The requirement of the Average is, it has to be greater than 0.5. Three of my Average output matches the requirement. The Average of the variable Brand experience is 0.809, for variable Repurchase intention it is 0.966, for variable service quality it is 0.751 and for the variable pricing the Average value is 0.479. Therefore, it represents most of the variables meet with the given requirement except pricing.

In this paper my required model consists of 4 variables. I tried to run the model in such a way so that I can get the more Neutral and unbiased result. To run the model there were 3 independent variables which is BE (Brand Experience), PC (Pricing), SQ (service quality) and one dependent variable which is RI (Repurchase Intention).

(Three independent and one dependent variable)

<u>Independent Variable:</u>

SQ: Service quality

PC: Pricing

BE: Brand experience

<u>Dependent Variable:</u>

RI: Repurchase Intention

Model summary:

The strength of the relationship between dependent variable and model is the ultimate indication of model summary.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.578a	0.334	0.082	0.9667

a. Perdictors: (Constant), SQ, PC, BE

b. Dependent Variable: RI

Here R the Multiple Correlation Coefficient proposed the liner relationship between the reliant variable, the higher the number are, the more grounded the connection. The value of R is representing .578 which indicates a positive and satisfactory correlation between the variable. Moreover, R Square shows the coefficient of determination. In this particular paper R Square indicates, the Regression Model justifies 33% variation with dependent variable.

ANOVA:

ANOVA[b]

Model		Sub of Squares	df	Mean Square	F	Sig.
1.	Regression	9.599	2	4.799	5.136	.008a
	Residual	85.04	91	0.935		
	Total	94.638	93			

a. Dependent Variable: RI

b. Perdictors: (Constant), SQ, PC, BE

Anova indicates whether the whole model is significant or not. If the Sig. level is equal or less than .05 then the whole model is significant. This paper represents the Sig. value is .008 which indicates that this model is significant.

Coefficient:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.212	.458		4.827	.000
	SQ	.038	.020	.190	1.862	.066
	PC	.260	.123	.216	2.121	.037
	BE	.928	.325	.285	2.855	.005

a. Depandent Variable: RI

SQ: Service quality

PC: Pricing

BE: Brand experience

Coefficient table demonstrates the Beta which proposed the quality of the connection among independent and dependent variable respectively. However, when significant value is equivalent or less than .05 only than it could be considered the relationship among two variables is worthy and significant. Here in this statistics three of my independent value got SQ (b=.066) (service quality) which is not significant effect on dependent variable, PC (b=.037) (pricing) has a significant effect and lastly, BE (b=.005) (Brand experience) is also significant. Therefore, based on this result it can be said that, my model indicates 'pricing' and 'brand experience' performed fairly well.

RESULTS

According to F-statistics it is been clearly noticeable that my required model which was used to find out the repurchase intention of customers of Sheba.xyz is significant. I have three variable among them one is not significant but rest of two are. The variable PC (Pricing) indicates a significant contribution on 'Repurchase Intention' (b=0.260); (p=0.037). In addition, BE (Brand experience) has a significant contribution on 'repurchase Intention' as well. (b=0.928); (p=0.005). Surprisingly, SQ (service quality) is showing less significant contribution to 'Repurchase Intention' (b=0.038); (p=0.66). According to my model pricing has significant affects to repurchase intention of clients of Sheba.xyz and furthermore brand experience significantly affects repurchase intention as well. On the other hand, service quality has less contribution to repurchase intention.

DISCUSSION

From the outcomes I can see that costing or pricing issue significantly affects repurchase aim which means customers who are willing to take services from sheba.xyz are likely to repurchase them because of its pricing policy. Therefore this supports our H2 as I predicted pricing intention has a significant effect on repurchase intention. Pricing is the factor that drives customers to repurchase from Sheba.xyz. Besides this, it increases the probability that the customer's repurchasing intention is high, therefore it also results customer retention. Repurchase is defined as consumers' actual behavior resulting in the purchase of the same product or service which proves that customers are highly satisfied if they are buying more than one occasion. This may be due to Sheba.xyz having fair rates for their services, their offers and packages are attractive to its customer within the given price. This might be consider as one of a important factor by which customers who purchase or order services from sheba.xyz become loyal to the brand and are willing to purchase again and again, etc. These attributes make customers of Sheba.xyz repurchase the services and hence my hypothesis is supported.

My last hypothesis H3 which says that Brand experience has a significant positive effect on repurchase intention is also being supported. Brand experience includes characteristics like 'having positive emotion with sheba.xyz by using their services ', 'comfort feelings, 'How it helps to make our daily life easy and hassle free', etc. These attributes should make people want to order from Sheba.xyz. I predicted it would definitely have a significant effect on repurchase intention which also matched with my output.

Our first hypothesis H1 which says that service quality has significant positive effect on repurchase intention is not being supported by the results. I was quite surprised after seeing the result because on time delivery, professionalism of service providers, communication skills, and actual performance is much more important while thought about any service. Perhaps there are other variables that connect these two factors somehow but service quality has no direct significant effect on repurchase intention. Further research is required to look into this matter.

LIMITATIONS AND FURTHER RESEARCH

RESEARCH LIMITATIONS

It is for sure that every research will have some limitations. However it is critically important for me to be striving to minimize the range of scope of limitations throughout the research process. It is always better to identify and acknowledge shortcomings of my work rather than to leave them pointed out by my dissertation. Research may have multiple limitations, but I choose to discuss only those limitations that directly relate to my research problems.

1. **Formulation of research aims and objectives:** I might have formulated research aims and objectives too broadly. The level of focus of the study could be increased.

2. **Implementation of data collection method:** As I do not have an extensive experience in primary data collection. Therefore, I was mostly able to take information from the University students. There is a great chance that the nature of Implementation of data collection method is flawed.

3. **Sample siz**e: Sample size depends on the nature of the research problem. Sample size is small, statistical tests wouldn't be able to identify significant relationship within data set. I can state that basing my study in larger sample size could have generated more accurate results. The importance of sample size is greater in quantitative studies compared to qualitative.

4. **Lack of previous studies in the research area**: Prior research is important, because it helps to identify the scope of works that have been done so far in research area. There may be little if any prior research on my topic if I have focused on the most contemporary and evolving research problem.

5. **Scope of discussion**s: Sitting together with each customers was a bit difficult. Very few times I could have managed to sit together and discuss. This is why discussions can be very effective in terms of research paper.

SUGGESTIONS FOR FUTURE RESEARCH

Building upon findings of my research: These may identify with discoveries of my investigation that I did not foresee. I may recommend future research to address unanswered parts of my examination issue. For instance, my speculation H1 was not upheld and it isn't clear why administration quality does not have any noteworthy impact on repurchase goal. Maybe future inquires about can investigate this issue.

Addressing limitations of my research: My research is not free from limitations and these may relate to formulation of research aim and objectives, application of data collection method, sample size, scope of discussions and analysis etc. To be progressively explicit, I had time requirements as I needed to make this report in approximately multi month of time. 1 would encourage future analysts to set aside more effort to lead such an examination.

Data collection: Data was collected mostly from University students due to time and resource constraints. I would suggest future researchers to not limit their samples to University students only.

CONCLUSION

This research is a pilot test. From my analysis I identified service quality does not have much effect towards customers repurchase intention with sheba.xyz. Moreover research also shows that price and brand experience has a strong relationship with repurchase intention. The variables pricing and brand experience were emphasized more based on which most of the time customer retention is created. That means the customers more rely on pricing and brand experience compare to service quality which ultimately lead the customers to repurchase. As I have conducted this research within a very short given period of time, this might lack some necessary information. That is why it needs to go for a further research.

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APPENDIX

Measures of Scales (Likert Scale: Strongly Agree to Strongly Disagree)

Service Quality:

- Receive exactly what I ordered at the first place.
- Service provider was well mannered, well equipped and professional.
- Service provider ensured on time delivery.
- Service provider had a good knowledge about his/her work
- The mobile app of Sheba.xyz is very much user-friendly.

Pricing:

- I paid more than I planned
- Offers & Package rates of Sheba.xyz services are attractive.
- Compared to other online home service the cost of Sheba.xyz seems fair.
- I can always afford services from Sheba.xyz over other online home service.

Brand Experience:

- I feel a good/positive emotional attachment with Sheba.xyz.
- I feel relax and comfortable by taking services from Sheba.xyz.
- Sheba.xyz services made my daly life hassle free and easy.
- It is safe and secured to take services from Sheba.xyz.

Repurchase Intention:

- Actual performance of Sheba.xyz met your expectation.
- You will recommend Sheba.xyz to your friends and family
- The price of the product is worth the money.
- If any unpleasant situation occurs while taking services from Sheba.xyz I will order from them again.