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Topic

THE IMPACT OF ONLINE CUSTOMER EXPERIENCE ON BRAND
LOYALTY IN E-COMMERCE PLATFORMS: A STUDY ON ASOS PLC UK

MODULE: DISSERTATION (LCMB7035)

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DECLARATION

I declare that this study is my own work and has been completed for my MBA programme. It has not been submitted for any other degree or qualification at this or any other institution. All other work and data taken from others are duly acknowledged and the study was conducted all the ethical grounds.

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ABSTRACT

This dissertation explores how online customer experience is linked to customer satisfaction and brand loyalty among ASOS customers in the United Kingdom. The study focuses on four key parts of the online journey: ease of using the website or application, ease of finding products, delivery experience, and feeling safe during payment and information sharing. The main objective is to describe how customers rate these experience areas and to examine whether customers who report a better online experience also report higher satisfaction and stronger loyalty intentions. The research used a quantitative cross-sectional design and collected primary data through an in-person survey. Only customers who had purchased from ASOS within the last three months were included, and 64 valid responses were analysed using simple spreadsheet methods such as frequency tables, percentages, average scores, and basic group comparisons. The findings show that most respondents reported a positive experience, especially for ease of using the platform and payment safety. Delivery performance was also rated positively by most customers. The weakest area was ease of finding what customers wanted, suggesting that product search and navigation may need improvement. Overall satisfaction was reported by 71.9 percent of respondents, and loyalty intentions were also high, with 75.0 percent planning to buy again and 70.3 percent willing to recommend ASOS. Customers with stronger online experience scores were more likely to report satisfaction, and satisfied customers were much more likely to plan to buy again than those who were not satisfied. The study concludes that improving key experience areas, particularly product discovery, can support satisfaction and strengthen loyalty intentions in online fashion retail.

TABLE OF CONTENTS

DECLARATION.....	i
ACKNOWLEDGEMENT	ii
ABSTRACT.....	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER ONE: INTRODUCTION.....	1
1.0 CHAPTER OVERVIEW	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT.....	3
1.3 RESEARCH AIM AND OBJECTIVES	4
1.4 RESEARCH QUESTIONS	4
1.5 RATIONALE OF THE STUDY	4
1.6 SCOPE OF THE STUDY	5
1.7 STRUCTURE OF THE DISSERTATION.....	5
1.8 CHAPTER SUMMARY	6
CHAPTER TWO: LITERATURE REVIEW	7
2.1 CHAPTER OVERVIEW	7
2.2 ONLINE CUSTOMER EXPERIENCE IN ELECTRONIC COMMERCE	7
2.3 EASE OF USING THE WEBSITE OR APPLICATION	9
2.4 EASE OF FINDING DESIRED PRODUCTS	9
2.5 DELIVERY EXPERIENCE	9
2.6 FEELING SAFE WHEN PAYING AND SHARING PERSONAL INFORMATION .	10
2.7 CUSTOMER SATISFACTION IN ELECTRONIC COMMERCE	10
2.8 BRAND LOYALTY IN ONLINE RETAIL AND ONLINE FASHION	10
2.9 THEORETICAL FOUNDATION	11

2.10 RESEARCH GAP	12
2.11 CONCEPTUAL MODEL AND HYPOTHESES	13
2.12 CHAPTER SUMMARY	13
CHAPTER 3: RESEARCH METHODOLOGY	14
3.1 CHAPTER OVERVIEW	14
3.2 RESEARCH UNION FRAMEWORK.....	14
3.3 RESEARCH PHILOSOPHY	15
3.4 RESEARCH APPROACH.....	15
3.5 RESEARCH DESIGN	15
3.6 STUDY POPULATION, SAMPLING METHOD, AND SAMPLE SIZE	16
3.7 QUESTIONNAIRE DEVELOPMENT AND MEASURES	16
3.8 DATA COLLECTION PROCEDURES	17
3.9 DATA CODING, PREPARATION, AND ANALYSIS PLAN	18
3.11 METHODOLOGICAL LIMITATIONS	19
3.12 CHAPTER SUMMARY	20
CHAPTER 4: DATA ANALYSIS AND FINDINGS.....	21
4.1 CHAPTER OVERVIEW	21
4.1 DATA PREPARATION AND CODING.....	21
4.2 RESPONDENT PROFILE	22
4.3 SURVEY RESULTS	22
4.4 COMPOSITE SCORES FOR KEY MEASURES.....	23
4.5 DESCRIPTIVE RELATIONSHIP CHECKS	24
4.5.1 ONLINE CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION	24
4.5.2 CUSTOMER SATISFACTION AND INTENTION TO BUY AGAIN.....	25
4.5.3 LOYALTY SCORE BY AGE GROUP (DESCRIPTIVE).....	25
4.6 CHAPTER SUMMARY	26

CHAPTER 5: DISCUSSION.....	27
5.1 CHAPTER OVERVIEW	27
5.2 DISCUSSION ON FINDINGS AND HYPOTHESIS TESTING	27
5.2.1 ONLINE CUSTOMER EXPERIENCE IS LINKED WITH CUSTOMER SATISFACTION.....	27
5.2.2 FINDING 2: CUSTOMER SATISFACTION IS STRONGLY LINKED WITH BRAND LOYALTY	28
5.2.3 FINDING 3: ONLINE CUSTOMER EXPERIENCE APPEARS TO SUPPORT BRAND LOYALTY	29
5.3 IMPLICATIONS OF THE STUDY.....	30
5.3.1 PRACTICAL IMPLICATIONS FOR ASOS AND SIMILAR ONLINE FASHION RETAILERS	30
5.3.2 ACADEMIC IMPLICATIONS.....	31
5.4 CHAPTER SUMMARY	31
CHAPTER 6: CONCLUSION AND RECOMMENDATIONS.....	33
6.1 CHAPTER OVERVIEW	33
6.2 SUMMARY OF THE STUDY	33
6.3 CONCLUSIONS LINKED TO RESEARCH OBJECTIVES	34
6.4 RECOMMENDATIONS	35
6.5 LIMITATIONS OF THE STUDY	36
REFERENCES	38
APPENDIX A: SURVEY QUESTIONNAIRE	41
APPENDIX B: PARTICIPATION CONSENT FORM	42
APPENDIX C: EXCEL DATA FILE.....	43

LIST OF TABLES

TABLE 3.1: SURVEY QUESTIONS, MEASURES, AND JUSTIFICATION	17
TABLE 4.1: RESPONDENT PROFILE BY AGE GROUP (N = 64)	22
TABLE 4.2: RESPONDENT PROFILE BY GENDER (N = 64)	22
TABLE 4.3: YES/NO RESPONSES FOR ONLINE CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION, AND BRAND LOYALTY	22
TABLE 4.4: DESCRIPTIVE STATISTICS FOR COMPOSITE SCORES	23
TABLE 4.5: CUSTOMER SATISFACTION BY ONLINE CUSTOMER EXPERIENCE GROUP (N = 64)	25
TABLE 4.6: INTENTION TO BUY AGAIN BY SATISFACTION STATUS (N = 64)	25
TABLE 4.7: AVERAGE BRAND LOYALTY SCORE BY AGE GROUP (0–1 SCALE) (N = 64)	25

LIST OF FIGURES

FIGURE 1.1: INTERNET SALES AS A PERCENTAGE OF TOTAL RETAIL SALES	01
FIGURE 1.2: : E-COMMERCE MARKET OVERVIEW	01
FIGURE 1.3: UK ECOMMERCE STATISTICS	02
FIGURE 3.1: RESEARCH ONION FRAMEWORK	17
FIGURE 4.1: PERCENTAGE OF “YES” RESPONSES BY SURVEY ITEM (N = 64)	23
FIGURE 4.2: MEAN COMPOSITE SCORES FOR ONLINE CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION, AND BRAND LOYALTY (0–1 SCALE) (N = 64)	24

CHAPTER ONE: INTRODUCTION

1.0 CHAPTER OVERVIEW

This chapter introduces the topic, purpose, and direction of the dissertation. It explains why online retail has become a major part of the United Kingdom economy and why the fashion and apparel sector is especially important in online shopping. It also explains why the online customer experience matters more than ever in a market where customers can easily switch from one website to another. The chapter then presents the problem the study addresses, which is the limited United Kingdom based evidence that brings together key parts of the online customer experience and links them to customer satisfaction and brand loyalty in online fashion retail. The chapter sets out the research aim, objectives, and research questions in clear terms. It also explains why the study is useful for both academic research and business practice, and it briefly outlines the scope of the study and how the dissertation is organised.

1.1 BACKGROUND OF THE STUDY

The United Kingdom has one of the most developed e-commerce markets in the world. Recent data from the Office for National Statistics (ONS) show that internet sales accounted for around 28% of all UK retail sales in 2025, with online spending continuing to grow in both value and share of total retail activity (ONS, 2025).

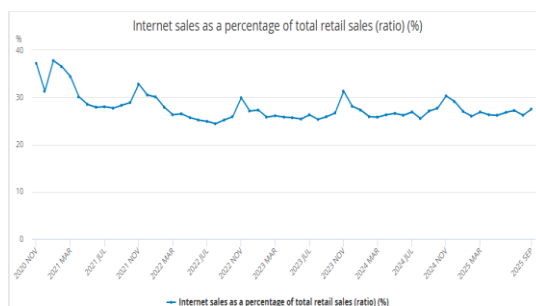


FIGURE 1.1: INTERNET SALES AS A PERCENTAGE OF TOTAL RETAIL SALES (SOURCE: ONS, 2025)

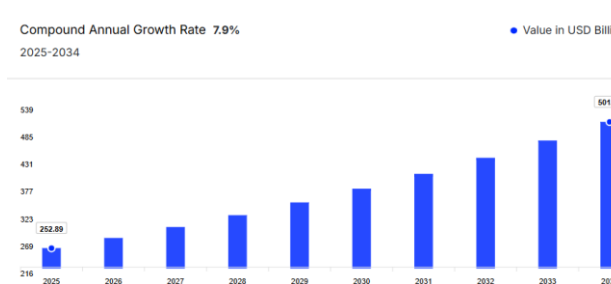


FIGURE 1.2: : E-COMMERCE MARKET OVERVIEW (SOURCE: EMR, 2025)

Market estimates also suggest that the United Kingdom online retail market reached about two hundred and fifty-two billion United States dollars in 2025 and could increase to around five hundred and one billion United States dollars by 2034, showing strong long term growth expectations (EMR, 2025). Other estimates indicate that online spending is becoming a large share of total retail spending and contributes strongly to national economic activity, reflecting how normal online shopping has become for many households (Pavli, 2025).

The number of online shoppers is also very large. Recent statistics indicate that there are over sixty-five million online shoppers in the UK, and a great number of them make purchases frequently, per person spending on average much more than what they can get offline thus indicating strong demand and frequency of online purchasing behaviors (Perkins, 2025; Starsup, 2025). Mobile shopping is of particularly high importance as a significant portion of online purchases have moved to smartphones which makes customers demand rapid and fluent shopping experiences on small-screens (Starsup, 2025). These patterns matter because the success of that online customer experience depends on easy it is for customers to search, select and pay for items in their cart — and track orders along the way — across a panoply of devices.

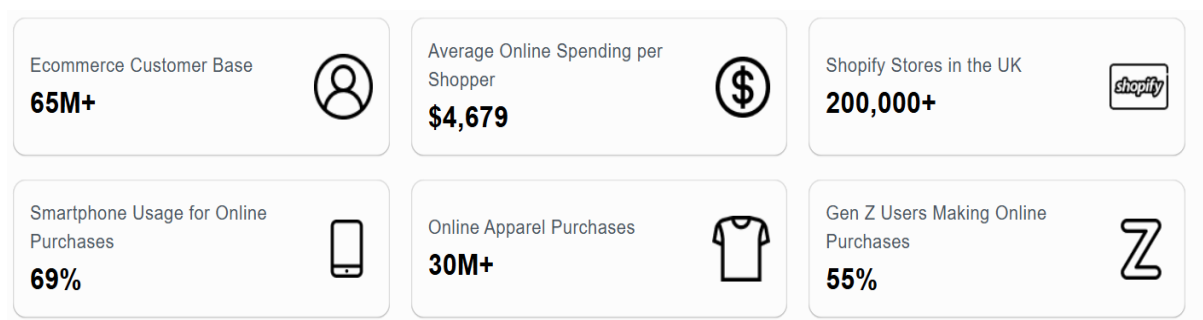


FIGURE 1.3: UK ECOMMERCE STATISTICS
(SOURCE: STATSUP, 2025)

Fashion and clothing are top of the list within e-commerce. Industry sources indicate that fashion is the largest proportion of online sales in the UK and so how many individuals engage with online shopping centre activities such as how they use clothing, footwear etc (Mordor Intelligence 2025; Pavli, 2025). The UK fashion online market is also huge on its own, with the proportion of channel in total fashion revenues at a high level that reflects how competitive online fashion has been (ECDB, 2025). Market estimates place the market size of fashion online as approximately forty-four billion USD by 2025, and anticipate fast growth in the near future (Coherent Market Insights, 2025). It is in such a mature market, indeed, that companies compete not only on the price and range of their products but most critically on the quality of customer experience during the entire shopping journey.

Customer expectations have also increased. Today most consumers demand that delivery be fast and reliable and flexible. The product evidence shows that some consumers seem to value same day delivery and rather few are willing to wait for a long period, at least when the competition has alternatives with quicker delivery times (Meteor Space (2025)). Delivery issues can also result in lost sales and diminished loyalty; therefore, delivery performance is a significant contributor to the overall customer experience (Herbert, 2025). In addition to delivery, they expect websites and mobile applications to be user-friendly, customer service to

be available when things go wrong and payment and personal data to be secure. These are the things that influence how customers judge online retailers and whether they will stay longstanding customers.

In this regard, ASOS is a significant precedent. It is an online fashion retailer for millions of customers. ASOS saw its sales hit nearly 3.54 billion pounds in the year 2023 but this also coincided with a tough consumer environment and discretionary spend was squeezed too (Curry, 2025). The Company announced that it had approximately nineteen point six million active customers in its 2024 annual report and the United Kingdom is still its biggest market (ASOS, 2024). Current results illustrate risk in the UK market, coupled with positive indicators for particular product ranges, meaning that the customer experience must be enhanced to underpin performance and long-term loyalty (ASOS, 2024). Since ASOS is an online retailer only, the customer's journey (website or app, payment process, delivery) and experience rank high to determine the company's success.

1.2 PROBLEM STATEMENT

The UK's online fashion retail market is highly competitive and the online only sector relies on customer experience to win and retain customers. Price and product selection still count, but they are increasingly viewed as table stakes rather than enduring advantages since customers can swiftly compare offers and shift to other retailers with a click. In this context, online customer experience is a key element in influencing customer satisfaction and brand loyalty.

Research shows that elements such as website usability, delivery performance, customer service quality, and perceived security can affect satisfaction and loyalty in many online settings. However, much of the existing evidence comes from contexts outside the United Kingdom, or from sectors such as banking and general online retail, rather than the United Kingdom fashion online market. Studies often focus on one or two experience factors at a time, rather than considering a combined view of the online customer experience. There is also limited research that focuses directly on ASOS customers and connects experience, satisfaction, and loyalty in a clear way.

For ASOS, existing discussion often highlights long term satisfaction with pricing, product variety, and service, but there is still a need to understand how customers judge the wider online journey in a practical sense, including ease of use, delivery experience, and feeling safe when paying online (Zhang, 2022). As customer expectations continue to rise, this lack of integrated,

United Kingdom focused evidence makes it harder for retailers to prioritise which parts of the online journey need the most attention. This study addresses this problem by examining how key parts of the online customer experience relate to customer satisfaction and brand loyalty among ASOS customers in the United Kingdom.

1.3 RESEARCH AIM AND OBJECTIVES

The aim of this study is to examine how online customer experience relates to customer satisfaction and brand loyalty among ASOS customers in the United Kingdom.

To describe how ASOS customers in the United Kingdom rate key parts of the online customer experience, including ease of using the website or application, ease of finding products, delivery experience, and perceived payment safety.

To measure the level of customer satisfaction with the most recent ASOS purchase experience.

To measure brand loyalty using two practical indicators, intention to buy again and intention to recommend ASOS.

To compare satisfaction and loyalty levels between customers who report a better online customer experience and those who report a weaker online customer experience.

1.4 RESEARCH QUESTIONS

How do ASOS customers in the United Kingdom describe their online customer experience in terms of ease of use, finding products, delivery experience, and payment safety?

What proportion of ASOS customers report being satisfied with their most recent purchase?

What proportion of ASOS customers show brand loyalty through intention to buy again and intention to recommend?

Do customers who report a better online customer experience also report higher satisfaction and stronger loyalty?

1.5 RATIONALE OF THE STUDY

This study is important for academic and practical reasons. From an academic perspective, many studies confirm that online customer experience influences satisfaction and loyalty, but the evidence base is not evenly distributed across countries and sectors. Research in emerging markets and non-fashion settings has shown that online experience factors are linked to loyalty outcomes, often through improved customer perceptions and satisfaction (Pires et al., 2024; Susilawati et al., 2024; Maharani et al., 2025). At the same time, there is limited United Kingdom focused work on online fashion retailers, and very little that focuses specifically on

ASOS customers (Zhang, 2022). This study contributes by offering evidence from a United Kingdom online fashion context.

From a practical perspective, ASOS competes in a market where customers are quick to switch platforms if the experience is not smooth. Businesses need clear information on what parts of the shopping journey customers value most. Delivery performance is often a key driver of repeat purchase decisions, and it can influence loyalty when customers judge the retailer based on delivery speed, accuracy, and returns (Tamim et al., 2025). Customer trust and perceived security also matter because customers must feel safe when paying online and sharing personal data (Pathak and Bharti, 2023). Customer service quality can influence how customers recover from problems and whether they stay loyal after a negative experience (Iqbal et al., 2023). The research findings allow to substantiate business-level decisions regarding website design, logistics service quality and support systems, as well as customer communication.

The work also carries a theoretical significance. According to expectation confirmation theory, satisfaction is achieved when the consumption of service by a customer is consistent with or exceeds the former's anticipation before purchasing (Maharani et al., 2025). This applies to online fashion shopping, as shoppers develop expectations regarding website friendliness, delivery lead time and service availability.

1.6 SCOPE OF THE STUDY

This study has clear boundaries. First, it focuses only on customers in the United Kingdom who have purchased from ASOS within the last three months. The findings may not represent customers in other countries or customers of other fashion retailers. Second, the study measures online customer experience through a small set of practical experience indicators, including ease of use, ease of finding products, delivery experience, and payment safety. Other factors such as pricing, product variety, personalisation, social media influence, and brand image are outside the scope of the study. Thirdly, the study is based on a quantitative survey conducted through fieldwork and analysed via excel. It uses frequencies and percentages and mean scores to do basic comparisons, therefore it is testing patterns and associations not sophisticated statistical modelling or causal proof.

1.7 STRUCTURE OF THE DISSERTATION

This dissertation has six chapters. The background, the problem, the aim and objectives of research and its questions are outlined in Chapter One. Literature of online customer experience, customer satisfaction and brand loyalty Online customer experience Customer

satisfaction and complaint behaviour Brand loyalty Review of Literature This chapter presents a review from the literature on the online customer experience, customer satisfaction and brand loyalty with focus on website usability, delivery performance, quality of service and perceived security. Research methodology This chapter is concerned with the methods of research employed, including the research design, sampling, data collection, approach to measurement and analysis using excel. The results are reported in Chapter Four by use of excel; respondent profile tables, question level percentages, average scores and comparison tables and charts. The findings are presented in chapter five with the literature, and chapter six concludes this paper by discussing what the results mean to online fashion retailers, particularly ASOS. Chapter Six summarizes and concludes the thesis by highlighting key findings, making practical recommendations, reflecting on limitations and making suggestions for future research.

1.8 CHAPTER SUMMARY

This chapter has discussed why both online retail and the experience of online fashion shopping are now key to the UK retail landscape, and how customer experience impacts significantly on customer satisfaction and loyalty. It has also shown why ASOS is an appropriate case for studying online customer experience in a digital only fashion business. The problem addressed by the study is the limited integrated evidence focused on the United Kingdom fashion online market and on ASOS customers in particular.

CHAPTER TWO: LITERATURE REVIEW

2.1 CHAPTER OVERVIEW

This chapter reviews and critically discusses academic literature on online customer experience, customer satisfaction, and brand loyalty in electronic commerce, with a focus on online fashion retail platforms similar to ASOS in the United Kingdom. The purpose of the chapter is to build a clear theoretical and empirical foundation for understanding why customers' online experience can shape how satisfied they feel and whether they intend to stay loyal to an online fashion retailer. The review focuses on practical parts of the online journey that customers commonly used to evaluate an online retailer, including ease of using the website or application, ease of finding products, delivery experience, and feeling safe when paying and sharing personal information.

The chapter is organised as follows. Section 2.2 explains what online customer experience means in electronic commerce and why it is important for retailers. Sections 2.3 to 2.6 review the four key parts of online customer experience that are used in this study. Section 2.7 discusses customer satisfaction and Section 2.8 reviews brand loyalty in online retail and explains why loyalty is valuable but difficult to maintain in highly competitive digital markets. Section 2.9 explains the theoretical foundation of the study using expectation confirmation theory and the technology acceptance model. Section 2.10 identifies a research gap that supports the need for this study and provide conceptual framework for the study.

2.2 ONLINE CUSTOMER EXPERIENCE IN ELECTRONIC COMMERCE

Online customer experience is broadly referred to as the perception customers have of an online retailer based on their experiences at all touch points during a shopping episode. It involves how customers see browsing, search for products, select the goods, pay for them take delivery and handle any problems after the purchase has taken place. In e-commerce, technical features and service process play a role in determining customer experience. Intermediaries Customers swipe through a digital interface, but their final verdict is based as much on delivery reliability, the resolution of issues and the security of payment and personal data. This is the reason why online customer experience often referred to as multi-faceted rather than a single feature.

One strong theme identified in the literature is that online customer experience affects business results through its impact on customer satisfaction, trust, and intentions to be loyal. Pires et al.

(2024) adopt a holistic perspective of customer experience in an online setting. Their research embeds customer experience in a web of constructs that include satisfaction, trust, perceived risk, security, privacy, service quality and loyalty consequences. Their results reveal that customer experience is significantly related to satisfaction and trust, which are directly linked to loyalty and positive recommendations. This implies that the online customer experience is a significant factor for retention due to its impact on affective responses (e.g., trust, comfort) and behavioral intentions (e.g., revisit intention) (Pires et al., 2024).

Susilawati et al. (2024) considers digital user experience and they argue that usability and overall digital quality could affect loyalty by defining the customer-brand image. Their findings show that positive digital interaction enforces the brand image and loyalty. This is important in that it indicates the level of quality of the online platform serves as a signal. Customers perceive the smoothness and clarity of online journey as a sign that the brand is competent, professional and reliable (Susilawati et al., 2024). This is especially applicable to the context of internet fashion retail, where customers have limitations when trying to evaluate whether or not a product suits them from images and descriptions on top of platform design.

Pereira et al. (2025) review research on loyalty and retention in digital markets and identify customer experience and trust as recurring themes. Their review highlights a key reality of electronic commerce. Customers can compare alternatives quickly and switch with minimal effort. This means loyalty is more difficult to secure than in some offline contexts. In such markets, customer experience becomes a major source of advantage because it reduces frustration, builds confidence, and encourages repeat use even when price and product variety are similar across competitors (Pereira et al., 2025).

In online fashion retail, the importance of online customer experience can be even stronger. Fashion shopping often involves uncertainty about fit, look, and quality, which increases perceived risk. Customers therefore depend heavily on the retailer's interface clarity, delivery reliability, and trustworthiness. Zhang (2022) provides evidence in the ASOS context that long term satisfaction with core service and value features is more important for loyalty than loyalty programmes alone. This supports the view that customers remain loyal mainly because the overall shopping experience works well and feels valuable, not because they are tied to a reward scheme (Zhang, 2022).

Overall, the literature supports three key points. First, online customer experience is a combined evaluation of multiple touchpoints, including interface quality, service performance,

and feelings of safety. Second, customer experience influences satisfaction and loyalty through mechanisms such as trust, reduced perceived risk, and perceived value. Third, in competitive online fashion markets, improving the customer experience can play a central role in maintaining loyalty when switching is easy (Pires et al., 2024; Pereira et al., 2025; Susilawati et al., 2024).

2.3 EASE OF USING THE WEBSITE OR APPLICATION

Usability describes the ease with which users can navigate and perform tasks such as browsing, searching and making purchases. This comprises the ease of use design, speed of page and compatibility with multiple devices. It is reasonable to simply view the user's requirements as technical system and thereby digest them by the receiver (wherein, according to TAM, people from easier-to-use, more-useful systems). A user-friendly, well-designed website improves customer satisfaction by minimizing exertion and frustration. Pires et al. (2024) highlight the importance of ease of use in that it can raise satisfaction and trust as “a simple, functional design can convey competence and dependability”. Ease of use not only promotes accessibility by accommodating users with various levels of digital competence, but it also helps to provide an inclusive platform that attracts the return visits (Pires et al., 2024).

2.4 EASE OF FINDING DESIRED PRODUCTS

Findability How easily products can be found by customers through search, categories and filtering. This is particularly crucial in the world of online fashion retail, where customers tend to base purchase decisions on parameters such as size and style. When users can easily locate products, they experience less frustration and better satisfaction. Pires et al. (2024) argue that a well-structured website increases perceived trust and value. Personalization. Product discovery can be personalized to facilitate faster, more relevant and satisfying browsing (Pereira et al., 2025). Suboptimal product discovery can result in customers becoming frustrated and may lose loyalty, particularly if the navigation and search experiences are difficult to understand (Pires et al., 2024).

2.5 DELIVERY EXPERIENCE

Delivery experience can be important in the world of e-commerce, where it comes down to whether products arrive on time and in a condition customers expect. Customer satisfaction and loyalty are highly related to service performance. Tamim et al. (2025) identified speed, accuracy, and return handling are the delivery factors worthy of attention. Timely delivery instils confidence in a retailer, lack of it and errors invite disappointment. Reputation

Customers may evaluate fairness in terms of delivery performance as that is when late or damaged goods may compromise the retailer's delivered value offer. The timeliness of delivery is particularly significant to online fashion retail, because customers often have specific occasions in mind for their purchases and returns are frequent (Tamim et al., 2025).

2.6 FEELING SAFE WHEN PAYING AND SHARING PERSONAL INFORMATION

Being confident during payment and data exchange is essential for online consumers. Customers have to believe that it's not a waste of time to input their payment and personal information. Pathak and Bharti (2023) demonstrate that when perceived security is high, it leads to a lower perception of risk so that purchase intentions are higher. Pires et al. 2024 contended that security perceptions added up to customer satisfaction and loyalty in general. In the ecommerce sector, where customers provide personally identifiable information, the safety of transactions must be guaranteed to generate trust. The customers are likely to revisit and recommend a site when the customers perceive that they will be secure while conducting transactions from the web site (Pathak and Bharti, 2023).

2.7 CUSTOMER SATISFACTION IN ELECTRONIC COMMERCE

Satisfied customers is the general assessment of the shopping experience, whether or not that shopping experience meets or exceed the customer expectation. Satisfaction is important in e-commerce, as it also represents how customers perceive both the digital user interface and service. In terms of Expectation Confirmation Theory, customers assess how an offering performs relative to their expectations and satisfaction increases when delivery meets or exceeds these expectations. Maharani et al. (2025) demonstrate that satisfaction results in loyalty only when the service meets expectations. Pires et al. (2024) echo this view and assert that satisfaction is the result of a mix of experience, trust, perceived value and lessened risk. Satisfaction more typically correlates with loyalty, though it's no guarantee customers will come back if they find something cheaper or on promotion. Satisfaction will, however, always be the main indication of an implicit customer's return (Maharani et al., 2025).

2.8 BRAND LOYALTY IN ONLINE RETAIL AND ONLINE FASHION

Brand loyalty in online shopping has behavioural and attitudinal dimensions. Behavioural loyalty is great for repeat purchase, but attitude loyalty involves preferences and willingness to recommend the brand. Customer loyalty is critical for digital retailers in providing predictable cash flow and minimizing customer acquisition expense. Pereira et al. (2025) argue that retention of customers is more difficult in online markets as there are low switching costs

and customers can easily contact other suppliers. They argue that customer experience and trust are loyalty drivers. Pires et al. (2024) relate loyalty with stable service performance, satisfaction and trust. Zhang (2022) demonstrates that loyalty programs is not the only approach to gain long-term loyalty, providing consistent value and service is also key. Also, recommendation intentions; when customers reveal an intention to publicly recommend the retailer - are a powerful gauge of loyalty and trust (Pires et al., 2024).

2.9 THEORETICAL FOUNDATION

This study is grounded in expectation confirmation theory and the technology acceptance model. These theories are commonly used in research on digital services and electronic commerce because they explain why customers evaluate online experiences in certain ways and how those evaluations lead to satisfaction and future intentions (Maharani et al., 2025; Pathak and Bharti, 2023).

Expectation confirmation theory describes that customers' satisfactions are formed through comparison between expectations and performance. Customers form expectations about salient elements of the shopping journey like how easy the platform will be to use, whether delivery will work reliably and whether payment will feel secure. Customers compare their experience with what they expected to experience after purchase. When reality matches preconceptions, happiness results. The greater the experience deficit, the more dissatisfaction it creates. Maharani et al. (2025) power this reasoning and suggest that the satisfaction is associated with loyalty effects when performance meets expectations (Maharani et al., 2025). In online fashion retail, this hypothesis is of specific relevance as 'convenience and delivery speed are high on consumers' wish list and are easier to compare performances across retailers.

The technology acceptance model puts emphasis on ease of use and usefulness as linchpin determinants for individuals to adopt and utilize a digital system. In e-commerce, usability is directly related to the ease of use of the website or application. Simplicity is for whether the web-store helps users to accomplish its own target easily i.e switching from store browsing, product search and transaction. Usefulness can also be assisted by perceived safety, as customers do not find a platform useful if it is seen as dangerous. Pathak and Bharti (2023) show that perceived security strengthens trust and reduces perceived risk, supporting purchase intentions (Pathak and Bharti, 2023). This aligns with the wider idea that customers prefer platforms that feel easy, safe, and efficient.

Together, these theories support a clear explanation of the expected relationships in this dissertation. Online customer experience shapes satisfaction because customers compare experience with expectations. Satisfaction then supports loyalty intentions because satisfied customers are more willing to continue buying and more willing to recommend the retailer to others. The theories also support the idea that positive experience can be linked to loyalty more generally because ease, usefulness, and confidence encourage continued use.

2.10 RESEARCH GAP

Although many studies examine online customer experience, satisfaction, and loyalty, several gaps remain that support the need for this study.

First, a large share of empirical research in this area is based in emerging markets or focuses on service sectors such as mobile banking and general electronic commerce rather than online fashion retail in the United Kingdom. Differences in market maturity, customer expectations, delivery infrastructure, and competitive intensity mean that results from other contexts cannot be assumed to apply fully to United Kingdom online fashion retail (Susilawati et al., 2024; Maharani et al., 2025).

Second, many studies use broad measurement scales with many items and complex statistical modelling. These studies provide valuable insights, but there is also value in examining whether the expected patterns are visible through very clear and practical measures that customers can answer easily. Research that uses simple measurement and transparent reporting can produce evidence that is easier to communicate and apply, especially in a student dissertation context.

Third, there is limited focused evidence that brings together key practical elements of the online fashion shopping journey and examines how they relate to satisfaction and loyalty intentions in a clear model. Pires et al. (2024) provide an integrated view of experience, satisfaction, trust, and loyalty, but research still benefits from retailer focused examination of core experience touchpoints. Zhang (2022) provides useful insight on loyalty drivers related to satisfaction in the ASOS context, and this supports further focused examination of customer experience and satisfaction as loyalty drivers.

These gaps support the need for a study that examines how key parts of online customer experience are associated with satisfaction and loyalty intentions among ASOS customers in the United Kingdom, using practical measures of experience and clear reporting.

2.11 CONCEPTUAL MODEL AND HYPOTHESES

Based on the literature and theories reviewed, the study views online customer experience as a set of key customer journey features that shape satisfaction and loyalty intentions. Online customer experience is represented by four practical areas: ease of using the website or application, ease of finding products, delivery experience, and feeling safe when paying and sharing personal information. Based on the literature, therefore three hypotheses are used.

Hypothesis one: Customers who report a better online customer experience are more likely to report customer satisfaction.

Hypothesis two: Customers who report customer satisfaction are more likely to show brand loyalty, including intention to buy again and intention to recommend.

Hypothesis three: Customers who report a better online customer experience are more likely to show stronger brand loyalty.

2.12 CHAPTER SUMMARY

Chapter two provides literature review on Online customer experience, customer satisfaction and brand loyalty in E-commerce platforms. It shows that online customer experience is not simple and has dimensions in regard to interface factors and service factors. The findings from critical studies suggest that ease of use of the platform, ease of product search, delivery experience, and sense of security during online transactions are important touch-points (phases) in the online customer journey that can influence satisfaction and loyalty intentions. The chapter also discussed customer satisfaction as a global assessment based on expectation confirmation. It justified brand loyalty as a significant consequence in the online market where it is easy for customers to switch and becomes difficult and rewarding to retain them. Expectation Confirmation Theory and the Technology Acceptance Model offer some foundations to explain why customer experience is able to affect satisfaction and why satisfaction can drive loyalty intention. Last, the chapter identified priority gaps about market context and FFE-supported evidence using pragmatic measures based on a simple concept model with three hypotheses to guide interpretation and discussion of the study.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 CHAPTER OVERVIEW

In this chapter explains how the study was designed and conducted, collected data were obtained, and results were analysed. The purpose of the study is to explore the relationship between online customer experience, customer satisfaction and brand loyalty in ASOS customers who are based in UK. The chapter follows the research onion to demonstrate how larger choices, such as those between research philosophy and design guide the specifics of instrument construction (survey questions) and analysis. The research philosophy, research approach and the research design are then clarified. It then explains the target population, sampling procedure, sample size and development of measurement tool. The chapter also describes on-site data collection, how to code the information and make the excel analysis. The ethical and methodological challenges are discussed at the conclusion with an overview of the chapter (Saunders et al., 2019; Creswell and Creswell, 2018).

3.2 RESEARCH ONION FRAMEWORK

The research onion is a recognised model for implementing business research. It presents the researcher with a sequence of decisions, from starting point principles about knowledge to concrete methods for gathering and analysing data (Saunders et al., 2019). This framework supports coherence throughout the study and that every decision contributes to meeting the research objective.

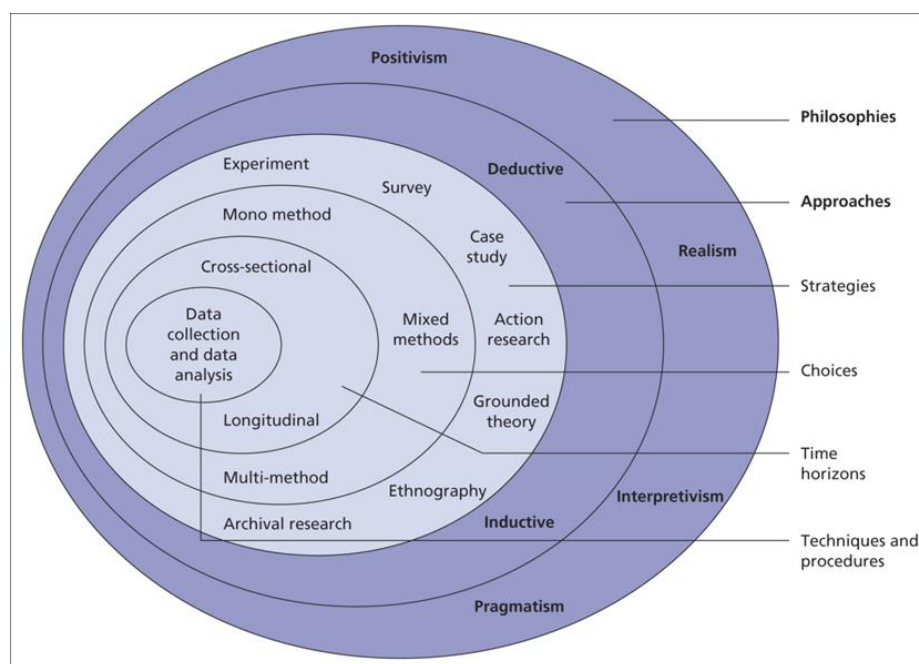


FIGURE 3.1: RESEARCH ONION FRAMEWORK

3.3 RESEARCH PHILOSOPHY

Research philosophy is based on the beliefs a researcher holds with respect to knowledge and how it has been studied (Saunders et al., 2019). Within business research a familiar distinction exists between an approach to enquiry that seeks to measure and identify patterns, compared with the approach which is oriented more towards meaning and interpretation (Creswell and Creswell 2018).

The present study claims this positivist-oriented approach in practical sense. Online customer experience, customer satisfaction, and brand loyalty are treated as concepts that can be measured using clear survey questions. The study does not aim to explore personal stories or detailed subjective accounts. Instead, it collects responses in a standard format and summarises them to show general patterns in the sample. This philosophy fits the purpose of the research because the study aims to produce results that are clear, comparable across participants, and easy to interpret for business decision making (Saunders et al., 2019).

3.4 RESEARCH APPROACH

Research approach explains how a study links existing knowledge to collected data. A deductive approach starts with ideas from existing research and theory, then collects data to see whether the observed results follow the expected direction (Saunders et al., 2019).

This study uses a deductive approach. Existing research in online retail and digital service contexts suggests that positive online experience is linked with higher satisfaction, and that satisfied customers are more likely to show loyalty intentions such as buying again and recommending the brand (Pires et al., 2024; Susilawati et al., 2024; Maharani et al., 2025). The study uses simple survey responses and descriptive comparisons to check whether the sample shows a similar pattern among ASOS customers in the United Kingdom. The purpose is not to prove cause and effect. Instead, the purpose is to produce clear evidence that is easy to communicate and discuss in relation to the literature.

3.5 RESEARCH DESIGN

Research design is the overall plan that links research questions to data collection and analysis (Creswell and Creswell, 2018). This study uses a quantitative, cross sectional survey design.

The study is quantitative because it uses structured questions and converts responses into numeric form for analysis. The study is cross sectional because data were collected at one time rather than repeatedly over a longer period. A cross-sectional survey design is commonly used

when researchers aim to capture customer perceptions at a specific time and summarise them using descriptive statistics such as counts, percentages, and averages (Saunders et al., 2019; Sekaran and Bougie, 2019).

This design fits the study for three reasons. First, the research aims to describe customer views clearly and consistently across respondents. Second, the study has to be feasible in terms of time and resources available for a dissertation project. Third, the analysis will be kept easy-to-follow and open, via excel (Saunders et al., 2019).

3.6 STUDY POPULATION, SAMPLING METHOD, AND SAMPLE SIZE

The population of interest for this research project is UK consumers who have shopped at ASOS recently. A screening rule was employed to ensure that respondents were able to accurately recall the experience. respondents were prompt to recall if they had ever bought from ASOS in the past three months. Only those who answered “Yes” were included in the survey. This reduces recall error and helps ensure that answers reflect recent experiences rather than older impressions that may no longer match current service performance (Sekaran and Bougie, 2019).

A probability sampling method was not used because there is no accessible list of all ASOS customers in the United Kingdom, and there is no practical sampling frame available for a student dissertation. Therefore, convenience sampling was used. Convenience sampling means collecting responses from eligible participants who are available and willing to take part. This method is widely used in consumer research when access is limited and the aim is to collect practical evidence within realistic constraints (Saunders et al., 2019; Sekaran and Bougie, 2019).

The final dataset contains 64 valid responses. This sample size is suitable for the type of analysis used in this dissertation because the focus is on descriptive reporting and comparisons rather than complex statistical modelling. The study does not claim that the findings represent all customers in the United Kingdom. Instead, it presents results from the sample and interprets them cautiously, which is appropriate for a small cross sectional survey study (Saunders et al., 2019).

3.7 QUESTIONNAIRE DEVELOPMENT AND MEASURES

The questionnaire was designed to measure three main areas: online customer experience, customer satisfaction, and brand loyalty. The questions were kept short and written in simple

language to support in person data collection and reduce confusion. Each main item used Yes or No answers. This was chosen to make responses quick to record, easy for participants to understand, and easy to summarise through percentages and basic average scores in excel.

Table 3.1 presents the final survey questions and explains what each one measures and why it is included in the study. The items were selected to match the research aim and to reflect commonly discussed drivers of customer satisfaction and brand loyalty in online retail research (Pires et al., 2024; Susilawati et al., 2024; Maharani et al., 2025).

TABLE 3.1: SURVEY QUESTIONS, MEASURES, AND JUSTIFICATION

Section	Survey question	What it measures	Justification
Screening	Have you purchased from ASOS in the last three months? (Yes or No)	Eligibility and recency	Ensures respondents have recent experience and can answer accurately, reducing recall error (Sekaran and Bougie, 2019).
Online customer experience	The website or application was easy to use. (Yes or No)	Ease of use	Ease of use supports positive evaluation of digital systems and continued usage intentions (Pathak and Bharti, 2023).
Online customer experience	It was easy to find what I wanted on ASOS. (Yes or No)	Navigation and search	Product search and navigation affect the flow of online shopping and shape how customers judge the overall journey (Tamim et al., 2025).
Online customer experience	Delivery was on time and items arrived in good condition. (Yes or No)	Delivery experience	Delivery reliability and condition influence satisfaction and repeat purchase intention in online retail (Tamim et al., 2025).
Online customer experience	I felt safe paying and sharing personal information on ASOS. (Yes or No)	Perceived safety	Trust in payment and personal data protection supports continued use of online services and positive customer evaluation (Pathak and Bharti, 2023).
Customer satisfaction	Overall, I am satisfied with my ASOS shopping experience. (Yes or No)	Customer satisfaction	Satisfaction reflects whether customer expectations were met during the shopping journey (Maharani et al., 2025).
Brand loyalty	I plan to buy from ASOS again in the future. (Yes or No)	Repurchase intention	Repurchase intention is a practical and widely used indicator of loyalty (Pires et al., 2024).
Brand loyalty	I would recommend ASOS to others. (Yes or No)	Recommendation intention	Recommendation reflects positive attitudes and loyalty through word of mouth (Susilawati et al., 2024).
Demographic	Age group (tick one category).	Sample description	Supports clear descriptive reporting and cautious subgroup comparisons (Saunders et al., 2019).
Demographic	Gender (tick one option).	Sample description	Supports descriptive reporting and context for interpretation (Saunders et al., 2019).

3.8 DATA COLLECTION PROCEDURES

Data were collected through in person survey administration in the United Kingdom. The researcher approached potential respondents and explained the purpose of the survey in simple terms. Each person was first asked the screening question to confirm that they had purchased

from ASOS within the last three months. Respondents who answered “No” were not included in the study.

Eligible respondents completed the short questionnaire on the spot. In person collection was selected because it reduces incomplete responses and allows the researcher to clarify any question if a participant is unsure. It also helps ensure that the screening condition is applied consistently for every participant. These features contribute towards the quality of the data, as respondents can ensure that all questions are completed before exiting their screen (Sekaran and Bougie, 2019).

Participation was voluntary. Respondents were informed they could refuse to participate or withdraw at any time. No identifying information, including names, contact info or account number was gathered in the survey. The responses were written down and entered into excel at later stage for data analysis.

3.9 DATA CODING, PREPARATION, AND ANALYSIS PLAN

Responses were logged into an excel sheet after data acquisition and assessed for completeness and correctness. Answers were coded adding scores: “Yes” as 1 and “No” as 0. The coding allows clear calculation of frequencies and percentages analysis for the study. The analysis plan followed five steps:

1. **Data screening and cleaning:** The researcher ensured that all included responses met the screening requirement and that all questions were answered.
2. **Sample description:** Age group and gender were summarised using frequency tables and percentages.
3. **Question level reporting:** For each survey item, the number and percentage of “Yes” and “No” responses were calculated and presented in a summary table, supported by charts.
4. **Composite score creation:** Three summary measures were created on a 0 to 1 scale. The online customer experience score was calculated as the average of the four experience items. Customer satisfaction was measured using the single satisfaction item. Brand loyalty was calculated as the average of the two loyalty items.
5. **Descriptive comparisons:** Two basic relationship checks were conducted using group comparisons rather than advanced modelling. First, satisfaction was compared between

respondents with higher online customer experience scores and those with lower scores. Second, intention to buy again was compared between satisfied and not satisfied respondents.

3.10 ETHICAL CONSIDERATIONS

Ethical consideration is essential in any study involving human subjects. The study was conducted in accordance with the principles of voluntary participation, informed consent, confidentiality and proper data management (Creswell and Creswell, 2018; Saunders et al., 2019).

Prior to participation, it was explained to every participant what the study was about and that they were taking part in research for an academic dissertation. The survey was optional and participants were told that they did not have to participate, and could stop at any time without penalty. In order to preserve privacy, the survey did not ask for names, contact information, payment details or any other individually identifying information. At a descriptive level, only basic demographic information, including age group and sex were recorded.

The subject of the survey had low risk as it only asked about online shopping experience, satisfaction and loyalty intention. The questions were phrased in plain language so as not to confuse or prompt embarrassment. The data were archived in a secured Password Protected file after being collected, for academic purpose. The presentation of the results is pure summary by tables and percentages, not allowing to know exactly who are the participants. Last, the study seeks to be truthful and transparent by clearly reporting methods and avoiding statements that its design can establish cause and effect (Creswell & Creswell, 2018; Saunders et al., 2019).

3.11 METHODOLOGICAL LIMITATIONS

This study is not without limitations and these should be taken into account when interpreting the results. One, convenience sampling was employed and therefore, the sample may not be representative of all ASOS consumers in the UK. Over representation of those who were easier to reach. Generalisation Generalisability of the findings beyond the sample size is relatively narrow (Sekaran and Bougie, 2019).

Second, the sample size is small. This influences the strength of sub-group contrasts, particularly if certain age groups are smaller in sample size. Therefore the research has been more about descriptive reporting and circumspect interpretation than strong claims. Third, the

survey applies dichotomous responses of Yes or No. This increases clarity, and allows analysing easily, but reduces detail in that it doesn't include how much a customer agrees or disagrees.

Fourth, the study is cross sectional and reflects attitudes at a single point in time. The results demonstrate the structure of relationships in the sample, but do not prove that online customer experience leads to satisfaction or loyalty. Other sensitivities like price, promotion, quality of merchandise, preference or competition did not appear in the brief questionnaire but may have influenced satisfaction and loyalty. These limitations do not undermine the significance of this study. These provide what can be claimed from the study and steer cautious interpretation in the discussion (Saunders et al., 2019).

3.12 CHAPTER SUMMARY

This chapter explained the methods used to examine the relationship between online customer experience, customer satisfaction, and brand loyalty among ASOS customers in the United Kingdom. The study was conducted in accordance with the research onion approach, and used a cross-sectional design involving quantitative data collection at one point in time. The survey was designed around brief questions requiring Yes or No responses, and capturing aspects of the online customer experience, global satisfaction and loyalty intentions. Responses were coded in and analysed using frequency tables, percentages, composite scores, and basic descriptive comparisons. Ethical safeguards were applied through informed consent, confidentiality, a low-risk survey design, and secure data handling. The next chapter presents the results from the excel.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 CHAPTER OVERVIEW

This chapter presents the findings from the primary data collected for this study. The data were gathered through an in-person survey of customers in the United Kingdom who had made a recent purchase from ASOS. Results are reported using frequency tables, percentages, basic average scores, and limited descriptive comparisons. The chapter is structured as follows. Section 4.1 summarises the dataset preparation and coding approach. Section 4.2 describes the respondent profile. Section 4.3 reports the question-level results for online customer experience, customer satisfaction, and brand loyalty. Section 4.4 presents summary scores for the core constructs. Section 4.5 provides two basic relationship checks to show how experience is associated with satisfaction, and how satisfaction is associated with loyalty. Section 4.6 provides a brief summary of the chapter.

4.1 DATA PREPARATION AND CODING

A total of 64 valid responses were included in the final dataset. All respondents satisfied the screening requirement of having purchased from ASOS within the last three months. The questionnaire used short Yes/No items to measure the study variables.

For excel analysis, responses were coded as follows: Yes = 1 and No = 0. This coding supports clear reporting of percentages and enables the calculation of basic average scores.

Three composite measures were created to summarise the dataset:

Online customer experience score: calculated as the average of four items covering ease of using the website or application, ease of finding products, delivery experience, and perceived safety of payment and information sharing.

Customer satisfaction score: measured using a single overall satisfaction item.

Brand loyalty score: calculated as the average of two items capturing intention to buy again and intention to recommend ASOS.

All composite scores range from 0 to 1, where values closer to 1 represent more positive responses.

4.2 RESPONDENT PROFILE

This section summarises the demographic profile of the respondents. Age group and gender were recorded to provide context for the findings.

TABLE 4.1: RESPONDENT PROFILE BY AGE GROUP (N = 64)

Age group	Frequency (n)	Percentage (%)
18–24	27	42.2
25–34	19	29.7
35–44	12	18.8
45+	6	9.4
Total	64	100.0

The sample is primarily concentrated in the younger age bands. Respondents aged 18–24 represent 42.2% of the sample, followed by 25–34 at 29.7%. Together, these two groups account for 71.9% of respondents, which is consistent with the strong use of online fashion platforms among younger consumers.

TABLE 4.2: RESPONDENT PROFILE BY GENDER (N = 64)

Gender	Frequency (n)	Percentage (%)
Male	31	48.4
Female	30	46.9
Prefer not to say	3	4.7
Total	64	100.0

Gender distribution is broadly balanced, with 48.4% male and 46.9% female respondents. A small proportion (4.7%) selected “prefer not to say.”

4.3 SURVEY RESULTS

This section presents the Yes/No results for each survey item. The items are grouped into the study areas of online customer experience, customer satisfaction, and brand loyalty.

TABLE 4.3: YES/NO RESPONSES FOR ONLINE CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION, AND BRAND LOYALTY

Study area	Survey item	Yes (n)	Yes (%)	No (n)	No (%)
Online customer experience	The website or application was easy to use	51	79.7	13	20.3
Online customer experience	It was easy to find what I wanted	41	64.1	23	35.9
Online customer experience	Delivery was on time and items arrived in good condition	46	71.9	18	28.1
Online customer experience	I felt safe paying and sharing personal information	49	76.6	15	23.4
Customer satisfaction	Overall, I am satisfied with my ASOS shopping experience	46	71.9	18	28.1
Brand loyalty	I plan to buy from ASOS again	48	75.0	16	25.0
Brand loyalty	I would recommend ASOS to others	45	70.3	19	29.7

FIGURE 4.1: PERCENTAGE OF “YES” RESPONSES BY SURVEY ITEM (N = 64)

Overall, respondents reported a generally positive online experience. The highest positive response was recorded for ease of using the website or application (79.7% Yes). Perceived safety during payment and information sharing was also high (76.6% Yes). Delivery performance received 71.9% Yes responses, suggesting that most customers experienced timely and satisfactory delivery, although a notable minority (28.1%) reported delivery issues.

The lowest positive response among experience items relates to ease of finding what the customer wanted (64.1% Yes), indicating that product search, filtering, or navigation may require improvement for a substantial share of customers.

Customer satisfaction and loyalty indicators were also positive. Overall satisfaction was reported by 71.9% of respondents. In terms of loyalty intentions, 75.0% indicated they plan to buy again and 70.3% stated they would recommend ASOS.

4.4 COMPOSITE SCORES FOR KEY MEASURES

To provide a concise summary of the dataset, composite scores were calculated using the coded Yes/No responses. These scores reflect the overall level of positive responses across related items and are reported on a 0 to 1 scale.

TABLE 4.4: DESCRIPTIVE STATISTICS FOR COMPOSITE SCORES

Measure	Calculation	Mean	Standard deviation	Minimum	Maximum
---------	-------------	------	--------------------	---------	---------

Online customer experience score	Average of four experience items	0.73	0.25	0.00	1.00
Customer satisfaction score	Overall satisfaction item	0.72	0.45	0.00	1.00
Brand loyalty score	Average of two loyalty items	0.73	0.33	0.00	1.00

FIGURE 4.2: MEAN COMPOSITE SCORES FOR ONLINE CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION, AND BRAND LOYALTY (0–1 SCALE) (N = 64)

The mean online customer experience score is 0.73, indicating that respondents, on average, provided positive responses to approximately 73% of the experience items. Customer satisfaction has a mean of 0.72, aligning closely with the Yes percentage reported for the satisfaction item. Brand loyalty also shows a mean of 0.73, indicating generally favourable loyalty intentions across the sample.

4.5 DESCRIPTIVE RELATIONSHIP CHECKS

This section provides descriptive checks to explore whether patterns in the data align with the proposed relationships in the study. These checks are reported through group comparisons rather than advanced statistical modelling.

4.5.1 ONLINE CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION

Respondents were grouped into two categories based on the online customer experience score:

High experience group: score of 0.75 or above

Low experience group: score below 0.75

The proportion of respondents reporting satisfaction was then calculated for each group.

TABLE 4.5: CUSTOMER SATISFACTION BY ONLINE CUSTOMER EXPERIENCE GROUP (N = 64)

Experience group	Respondents (n)	Satisfied (n)	Satisfied (%)
High online customer experience (≥ 0.75)	44	34	77.3
Low online customer experience (< 0.75)	20	12	60.0

The results show that satisfaction is higher among respondents who reported a stronger online customer experience. In the high experience group, 77.3% of respondents reported satisfaction, compared with 60.0% in the low experience group. This pattern suggests that a more positive experience is associated with higher satisfaction.

4.5.2 CUSTOMER SATISFACTION AND INTENTION TO BUY AGAIN

A second descriptive check examined whether satisfaction is associated with loyalty intention. Loyalty was assessed using the item “I plan to buy from ASOS again.” The proportion of respondents who planned to buy again was calculated separately for those who were satisfied and those who were not satisfied.

TABLE 4.6: INTENTION TO BUY AGAIN BY SATISFACTION STATUS (N = 64)

Satisfaction status	Respondents (n)	Plan to buy again (n)	Plan to buy again (%)
Not satisfied (No)	18	9	50.0
Satisfied (Yes)	46	39	84.8

The results indicate a clear difference. Among satisfied respondents, 84.8% planned to buy again, whereas only 50.0% of those not satisfied planned to buy again. This finding suggests that satisfaction is strongly associated with loyalty intention in this sample.

4.5.3 LOYALTY SCORE BY AGE GROUP (DESCRIPTIVE)

To provide additional context, average loyalty scores were compared across age groups. This comparison is descriptive and does not claim causality.

TABLE 4.7: AVERAGE BRAND LOYALTY SCORE BY AGE GROUP (0–1 SCALE) (N = 64)

Age group	Respondents (n)	Mean loyalty score
18–24	27	0.74
25–34	19	0.58
35–44	12	0.88
45+	6	0.83

The descriptive results show that the mean loyalty score is highest among respondents aged 35–44 (0.88) and 45+ (0.83). The lowest mean loyalty score appears in the 25–34 age group (0.58). These results should be interpreted cautiously due to the sample size, but they provide useful descriptive insight.

4.6 CHAPTER SUMMARY

This chapter presented the survey findings using excel analysis. The respondent profile showed that most participants were aged 18–34 and that gender participation was broadly balanced. The question-level results suggest that respondents generally reported positive experiences with ease of using the platform and feeling safe during payment. The lowest positive response related to ease of finding desired products, indicating a potential area for improvement.

Overall satisfaction and loyalty intentions were positive for most respondents. Composite scores for online customer experience, customer satisfaction, and brand loyalty were all around 0.72 to 0.73 on a 0 to 1 scale. Descriptive comparisons showed that respondents with stronger reported experience were more likely to be satisfied, and that satisfied respondents were substantially more likely to intend to buy again. These findings provide the basis for the discussion in Chapter Five, where the results will be interpreted in relation to the literature and the study context.

CHAPTER 5: DISCUSSION

5.1 CHAPTER OVERVIEW

This chapter discusses the main findings from Chapter Four and explains what they mean in relation to the literature and the theoretical ideas used in this study. The study explored how online customer experience relates to customer satisfaction and brand loyalty among customers of ASOS in the United Kingdom. The discussion is organised around the three hypotheses developed in Chapter Two. For each hypothesis, the chapter explains whether it is supported by the findings and compares the results with prior studies. Expectation Confirmation Theory and the Technology Acceptance Model are also implemented in the chapter to explain why such relationships should take place. The second chapter then gives the practical as well as the scholarly implication of the study. 5.2 Findings and Hypothesis Testing Discussion.

5.2 DISCUSSION ON FINDINGS AND HYPOTHESIS TESTING

5.2.1 ONLINE CUSTOMER EXPERIENCE IS LINKED WITH CUSTOMER SATISFACTION

In Chapter Four, satisfied customers with a stronger online customer experience score had higher chances of reporting the same. Within the high online customer experience category, respondents stated that they were satisfied 77.3 percent whereas the low online customer experience respondents stated that they were satisfied 60.0 percent. This difference implies that the quality of experience and satisfaction have the same direction. Put simply, the more customers believed the platform was user-friendly, the more they were likely to be satisfied as it was easier to shop, the delivery was fast and secure, and payment was safe.

This observation is consistent with the previous studies that consider online customer experience as one of the driving forces of satisfaction. According to Pires et al. (2024), the customer experience online has a strong impact on customer satisfaction and that customer satisfaction has a significant role to play later in determining other outcomes such as loyalty and word of mouth. Their work confirms the theory that experience is not a single aspect but the entire customer experience. When the journey is smooth, satisfaction increases (Pires et al., 2024). Susilawati et al. (2024) also show that digital experience improves customer outcomes, including loyalty, because customers interpret the online experience as part of the brand's quality and professionalism (Susilawati et al., 2024).

Expectation Confirmation Theory helps explain why this relationship is expected. The theory argues that customers enter the purchase with expectations and then compare actual

performance with those expectations. When performance meets or exceeds expectations, satisfaction increases (Maharani et al., 2025). In this study, the four experience items represent performance checks. If customers answered “Yes” to most of these items, it suggests that the experience met their expectations for a basic online fashion purchase. This supports satisfaction. When the customers said no more frequently, it is an indication that some expectations were not fulfilled and satisfaction will be less likely.

One thing that can be derived out of this finding is that satisfaction does not just follow even where experience is generally good. The statistics indicate that even the high experience group did not have a 100 percent satisfaction. This implies that satisfaction may also be determined by other elements that were not measured using this brief survey. Indicatively, the customers can also evaluate the quality of products, prices, promotions, experience of returns or even personal preferences. Existing literature reviews of digital loyalty studies also state that the interface of websites is not the only condition to influence satisfaction and retention in the online environment (Pereira et al., 2025). This helps to interpret it with caution, but still, it does not diminish the main message that better reported experience is associated with greater satisfaction in this sample. On the overall findings, hypothesis 1 is accepted.

5.2.2 FINDING 2: CUSTOMER SATISFACTION IS STRONGLY LINKED WITH BRAND LOYALTY

Results found in Chapter Four indicate that there is an evident correlation between satisfaction and loyalty intention. 84.8 percent of the satisfied respondents indicated that they will repurchase. Of the people who were not satisfied only 50.0 percent were going to purchase again. This is among the most vivid differences in the analysis and it implies that satisfaction is a powerful indicator of whether customers are going to make further purchases at ASOS or not.

This is in line with a substantial amount of research which has associated satisfaction and loyalty. Pires et al. (2024) demonstrate that satisfaction is a key channel by which customer experience is converted into the results of customer loyalty. Another factor that Pereira et al. (2025) mention as one of the drivers of retention and loyalty in the digital realm is satisfaction and trust, which is especially important since switching between digital markets is quite simple. Customers have a reason to come back when they become satisfied. They are not satisfied when they are likely to switch to other alternatives, which are easily accessible (Pereira et al., 2025).

This outcome is once again supported by the Expectation Confirmation Theory. When customers believe the retailer has provided what they expected, they get satisfied. Satisfaction is the next indicator that the customer is convinced that the decision made was right and it is worth picking again. Online shopping leads to greater confidence of the customer on subsequent shopping due to the uncertainty that has been eliminated by satisfaction, as the customer will be more certain by knowing the mechanism of operation, coupled with the trust they have on the retailer (Maharani et al., 2025). This is particularly true in online fashion retailing where customers feel insecure on fit and quality. This uncertainty can be minimized by satisfaction since it will ensure that the retailer is capable of delivering the expectations.

In this study, the measure of loyalty was also done using two indicators that were practical, which include intention to buy again and intention to recommend. The strong satisfaction correlation is demonstrated by the buy again outcome. The overall outcome of the recommendation was also favourable (70.3 percent recommended), indicating that a high proportion of customers were ready to recommend the brand in a positive manner. The previous research postulates that recommendation is a sign of both satisfaction and confidence, as clients tend to recommend only when they are confident in the retailer to the extent to which they can tie their reputation to it (Pires et al., 2024; Pereira et al., 2025).

One of the insights that this study could provide is the fact that satisfaction was not enough to ensure buy loyalty. Not all of them intended to repurchase even with satisfied customers. This could be an indication that loyalty in online fashion does not just revolve around satisfaction. This allows customers to be pleased and continue to shop around since fashion purchases can be affected by the trends, discounts and diversity across platforms. The research on online loyalty indicates that the switching costs are low and the competition is high, which results in a complicated retention process (Pereira et al., 2025). This aids in explaining why loyalty is closely connected with satisfaction, but it does not imply this. On the whole, hypothesis 2 is accepted.

5.2.3 FINDING 3: ONLINE CUSTOMER EXPERIENCE APPEARS TO SUPPORT BRAND LOYALTY

The Chapter Four results show that overall brand loyalty intentions are fairly high in the sample. Seventy five percent planned to buy again and 70.3 percent would recommend ASOS. The mean brand loyalty score was also 0.73 on the 0 to 1 scale. At the same time, the online

customer experience mean score was also 0.73, which suggests both experience and loyalty were generally positive in this group of respondents.

The most direct relationship check in Chapter Four connected experience to satisfaction (Table 4.5) and satisfaction to intention to buy again (Table 4.6). When these two patterns are combined, they support the idea that experience contributes to loyalty through satisfaction. This logic matches prior studies. Pires et al. (2024) show that online customer experience affects loyalty through satisfaction and trust. It is also noted that improved digital experience is attributed to improved loyalty outcomes as provided by Susilawati et al. (2024) partly due to the fact that experience enhances brand perception. Tamim et al. (2025) demonstrate that delivery performance may affect the loyalty because the customers attach importance to reliability and convenience, particularly, in the last mile delivery and the product state (Tamim et al., 2025).

The Technology Acceptance Model is also useful in explaining the reasons why experience could be an influencer of loyalty. The model states that customers will persist in using a digital platform when it is convenient and helpful. The ease of use might make shopping more readily available and the perceived usefulness might also increase when the platform can assist customers to identify products, make payment securely, and have them delivered with no hassle (Pathak and Bharti, 2023). The usefulness in a fashion sense incorporates time-saving and uncertainty. This has the ability to create habit and repetition of use which is some involvement in loyalty.

A valuable insight from the item results is that ease of finding what I wanted was the lowest experience item with 64.1 per cent saying yes. That indicates the possibility of the navigation, search, or filtering being a less strong aspect of the ASOS experience to some customers. It has been indicated in literature that product discovery is a factor that is significant in satisfaction due to the ease of shopping, and minimization of frustration.

5.3 IMPLICATIONS OF THE STUDY

5.3.1 PRACTICAL IMPLICATIONS FOR ASOS AND SIMILAR ONLINE FASHION RETAILERS

The findings suggest three clear practical lessons for online fashion retailers.

First, online customer experience should be treated as a full journey rather than only a website design issue. The results show that experience features such as delivery reliability and payment

safety sit alongside ease of use. Prior studies also show that customers evaluate the whole experience and that experience is linked to satisfaction and loyalty outcomes (Pires et al., 2024; Tamim et al., 2025). For managers, this means website teams, delivery operations, and customer support should work towards the same goal of a smooth journey.

Second, customer satisfaction appears to be a strong sign of whether customers will return. The large difference in intention to buy again between satisfied and not satisfied customers suggests that satisfaction is a key metric to protect. This matches the literature where satisfaction is central for retention in digital markets (Pires et al., 2024; Pereira et al., 2025). For practice, this suggests ASOS should monitor satisfaction closely and treat negative experiences as risks to repeat sales.

Third, the weakest finding product experience area was product finding. If customers have problems locating what they are looking for, they may buy once but may be less likely to return. Improvements in search, filtering and navigation can minimize shopping effort and facilitate satisfaction. Results from prior research on digital experience and loyalty indicate that lowering friction and increasing relevance may facilitate retention, particularly within competitive markets (Pereira et al., 2025; Susilawati et al., 2024).

5.3.2 ACADEMIC IMPLICATIONS

From an academic point of view, this study supports extant research linking online customer experience with customer satisfaction and links customer satisfaction with customer loyalty intentions. The results reveal patterns that are similar to previous research (Pires et al., 2024; Susilawati et al., 2024; Pereira et al., 2025). This implies that the main ideas are still visible with clear and practical questions.

The study also supports the use of Expectation Confirmation Theory as a means of understanding satisfaction in online retail. When the customers confirm that the important aspects of the journey worked well, satisfaction increases (Maharani et al., 2025). The study also supports the Technology Acceptance Model idea that ease and comfort in using the platform encourages continued use, which connects to loyalty intentions over time (Pathak and Bharti, 2023).

5.4 CHAPTER SUMMARY

This chapter discussed the findings from Chapter Four in relation to the literature and the theoretical foundations. The results supported all three hypotheses. Customers who reported a

better online customer experience were more likely to report satisfaction and satisfied customers were much more likely to plan to buy again. These patterns are consistent with previous studies finding that online customer experience facilitates customer satisfaction and customer satisfaction is a key predictor of intentions to be loyal in digital markets (Pires et al., 2024; Pereira et al., 2025).

The chapter also demonstrated that Expectation Confirmation Theory helps in explaining the level of satisfaction as the result of the expectations being met, while the Technology Acceptance Model helps in explaining the ease and usefulness in digital shopping can foster the consumer's continued use (Maharani et al. 2025; Pathak & Bharti, 2023). Finally, the chapter highlighted some practical implications, particularly to enhance product discovery and uphold satisfaction to aid loyalty in a competitive fashion online market.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 CHAPTER OVERVIEW

This chapter closes the dissertation by bringing together that which the study set out to do, what was found and what it means in practical and academic terms. It first summarises the overall study which includes the research focus to online customer experience, customer satisfaction and brand loyalty to ASOS customers within the United Kingdom. It then includes the key conclusions which are directly linked to the research objectives, and how the results answer the research questions using the excel analysis reported in Chapter Four. After that, the chapter provides some practical suggestions that can be implemented by ASOS and other online fashion retailers to enhance the customer experience and reinforce their satisfaction and loyalty intention. The chapter also presents the major limitations of the study such as the sampling approach, a small dataset, and short yes or no survey items. Finally, it proposes clear directions for future research in order to build on these findings.

6.2 SUMMARY OF THE STUDY

This dissertation focused on the online customer experience and its associations with customer satisfaction and brand loyalty in customers of ASOS United Kingdom. The research stemmed from the concept that online retail loyalty is not dependent on the judgement of the product itself, but rather the customer's judgment of the overall online journey. The study aim and objectives were to describe the key parts of the online customer experience, customer satisfaction, customer loyalty intentions, and customer satisfaction and loyalty pattern using tables and charts.

A quantitative cross-sectional survey design was applied and data were obtained using an in-person questionnaire. The survey consisted of short yes or no items to ensure that they were easy to record and analyse. The final dataset encompassed 64 valid responses of the customers who have purchased from ASOS in the past three months. Analysis was completed using excel such as frequencies, percentages, composite scores, and basic descriptive comparisons (Saunders et al., 2019; Sekaran and Bougie, 2019).

The research was based on Expectation Confirmation Theory and the Technology Acceptance Model to justify the interpretation. Expectation Confirmation Theory is the theory of satisfaction that explains it as the result of comparison between expectations and actual performance (Oliver, 1980). The Technology Acceptance Model explains continued use of

digital platforms using ease of use and perceived usefulness (Davis, 1989). These theories come in place because often online Fashion customers judge if the platform is easy, reliable and safe, and then decide if they will continue buying and suggesting the brand or not.

6.3 CONCLUSIONS LINKED TO RESEARCH OBJECTIVES

OBJECTIVE 1: TO DESCRIBE HOW ASOS CUSTOMERS RATE KEY PARTS OF THE ONLINE CUSTOMER EXPERIENCE

Overall the results indicate a predominantly positive experience for respondents when it comes to their online customer experience. The strongest item was "the website or application was easy to use" which indicates that the majority of customers had low effort while browsing and checkout. Second strong area was perceived payment and information safety, where many customers perceived to feel secure when paying online. However, one area of experience was weaker: ease of finding what the customer wanted. This suggests that product search or filtering or navigation might be a pain point for a significant percentage of customers, and that might come at a time when other aspects of the experience are positive.

OBJECTIVE 2: TO MEASURE THE LEVEL OF CUSTOMER SATISFACTION WITH THE MOST RECENT PURCHASE EXPERIENCE

Customer satisfaction was generally high in the sample, but not universal. The study found that there is a close link between satisfaction and the quality of the experience reported. Respondents in the highest online customer experience group reported satisfaction more frequently than those in the lower experience group (77.3 percent versus 60.0 percent).

This pattern supports the basic logic of Expectation Confirmation Theory. When the online journey fulfils expectations in terms of basic performance areas, it is more likely that satisfaction occurs (Oliver, 1980; Maharani et al., 2025). At the same time, satisfaction did not reach 100 percent even under the higher experience group, this suggests that there are other factors which can influence satisfaction for online fashion shopping, such as product quality, fit, returns experience, price promotions, personal preferences (Pereira et al. 2025).

OBJECTIVE 3: TO MEASURE BRAND LOYALTY USING INTENTION TO BUY AGAIN AND INTENTION TO RECOMMEND

Loyalty intentions were also generally positive in the sample. The study found that 75.0 percent planned to buy again and 70.3 percent would recommend ASOS.

This supports the view that many customers have favourable future intentions after a recent purchase. However, online fashion loyalty can still be fragile because switching costs are low and competition is high, meaning that customers may keep exploring alternatives even when they are satisfied (Pereira et al., 2025).

OBJECTIVE 4: TO COMPARE SATISFACTION AND LOYALTY PATTERNS USING DESCRIPTIVE CHECKS

Two clear descriptive patterns emerged. First, a stronger online customer experience was associated with higher satisfaction (77.3 percent satisfaction in the higher experience group versus 60.0 percent in the lower experience group). Second, satisfaction was strongly associated with intention to buy again. The results show that 84.8 percent of satisfied respondents planned to buy again, compared with 50.0 percent of those who were not satisfied.

Taken together, these patterns support the overall conclusion that online customer experience contributes to loyalty mainly through satisfaction, which aligns with prior e-commerce studies linking experience to satisfaction and satisfaction to loyalty intentions (Pires et al., 2024; Susilawati et al., 2024).

6.4 RECOMMENDATIONS

The recommendations offered below are based on the key findings and also on established evidence from research into online retail. They are practical steps, which can improve the online journey and strengthen the intentions of satisfaction and loyalty.

1. **Improve product discovery and navigation (priority area):** Since ease of finding products was also the weakest experience item, ASOS should improve search accuracy, filtering options, category structure and recommendation relevance. Better discovery leads to less shopping effort, frustration, which contributes to satisfaction and repeat purchase intentions (Pires et al. 2024; Davis, 1989).
2. **Protect delivery reliability and item condition:** Delivery performance is a large component of the online experience from a customer's point of view. ASOS should continue to improve the timeliness, accuracy, and quality of packaging, and improve exception handling of packages that are delayed or damaged. Prior research in the field of logistics indicates that delivery reliability contributes to satisfaction and loyalty, particularly within online retail where the moment of the delivery is highly influential in shaping the final evaluation (Tamim et al., 2025).

3. **Keep checkout and payment security visible and clear:** Many respondents said they feel safe paying and sharing personal information and that should still remain a core standard. ASOS should have clear messaging regarding security through trust cues, clear privacy messaging, and secure payment options without adding additional friction in the checkout process. Security helps in providing trust and minimizing the risk perception, thereby increasing the satisfaction and usage of the product or service (Pathak and Bharti, 2023).
4. **Strengthen customer support around common friction points:** Even when the website is easy to use, problems with delivery, returns, or product issues can bring satisfaction down fast. As well, the area of fast response times and clear resolution processes for delivery and returns issues should be the focus of any support improvements by ASOS because this is a common trigger for dissatisfaction in online fashion shopping (Pires et al., 2024; Pereira et al., 2025).
5. **Use simple tracking to monitor experience drivers over time:** ASOS can track the same key experience areas used in this study (ease of use, finding products, delivery, and payment safety) through short post-purchase surveys. This supports continuous improvement and helps identify whether changes in the platform reduce the weaker areas and increase satisfaction over time (Saunders et al., 2019).

6.5 LIMITATIONS OF THE STUDY

This study has limitations that affect how the results should be interpreted. First, convenience sampling was used, and the sample size was modest (64 respondents), so the findings cannot be generalised to all ASOS customers in the United Kingdom. Second, the study used a cross-sectional design, so it shows associations rather than confirmed cause and effect. Third, the questionnaire used yes or no items, which makes analysis clear and simple, but it reduces detail and does not capture strength of agreement. Fourth, the study focused on only a few experience areas and did not measure other likely drivers of satisfaction and loyalty in online fashion, such as price fairness, product quality, returns experience, or brand image.

6.5 FUTURE RESEARCH DIRECTIONS

Future research can strengthen and extend this study by using a larger and more diverse sample of online fashion shoppers across the United Kingdom to improve how far the results can be generalised. It can also use scaled response options, such as five-point agreement scales, to

capture the strength of customer opinions rather than only yes or no responses. Researchers can include additional factors that may shape satisfaction and loyalty in online fashion, such as returns convenience, product quality, perceived price fairness, personalisation, and brand trust, because these may explain why some customers remain loyal even when satisfaction is not very high. Future studies can also compare ASOS with other online fashion retailers to see whether the same experience elements matter most across different platforms. Finally, a mixed-method approach that combines surveys with short interviews could explain why some customers find product discovery difficult and what specific design changes would improve the shopping journey.

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APPENDIX A: SURVEY QUESTIONNAIRE

A. Screening Question (Eligibility)

1. Have you bought something from ASOS in the last three months?

☐ Yes ☐ No ((If No, politely end the survey and do not record the rest.))

B. Online Customer Experience (Yes/No)

2. The ASOS website or application was easy to use.

☐ Yes ☐ No

3. It was easy to find the product I wanted on ASOS.

☐ Yes ☐ No

4. My delivery arrived on time and the items arrived in good condition.

☐ Yes ☐ No

5. I felt safe when paying and sharing my personal information on ASOS.

☐ Yes ☐ No

C. Customer Satisfaction (Yes/No)

6. Overall, I am satisfied with my most recent ASOS shopping experience.

☐ Yes ☐ No

D. Brand Loyalty (Yes/No)

7. I plan to buy from ASOS again in the future.

☐ Yes ☐ No

8. I would recommend ASOS to other people.

☐ Yes ☐ No

E. Demographics (Tick one)

9. Age group:

☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45 or above

10. Gender:

☐ Male ☐ Female ☐ Prefer not to say

APPENDIX B: PARTICIPATION CONSENT FORM



University of Wales Trinity Saint David (c

Participant Identification

Number:

PARTICIPATION CONSENT FORM

(for researcher to fill)

Project Title: THE IMPACT OF ONLINE CUSTOMER EXPERIENCE ON BRAND LOYALTY IN E-COMMERCE PLATFORMS: A STUDY ON ASOS PLC UK

Name of Researcher: MD NAFIZ AHAMED

Name of Supervisor: Balendran Kandasamy

Aim of Research: The study aims to investigate the influence of different dimensions of OCE on BL among ASOS customers in the UK, utilising CS as a mediating variable.

(for participant to fill)

(for participant to fill)		YES	NO		
1	I confirm that I have read and understood the information sheet dated _____ for the above study.				
2	I understand there are no material benefits for participating.				
2	I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.				
3	I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.				
4	I understand that any information given by me may be used in future reports, articles or presentations by the researcher.				
5	I consent for my name and title to be used within this study.				
	Where applicable, I understand that my details will not be anonymous.				
6	I agree to be recorded (audio and/or audio-visual video).				
7	I agree to take part in the above study.				
Researcher's Name (Print)	MD NAFIZ AHAMED	Signature	MD NAFIZ AHAMED	Date	02/02/2026
Participant's Name (Print)		Signature		Date	

APPENDIX C: EXCEL DATA FILE

Respondent_ID	Q2_Website_or_app_easy_to_use (1=Yes,0=No)	Q3_Easy_to_find_what_I_wanted (1=Yes,0=No)	Q4_Delivery_on_time_and_good_condition (1=Yes,0=No)	Q5_Felt_safe_paying_and_sharing_info (1=Yes,0=No)	Q6_Overall_satisfied (1=Yes,0=No)	Q7_Plan_to_buy_again (1=Yes,0=No)	Q8_Would_recommend_ASOS (1=Yes,0=No)	Experience_score	Satisfaction_score	Loyalty_score
1	1	1	0	1	0	1	0	0.75	0.00	0.50
2	1	1	1	1	1	1	1	1.00	1.00	1.00
3	1	1	0	1	1	1	0	0.75	1.00	0.50
4	0	1	0	1	1	0	1	0.50	1.00	0.50
5	1	1	1	1	1	1	1	1.00	1.00	1.00
6	1	1	0	1	1	1	1	0.75	1.00	1.00
7	1	1	1	1	1	1	1	1.00	1.00	1.00
8	0	0	1	1	1	0	1	0.50	1.00	0.50
9	1	0	1	1	0	0	1	0.75	0.00	0.50
10	1	0	1	1	1	0	1	0.75	1.00	0.50
11	1	1	1	1	1	1	1	1.00	1.00	1.00
12	1	1	1	0	0	1	0	0.75	0.00	0.50
13	0	1	1	1	1	0	0	0.75	1.00	0.00
14	1	0	0	1	1	1	1	0.50	1.00	1.00
15	1	0	1	1	1	1	1	0.75	1.00	1.00
16	1	1	1	1	1	1	1	1.00	1.00	1.00
17	1	1	1	1	1	1	1	1.00	1.00	1.00
18	1	1	1	1	1	1	1	1.00	1.00	1.00
19	0	1	1	1	0	1	1	0.75	0.00	1.00
20	1	1	0	1	0	0	1	0.75	0.00	0.50

21	1	1	1	1	1	1	1	1.00	1.00	1.00
22	0	1	1	0	0	0	0	0.50	0.00	0.00
23	1	1	1	1	1	1	1	1.00	1.00	1.00
24	1	1	1	1	1	1	1	1.00	1.00	1.00
25	1	0	1	0	1	1	1	0.50	1.00	1.00
26	1	1	1	0	0	1	1	0.75	0.00	1.00
27	1	1	1	1	1	0	1	1.00	1.00	0.50
28	1	0	0	1	1	1	1	0.50	1.00	1.00
29	1	1	1	0	0	1	0	0.75	0.00	0.50
30	0	1	1	0	1	1	1	0.50	1.00	1.00
31	1	1	1	1	1	1	1	1.00	1.00	1.00
32	1	1	1	0	0	0	0	0.75	0.00	0.00
33	1	1	1	1	1	1	1	1.00	1.00	1.00
34	1	0	1	0	0	1	0	0.50	0.00	0.50
35	1	1	1	0	0	1	0	0.75	0.00	0.50
36	1	0	1	0	1	0	1	0.50	1.00	0.50
37	1	1	1	1	1	1	1	1.00	1.00	1.00
38	0	0	0	1	1	1	1	0.25	1.00	1.00
39	1	1	1	1	1	1	0	1.00	1.00	0.50
40	1	1	1	1	1	1	1	1.00	1.00	1.00
41	1	0	0	1	1	1	1	0.50	1.00	1.00
42	1	1	1	1	1	1	1	1.00	1.00	1.00
43	1	0	1	1	1	1	1	0.75	1.00	1.00

44	1	1	0	1	1	1	0	0.75	1.00	0.50
45	0	0	0	0	0	0	0	0.00	0.00	0.00
46	0	0	1	1	0	0	0	0.50	0.00	0.00
47	1	1	1	1	1	1	1	1.00	1.00	1.00
48	1	1	1	1	1	1	1	1.00	1.00	1.00
49	1	0	0	0	0	0	0	0.25	0.00	0.00
50	1	1	1	1	1	1	1	1.00	1.00	1.00
51	0	0	1	1	1	1	1	0.50	1.00	1.00
52	1	1	0	1	1	0	1	0.75	1.00	0.50
53	1	0	0	0	0	1	1	0.25	0.00	1.00
54	1	0	1	1	0	1	0	0.75	0.00	0.50
55	1	1	1	1	1	1	1	1.00	1.00	1.00
56	1	1	1	1	1	1	1	1.00	1.00	1.00
57	1	0	0	0	0	0	0	0.25	0.00	0.00
58	1	1	1	1	1	1	1	1.00	1.00	1.00
59	1	0	1	1	1	1	0	0.75	1.00	0.50
60	1	1	0	1	1	1	0	0.75	1.00	0.50
61	0	0	1	1	1	1	1	0.50	1.00	1.00
62	0	1	0	0	0	0	0	0.25	0.00	0.00
63	0	0	0	1	1	1	1	0.25	1.00	1.00
64	1	0	1	1	1	1	1	0.75	1.00	1.00