

Examining online Purchasing Behavior: A case of Pakistan

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Abstract-The initiation of the Internet brought a new way of advertising and selling the products. Most of the people use internet for purchasing the goods but there still some reasons due to which people hesitate from online buying. The attitudes of the people towards buying online are different. The purpose of this study is to examine the factors due to which the consumers feel hesitation from online shopping. For this purpose a questionnaire based survey was conducted and the questionnaires were circulated among the students of different universities and general public. 5 point likert scale was used to examine the responses. The responses were analyzed by means of frequency distribution, mean, and standard deviation analysis. The results of the analysis showed that most of the people already shop online and prefer to shop online but there are some reasons such as Psychological Factors, Social Factors Emotional Factors, and Privacy which affect buyer's attitudes to purchases online. The privacy and security are big problems affecting the behavior of the people to purchase online. Various attitudes of the consumers toward online purchasing are catered in the study which reveals that purchasing online are easy, comfortable and better than conventional shopping due to a variety of factors. The listed factors subject provides are prices, Convenience, and recommendation. The study also concludes that security and privacy are the major factors that hesitates consumers to purchases products online. The ratio of hesitation towards online shopping is more, which is mostly due to insecure payments and transaction of invalid and cyber hacking.

I. INTRODUCTION:

When studying the behavior of online shopping, we should bear in mind that logistics is one of the main objectives for online shoppers. Online shoppers are taking their orders at their home or office, waiting for quick delivery than offline purchases and timely delivery at a convenient time. Logistics excellence allows users happy so that they can save with online shopping malls and do not be shy. On the contrary, despite the availability of the Web are well designed web pages and powerful Web user can refer to other Web sites or traditional brick and mortar stores, if delivery is too late or delivered. Ernst & Young (2000) stated that competitive price, easiness and cost of delivery cause purchasing on internet but due to unavailability of product review system and fear of credit card hacking are major concern of consumers. Internet shopping refers to the buying of goods and services via Internet. The procedure took five steps akin to those related with conventional shopping manners (Liang and Lai 2000). In a typical process of purchasing on the Internet, where potential

customers recognize the need for certain goods or services, they go to the Internet and the need to find information related to the Although, instead of investigating for dynamic online shopping system sometimes it's captivate caliber customers caveats about products or services accompanied to the felt desire. Then, appraise alternates and elect the one that best congregates their criteria for convening the amorous expectation. Comprehensively, the activity is conducted out, and post-sale supports. An internet bargain embodiment applies to the psychological state of customers in terms of shopping online. Consumers hesitate to purchase entities online and it has many reasons behind this phenomenon because they perceive that they do not believe in the process of online shopping for insecurity of credit/debit cards, passwords, hacking information, less time to devote, unreliable, untrustworthy, infringement of privacy and experienced social risks. The more negative consumers' previous experiences associated with online shopping, the higher their hesitation to purchase a product or service on the Internet. Why do consumers delay or hesitate in making purchase decisions online? This is the primary research question in the current study; that is, this study intends to offer insights into why consumers hesitate or delay when purchasing products online.

II. LITERATURE:

The fast expansion of Internet exercise and programmatic improvement in the circle of information technology has modified the way stock are acquired and marketed, resulting in an exponential expansion in the number of online buyers. although, usual collisions on Internet purchases were revealed through the features of asymmetric categories of customers and assign products and services. hence, to understand who those customers and why they exercise or bypass the Internet as a distribution channel is one of the most commanding events for e-commerce managers and customer theorists. Internet as a engine for businesses and individuals for enterprise today is one of the best frequently used non-store formats. Additionally, not only the number of consignees increase, but the volume of their purchases attained proportionately (Monsuwe et al, 2004).Jarvenpaa, Tractinsky and Vitale (2000) analyzed how customers conceived to maintain the extent and nature affect their boldness in the store, hazard, attitude, and desire to buy a particular store. They find that there is a positive association between customer confidence in e-shops and stores envisioned reputation and size. Higher

customer confidence and reduces observed risks coupled with online shopping and develops a more acceptable attitude toward shopping at a proper store, which, in turn, accumulates the acceptance to purchase this shelter. Smith et al (1996) illustrated four conditions of privacy for the organizational activities: the accumulation of personal information, illegal extension use of confidential information, and mistakes in secret data and forbidden access to confidential information. For internet auctioning, the capacity of the class reframed acquire personal information, influence over the use of confidential data, as well as carefulness of restriction and use of personal information (Malhotra et al 2004). Brown and Muchira (2004) identified three dimensions of consumer concerns about online consumer behavior: an unauthorized re-use, errors in personal information, as well as invasion of privacy. On the one hand, research in behavioral economics suggests that online privacy is very important to consumers and that consumers desire more control over access to personal information and subsequent use of information after obtained. The purpose of this study is to recognize the uncertainty aspects engaged in online buying. To know that why do the customers vacillate to acquire commodities on the Internet. The objectives of the research are to discover that what is the probability of people who are hesitant to shop online, to discover what is the level of hesitation to shop online or is it in line with the logistic services inefficiency, and determine to what extent it is helpful to make customers sensitive of the safe system of online shopping. Do the consumers face psychological risks, or social risks or infringement of privacy threat and do they vacillate to procure a commodity or service on the Internet because they feel that online shopping is incompatible with their accustomed patterns of shopping the product or service?

III. METHODS:

Different techniques such as questionnaires, interviews and observations, etc. have been used by earlier studies for investigating attitudes in online shopping among different demographic regions, varying age groups, tastes, expectance, interests, etc. For this study, a questionnaire based survey design is chosen as it allows comparatively huge population simply and efficiently. Data has been gathered from the sample population of 200 students, of different zones, 50 housewives, and 50 persons from general public through questionnaire-based survey. The questionnaire was presented in a straight line to target groups of different programs of the university. This is a survey-based research and is carried out through a questionnaire, which was circulated among 200 students of different programs, 50 housewives, and 50 persons from general public through questionnaire-based survey. The questionnaire was based on 5-point likert scale. They asked to point out the degree of their agreement or disagreement on a statement ranging from 1 (strongly agree) to 5 (strongly disagree). First part consists of demographic evaluation using two statements. Second part consists of perceived knowledge about internet. It represents

inclination for the usage of Internet for shopping online. Third part of the questionnaire consists of issues involved in uncertainty and objectives to shop online. The physiographic, emotional, social, and demographic risks and experiences affiliated with online shopping. Other questions consist of Internet benefits or damages, which includes personal Internet support, privacy, flow of data and training among securing the personal data. It has to examine four groups of variables (i.e., customer attributes, appropriate factors, perceived uncertainty factors, and medium/control advance factors) that forecast three types of online shopping vacillation (i.e., overall hesitation, shopping cart rejection, and uncertainty at the final payment stage). We found that different sets of interruption causes are related to different phases of online shopping uncertainty. The study concludes with suggestion for various delay-reduction devices to help consumers close their online decision hesitation. The questionnaire is distributed among the people of different demographics. Students of various universities like Iqra University Islamabad Campus, Bahria University, Allama Iqbal Open University Islamabad and housewives from Islamabad and Rawalpindi. This ensured the validity of the responses and research.

IV. RESULTS AND DISCUSSION:

The table-1 depicts that survey captures 60.7 % female and 39.3 % male respondents whereas 13.7 % respondents of the survey fall under the category of 18-25 years, 58 % participants fall under the age category of 26-35 years whereas, rest of the respondents (28.3%) fall under the category of 36 years and above. The results reveal that survey capture young population. Table-2 reports frequency distribution of online purchases and conformability with online purchases. The results divulge that 79 % of the sample tends to purchase goods online whereas 21% have not yet experienced purchasing online. Table-2 further stated 47% of the samples are satisfied and comfortable with online purchases whereas 56.3% are not comfortable with online shopping due to various reasons. Table-3 signifies consumer's attitudes towards online shopping in terms of frequencies. The results in table-3 denoted that majority of populations profess that shopping online is easy and comfortable with the mean values of 2.24 that indicates that subjects are tend toward agreement regarding online shopping easiness. Table-2 further divulges that majority of survey subjects are influenced by online shopping websites whereas, blended responses are received for comparison between online shopping and real time shopping. The results in table-2 additionally signifies that majority of the respondents are dissatisfied with security associated with online purchasing which might be the possible reason for those respondents who did not shop online so far. As for as hesitation and comfort- ability with online shopping in concerned majority of the respondents are feeling hesitations and uncomfortable with online shopping and they have listed several reasons for that which is discussed in proceeding section. Table-4 shows listed reason for buying online. The result in table-4 demonstrates that

Convenience and prices are the major factors which influence buyers to purchases online, whereas another outline reason which leads consumers to shop online is recommendations or words of mouth. The security and other factors associated with online shopping are ranked low by survey subjects. Table-5 divulges factor affecting online shopping. The result in the table-5 shows that Psychological Factors, Social Factors Emotional Factors, and Privacy factors affect Pakistani consumers online shopping. In conjunction with the early literature as mentioned that Contrary to popular belief, consumers will not pay for privacy, is formed by eliminating the anonymity of online services (Brunk, 2002). The privacy and security are big problems causing many people to work in online information questions, than to buy online (Curtis and Slater, 2000). With regard to the factors that affect or interfere with the online stores, Ernst & Young (2000) examined that Internet clients procured online for a wide range of products, competitive prices, and easy to use, but expressed concern about the cost of delivery, deficit of effectiveness for former study of products, as well as the secrecy of credit card and personal cognizance consideration and encouragement The study was executed to deliver the attitudes of Pakistani citizens towards online shopping.

V. CONCLUSION AND RECOMMENDATION

The study was conducted to cater the attitudes of Pakistani Population towards online shopping. The results divulge that majority of the subjects are already using online technologies for shopping and they prefer to shop online. Various attitudes of the consumers toward online purchasing are catered in the study which reveals that shopping online are easy, comfortable and better than real time shopping due to various reason. The listed reason subject provides are prices, Convenience, and recommendation by someone. The study also concludes that security and privacy are the major factors that hesitates consumers to purchases products online. The ratio of

hesitation towards online shopping and the no hesitation towards online shopping is more, which is mostly due to insecure payments and transaction of invalid and cyber hacking. Even though, the hesitation is existing yet the people do want to shop online, despite the hesitation they want to continue shopping online but the portion that is lagging far behind this online shopping concept is to be brought forward through initializing secure, reliable, and safe marketing platform. They need to get knowledge and they want to spend money to make it safe but the facilities are not there which makes the platform relatively not that stronger. The research has shown that despite of the online shopping hesitation, people are purchasing online but with heavy heart and risks.

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APPENDIX

Table I. DEMOGRAPHIC PROFILE

	Categories	Frequency	Percent
Gender	Female	182	60.7
	Male	118	39.3
	Total	300	100.0
Age	18-25	41	13.7
	26-35	174	58.0
	36 years and above	85	28.3
	Total	300	100.0

Table II. FREQUENCY DISTRIBUTION OF COMFORT -ABILITY WITH USING CREDIT CARD ONLINE

Have you Purchased Online			Are you comfortable with using credit card online?		
	Frequency	Percent		Frequency	Percent
No	63	21.0	No	169	56.3
Yes	237	79.0	Yes	131	43.7
Total	300	100.0	Total	300	100.0

Online Shopping Attitude	Strongly agree	Agree	Natural	Disagree	Strongly disagree	Total	Mean	SD
Easy to Shop Online	13	208	74	3	2	300	2.243	.576
Influence of website layout	12	176	86	19	7	300	2.443	.772
Time efficiency of purchasing online Vs Purchase from store	-	129	113	58	-	300	2.763	.754
Safety in Online Transaction	4	163	19	107	7	300	2.833	1.011
Comfort-ability	8	131	47	110	4	300	1.770	.422
Hesitation	18	171	36	55	20	300	2.1254	0.4215

Table III. REASONS FOR BUYING ONLINE

	Frequency	Percent
Price	37	23.0
Security	12	13.0
Convenience	158	43.7
Recommendation	54	18.0
Others	39	13.0
Total	300	100.0

Table IV. FACTOR AFFECTING BUYING ONLINE

	Frequency	Percent
Psychological Factors	93	31.0
Emotional Factors	74	24.7
Social Factors	76	25.3
Privacy Factors	39	13.0
Others	18	6.0
Total	300	100.0