

# **FACTOR HAVING AN IMPACT ON CONSUMER ONLINE PURCHASE INTENTIONS (PERSPECTIVE OF YOUNG CONSUMERS OF KARACHI)**

**BY  
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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



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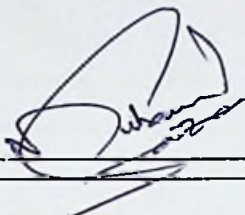
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### Abstract

**Purpose:** The research has been conducted to investigate the factors affecting the online purchase intention in Online business.

**Methodology & Design:** This research is quantitative and primary. The population of this research is comprised of Students and Professionals of Karachi. Survey research design was used to assess the relationship between independent and dependent variable. In an attempt to collect data from participants, questionnaire was used as a research instrument. Questionnaires were sent to 300 participants. 280 questionnaires were collected after 2 month and the response rate was 93.3%. Convenient sampling technique was used to for this research. Regression analysis has been used to study the significant and negative relationship of independent variable on dependent variable.

**Findings:** In our analysis, the two variables (E-Word of mouth and Perceived risk) are significant i.e. there sig value is less than 0.05, and the other two variables (Online Trust and Subjective Norm) have insignificant or no impact on Online Purchase intention.

**Limitations:** The limitation that encounter at the time data collection activity was that some Students and Professionals were unwilling to fill the questionnaires as they don't have proper time to fill questionnaire. Moreover, another problem was the fear of victimization. Time constraint was the biggest limitation here due to pandemic corona virus crisis. Restriction to collect data because of lockdown in the city of Karachi was there. Physical visits were limited.

**Keywords:** Online Trust, Perceived Risk, Subjective Norm, E-word of mouth, Online Purchase intention.



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