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**WHAT FACTORS INFLUENCE ONLINE PURCHASE
INTENTION**



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ABSTRACT

This study investigates the role of factors influencing online purchase intention in Pakistan. In this study, perceived usefulness, transaction safety, information quality, product delivery, government policies, and Trend are considered as the independent variables. Meanwhile, online purchase intention is used as the dependent variable. However, e-commerce customers are the targeted audience chosen for investigating the relationship between variables mentioned above. Quantitative research method was used as primary data was collected through adoptive structured questionnaire based on 5-Likert scale. The responses were recorded from 150 respondents (e-commerce customers of Pakistan) through convenience sampling technique. Responses recorded were analyzed through statistical tests (such as correlation and regression) by using SPSS Software. Based on the findings of this study, perceived usefulness, transaction safety, information quality, product delivery, government policies, and Trend have positive impact on online purchase intention in Pakistan. Findings have revealed that increase in any of the factor (perceived usefulness, transaction safety, information quality, product delivery, government policies, and Trend) brings an increase in online purchase intention in Pakistan and vice versa.

Key Words: Factors, Perceived Usefulness, Transaction Safety, Information Quality, Product Delivery, Government Policies, Trend, Consumer Buying Behavior, Purchase Intention, Online Purchase Intention, etc.

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