AN ANALYSIS OF CONSUMER BEHAVIOR TOWARDS ONLINE PURCHASING IN PAKISTAN

BY

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BUSINESS STUDIES DEPARTMENT

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Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	26-04-21	Supervisor cubicle	Thesis topic & conceptual framework Finalized	
2	20-11-21	Supervisor cubicle	Questionnaire & data collection process discussed	
3	05-01-21	Supervisor cubicle	Complete 4 & 5 reviewed	
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APPROVAL FOR EXAMINATION

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Thesis Title: Factors Affecting Consumer Intentions in Online Purchasing of Apparels in Pakistan

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 16% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Business studies.

Supervisor's Signature: _____   Date: 24.01.2022

Supervisor's Name: Zeeshan Ali

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Abstract

Purpose

The goal of this research is to discover the elements that influence online shopping behavior. The researcher focuses on the effectiveness of the elements that influence customer preference for online retailers in this study. As a result, the goal of this study is to look at "An Analysis of the Factors Affecting Online Purchasing Behavior of Pakistani Consumers"

Methodology & design

The purpose of this study is to look at the impact of several factors on consumer purchasing behavior when they shop online. This form of research focuses on hypothesis testing and deciding whether to accept or reject the findings. A well-designed questionnaire, which uses a five-point Likert scale ranging from strongly agree to strongly disagree, was distributed to 388 respondents in order to collect empirical data. This study has a causal and explanatory bent to it.

Findings

The Result shows that Psychological factors and Website design which are independent variables have an impact on online buying behavior as the Sig. P value is < 0.05.

Limitations

While conducting this research, some restrictions were encountered. The research was carried out in Karachi and focused primarily on consumer behavior and attitudes.

Furthermore, one of the constraints encountered throughout this study was a lack of knowledge, therefore the sample examined was still not particularly large. The Pakistani population is not really that tech savvy; the country typically works mainly on paper and aren't very good with technology, hence the vast majority of the people lacks access to online platforms.

Recommendations

As a result, our research contributes to practical settings. To begin, businesses can address the concerns that prevent customers from making online purchases, such as outlining security procedures and enforcing cyber security regulations to prevent cyber fraud.

Online retailers should improve the implementation of security and privacy mechanisms that do not disclose credit or debit card information. Retailers make warranties and money-back guarantees available to customers.

Offering free samples, building trust in the brand, and allowing customers to feel the material are just a few of the ways online shopping can be promoted and consumers made more willing to use online platforms.

Due to illiteracy, the majority of the population in Pakistan does not know how to access online platforms; therefore, retailers should work to educate everyone in the context of corporate social responsibility.

Keywords

online buying behavior, consumer attitudes, perceived advantages, perceived risks, hedonic motivations, aesthetics, trust, consumer purchase intention

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