FACTORS INFLUENCY ONLINE CONSUMER BUYING BEHAVIOR

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APPROVAL FOR EXAMINATION

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Declaration of Authentication

I hereby declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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Dedication

I dedicate my thesis to my parents for their endless love, support, and encouragement throughout my pursuit for education. I hope this achievement will fulfil the dream they envisioned for me.

Acknowledgement

I would like to acknowledge and give my warmest thanks to my supervisor Mehdi Abbas who made this work possible. His/her guidance and advice carried me through all the stages of writing my project. I would also like to thank my committee members for helping me complete this proposal.

Abstract

The purpose of this study is to look at the variables that influence Pakistan customers' purchasing decisions when they shop online. The study focuses on consumers' perceptions of their purchasing patterns in relation to internet shopping in Pakistan. In Pakistan, understanding of such trends seems to be more difficult. The general public has little faith in the goods that are presented to them online. There are several other factors involved in online shopping. The current study aims to uncover important factors like market trends and market advertisement with mediating role of consumer willingness to buy influencing consumer behavior when shopping online.

A cross-sectional study is used in this investigation. It is a sort of observational study that evaluates data from variables collected at a single point in time across a sample group. Consumers of Pakistan's E-commerce sectors, mainly University students from top ten universities of Karachi who are also doing job were selected as the subject of analysis. 395 out of 1000 sets of questionnaires distributed were valid for analyzing and testing the hypothesis. "Convenience Sampling" is employed as a sampling technique. The questionnaire was promoted and distributed personally as well as online. This strategy was chosen since it aided the researcher in undertaking a simple data gathering process. Analysis is performed using the questionnaire survey on Google Forms and data from various respondents using hard copies. It is analyzed using PLS-SEM (Partial least squares structural equation modeling) software. Also, analysis is performed based on the variables to see how Market Trends and Market Advertisements affects consumer's buying behavior.

Certain findings were discovered because of this investigation. When it comes to the younger generation's shopping habits, the more important thing that appears to be influencing them is marketing advertisement as compared to market trend, but market trend do play an important role in changing consumer's perception towards buying any product with the help of mediating effect of consumer's willingness to buy.

Due to lack of time and resources, this research was limited to university students from the top ten universities of Karachi who were also doing jobs. It can be expanded to incorporate more institutes, universities, and student groups.

A total of two independent variables were taken for this research from the literature review. More variables can be added to the research such as pricing, discounts, trust, time, product variety, convenience, and privacy. Then, it is possible to get a better response from the subjects.

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