

**Consumer's Attitude towards Online Shopping: Factors Influencing Online Shopping Decisions in Pakistan**

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**Abstract**

Over the last decade maximum business organizations are extending with technological change. Marketers utilize digital online technology for better marketing performance. Retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping. Therefore, the rationale to this research is to study consumer's attitudes towards online shopping and to identify the factors influencing online shopping decisions. A sample of 280 respondents was selected from different universities of Lahore, city of Pakistan. In the process of data collection, questionnaire techniques have been used to obtain quantitative data. Our findings indicated that online shopping is associated with online advertising. Most of the respondents concurred that they came to know products through online advertisements. They have encountered many online advertisements, and it influences their decisions greatly. Another aspect is factors influenced the consumer in online shopping decision and this statement also proved true. Larger number of respondents admits that factors such as online shopping saves time of consumers, it reduces travel necessity, online shopping offers great comfort while buying anything from online stores, online shopping offer variety of product information and also have description section about desire product. It concludes that online shopping is a trustful way of shopping, and reduces security risks of customers. Online comments have a great influence on buyers decisions.

**Keywords:** E-commerce, Consumer's Attitude, Time Saving, Advertisement

**1. Introduction**

Consumer markets have been transformed due to rapid changes in technology and its massive utilization to reach target customers. It has reshaped the consumers search for information about products, looking for alternatives and making their purchase decisions. Online shopping has transitioned to a strategic driver, and as a main component of digital commerce, (Kotler & Keller, 2016). Pakistan as an emerging economy is witnessing a great rise in online shopping due to widespread smartphone usage and digital payment systems. Consequently, understanding consumers' attitudes towards online shopping has become a critical priority for businesses, policymakers, and researchers seeking to capitalize on the country's growing digital economy. Consumer attitude plays a decisive role in shaping online shopping behavior, as it reflects an individual's beliefs, perceptions, and emotional responses toward digital retail platforms (Schiffman & Wisenblit, 2019). In the Pakistani settings, online shopping decisions are influenced by a complex interplay of technological, psychological, and socio-cultural factors. Elements such as perceived ease of use, trust, perceived risk, price sensitivity, convenience, and website quality significantly affect consumers' willingness to engage in online

transactions (Pavlou, 2003).

Prior studies suggest that positive attitudes toward online shopping are strongly associated with higher purchase frequency and customer loyalty, while negative perceptions related to security and privacy can act as significant barriers (Gefen, Karahanna, & Straub, 2003). In Pakistan, where trust in online vendors remains uneven, social influence and word-of-mouth—particularly via social media—further shape consumer attitudes and decision-making processes.

This research seeks to analyze consumers' attitudes towards online shopping in Pakistan by identifying and evaluating the key factors influencing online shopping decisions.

### **1.1 Problem Statement**

The number of companies and organizations expanding step by step and generating market opportunities on the web. It illustrates how rapidly internet shopping evolves. Advertisers' interest is also growing and they are questioning what thought processes purchasers need to shop on the internet. To acquire serious edge in the market, marketers need to know the actions of the consumers in web-shopping, so it is necessary to recognize the components that influence the customers to shop on the platform. One tool for purchasing items is Internet shopping, and consumer behaviour in web-based shopping is somewhat different in nature to traditional shopper behaviour. This study aims to recognizing what elements motivate customers to shop online is thus imperative.

### **1.2 Significance of the Study**

The importance of the study is to understand the variables that affect online shopping for consumers. This is achieved by exploring the variables that enable customers to shop online through the benefits of convenience, time saving, website features, protection, ease of use, confidence, accessibility of information and perceived price. In order to concentrate on this sector, the proliferation of online shopping has increased the interest of retailers. A company's primary purpose is to meet the customers in order to present products and services. This research is also critical for e-marketers to understand the factors that affect online shopping for consumers.

### **1.3 Research Objectives**

The goals of the research are:

1. To explore people's attitudes towards online shopping in Lahore.
2. To investigate the factors affecting the mentality of individuals towards online shopping in Lahore.

### **1.4 Research Questions**

The investigative study's research questions are:

- RQ1: To what extent people get information about online shopping from online advertisement?  
RQ2: What factors affect the customers for making decision to shop online?

### **1.5: Hypotheses**

Hypotheses of the study are:

- H1:** Online shopping is linked with online advertisement.  
**H2:** Online shopping is associated with convenience factors.  
**H3:** There is no difference between online advertisement exposure factors for two gender groups.  
**H4:** There is no difference between online convenient factors for two genders groups.

## **2 Literature Review**

### **2.1 Online advertising Effect on consumer Behaviour**

According to the Dinu and Dinu, (2012) Work on customer behaviour, continually shows development, through new methodologies. The online trading impacts the desire to buy, this is a known fondness for Romanians who look into web-based info.

Goldfarb and Tucker (2011) used massive scale field research data to analyse what impacts the viability of electronic advancement. They believed that planning a promotion to site content and increasing the visible consistency of an advertisement uninhibitedly increases the demand for purchase. The composition of consumer reaction to impact attempts provides an elective explanation: Otrusive developments will lead consumers to realize that the advertiser is attempting to influence them, decreasing purchasing points (Campbell 1995). Extended thought, in particular, may lead the consumer to think about why it was used as a common advancing strategy (Campbell, 1995; Friestad, and Wright, 1994). If the device is supposed as deceptive, the purchaser's perception of the advanced thing would be adverse. Since fraud is especially fundamental on the internet, the identification of managed buyers is also higher (Boush, Friestad, and Wright 2009). It prescribes focused and visible standard developments, can provide buyer perspective on control by increasing the thought paid to the concentrate procedure. Therefore, while there is a by and large high buyer versatility to concentrate advances in view of the fact that the information is perceived as accommodating (e.g. Cho & Cheon 2003; Edwards, Li, & Less 2002; Wang, Chen, & Chang 2008), this power can be overshadowed when the advance is noticeable by the control perspective.

According to Wu (2003), the initial purpose was to explore web customers' needs and the potential for e-commerce, as well as to evaluate their attitudes toward online shopping using the Fishbein model. Hassanein and Head (2007) suggest that electronic business generally requires human warmth and friendliness because it is more dynamic, mysterious, and less personal than face-to-face interactions. This paper investigates how the user interface can effectively incorporate warmth and friendliness to positively influence customer attitudes toward online shopping. Hoque (2014) states that web-based businesses have made life and social activities more convenient and innovative; online shoppers' needs may differ from those in physical markets, where they can see products firsthand. The main goal of this research was to assess consumers' interest and comfort with online shopping in Bangladesh. Gupta (2015) notes that the study aims to understand how consumers evaluate different channels when making purchase decisions and emphasizes a model that measures customer acceptance of web shopping compared to traditional shopping methods.

### **2.2 Consumers' Attitudes Towards Online Shopping**

Shergill and Chen (2005) highlight that the growth of Internet usage in New Zealand provides e-advertisers with opportunities for success. If e-advertisers understand the factors influencing the behavior of New Zealand's online buyers and the relationships between these factors and buyer types, they can develop sophisticated strategies to attract potential customers while maintaining existing online clients. Akbar and James (2014) note that the electronic sector offers numerous network incentives for partnerships worldwide, along with rapid improvements in internet shopping; this has enabled many retailers to sell products and allowed organizations to expand their markets across online platforms. According to Chiang and Dholakia (2003), this study examines consumers' online shopping desires based on collected data. Specifically, it identifies three key factors likely to influence consumer intentions: (a) preference for traditional shopping channels, (b) nature of the product characteristics, and (c) the perceived cost of the product. Results indicate that convenience and product type significantly influence consumers' engagement in online shopping.

## **2.3 Factors Influencing The Choice to Shop Online**

### **2.3.1 Convenience**

Accommodation aspect indicates it is certainly not more straightforward than regular retail shopping to scrutinize or take a look at the details from online. Via the site, consumers can still stock without a lot of stretch chase stuff if the buyer usually looks for a parallel item or stuff in a traditional shop, it's very hard to visit honestly and boring as well Comfort has become a crucial factor for consumers to shop continuously across the web. Darian (1987) notes that online consumers move on to more desirable conditions, such as less frequent accommodation, less mobility, less physical effort etc. Bhatnagar and Ghose (2004) guarantee comfort as champion of online shopping as one of the most influential favoured perspectives. As Robinson et al. (2007) have shown, the enormous incentive for web acquisition is similarly persuaded at any point as a shop and having packs of items passed on at the passage stage. Rohm and Swami Nathan's (2004) provide comfort for shoppers, happy consumers, mixed searchers and store-orchestrated shoppers, taking into account their existing shopping motivation. The disclosures by Rohm and Swami Nathan (2004) on 'accommodation and variety seeking' are noteworthy prodding components of web-based shopping and this review is accurate with Morganosky and Cude (2000) investigating revelations. Webcheck's (1999) consider shows that one of the best ideal conditions for online shopping is comfort factor. Buyers can dissect the cost by online buying without such a bit of a stretch from the conventional buying So this relationship of confidence is also another aspect of online shopping for accommodation.

### **2.3.2 Time Saving**

Some of the most important aspects of internet shopping is savings in time. Peruse or an online inventory scan will save time and patience. Individuals can save time by shopping on the Internet, and can reduce effort. As Rohm and Swami Nathan's (2004) have shown, one probable explanation is the online shopping saves time amongst others buying goods and needs some expenditure to go to the regular store. On the contrary, some respondents accept that it is also time-consuming to move products or organisations over online shopping. All of a sudden productive is not the prodding reason customers need to shop on site (Corbett, 2001), as they need to be curious about having goods or transporting either case, different figures show an efficient dimension, for example "singular living in Florida will shop in less time at Harod's in London (through the web) than it takes to visit the retail base area of Burdines" (Alba et al. 1997). Morganosky and Cude (2000) induced the effective component to be a basic explanation among those buyers who formally encountered the fundamental need for online purchasing. So it is not possible to ignore the noteworthiness of the efficient portion as motivation driving to obtain online. Similarly, Goldsmith and Bridges (2000) emphasize that online customers and non-online customers are divided, online customers are logically concerned about consolation, profitability and decision-making, while non-online customers are concerned about security, insurance and timing. An assessment by Nik Kamariah and Salwani (2005) shows that to shop on the internet, higher quality of the website can have a major impact on clients.

### **2.3.3 Website Design/Features**

Website architecture and internet shopping are one of the imperatives shaping aspects of Web-based shopping. Website architecture, unwavering website quality / satisfaction, website customer support, and website security / protection are the most appealing highlights affecting the shopper's experience of web-based transactions Shergill and Chen (2005). Kamariah and Salwani (2005) say the website's better quality, and the better the consumer wants to shop from the internet. Website design's performance impacts affect the purchasing decision of electronic stores, as Liang and Lai (2000) put it. One of the main factors that convinces customers to shop online is website design. Checked by just over 100,000 online customers (Reibstein & Farris, 2000) shows that web architecture has been assessed as a significant factor for internet shopping. Another research by Zhang et al. (1999) and Zhang and Dran (2000) found that highlights of website design

are significant and influence factors that drive consumer loyalty and dissatisfaction with a specific website. Investigation by Yasmin and Nik (2010) shows a crucial link between web-based shopping activity and highlights from the website. Website design highlights can be viewed as a convincing factor which can make a website feel good or bad (Zhang, et al 1999). An investigation by Li and Zhang (2002) will handle customers for successful exchanges and draw customers back to the website if a website is designed with quality highlights. Be that as it may, website highlights of more regrettable consistency may also hamper Internet shopping. As shown by Liang and Lai (2000), highlights of website content work or website has a direct effect on the web shopping customer. Additionally, scientists such as Belanger, Hiller, and Smith (2002) claimed that there were legitimate security issues for a significant portion of site clients.

### **2.3.4 Security**

Security is another transcendental aspect that affects customers shopping on the internet. Anyway, due to charging card coercion, security concerns, non-transport threat, and post-purchase organization and so on, various web customers sidestep online shopping. In any case, trade safety has been given a thought on online shopping. Protected and confirmed money transfer, and knowledge about visas creates confidence and reduces the risk of transfer. UK launched fraud free online shopping in 1995 and later introduced verified electronic commerce (SET) in Europe and Singapore. According to Bhatnagar and Ghose (2004), security is one of the virtues that cut off points buying on the web ensure that there are a significant proportion of web customers who couldn't care less about buying online because of their thought about protecting their confidential details. Cuneyt and Gautam (2004) guarantee trust in advancing pattern-setting online shopping and regula.

### **2.3.5 Ease of Use**

Convenience, the single variable core right now, represented how often a person sees that it is most likely going to be easy to work with a specific system (Davis et al, 1989). Applications perceived to be less difficult to use than others have an increasingly large chance of being recognized even more widely. In combining this with electronic shopping, Pérez-Hernández and Sánchez-Mangas (2011) see accessibility as one of the factors affecting online shopping. Districts that engage consumers in viably picking up an item on the web are likely to keep their attention longer and contribute to a successful buying decision.

### **2.3.6 Trust**

Kim, Yu, and Gupta (2012) identify faith as discerning the trustworthiness of a specific seller. Confidence is how much one considers a site&state-of - the-art invention to be trustworthy and strong for this particular case (McKnight and Chervany, 2002). Gefen and Straub (2003) point out that the obvious security of making on web exchanges is an imperative explanation why certain buyers use the Internet but do not take part in any exchanges. Ha and Stoel (2009) maintain that confidence in online exchanges, though urgent in business connections, is significantly progressively necessary. Buyers are exposed to more severe danger and risk when settling online buy choices, and this is offset by their reliance on a specific platform. In the time spent choosing a specific online store, Freathy and Calderwood (2013) feature the trust work. Kim et al. (2012) argue that if a single retailer is deemed to be trustworthy, this legally eliminates the web-based shopping threat. Chang, Cheung, and Lai (2005) conduct a test exam that indicates that confidence and electronic shopping goals are linked significantly and positively. Our fifth theory is that trust has a favourable association with online shopping affirmations.

### **2.3.7 Information Availability**

To et al. (2007) see that the availability of information includes some details about the cruades of the drug, shops and offers, and so on. The details provided on a particular site helps shoppers to decide on choices that are easier and increasingly competent. The Internet itself also provides various insightful assets and hunting

tools that can allow customers to settle for successful shopping choices. Study and knowledge finding purpose implies the extent to which consumers use web-based shopping baskets as a method of gathering information about any product they wish to buy (Close and Kukar-Kinney, 2010). Our 6th hypothesis is that accessibility of information has a positive association with web-based shopping recognition.

### **2.3.8 Perceived Price**

Chiang and Dholakia (2003) claim that the preference of shopping services for consumers is influenced by the obvious costs associated with a specific location. In order to select the best money related decision (Clemes et al., 2014), online consumers take a gander at cost over a comparable item or organization provided by various localities. Because they are generally unable to recall a thing's objective cost, consumers should, all in all, encode the buying costs in a way that is important for them. Although there are a huge amount of locations from which customers can select and obtain value details, they will most likely choose their option based on the cost of sawing. Seen interest impacts buyers buy lead by impacting the full Usefulness of provided item (Kim et al., 2012). Kim and Gupta (2009) recommend that the reference levels provided by different shippers should most likely be considered by the buyers.

## **3 Theoretical Framework**

The research has utilized Theories of planned behavior and Elaboration likelihood model to supplement the theoretical framework of the study.

Icek Ajzen's suggested theory of planned behavior (1988, 1991) also offers a link between the frame of mind and behaviour.

Elaboration Likelihood Model is widely used for advertising and mental study. This theory consolidates an extension of the components into an impact interpretation. It manages the components which explain why and when messages are more or less likely to prompt molding of mentality. Right now model used to expound shopper demeanour towards web based shopping in Lahore.

## **4 Research Design**

A quantitative research approach is adopted and a survey was employed for data collection purpose. A closed ended questionnaire was designed to record responses from 280 respondents.

The data was collected from the students of different universities (Kinnaird College for Women University, Lahore College for Women University, Government College University, Lahore Garrison University, Punjab University, University of Management and Technology, University Of Lahore, Lahore School of Economics, University of Central Punjab) of Lahore city. By utilizing simple random sampling technique.

## **5 Interpretation and Data Analysis**

This investigation estimated the customer's mentality towards internet shopping, factors affecting the web based shopping choice in Lahore through the quantitative examination.

**Table 5.1: Frequency distribution table of do people get online shopping idea through online advertisement.**

**R1: Do people get online shopping idea through online advertisement?**

<b>Variables</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>Came to know a product through online ads?</b>	77 (27.5 %)	133 (47.5 %)	36 (12.9 %)	26 (9.3 %)	8 (2.9 %)
<b>Encounter any online advertisement?</b>	87 (31.1 %)	115 (41.1 %)	34 (12.1 %)	30 (10.7 %)	14 (5.0 %)
<b>Advertisements encourage you to buy online?</b>	78 (27.9 %)	116 (41.4 %)	56 (20.0 %)	26 (9.3 %)	4 (1.4 %)
<b>Frequently buy products through online shopping?</b>	74 (26.4 %)	86 (30.7 %)	50 (17.9 %)	48 (17.1 %)	22 (7.9 %)
<b>Satisfied with online shopping?</b>	50 (17.9 %)	124 (44.3 %)	46 (16.4 %)	36 (12.9 %)	24 (8.6 %)

Table 5.1 shows that 27.5% respondents strongly agree that they came to know a product through online ads and 47.5% agree, 12.9% neutral, 9.3% disagree and 2.9% strongly disagree to this statement. When asked have you encounter any online advertisement then 31.1% respondents strongly agree to it and 41.1% agree where 12.1% neutral, 10.7% disagree and 5% were strongly disagree. Does online advertisement encourage you to buy online 27.9% respondents strongly agree and 41.1% were agree, 20% were neutral, 9.3% were disagree and 1.4% were strongly disagree. When asked that do you frequently buy products through online shopping 26.4% respondents were strongly agree and 30.7% were agree, 17.9% were neutral, 17.1% were disagree and 7.9% respondents were strongly disagree. The respondents satisfied with online shopping 17.9% were strongly agree, 44.3% were agree, 16.4% were neutral, 12.9% were disagree and 8.6% were strongly disagree.

**Table 5.2: Frequency distribution table of what factors influence the consumer in online shopping decision.**

**R2: What factors influence the consumer in online shopping decision?**

<b>Variables</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>Fulfil your expectation?</b>	79 (28.2 %)	102 (36.4%)	45 (16.1 %)	36 (12.9 %)	18 (6.4 %)
<b>Saves time?</b>	76 (27.1 %)	132 (47.1%)	38 (13.6 %)	26 (9.3 %)	8 (2.9 %)
<b>Reduces travel necessity?</b>	103 (36.8 %)	103 (36.8 %)	48 (17.1 %)	14 (5.0 %)	12 (4.3 %)
<b>Offers product in a cheap price?</b>	67 (23.9 %)	115 (41.1 %)	38 (13.6 %)	48 (17.1%)	12 (4.3 %)
<b>Reduces energy consumption?</b>	79 (28.2 %)	121 (43.2 %)	40 (14.3 %)	22 (7.9 %)	18 (6.4 %)
<b>Offers variety of products to buy?</b>	68 (24.3 %)	144 (51.4 %)	32 (11.4 %)	24 (8.6 %)	12 (4.3 %)
<b>Offer great comfort while buying?</b>	83 (29.6 %)	92 (32.9 %)	51 (18.2 %)	38 (13.6 %)	16 (5.7 %)
<b>Offer variety of product information?</b>	78 (27.9 %)	140 (50.0 %)	26 (9.3 %)	24 (8.6 %)	12 (4.3 %)
<b>Trustful way of shopping?</b>	84 (30.0 %)	78 (27.9 %)	50 (17.9 %)	46 (16.4 %)	22 (7.9 %)
<b>Reduces the security risk?</b>	54 (19.3 %)	114 (40.7 %)	44 (15.7 %)	54 (19.3 %)	14 (5.0 %)
<b>Online comments effect your decision?</b>	86 (30.7 %)	87 (31.1 %)	51 (18.2 %)	30 (10.7 %)	24 (8.6 %)

Table 5.2 shows that the respondents response to online shopping system fulfils your expectations 28.2% strongly agree to the statement, 36.4% agree, 16.1% were neutral, 12.9% disagree and 6.4% respondents strongly disagree. The respondents 27.1% strongly agree and 47.1% agree that online shopping saves time where 13.6% were neutral, 9.3% were disagree and 2.9% strongly disagree to it. When asked that online shopping reduces travel necessity then respondents response was 36.8% strongly agree, 36.8% agree, 17.1% neutral, 5% disagree and 4.3% respondents strongly disagree. 23.9% strongly agree, 41.1% agree, 13.6% neutral, 17.1% disagree, and 4.3% respondents strongly disagree to online shopping offers product comparatively in a cheap price. On the statement that online shopping reduces energy consumption 28.2% strongly agree and 43.2% were agree, 14.3% neutral, 7.9% disagree, and 6.4% were strongly disagree. 24.3% strongly agree, 51.4% agree, 11.4% neutral, 8.6% disagree and 4.3% respondents strongly disagree to online shopping offers variety of products to buy. 29.6% strongly agree, 32.9% agree, 18.2% neutral, 13.6% disagree and 5.7% respondents strongly disagree to online shopping offers great comfort while buying. 27.9% strongly

agree, 50% agree, 9.3% neutral, 8.6% disagree and 4.3% respondents strongly disagree to online shopping offer variety of product information 30% strongly agree, 27.9% agree, 17.9% neutral, 16.4% disagree and 7.9% respondents strongly disagree to online shopping trustful way of shopping. 19.3% strongly agree, 40.7% agree, 15.7% neutral, 19.3% respondents strongly disagree to online shopping reduces security risk. 30.7% strongly agree, 31.1% agree, 18.2% neutral, 10.7% disagree and 8.6% respondents strongly disagree to online comments effect your decision.

**Table 5.3: Frequency distribution of participants according to their demographic variables**

Variables	Frequency	%
<b>Gender</b>		
Male	140	50
Female	140	50
<b>Do you use internet?</b>		
Yes	280	100
No	0	0
<b>Do you have online shopping experience?</b>		
Yes	259	92.5
No	21	7.5

Table 5.3 shows frequency of respondents. Total numbers of respondents were 280 in which 140 (50%) were male and 140 (50%) were female. According to their answers on the use of internet, there were 280 (100%) respondents said yes, they use the internet. According to their answers on the experience of online shopping, there were 259 (92.5%) said yes, they had experience of online shopping and 21 (7.5%) said no, they hadn't any experience of online shopping.

**H1: Online shopping is associated with online advertisement.**

**Table 5.4: Chi-square test for association: Online shopping is associated with online advertisement.**

Items	Variables	Chi-square	DF	Conclusion
Have you ever come to know a product through online ads?	Pearson Chi-Square	178.107	4	Significant
Have you encounter any online advertisement?	Pearson Chi-Square	131.536	4	Significant
Does online advertisement encourage you to buy online?	Pearson Chi-Square	137.286	4	Significant
Do you frequently buy products through online shopping?	Pearson Chi-Square	44.286	4	Significant
Total Respondents		280		

The chi-square test has been applied in the table 5.2 and the values of chi-square ( $\chi^2=178.107$ ,  $df=4$ ,  $p<0.05$ ), ( $\chi^2=131.536$ ,  $df=4$ ,  $p<0.05$ ), ( $\chi^2=137.286$ ,  $df=4$ ,  $p<0.05$ ), ( $\chi^2=44.286$ ,  $df=4$ ,  $p<0.05$ ) subsequently against the questions whether have you ever come to know a product through online ads, have you encounter any online advertisement, does online advertisement encourage you to buy online and do you frequently buy products through online shopping indicates that there is a significant association among online shopping is associated

with online advertisement. Chi-square value in the above table illustrates that H1 is accepted at significance level  $p < 0.05$ .

**H2: Online shopping is associated with convenience factors.**

**Table 5.5: Chi-square test for association: Online shopping is associated with convenience factors.**

Items	Variables	Chi-square	DF	Conclusion
Online shopping saves time.	Pearson Chi-Square	173.286	4	Significant
Online shopping offers product comparatively in a cheap price.	Pearson Chi-Square	105.821	4	Significant
Online shopping reduces energy consumption.	Pearson Chi-Square	135.893	4	Significant
Online shopping offers variety of products to buy.	Pearson Chi-Square	204.000	4	Significant
Online shopping offer great comfort while buying.	Pearson Chi-Square	70.964	4	Significant
Do online comments effect your decision?	Pearson Chi-Square	64.036	4	Significant
	Total Respondents	280		

The chi-square test has been applied in the table 5.5 and the values of chi-square ( $\chi^2=173.286$ ,  $df=4$ ,  $p < 0.05$ ), ( $\chi^2=105.821$ ,  $df=4$ ,  $p < 0.05$ ), ( $\chi^2=135.893$ ,  $df=4$ ,  $p < 0.05$ ), ( $\chi^2=204.000$ ,  $df=4$ ,  $p < 0.05$ ), ( $\chi^2=70.964$ ,  $df=4$ ,  $p < 0.05$ ), ( $\chi^2=64.036$ ,  $df=4$ ,  $p < 0.05$ ) subsequently against the questions whether online shopping saves time, online shopping offers product comparatively in a cheap price, online shopping reduces energy consumption, online shopping offers variety of products to buy, online shopping offer great comfort while buying and do online comments effect your decision indicates that there is a significant association among online shopping is associated with convenience factors. Chi-square value in the above table illustrates that H2 is accepted at significance level  $p < 0.05$ .

**H3: There is no difference between online advertisement exposure factors for two gender groups.**

**Table 5.6: T-test for association: There is no difference between online advertisement exposure factors for two gender groups.**

Online advertisement exposure	T-Test	DF	Sig.(2-tailed)
Equal variances assumed	6.953	278	.585
Equal variances not assumed	6.953	267.982	.585
Total Respondent	280		

An independent-samples t-test was conducted to compare that there is no difference between online advertisement exposure factors for two gender groups. There was no significant difference found in scores for males (M = 2.3171, SD = 0.95) and females, (M = 2.26, SD =0.78);  $t(278) = .547, p = .585$  (two-tailed). The magnitude of the differences in the means (mean difference = .057, 95% CI: -.148 to 0.262). Hence H3 is approved.

**H4: There is no difference between online convenient factors for two gender groups.**

**Table 5.7: T-test for association: There is no difference between online convenient factors for two gender groups.**

<b>Online convenient Factors</b>	<b>T-Test</b>	<b>DF</b>	<b>Sig.(2-tailed)</b>
<b>Equal variances assumed</b>	3.996	277	.680
<b>Equal variances not assumed</b>	3.996	265.912	.680
<b>Total Respondent</b>	280		

An independent-samples t-test was conducted to compare that there is no difference between online convenient factors for two gender groups. There was no significant difference found in scores for males (M = 2.2891, SD = 0.93) and females, (M = 2.2468, SD =0.76);  $t(277) = .413, p = .680$  (two-tailed). The magnitude of the differences in the means (mean difference = .042, 95% CI: -.159 to 0.244). Hence H4 is approved.

## **6 Discussion Analysis**

The aim of this study is to examine "the attitude of consumers towards online shopping and the factors affecting online shopping in Lahore." As we know, shopping online is essentially a process of selling and buying products and ventures on the World Wide Web and it has become the Internet's fastest developing use. The basic aim of this research was to study the people's attitude towards Lahore's online shopping. And after the revolution of Wi-Fi and 3G in Pakistan, people of all ages are getting more and more influenced and affected by online shopping. Today in the era of internet online shopping becomes a usual and trending activity among people of Pakistan. There are a lot of web store and sites available for public to buy their favourite product online.

Another purpose of this study is to investigate the factors that influence people's attitude towards online shopping in Lahore. There are a lot of factors which can influence audience towards online shopping. Time saver, things available in discounted and cheap price, buyer does not have to visit market and many other factor exist that can influence a buyer towards online shopping.

The hypothesis of study included the results of Online shopping is associated with online advertisement. The chi-square test has been applied and its outcomes illustrates that H1 is accepted at significance level. Another hypothesis stated that Online shopping is associated with convenience factors.H2 is accepted at significance level and values of Chi-square subsequently against the question. The Third hypothesis state that there is no difference between online advertisement exposure factors for two gender groups. H3 has been accepted by applying an independent-sample t-test and no substantial difference was observed in both ganders' ratings.

The fourth and the last hypothesis of this research stated that there is no difference between online convenient factors for two gender groups. No substantial difference was observed in scores for males and females, this assertion of hypothesis supported by a t-test of independent-samples.

The researcher has applied 'Theories of planned behavior (TPB)', to this research just to analyze that Do people get online shopping idea through online advertisement and also What factors influence the consumer in online shopping decision? The theory of planned behavior is a theory that links one's beliefs and behavior. University students of Lahore use social media for online shopping. They encounter advertisements on the Social sites. The more they explore to these advertisements they get more ideas about online shopping and many factors leads towards influence on consumer's decisions.

In this study researcher has also applied 'Elaboration likelihood model'. As indicated by the Elaboration likelihood model inspiration and processing capacity decide attitude change. The ELM relies on the likelihood that attitudes are important given the fact that attitudes handle different choices and behaviours. Persuasion is an essential wellspring of attitude. When users form attitudes towards advertising while shopping online, they would be divided into two different groups, the users who form positive and negative attitude. The ELM model suggested that there are two distinct ways of shaping attitudes by either shortcuts or cautious circumstances. The ELM model also indicated rates of participation influence decision-making. That means the more the user has exposure the more they would get ideas and their decisions influenced by advertisements.

To this study, the survey approach was applied in order to obtain data of a quantitative nature from a broad representative but diverse and distributed population. Due to time and budget limitations, only few universities of Lahore were considered. In the present study, the sample size consists of the 280 respondents. Reason behind the selection of these universities is that these universities cater students and professionals from all type of classes, age groups and gender. The study's instrument is questionnaire. Questionnaire is self-constructed and finished in tight.

The researcher has used the data to analyse the Chi-Square and T-test. Sample data is evaluated separately for each study question and hypothesis to be tested. Research question has been analysed through frequency tables. As the study evaluated how the factors influence the decision of consumer to shop online in Lahore, therefore Chi-Square and T-test and correlation analysis has been used for hypothesis testing.

## **6.1: Results of Research Questions and Hypotheses**

### **RQ1: Do people get online shopping idea through online advertisement?**

The first research question is to analyse that the people get online shopping ideas through online advertisement. Majority of the respondents selected agree that they came to know a product through online ads and other respondents choose strongly agree, neutral or disagree options. When asked have you encounter any online advertisement most of the respondents selected agree option while some of them selected neutral, disagree and only fewer were strongly disagree. They were also asked that Does online advertisement encourage them to shop online mostly respondents selected were agree while some respondents were neutral, strongly agree or disagree to this question. When asked that do you frequently buy products through online shopping most of the respondents were strongly agree and agree to this statement while fewer elected neutral, disagree and strongly disagree options. Nearly more than half respondents satisfied with online shopping while others were neutral or not satisfied with it.

### **RQ2: What factors influence the consumer in online shopping decision?**

The second question is to investigate the factors which influence the consumer in online shopping decision. Majority of respondents respond agree and strongly agree to online shopping system fulfils their expectations, fewer were neutral, and others respondents disagree or strongly disagree. Nearly all the respondents agree that online shopping saves time where few were neutral, and rarely choose disagree. When they were asked that

online shopping reduces travel necessity then most of respondents response strongly agree and agree, some preferred neutral, and fewer choose disagree option. Some of respondents agree to online shopping offers product in a cheap price comparatively to the market fewer selected neutral option and rest of respondents disagreed with this statement. On the statement that online shopping reduces energy consumption almost all users were agree, few preferred neutral, and disagreed. Almost all respondents strongly agree to online shopping offers variety of products to buy but some of users respond neutral and disagreed with it. Some respondents agree to online shopping offers great comfort while buying while other respondents preferred disagree and neutral options. Nearly all respondents agree to online shopping offer variety of product information, few preferred neutral, and disagreed. Most of respondents agree to online shopping is trustful way of shopping, while few choose neutral, and disagreed options. Some respondents agree to that online shopping reduces security risk while others totally disagree with is and fewer choose neutral option. Most of respondents strongly agree that online comments effect your decision while other disagreed and fewer preferred neutral option.

### **Distribution of Participants According to Their Demographic Variables**

The Total numbers of respondents were 280 in which 140 were males and other 140 were females. Hundred Percent respondents said yes, they use the internet. On the experience of online shopping almost all respondents said yes, they had experience of online shopping and fewer hadn't yet.

#### **H1: Online shopping is associated with online advertisement.**

The results are subsequently against the hypothesis questions whether have you ever came to know a product through online ads, have you encounter any online advertisement, does online advertisement encourage you to buy online and do you frequently buy products through online shopping indicates that there is a significant association among online shopping is associated with online advertisement. The results from the above table illustrates that H1 is accepted at significance level.

#### **H2: Online shopping is associated with convenience factors.**

The outcomes are consequently against the hypothesis questions whether online shopping saves time, online shopping offers product comparatively in a cheap price, online shopping reduces energy consumption, online shopping offers variety of products to buy, online shopping offer great comfort while buying and do online comments effect your decision indicates that there is a significant association among online shopping is associated with convenience factors. Chi-square value in the above table illustrates that H2 is accepted at significance level.

#### **H3: There is no difference between online advertisement exposure factors for two gender groups.**

The consequences approved hypothesis statement that there is no difference between online advertisement exposure factors for two gender groups An independent t-test of samples was performed to show whether there is no difference between the factors of access to online ads for two gender groups. For both genders there was no significant difference in scores found. Consequently H3 is approved.

#### **H4: There is no difference between online convenient factors for two gender groups.**

The results approved hypothesis statement that there is no difference between online convenient factors for two gender groups. An independent-sample t-test was performed to assess the online convenient variables for two gender groups do not differ. And there was also no significant difference in scores found for both males and females. Consequently H4 is accepted.

## 7 Conclusion

Online networking has developed comprehensively and it has progressive effects on its client's disposition and conduct. One of its significant effects is web based shopping that have extraordinary impact on online shoppers.

According to the results of this study the online advertising and marketing significantly shapes buyers' online shopping intentions. Most of the respondents agreed that they learned about many products through digital advertisements, which strongly influence their purchasing decisions. Exposure to frequent online ads motivates consumers to shop online and buy products aligned with their preferences. Online shopping has become a dominant trend, increasingly preferred over physical markets. Most consumers regularly purchase online and report high satisfaction with this shopping method.

Another viewpoint is factors impacted the customer in internet shopping choice and this announcement additionally demonstrated genuine. Larger part of respondents react positive consent to this. Factors, for example, web based shopping spares time of purchasers, it lessens travel need, web based shopping offers item in a modest cost for its clients relatively to the market, it decreases vitality utilization, web based shopping offers assortment of items to purchase and furthermore offers incredible solace while purchasing anything from online Stores ,web based shopping offer assortment of item data and furthermore have portrayal segment about want item with the goal that their client have total skill of specific thing they are going to purchase, this shopping is trustful method for shopping, and diminishes security dangers of clients, online remarks affect purchasers choices. So these variables have demonstrated right that how they impacted on buyer's choices.

### 7.1: Recommendations

These are some Recommendations of the study:

1. In future research income and profession dimensions of Consumer should be examined.
2. Research must be extended from student to professionals and other walks of life population's behavior toward online shopping and influenced of its factors also need to be addressed.

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