

How Preferences are Developed for Online Shopping? A Case Study from Haripur.

Fatima Noor¹, Shahzad Khan ², Dr. Muhammad Tufail³

¹ Research Scholar, Institute of Management Sciences, University of Haripur, Pakistan.

² Assistant Professor, Institute of Management Sciences, University of Haripur, Pakistan.

³ Lecturer, Institute of Management Sciences, University of Haripur, Pakistan.

DOI: <https://doi.org/10.70670/sra.v4i1.1974>

Abstract

This study investigates the factors affecting the online preferences for online shopping in haripur districts. For the purpose 100 respondents for evaluated from university of haripur and their online preferences were evaluated. The study has taken seven independent factors which influences the dependent factor of online shopping preferences. The study has used a 5 point lickert structured questionnaire for data collection. The study shows that both male and female were the respondent of the study. The result of the study shows that more convenience is the key reason for consumer online shopping preferences.

Keywords: Online Shopping, Preferences, Consumers Buying, Quality, Risk, Haripur District, Behavior.

Introduction

The rise of e-commerce has revolutionized the way people shop, with an increasing number of individuals turning to online platforms to fulfill their shopping needs. This shift towards online shopping can be attributed to the convenience, flexibility, and accessibility it offers. With just a few clicks, consumers can browse and purchase products from anywhere, at any time, making it an attractive option for those with busy lifestyles. The proliferation of smartphones and improved internet connectivity has further fueled this trend, enabling people to shop online with ease. As a result, online shopping has become an integral part of modern consumer behavior, transforming the retail landscape and changing the way businesses operate. This growing tendency towards online shopping has significant implications for businesses, policymakers, and consumers alike, making it an important area of study and exploration.

Preference for online shopping

The preference for online shopping has become a significant aspect of modern consumer behavior. With the rise of e-commerce, consumers are increasingly opting for online platforms to purchase goods and services.

Time saving

Online shopping offers significant time saving benefits, allowing consumer to shop 27/7 without the need to travel to physical stores. This convenience is especially valued in fast-paced lifestyles, where individuals can avoid traffic and long queues, making purchases from the comfort of their homes.

Online shopping platforms provide easy product comparison, streamlined checkout processes, and quick order tracking, making the overall shopping experience more efficient. This time-saving aspect of online shopping is particularly beneficial for individuals with busy lifestyles, allowing them to allocate their time more effectively and improve their work-life balance.

Unique products

The vast array of products available online, including niche and international items, provides consumers with access to unique products that may not be readily available in local markets. This extensive selection enhances the appeal of online shopping for those seeking distinctive items. Online shopping offers a unique product factor, providing access to a vast array of products that may not be available in physical stores. This includes niche products, specialty items, and international goods, allowing consumers to discover new and exclusive offerings. Online retailers can also offer a wider range of products, including hard-to-find and out-of-stock items, making it easier for consumers to find what they're looking for. This unique product factor enhances the online shopping experience, making it a go-to destination for consumers seeking something special or unique.

Good quality Product

While online platforms offer a wide range of products, concerns about product quality persist. Consumers often rely on reviews and ratings to assess product quality before making a purchase. Ensuring accurate product descriptions and quality assurance measures can mitigate these concerns. The good quality product factor is a key advantage of online shopping. Online retailers often provide high-quality products, including premium brands and products with advanced features. Consumers can also read reviews and check ratings from other customers to ensure they're purchasing a reliable and durable product. Additionally, online retailers often have a wider range of products from various manufacturers, allowing consumers to compare and choose the best quality product that meets their needs and expectations. This emphasis on quality enhances the online shopping experience and builds trust with customers.

More convenient

The convenience of online shopping is a primary motivator for consumers. It eliminates the need for physical travel, allows for easy comparison of products and prices, and provides the flexibility to shop at any time. This convenience is a significant factor influencing the adoption of online shopping. Online retailers offer consumers the ability to shop from anywhere, at any time, eliminating the need to physically visit stores. This convenience is especially beneficial for those with busy schedules, mobility issues, or living in remote areas. Online shopping also allows consumers to avoid the hassle of traffic, parking, and long lines, making it a more relaxed and enjoyable shopping experience. With just a few clicks, consumers can browse, compare, and purchase products, making online shopping a convenient and time-saving option.

Additional Benefits

Online retailers frequently offer discounts, deals, and seasonal sales, making products more affordable compared to traditional stores. The ability to compare prices across multiple platforms empowers consumers to find the best deals, enhancing the attractiveness of online shopping. Online retailers often offer exclusive deals, discounts, and promotions, providing consumers with extra savings and value. Many online stores also offer loyalty programs, rewards, and cashback incentives, further enhancing the shopping experience. Additionally, online shopping platforms often provide free shipping, easy returns, and 24/7 customer support, making it a hassle-free and customer-centric experience. These additional benefits make online shopping an attractive option for consumers

looking for more than just a product.

Overseas Products

Access to international products is a notable advantage of online shopping. Consumers can purchase items from global markets that are not available locally, expanding their choices and enabling them to obtain products that meet specific preferences or needs. Online retailers often offer products from international brands and sellers, allowing consumers to access goods that may not be available locally. This opens up a global marketplace, enabling consumers to purchase products from anywhere in the world. Online shopping platforms also facilitate international shipping, making it possible for consumers to receive products from overseas. This factor is particularly beneficial for consumers seeking unique or specialty products not available in their local market, providing them with a wider range of options and choices.

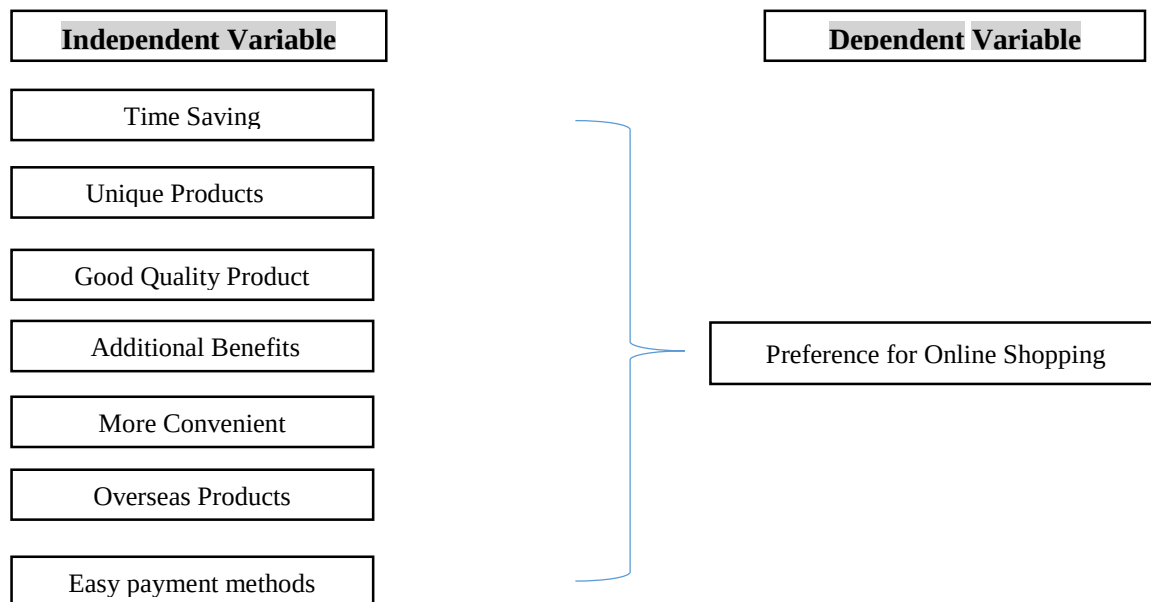
Easy payment methods

The availability of secure and diverse payment options, including credit/debit cards, bank transfers, and mobile wallets like Easypaisa and JazzCash, has enhanced the convenience of online shopping. Additionally, cash-on-delivery services provide flexibility and build trust among consumers wary of online transactions. Online retailers offer a variety of convenient payment options, such as credit/debit cards, PayPal, and digital wallets, making it easy for consumers to complete transactions. Many online stores also offer financing options, installment plans, and cashback incentives, providing flexibility and convenience. Secure payment gateways and encryption technologies ensure that transactions are safe and secure, giving consumers peace of mind when making online purchases. This ease of payment enhances the overall online shopping experience, making it a hassle-free and convenient option.

Theoretical Framework

Dependent Variable

The study dependent variable is "Preference for Online Shopping" while independent variables are Time saving, Unique products, Good quality products, Additional benefits (discount, coupons, free delivery vouchers etc), Affordable Deals, Trending Products, More convenient than offline shopping (availability of products), Overseas product and Easy payment method (easy paisa, cash on delivery).



Hypothesis

Based on the above theoretical framework the following hypothesis has been developed.

H1: Time saving affect the preferences for online shopping

H1°: Time saving does not affect the preferences for online shopping

H2: Unique product affects the preferences for online shopping

H2°: Unique product does not affect the preferences for online shopping

H3: Good quality product affects the preference for online shopping

H3°: Good quality product does not affect the preference for online shopping

H4: Additional benefits affect the preference for online shopping

H4°: Additional benefits do not affect the preference for online shopping

H5: Convenience affects the preference for online shopping

H5°: More convenience does not affect the preference for online shopping

H6: Overseas products affect the preference for online shopping

H6°: Overseas product does not affect the preference for online shopping

H7: Easy payment methods affect the preference for online shopping

H7°: Easy payment methods do not affect the preference for online shopping

Methodology

This study aims to investigate the tendencies of people towards online shopping and identify the key factors that influence their decision to shop online. A quantitative research design was adopted to collect and analyze numerical data in order to draw statistically valid conclusions.

Population

Government university students of Haripur, Khyber Pakhtunkhwa Pakistan were taken as population for this research study. Survey was conducted from students about online shopping experience. Non probability Convenient sampling was used in this research.

Procedure

Data was collected using a structured questionnaire, which included both demographic questions and items related to various factors that may influence online shopping behavior. The questionnaire was distributed among university students through online and offline channels. The questions were designed using a Likert scale to quantify the level of agreement or disagreement with given statements.

Questionnaire

Questionnaire was used as an instrument to collect data from students. Close ended questions were used in questionnaire. Questionnaire was divided into two parts first one was based on demographics and second part was based on dependent variable and independent variable.

Data Analysis

The collected data was analyzed using Statistical Package for the Social Sciences (SPSS) software. Descriptive statistics (such as mean, frequency, and percentage) were used to summarize the data, while inferential statistics (such as correlation and regression analysis) were applied to examine the relationships between different factors influencing online shopping behavior.

Demographic Analysis

In this study, demographic information was collected to understand the basic profile of the respondents. Two key demographic variables were considered: gender and age. Out of the total respondents, 58% were male and 42% were female, indicating a slightly higher participation rate from male. Regarding age distribution, the majority of respondents (62 individuals) fell within the 18–21 years age group, followed by 34 respondents in the 22–25 years category, and only 4 respondents were aged 26 and above. This distribution reflects a youthful sample, highlighting that younger individual, particularly those between 18 and 25 years of age, are more engaged in online shopping. These demographics provide useful context for interpreting consumer preferences and behavior in the digital marketplace.

Table:1 Demographic Result			
Measure	Item	Frequency	Percentage
Gender	Male	58	58%
	Female	42	42%
Total			100%
Age	18-21	62	62%
	22-25	34	34%
	26-above	4	
Total		100	100%

Reliability Scale Analysis

In order to ensure the internal consistency of the measurement, scales used in this study, a reliability analysis was conducted using Cronbach's Alpha. The results indicated that all constructs had acceptable to good reliability levels. The preference for online shopping (PFOS) variable yielded a Cronbach's Alpha of 0.745, indicating acceptable internal consistency. Among the independent variables, overseas products (OP) demonstrated the highest reliability with an alpha of 0.781, while time saving (TS), good quality products (GQP), more convenient (MC), and easy payment methods (EP) showed relatively lower but still acceptable alpha values of 0.617, 0.618, 0.606, and 0.608, respectively. The variables unique products (UP) and additional benefits (AB) had alpha values of 0.681 and 0.673, indicating moderate reliability. Although some variables had alpha values slightly below the ideal threshold of 0.70, all values remained above 0.60, suggesting that the scales used were generally reliable for measuring the intended constructs in the context of online shopping behavior.

Table:2 Reliability Scale			
S.No	Variables	Cronbach's Alpha	Number of Items
1	PFOS	.745	3
2	TS	.617	3
3	UP	.681	4
4	GQP	.618	3
5	AB	.673	3
6	MC	.606	3
7	OP	.781	4
8	EP	.608	3

Results and Analysis

To assess the influence of different factors on consumers' preference for online shopping, a multiple linear regression analysis was conducted. The dependent variable was preference for online shopping, and the independent variables included time saving, unique products, good quality products, additional benefits, more convenience, overseas products, and easy payment methods.

In this type of analysis, the Model Summary provides information about how much of the variation in the dependent variable can be explained by the independent variables (via the R^2 value). The ANOVA table tests whether the overall model is statistically significant. The Coefficients table shows the individual contribution of each independent variable (through Beta coefficients, t-values, and p-values).

Table :3 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618 ^a	.382	.335	.75373
a. Predictors: (Constant), EPM mean, TS mean, OP mean, GQP mean, AB mean, MCmean, UP mean				

The model summary revealed that the predictors collectively explained approximately 38.2% of the variance in the dependent variable ($R^2 = 0.382$). The adjusted R^2 value was 0.335, indicating a moderately strong model fit after adjusting for the number of predictors. The standard error of the estimate was 0.75373, which reflects the average distance between the observed values and the predicted values in the regression model.

Table: 4 ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.330	7	4.619	8.130	.000 ^b
	Residual	52.266	92	.568		
	Total	84.596	99			
a. Dependent Variable: PFOS mean						
The ANOVA results indicated that the regression model was statistically significant, **F (7, 92) = 8.30, p						

Table: 5 Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.135	.461		.292	.771
	TSmean	.212	.108	.196	1.961	.053
	UPmean	.003	.156	.003	.022	.983
	GQPmean	.115	.125	.103	.922	.359
	ABmean	.003	.150	.002	.017	.986
	MCmean	.512	.154	.428	3.332	.001
	OPmean	-.018	.107	-.017	-.165	.869
	EPMmean	.013	.120	.011	.106	.916
a. Dependent Variable: PFOS mean						

The overall model was statistically significant, $F(7, 92) = 8.130$, $p < 0.001$, explaining approximately 38.2% of the variance in preference for online shopping ($R^2 = 0.382$, adjusted $R^2 = 0.335$). The standard error of the estimate was 0.75373, indicating a moderate prediction accuracy.

Among the predictors, more convenience (MC) had a significant positive effect on online shopping preference ($\beta = 0.428$, $p = 0.001$), suggesting that consumers are more likely to prefer online shopping if it offers greater convenience. Time saving (TS) showed a marginally significant positive relationship with preference ($\beta = 0.196$, $p = 0.053$), indicating a trend where consumers valuing saved time tend to favor online shopping more.

Other variables—unique products (UP), good quality products (GQP), additional benefits (AB), overseas products (OP), and easy payment methods (EPM)—did not show statistically significant effects on the preference for online shopping in this model ($p > 0.05$).

These findings highlight that convenience is the strongest determinant among the studied factors influencing consumers' preference for online shopping, while other variables may have lesser or no immediate impact in this sample.

Conclusion

This study aimed to investigate the factors influencing consumers' preference for online shopping, focusing on key variables such as time saving, unique products, good quality products, additional benefits, convenience, overseas products, and easy payment methods.

The findings from the multiple linear regression analysis revealed that the overall model was statistically significant and explained 38.2% of the variance in online shopping preference, indicating a moderately strong relationship between the selected factors and consumer behavior. Among all the variables examined, convenience emerged as the most significant predictor of online shopping preference ($\beta = 0.428$, $p = 0.001$). This suggests that consumers are more inclined to choose online shopping platforms that offer ease, flexibility, and user-friendly experiences.

While time saving showed a marginally significant effect ($p = 0.053$), other factors—including unique products, good quality products, additional benefits, overseas products, and easy payment methods—did not demonstrate statistically significant influence in this study. This may imply that while these factors are often associated with online shopping, they may not independently or directly influence preference levels without being supported by other contextual elements such as brand trust, website usability, or customer service quality.

The research concludes that convenience plays a critical role in shaping consumer preference for online shopping, followed to some extent by the value of time efficiency. These insights are valuable for e-commerce businesses and marketers seeking to align their platforms with customer expectations in the digital shopping environment.

References

- Ali, A., Li, C., Hussain, A., & Bakhtawar. (2024). Hedonic Shopping Motivations and Obsessive–Compulsive Buying on the Internet. *Global Business Review*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/0972150920937535>
- Bashir, R., Mehboob, I., & Bhatti, W. K. (2015). Effects of Online Shopping Trends on Consumer-Buying Behavior: An Empirical Study of Pakistan. *Journal of Management and Research*. Retrieved from <https://www.researchgate.net/publication/368085781>
- Dr. AsgharAli, Dr. Fazal Hakim, Dr. Noreen Ayaz, Dr. Irum Jabeen, & Mr. Shahid Ali Khan. (2025). Relationship of Neuroticism Personality Trait with Transformational Leadership Style of Secondary School Administrators in Khyber Pakhtunkhwa, Pakistan. *Advance Social Science Archive Journal*, 4(2), 854–871. <https://doi.org/10.5281/zenodo.17432689>

- Gill, A. A., Rasheed, M. R., & Ali, S. (2024). Factors Influencing the Online Shopping Buying Behavior of Consumers in Pakistan. IUB Journal of Social Sciences. Retrieved from <https://journals.iub.edu.pk/index.php/joss/article/view/2680>
- Dr. Asghar Ali, Dr. Noreen Ayaz, & Ms. Noreen Shahzadi (Corresponding Author). (2025). Academic Stress and Statistical Achievement: A Study of University Students in Khyber Pakhtunkhwa, Pakistan. Advance Social Science Archive Journal, 4(1), 4644–4654. <https://doi.org/10.5281/zenodo.1781185>
- Ibrahim, N. A. N., et al. (2023). Online Shopping Behavior in Youth: A Systematic Review of The Factors Influencing Online Shopping in Young Adults. International Journal of Academic Research in Business and Social Sciences, 13(2), 231–248. Retrieved from https://hrmars.com/papers_submitted/16257
- Mokhtar, M., Yusoff, S., Asmuni, S., & Fauzi, N. A. M. (n.d.). An Insight into Online Shopping Behavior among Young Adults in Malaysia. Journal of Emerging Economies and Islamic Research. Retrieved from <https://www.researchgate.net/publication/342148590>
- PSBIOS (2023). Why Online Shopping in Pakistan Is More Convenient Than Ever. Retrieved from <https://psbios.com/why-online-shopping-in-pakistan-is-more-convenient-than-ever>
- Shaheen, S., & Ashfaq, A. (2022). The Effect of Online Shopping Attributes on Consumer Satisfaction and Purchase Intention: Evidence from Pakistan. Sustainability, 14(7), 4180. <https://doi.org/10.3390/su14074180> (Available from MDPI: <https://www.mdpi.com/2071-1050/14/7/4180>)