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## **Measuring overall convenience of consumers on online shopping and their behavioral intention**

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**Measuring overall convenience of consumers on online shopping and their behavioral intention**

A Research Report submitted

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In partial fulfillment of

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This report has been

Accepted by the

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## Abstract

The purpose of this research to analyze overall convenience for consumers through online shopping and their behavioral intention towards online customer satisfaction. This study helps people who purchases product and services online because its aim on main factors which create impact on consumers when they buy from web-stores. Moreover, it is also beneficial for the companies and individual who sell their product and services via online.

We used Structural Equation Modeling (SEM) with the sample size of 531. We have collected online survey questionnaire from respondent who are convenient to us from Karachi. The nature of the research is quantitative. The purpose of utilizing quantitative methodology that we are able to focus on variety of data to understand the behavior intention and customer satisfaction of those who engage in online shopping.

The findings of this research shows that what factors managers should focus on to grow their online sales and improves the efficiency of their websites. Managers should be use it to develop strategies for effective and efficient business, enhance these variable in their online shopping process and make the experience convenient and safe for their customers.

Five limitations are available for future studies. First, the data was only collected by 531 respondents. Second, data was collected by respondents living in Karachi, Pakistan. Third, data was collected by respondents that are convenient to us. Fourth, there was limited variable. Fifth, it only perform on SPSS and PLS, no other software used in this research for calculating result and we run only three test on PLS. These limitations, however, provide directions to the researcher.

**Keywords:** *Online shopping, Online customer satisfaction, Online transaction, Cash on delivery, Behavioral intention.*

# **CHAPTER#1**

## **Introduction**

## **1.1 Background of the study**

Customer satisfaction has positive impact on convenience for an online marketplace Kim et al, (2006). Beauchamp and Ponder (2010) as per research consumer decision power is more effective through efficiency and facility which consumers get from retail stores. Most of the consumers are moving towards internet decrease strength related in creating judgement. Consumer now spend more time in online marketplace demand towards complete different task. Now customer prefer convenient product to fulfill their requirement, it's suitable for highlight profits for giving online marketplace convenience. Online is one key boosters of the buyer's willingness acquire online products? Beauchamp and Ponder (2010) aware from research break, has industrialized fixed suitability sizes, mutual to online and offline purchases & regulate position of online and offline buyers. New study boost it by Roy et al. (2016) identifying break exploring its connection amongst online convenience behavioral intentions, satisfaction, and e-WOM (Ali et al., 2019). Jayawardhena et al, (2007) here are important influence for online shopping in consumers to his upcoming buying purpose on behalf of online shopping. However it depends on consumer experience, how more customer reclaiming facility Udo et al., (2010). Many classification of suitability recognized by shopping procedure, example the product is easily available "access convenience" moreover items stress-free for discover & parallel display "search convenience" Seiders et al., (2000). Beauchamp and Ponder (2010) evaluate search suitability efficiency the consumer choose the item want for purchase. Kollmann et al., (2012) assuming more retailer work effectively in providing customer's product searches, the customer online shopping experience will be easier and quicker.



Evaluation convenience are connected accessibility item information by using various tools of presentation on product, for instance text, video, graphics, on the company's website. Through these instruments buyer might classify the clear concept item & could be easy to purchase from online stores. This would help customer to compare with other customers to make the purchase process faster. Jiang et al., (2013). Pappas et al., (2016). Online customer count on customized attention and personalized service higher handmade the need that seek the customer limit pains & period that require data to made buying choice.

Seiders et al. (2000) stores that provide stress-free yield rules vigorous in tall transition suitability. Wolfenbarger and Gilly (2001) the customer never have to wait in queue that is the benefit to customer. Represent the period plus cash, customer expend online shopping in command enjoy want. Seiders et al., (2000) represent possession convenience in which consumer can purchase desired product with ease and speed which include. Seiders et al. (2002) significance through online shopping remained stressed ages since problems met for clients recurring the bought item through online.

## **1.2 Problem statement**

Access convenience is considered as how fast and easily a customer spread to shop, Seiders et al., (2000). Access suitability most significant factor to determine customer apparent connected shop suitability, King and Liou (2004). In online shopping environment retailers locality become unrelated since customers can purchase from anywhere, Rohm and Swaminathan, (2004). In search convenience consumer search and select the product that they wanted to buy Beauchamp and Ponder (2010). There are some tools (social media buzz, paid advertisement & broadcasting information) that helps to stop wasting their time crowds, long waiting line and energy to

physically going to the shop Kollmann et al., (2012). Evaluation convenience gives detailed description of the product with the help of text, visuals and video. Through it consumers can have their doubt clear whether their need will be satisfied with the product or not. Recently overpowering collection available tent create connected customers extra searching that always, efforts connected assessment suitability, Jiang et al., (2013). Attentiveness convenience provide personalized functions to the consumers to make product different from the competitor and grab the market attention. Online personalization function let consumers to observe the. Transaction convenience plays major role in customer satisfaction. If the retailer online payment are more safe and easy than there will be increase in customer satisfaction. Stores with fast checkout. Major benefit online payment is that consumers has not to wait in long queues to complete their transaction. There is also a negative effect on shopper's boldness near connected spending danger losing money and risk of faulty payments, Javadi et al. (2012). Possession convenience represent how much effort, time and money consumer have spent to achieve what he wishes to want. Time consumed. If the order doesn't reached to the customer does create bad image, Javadi et al. (2012). Post-Possession convenience plays a role in after sales service like warranty, exchange or refund. Importance of post-possession convenience has been highlighted recently because of complications faced by customers in returning products bought online, Berry et al., (2002). There are some other factors as well which can change consumer's perspective towards online shopping like transaction problem, customer complaint, faulty product or poor value, Seiders et al., (2007). Customer satisfaction is considered as, comparison customer's expectation between pre-purchase and actual purchase. Did he get the product as he imagined or described. When consumers, Hsu et al. (2010). By increasing the overall conveniences, online retailers can ultimately increase online customer satisfaction, Jih, (2009). Behavior intention is recognized as after purchase feedback of

the consumer. Will he be positively refers to others, will he spread positive WOM, faithfulness or value satisfaction, Zeithaml et al. (1996). Behavior intention is related to customer purchase decision, weather he will continue shopping with the same retailer or leave it and move to other, Zeithaml et al, (1996). Recent studies explained that overall conveniences has direct result for connected spending environment, Jiang et al, (2013) Mpinganjira, (2015).

In this fast moving era, everyone is busy in their own activities. Even some people don't have time to eat or sleep properly. So shopping is the major concern for everyone. Shop is necessary because everyone likes to look good and wear good apparel. But in their busy routine people cannot visit physically to physical shop. That is why people are getting more attracted by online shopping Kumar and Kashyap, (2018). The research on online shopping is very limited in Pakistan Mehmood, S.M., & Najmi, A. (2017), Chaudary, S., Rehman, M. A., & Nisar, S. (2014) and Akhlaq, A., & Ahmed, E. (2015). There are many barriers as well for online shopping in Pakistan.

Pakistan E commerce occupational rising rapidly by the degree 50% year Kundi and Shah (2009). Connected spending has become new phenomena for peoples in Pakistan but there are many issues related to online purchase in Pakistan and this has been observed that people are unwilling to pay or use online shopping for several trust issues Kundi and Shah (2009). It has been examined connected spending Pak disturbs boldness customer purchasing performance Nazir et al. (2012). Pak is still in its initial stages, but it is emerging. People wish to purchase online has grown in Pak.

The research will help many companies to identify how much online shopping is becoming important now a days and by the responses they will come to know that there is huge lack of confidence and trust in customer to purchase online. By this research companies may improve their technologies to make safe & secure transaction and might improve their quality & CRM

service. By improving this following thing it will bring a huge change in Pakistan online shopping environment. Customer behavior intention towards online shopping will increase as their overall convenience gets fulfilled. Ultimately online customer satisfaction will increase.

### **1.3 Research Objective:**

Aim of this research to examine overall convenience of customers online shopping and their behavioral intention towards online customer satisfaction.

### **1.4 Research Question:**

What's influence of overall convenience for consumers online shopping & their behavioral intention towards online customer satisfaction?

### **1.5 Significance of the study:**

Significance study in this study shows that this study will prove beneficial for the individuals who purchase products online because it focuses on the core factors which make influence customer while they buying something on internet. On the other hand it is also very helpful for the companies who sell their product or service online. Because by the help of this study they easily get information about what may affect or create an impact on consumer while they do online shopping and understand the perception of the consumer so that they can easily make policies which is feasible for their consumer and for their company also. It also benefits the upcoming researchers who wants to research in a similar domain because this study involves the majority of the factors which affect the consumer behavior or perception while perform online shopping.

## **1.6 Limitations and Delimitations:**

The limitations in the study is it does not perform in a wider area and the data is collected by only 531 respondents which belongs to Karachi and that is the reason that the result which came out from this study cannot consider on overall internet users present in the world. Because the buying behavior of consumer is also varying by their country, different country population have different type of mindset and different perception regarding internet shopping (Ali et al., 2018; Raza et al., 2019). The other limitation is that we do not specifically collect the data by our target audience in fact we collect it from the audience which is convenient to us. And it focuses on the limited variable which creates an impact on consumer while they do shopping on internet, the variable like benefit of online shopping or pre-purchase convenience is not included in the study. Other drawback in the study is it only perform on SPSS and PLS, no other software used in this research for calculating result and we run only three test on PLS.

## **1.7 Organization of the study:**

Rest of the paper is as follow. Literature review is reported chapter#2. Chapter#3 discusses the methodology. Chapter#4 explains the result and discussion. Conclusion, policy implications and limitations of the study are described in chapter#5.

# **CHAPTER#2**

## **Literature review**

## **2.1 Empirical Studies:**

Wang, Putni, Christiano and Hutama (2019) does study that determine factors digital payment users of Indonesia. Mobile payment use dependent variable & online shopping as independent variable. Statistics submitted by 100 individuals belongs to the domain of Indonesia. SEM for measure hypothesis of theoretical experimental with Smart PLS software package. The outcome displays that purpose use was significantly affected by perceived usefulness. It should conducted of broad area of electronic money users in Indonesia.

Pham, Tran, Misra, Maskeliunas, and Damasevicius (2018) examined the impact between Convenience, Perceive Value, Repurchase Intension on connected spending of Vietnam. Search, Evaluation, Transaction, Post purchase and Access uses dependent variable and Apparent and post purchase uses independent variable. Information submitted by 230 respondents. SEM used measure connection. The outcome of the study tells us all factors of online shopping has positive effect on repurchase intention.

Tat, Chin, Long, Choon and Zakuan (2018) examine the repurchase intention for Muda. Repurchase intention uses dependent variable. Access, search, evaluation and transaction uses independent variables. SEM have examine the connection. Findings will be important in rising the desire of their customer to purchase online platform operators.

Duarte, Costa e Silva and Ferreira (2018) examined relationship delivering convenience to increase customer satisfaction and it uses dependent variable & online purchase uses independent variable. Information submitted by 250 individuals. For verification check the relationship in the system, CFA & covariance bases CBSEM implemented. The findings shows that the factor of ownership, transfer and assessment are more important in usage of online purchase. Future research should

also explore how customer understand online shopping changes the period using the qualitative study & perhaps extra factors improve convenience in digital shopping.

Gautam (2018) examines the purchase circumstance for online selling. Customer satisfaction uses dependent variable whereas access, search, evaluation, transaction, possession uses independent variable. The data was collected by 227 people. The SEM has implemented for analyzing connection. Outcomes provide a good start for online retailers in order to manage shopping convenience activities effectively and efficiently.

Teo, Goh, and Rezaei (2017) analyzed connection amongst motivation, purchase and money saving. The hedonic inspiration, money saving, Time saving uses independent variable & behavioral intension uses dependent variable. Information was submitted by 224 candidates through valid questionnaire or empirically test the model limited within the Klang Valley. SEM has interpreted the connection. Outcome give positive connection amongst motivations and behavioral intension near Online Food Delivery facilities. It has been suggested that the proposed theories were maintained, by exclusion for connection amongst earlier online purchase experiences and post-use purchase.

Mehmood and Najmi (2017) examine the understanding influence service on customer satisfaction on cash on delivery indication of Pak. Customer satisfaction has been as dependent variable and decision, access, transaction, benefit, post-benefit uses independent variable. Information was submitted 230 respondents. In this model later smearing EFA regression is executed for statistical method for hypothesis. As an outcome in order fulfill consumers E-market domain online shops attention of suitability for online spending.



Ferreira (2016) examine the measuring consumer perception online shopping. Access, Search, Evaluation, Attentiveness, Transaction, Possession, Post possession uses dependent variable & online Customer satisfaction, Behavioral intension uses independent variable. Information was submitted by 250 people in which 167 women and 83 men. The SEM test relationship of prototypical. The result of the study supports this idea. Ownership measurement is very important awareness of online.

Mpinganjira (2015) examine the Service, Customer satisfaction, online customers. Search, Evaluation, Order, Possession uses dependent variable and overall customer satisfaction, behavioral intention repurchase from an online store uses independent variable. Information was submitted by 127 candidates. The first SEM verified connection. Result shows 4 factors have very important effect for shopper's behavioral intention.

Chen, Yan, Fan, and Gordon (2015) examine combined faith tendency & masculinity consumer's connected spending performance. The repurchase are used as a dependent variable. The perceived benefit, perceived risk uses independent variable. Information was submitted by 484 people. The SEM implemented to tell connection in the outcome. May be females buying extra amongst males.

Wu (2013) examined the predecessors of consumer fulfilment & connection objection purpose. Distributive, Procedural, Interactional, Expectation, Perceived & Trust uses independent variables and online Consumer fulfilment uses dependent variable. Information is submitted by 1057 online candidates from online survey on different websites. Structural equation modeling (SEM) implemented to identify connection. Outcomes have confident connection for client fulfilment of procedural justice. The result from testing an auxiliary condition model interactional donate altogether fulfilment, thus protest goals, yet doesn't specification likewise significant deciding objective factors. Suggestion supervisor's researchers likewise examined.

Kaur (2013) analyzed the measuring online shop convenience in Malaysia. Behavioral intention used as dependent variable and access, search, evaluation, transaction, post purchase are used independent variable. The information was submitted by 200 candidates. The result shows the most important factor is possession post purchase.

Sarkar (2013) examine effect practical and spending ethics person's apparent benefits & dangers connected spending. Perceived benefit, perceived risk has hopping been used as the dependent variable and spending & utilitarian worth uses independent variables. The information was submitted by 525 candidates. Study sets numerous reversion technique has been implemented. Outcome support costumers by tall useful spending standards observe better profits online shop.

Luo, J., Ba, S., & Zhang, H. (2012) examined importance product uncertainty retailer visibility to customer in purchasing through online and also the factors that reduce customer satisfaction in online shopping. Product uncertainty and retailer visibility uses dependent variables & Online consumer fulfilment dependent Variables. Information submitted by archival resources. Cluster sample method implemented to know the connection. The result shows that service quality has a positive impact that helps in increasing retailer visibility and product visibility.

Gounaris, Dimitriadis and Stahakopoulos (2010) examined the consequence of facility excellence. E-service quality, satisfaction, behavioral intension has been used as dependent variables and purchase intension, site revisit, WOM uses independent variables. Information was submitted by 240 candidates. SEM is implemented to know the connection. Outcomes tell it has positive effect on WOM.

Benarz, and Ponder (2010) examine the perceptions of digital Retail. Online buyers. Access, search uses dependent variables and retail uses independent variables. Information was submitted by 346

people. The SEM is implemented to know the connection. The outcomes show that there is a positive and significant connection between variables.

Su (2008) examined the relationship of online search value, non-price product information and shop on customer search purposes uses dependent variables and internet shopping uses independent variables. Information submitted by 401 individuals belongs Taiwan. Results measures that cross-site search and in-site search do not have significant relationship on shop search customer go straight to the homepage of the specific retailer. The study involves the degree to which further search methods offered by recommendation systems affect consumer search behaviors and the extent to which decline in search costs automatically increase the desire to look for value.

Bauer, Falk and Hammerschmidt (2006) examine the hedonic quality aspects which were not focused at all on online shopping. To combine effective and hedonic electronic service elements they used transaction process model. E transaction is used as independent variable and responsiveness, reliability, process, functionality & enjoyment is used as dependent variable. To record the responses interview is conducted by 30 online shopping users which last around 30-60 mins. The respondents were graduate students and university staff. Use factor analysis and reliability analysis. Four dimensions give positive effect on customer satisfaction.

Hsieh, Chiu, and Chiang (2005) measure the factors of different relationship on customer engagement on internet. Search experience uses dependent variable & internet purchase uses independent variables. Information was submitted by 332 individuals belong Taiwan use a convenient sampling technique to gather data from the study. The results show that the positive impact of economic, social and institutional ties on customer engagement. Some of the above measures may be followed by the external search.

LIV, Marchewka and LU (2005) analyzed and tried a hypothetical model that considers and individual's perceptions of privacy and how it identifies with their behavioral intention to make an online purchase. Privacy and trust uses independent variables & behavioral intension uses dependent variables. Information was submitted by 200 candidates those are two e-commerce sites that distinguished by the privacy dimension of their notice, access choice and security. Structural Equation Modeling implemented to know the connection. Outcomes have positive relative the trust dimension behavioral intention. The outcome recommended strong support for the model.

Teo, Wang and Leong (2004) examined that customers paying of online purchasing posh for 6 factors produce doubt, behavioral, dependability & specificity. The data was submitted by 1,121 respondent belongs United States, snowballing technique is used to meet the actual respondents. The study identify that transaction costs have negative relationship with the ability of customers to buy digitally.

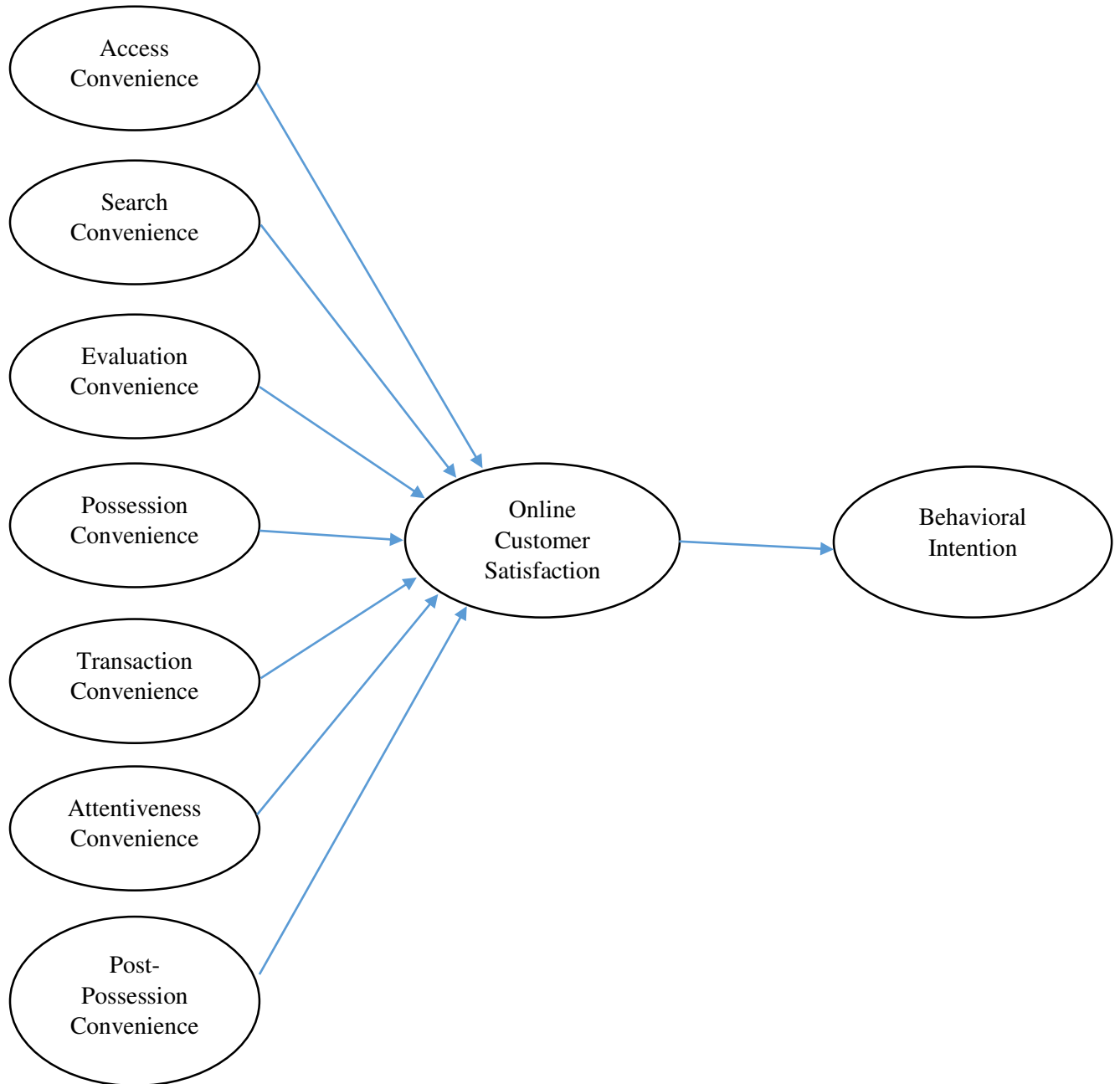
Jun, Yang and Kim (2004) determined online customer perception. Ease of use, safety and trustworthiness uses independent variable & online customer satisfaction uses dependent variable. Information was submitted by 228 university students, ISM and ASQC members in USA. Data was collected through survey questionnaire. The outcome shows the positive and important connections between the variables.

Wu (2003) analyzed online buyer's concern and perception of Digital Shop. Digital shop uses dependent variables and demographics, purchase, perception, lifestyle uses independent variables. The data was collected by 712 candidates. Fishbein method implemented to know the connection. The outcomes have shown positive and important relation amongst the connections.

Lee (2002) analyze the behavioral factors of online buyers when making an internet purchase. The data was submitted from 424 respondents belonging to National Computer Board selecting individual between ages of 18 to 55 to analyze business for e commerce in Singapore. The behavioral model used in this study allows online companies to measure the impact of their websites in providing internet customers with total sales. Research findings show that e commerce companies must focus on using branding protection programs, state of threat secure technologies, creating guarantees on selling products and services, developing a conflict resolution plan in the case of incorrect billing.

Ho and Wu (1999) examined the fore runners and outcomes of consumer fulfilment. Homepage. Information, technology, product & logistical uses independent variables and online consumer fulfilment uses dependent variables. The data was collected from 375 respondents from a customer's board in a two-stage investigation of shopper encounters with vehicle fixes and customer services. SEM implemented to know the connection. Outcomes tells past discoveries desires and disconfirmation are suitable determinants of fulfillment and propose that grievance action might be remembered for satisfaction/dissatisfaction research.

## 2.2 Conceptual Model



## **2.3 Model Hypothesis:**

**H1=>** There is a significant relationship between Access Convenience and Online Customer Satisfaction.

**H2=>** There is a significant relationship between Search Convenience and Online Customer Satisfaction.

**H3=>** There is a significant relationship between Evaluation Convenience and Online Customer Satisfaction.

**H4=>** There is a significant relationship between Transaction Convenience and Online Customer Satisfaction.

**H5=>** There is a significant relationship between Possession Convenience and Online Customer Satisfaction.

**H6=>** There is a significant relationship between Attentiveness Convenience and Online Customer Satisfaction.

**H7=>** There is a significant relationship between Post- Possession Convenience and Online Customer Satisfaction.

**H8=>** There is a significant relationship between Online Customer Satisfaction and Behavioral Intention.

# **CHAPTER#3**

## **Methodology**



### **3.1 Research Purpose.**

Purpose of this research is explanatory because many researcher had already research on this existing topic. It's kind of research that emphasizes on clarifying features in study (Raza et al., 2018). Usually go further than explanation & tries clarify motives of occurrence for expressive research detected on explanatory research, we use philosophies & hypotheses for signify services produced positive occurrence (Raza et al., 2017). Problem & variables which we used in our research was very few in Pakistan context, so we analyze the factors in more detail manner.

### **3.2 Research Approach:**

Nature of research is quantitative. It's considered capable for analysis information, measurable scientific or computational strategies. It efforts statistical information & simplifying through group individuals or to explain a particular phenomenon (Qazi et al., 2020; Raza et al., 2020). The purpose of utilizing quantitative mythology, we are able to focus on variety of data.

### **3.3 Research Design:**

In this study correlational implemented which explain relation among different variables and factor which influence buyers to purchase the products or services on internet.

### **3.4 Sampling Technique:**

Technique use in research is convenience sampling technique because we collect our data from those people who are easily available for us, we collect the online survey questionnaire from our

friend's family, university, school or college student and many other who frequently purchase product online.

### **3.5 Target Audience/Population:**

Our target audience were online shopping customer, because we are doing research to understand behavior intention and customer satisfaction of those who do online shopping.

### **3.6 Sample Size:**

For this research, we have collected the complete responses from 500 people. The sample size of the study is based on students using cloud computing technology in their respective fields. The sample size is based on the recommended sample size i.e., a poor sample size to be 50, the good sample size to be 300, the very good sample size to be 500, and an excellent sample size of 1000 for factor analysis (Qazi et al., 2020; Raza et al., 2020).

### **3.7 Statistical Techniques:**

The research uses statistical package for the social science (SPSS) and partial least square (PLS) software. The test applies to the data involve reliability analysis, factor analysis, and regression analysis.

**Reliability Analysis:** It tells us that whether the instrument is reliable or not. It tells the consistency of data.

**Factor analysis:** Helps in reducing the data that strives to explain correlation between multiple outcomes. Factor analyses include data reduction and represent a group of variable in smaller numbers.

**Regression analysis:** Finds the relationship between two or more variable. Factor analysis helps in analyzing the influence of one or more independent variable on a dependent variable.

### **3.8 Questionnaire and Measurement Instrument:**

A 5 pointer Likert scale is used as in instrument for the data collection, starting from 1) strongly disagree, 2) Disagree, 3) Neutral, 4) Agree, 5) strongly agree were distributed online through links on Facebook and WhatsApp to 638 respondents and 531 replies are receive. Questionnaire is developed from Duarte, e Silva & Ferreira (2018), Moeller, Fassnacht & Ettinger (2009), sheng & Liu (2010) and Ling Jiang, Nan Jiang & Liu (2011).

### **3.9 Ethical Consideration:**

It is an essential part for any research. It follow, help & aims of study communicating reliable information, fact & anticipation mistake. A respondent in our research is secured by the confidentiality in keeping their data private and respecting their views. All the respondents in our research participate voluntarily.

# **CHAPTER#4**

## **Data Analysis**

## 4.1 Data Analysis

To analyze we use PLS-ELM is selected. Statistics were observed thru smart PLS 3.1.6 (Ringle, Wende, & Becker, 2015; Raza et al., 2020).

### 4.1.1 Demographic Profile

**Table 1: Respondent's profile (N=sample size)**

<b>Variables</b>	<b>Categories</b>	<b>Frequencies</b>	<b>Percentage %</b>
<b>Gender</b>	Male	325	61.2
	Female	206	38.8
<b>Age</b>	18-22	99	18.6
	23-27	214	40.3
	28-32	98	18.5
	33-37	73	13.7
	38 or above	47	8.9
<b>Education</b>	Intermediate	81	15.3
	Undergraduate	248	46.7
	Graduate	130	24.5
	Postgraduate	72	13.6
<b>Average time of online shopping</b>	Once in a week	110	20.7
	Once in a month	223	42
	Twice in a month	114	21.5
	Twice in a year	84	15.8
<b>Household monthly income</b>	Less than 20,000 PKR	115	21.7
	20,000 to 50,000 PKR	211	39.7
	50,001 to 80,000 PKR	147	27.7
	More than 80,000 PKR	58	10.9
<b>Average hours spend online</b>	1-5 Hours per week	145	27.3
	1-2 Hours per day	236	44.4
	3-5 Hours per day	114	21.5
	Over 5 hours per day	36	6.8

## **Discussion**

The details of demographics is presented in Table 1. As seen from the demographics characteristics about 61.2% of respondents are male where as 38.8% of respondents are females. The respondent age group category showed that 18.6% were falling in the age bracket of 18-22, 40.3% were falling in the age bracket of 23-27, 18.5% were falling in the age bracket of 28-32, 13.7% were falling in the age bracket of 33-37, and 8.9% were falling in the age bracket of 38 or above. The education showed that 15.3% have done intermediate, 46.7% have done undergraduate, 24.5% have done graduate, and 13.6% have done postgraduate. The average time of online shopping showed that 20.7% do shopping once in a week, 42% do shopping once in a month, 21.5% do shopping twice in a month, and 15.8% do shopping twice in a year. Household monthly income describes that around 21.7% earns less than 20,000 PKR, 39.7% earns in between 20,000 to 50,000 PKR, 27.7% earns in between 50,001 to 80,000 PKR, and 10.9% earns more than 80,000 PKR. Average hours spend online describes that 27.3% spend in between 1-5 hours per week, 44.4% spend in between 1-2 hours per day, 21.5% spend in between 3-5 hours per day, and 6.8% spend over 5 hours per day.

### **4.1.2 Reliability Analysis**

The results of reliability analysis is most significant for check & then account it in main information. It is important since outcome of information isn't trustworthy than our finale outcome & predicting both must be not dependable. Reliability analysis refers to the ability check reliably occurrence, calculated for assessing dependability.

**Table 2: Reliability statistics**

<b>Construct</b>	<b>Cronbach's <math>\alpha</math></b>	<b>Items</b>
AC	0.620	5
ATC	0.586	3
BI	0.852	3
EC	0.629	5
OCS	0.572	3
PC	0.655	5
PPC	0.824	3
SC	0.885	5
TC	0.631	5

*Note=> AC=Access Convenience, ATC=Attentiveness Convenience, BI=Behavioral Intentions, EC=Evaluation Convenience, OCS=Online Customer Satisfaction, PC=Possession Convenience, PPC=Post-Possession Convenience, SC=Search Convenience, TC=Transaction Convenience.*

### **Interpretation**

The first variable Access Convenience has 5 items and the value of alpha of these items is 0.620. The second variable Attentiveness Convenience has 3 items and the value of alpha of these items is 0.586. The third variable Behavioral Intention has 3 items and the value of alpha of these items is 0.852. The fourth variable Evaluation Convenience has 5 items and the value of alpha of these items is 0.629. The fifth variable Online Customer Satisfaction has 3 items and the value of alpha of these items is 0.572. The sixth variable Possession Convenience has 5 items and the value of alpha of these items is 0.655. The seventh variable Post-Possession Convenience has 3 items and the value of alpha of these items is 0.824. The eighth variable Search Convenience has 5 items and the value of alpha of these items is 0.885. The ninth variable Transaction Convenience has 5 items and the value of alpha of these items is 0.631.





*Note=> AC=Access Convenience, ATC=Attentiveness Convenience, BI=Behavioral Intentions, EC=Evaluation Convenience, OCS=Online Customer Satisfaction, PC=Possession Convenience, PPC=Post-Possession Convenience, SC=Search Convenience, TC=Transaction Convenience.*

### **Interpretation**

If value lies in the range of 0.01 to 0.3 it means the relationship between variables is weak. Moreover, if it lies in the range of 0.31 to 0.7 then it is a moderate relationship between variables and if it is greater than 0.7 so it represents a high correlation. According to table 3, it is shown that all nine variables have a high correlation with their respective variables as the value is greater than or equals to 0.7.

#### 4.1.4 Regression Analysis

Regression Analysis is a set of numerical process to check relationship amongst variables. Comprises numerous methods to examining variables, once attention of connection among dependent variable & independent variables.

**Table 4: Regression Analysis**

Hypothesis	Regression Path	Effect Type	B-Coefficients	P Values	Remarks
H1	AC -> OCS	Direct effect	0.512	0.001	Supported
H2	ATC -> OCS	Direct effect	0.456	0.061	Supported
H3	EC -> OCS	Direct effect	0.160	0.007	Supported
H4	OCS -> BI	Direct effect	0.659	0.000	Supported
H5	PC -> OCS	Direct effect	0.388	0.018	Supported
H6	PPC -> OCS	Direct effect	0.252	0.000	Supported
H7	SC -> OCS	Direct effect	0.160	0.012	Supported
H8	TC -> OCS	Direct effect	0.117	0.001	Supported

*Note=> AC=Access Convenience, ATC=Attentiveness Convenience, BI=Behavioral Intentions, EC=Evaluation Convenience, OCS=Online Customer Satisfaction, PC=Possession Convenience, PPC=Post-Possession Convenience, SC=Search Convenience, TC=Transaction Convenience.*

#### Discussion

The result of regression analysis is reported in table 4. The result of first hypothesis shows that there is a positive and significant relationship between access convenience and online customer satisfaction as (B= 0.512,  $p < 0.1$ ). The result of second hypothesis shows that there is a positive and significant relationship between attentiveness convenience and online customer satisfaction as (B= 0.456,  $p < 0.1$ ). The result of third hypothesis shows that there is a positive and significant relationship between evaluation convenience and online customer satisfaction as (B= 0.160,

$p < 0.1$ ). The result of fourth hypothesis shows that there is a positive and significant relationship between online customer satisfaction and behavioral intentions as ( $B = 0.659, p < 0.1$ ). The result of fifth hypothesis shows that there is a positive and significant relationship between possession convenience and online customer satisfaction as ( $B = 0.388, p < 0.1$ ). The result of sixth hypothesis shows that there is a positive and significant relationship between post-possession convenience and online customer satisfaction as ( $B = 0.252, p < 0.1$ ). The result of seventh hypothesis shows that there is a positive and significant relationship between search convenience and online customer satisfaction as ( $B = 0.160, p < 0.1$ ). The result of eighth hypothesis shows that there is a positive and significant relationship between transaction convenience and online customer satisfaction as ( $B = 0.117, p < 0.1$ ). The studies which supported that relationship includes previous study conducted by Duarte, e Silva & Ferreira (2018) and Ling Jiang, Nan Jiang & Liu (2011).

# **CHAPTER#5**

## **Conclusion**

## **5.1 Conclusion**

By enhancement technology in internet, web, mobile application; customer have access to purchase products and services with a huge variety of choices from globally at highly competitive prices. How convenience measurement intensely influences consumer satisfaction and aim to connect to purchase online in Karachi. Past research identify that convenience factor was focused with purchase intension of customers. The current secondary research helps to find the association amongst pleased customers & readiness re-claim & suggest to their contacts. This addition is significant because behavioral intention proved to be apposite indicator of online shopping and customer loyalty. However, customer satisfaction significant feature for preserving and enhancing competitive advantage.

Data was collected by 531 respondents by research questionnaires through Facebook, WhatsApp and other medium of internet social contact users in Pakistan. The study also helps in managerial staff pardon factors suitability must emphasis recover their general efficiency. Retailers should know 3 main factors engage consumers towards shopping. PLS-SEM implemented to know the connection between models. Outcomes also reveal extent preceding mechanism of digital shopping & able appreciate what issues drives gratification enhances behavior intention. Outcomes show that all variable are positive and significant which means online retailers should consider these measurements in online shopping which enables the customer to attract more towards purchasing online.

The result likewise demonstrates outcomes advantage by better events few builds to be specific. Upcoming investigations, superior separation among ownership & operation likewise supported.

It's suggested upcoming study examine how consumer awareness transform after some period using study strategy & perhaps extra measurement improve digital businesses.

## **5.2 Managerial Implications**

This study would be supportive to the managers implementing Online Advertisement of their product to increase the reach of their product. They should implement strategies to make access to the website and product easy and accurate so that the customer can buy the exact product, they should evaluate the problems which occur to customer who wants purchase item digitally and solve issues to make the online buying process easy and worth it, they should find the ways to deliver their product faster so that the customer can conveniently get the product under his or her possession, they should do the effective search engine optimization of their website and product so that the customer can easily find the product in less time, and they should make the effective and safe payment gateway to their website so the customer can have a secure online transaction and do not have any trust issues regarding online shopping. Using this recommendation efficiently will greatly affect the firm's strategic goal and boost up their sales.

## **5.3 Future Recommendations**

The topic of this research is broad, hence there are some more opportunity left to address. Data collected by 531 respondents from Karachi and the impact of 9 variable only on online shopping. The future recommendation for the researcher to enlarge possibility for study through more variable the online shopping customer. The outcome for research would better collective tester scope from the different city in Pakistan or even from different countries. And gain more result about the online shopping. Research should also cover some other sustainability dimensions that

would lead to operational objective for example quality management, innovation, marketing and research and development.

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