**An Investigation into Customer Preferences for Online Shopping in South Asia (Pakistan) by Daraz.pk**

**Summary of the Case Study:-**

In South Asia especially Pakistan we see a customer's preferences for online shopping and comparing it to the customers who actually visit shops and stores for purchasing goods. The preferences can be affected from outer factors like an individual's characteristics, their motives, lifestyles and personalities. The other factor is the social influence, which is effected by culture, reference groups and family. Then comes another important factor which influences the preferences is situational and economic factors which includes income, education, employment and social support. The last thing that affects the preferences of a customer over online or offline shopping is the environment provided by the company which includes website quality, website interface, website satisfaction and website experience.

Applying different management theories like the theory of reasoned actions, theory of EKB, the theory of planned behavior, theory of Maslow's hierarchy of motivational needs, theory of Hawkins Stern impulse buying. Now the factors that result in the customer behavior are psychological factors, internal factors and external factors. This summary is based on these factors which influences customer's behavior. The methodology for this research summary the methodology for extracting data are the sources of data, the quantitative research method, research design, sampling size, sampling technique and questionnaires.

The analysis taken from fifty responders on the basis of gender, age, education, occupation, monthly incomes, residency and choices of most appraised online stores. Now the question is why online shopping? It's simply because they offer lower prices, time efficiency, more convenient, the variety of items, deals and discounts, one of the strength is promotional ads and good brands and presence of any time availability. But looking at the advantages alone will not answer our question, we also need to keep in mind the cons of online shopping which are delivery of wrong items, goods delivered are often damaged, online available items and goods are usually close to the expiry date or expired in some cases, word of mouth is more persuading than any other media available, preference of online shopping because of status quo, although the brand loyalty is not prevailed but sometimes it does. Online shopping is safer as money is not directly involved. The customer tends to go for advantages being given, it can be said eventually it will surpass conventional shops. As new online markets coming every new day, client's inclination is also changed from conventional to online shopping in Pakistan.

Now there are some factors that are affecting the consumer preferences in online shopping are the convenience, pricing policy, quality, online trust, income, information, variety, discount offers and good deals. Some good factors influencing are discount offers and good deals, availability of products and services. It can be said that future of Pakistan online grocery shopping is getting more mainstream.

This research is about customer's inclinations from conventional to online shopping. This summary outlines the significance of online shopping and furthermore some significant determinants like pay, status, easiness and solace, media particularly social and electronic media, promotion and ads, utilization of web and access to web and so forth are the variables which change shopper's inclinations from conventional to the online or web shopping. This is a précised survey is set which clarifies the given point and wanted information is accumulated through this poll. Diverse behavioral theories are utilized in this examination which investigates our ideal point. All these theories and models are planned according to choices, inclinations, inspirational necessities and compelling components that impact the shopper's inclinations in any capacity.

As per these phases of decision making and outer determinants, the customers may change to various brands and method of shopping which fulfill their requirements. Assessment of choices additionally tends a customer towards a superior item and all the simpler and agreeable method of shopping. In exchanging buyer's inclinations given data is extremely compelling, from the above gathered information it is seen that if a shopper is either happy with the given item and the other way around. In this way retailers and brands ought to be very much aware of the way that what sort of data is requested by the shoppers and what information should have been given to fulfill any buyer. Through this decision making theory retailers distinguish about the purchaser's conduct and requests of the buyers that they need from any brand or item. This model is utilized to direct both buyer's conduct and retailer's understanding in making their deal progressively dynamic in online shopping. This hypothesis is executed in clarifying on the online and conventional shopping and changing customer's inclinations from conventional to online shopping in Pakistan.

There are some important implications for the online shopping towards the people or consumer have advantages along with disadvantages depending on how people use IT technology in a right or in a wrong way. Convenience is the main advantage along with lower price and selection which also plays very important role in online shopping not only in Pakistan but also in the whole world. From finding of the study, online shopping also has some negative impacts as well if this technology misused by the public or consumers, like misuse of identity, credit card, debit card etc. So cheating and scamming are the big issues for the online shopping. These scammers leave the customer emotionally stressed out and heartbroken to an extent that they even sometimes quit online shopping for good. And the scammers take the money and because we are too afraid or lazy to take action on it, we let them take our money, which we work hard for months to earn and in this fraud we lose it and get emotionally unstable for the time being and then eventually forget it. The scammers also deliver low quality products giving bad experience. That is why we should not completely rely on online shopping rather conventional as well, because we can only see the pictures of the product but can’t feel the actual product.

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