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Question NO (1):

An Investigation into customer preferences for online shopping in south Asia (Pakistan): A case study of Daraz, PK

Summary :-

The present study is concerned in the field of consumer buying behavior, especially e-shopping in Pakistan. E-commerce has created easiness and innovativeness in human's life.

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Online consumer buying behavior is not like a physical market having ability to touch, analyze, and thereafter shop the products. This study explores the effect of few variables, derived from existing literature. Those variables are perceived benefits, domain specific innovativeness, and shopping orientations, i.e., impulse-purchase orientation, brand orientation and quality orientation. The data was collected by mean of the questionnaires. The findings indicated the domain specific innovativeness and shopping orientation have positive impact on -

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Consumer's buying behavior towards the new trends of shopping online.

This behavior has been measured through perceived benefits of online shopping domain specific innovativeness and shopping orientations of consumers. There is no research executed to find the combine effect of aforementioned variables as the development of e-commerce in Pakistan is still slow in comparison to other developing nations.

Shopping or online shopping is a type of e-commerce which enables clients to directly acquire products or

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services by any retailer through internet using websites. online shopping got much popularity in the users of internet (Bourlikis et al., 2008). Nowadays, it has become easier to find even the most difficult goods simply typing the name of an item or product using internet. Additionally, logistic companies are also being part of online shopping process, making sure that products would be delivered at any destination in the world. Indeed, there are many benefits and advantages of online shopping and

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advantages of online shopping and that's why individuals select to do this of shopping over traditional shopping. online shopping gives more contentment to the consumers of modern day.

I want to summarize the aims and the objectives of this article. The main aim and objective of this article is that how to switch off from offline to online grocery shopping. The key features is to introduce good aspects that shift consumers liking in online shopping in south Asia specially Pakistan.

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To determine purchasers opinions about top websites for grocery shopping. Shopping or online shopping is a type of e-commerce which enables clients to directly acquire products or services by any retailer through internet using websites. online shopping got much popularity in the users of internet. There are several reasons for changing in preferences from offline to online grocery shopping in Pakistan.

unavailability of the products online also can affect the good line. product specification and

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reviews also may change the consumers preferences while online shopping there are so much options will available for consumers. Increasing in taxes may also can effect the e-businesses.

Now here I want to summerize the Theories which is related to this Article.

There two famous Theories present about Planned behaviour regarding online shopping and e-commerce for example.

Maslow's hierarchy of needs is a motivational Theory is psychology comprising a five-tier model of human needs.

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often depicted as hierarchical levels within a pyramid.

From the bottom of the hierarchy upwards, the needs are: physiological, safety, love and belonging, esteem, and self-actualization. The second one is --

Hawkins Stern Impulse

Buying

While many of the theories of consumer behavior focus on rational action, Hawkins Stern believed heavily in the idea of impulsive behavior. Stern argued that sudden buying impulses fit alongside rational purchasing decisions, to paint a complete picture of the



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average consumers. The research outcomes have provided managerial implications to different stakeholders. The findings also provide certain understanding and feedback to the e-traders to develop and apply different trade practices to raise consumer's online buying intentions. To build the condition for perceived benefits, web-retailers may offer free subscription to potential online buyers and free samples to test the services and products.

The present research shows that domain specific innovativeness has positive

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and significant effect on customer buying intention. So the web retailers may use new and latest features to make their online shopping stores more attractive and user friendly.

The result ascertained the facts about various aspects of online shopping. It would provide reliable information that can be interpreted to research at conclusions. It is also seen with reference to a theoretical framework for this study, it can assist in reaching at the conclusions about online shopping in Pakistan.

From all this study we can get

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idea that with the help of internet the sales and purchasing ratio has increased to a greater extent but it also some times make the customers uncomfortable because customers can't understand properly about the quality of goods they are purchasing is greater in people who are in the age of 20 to 35 as compared to above 35 years because 35 don't know how to use internet in a useful way so they can't take much benefit from it.

