



A Study of Online Shopping's Options and Substitutes Affect Online Purchase Decision in Faisalabad

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Abstract— Purchasing through virtual stores is very common now days. It not only made shopping process easy but also provides many facilities to the customers like purchase discounts and promotions, free home delivery and exchanges the products. How these shopping options and shopping substitutes affect the consumers decision to by the product online. Population was selected from Faisalabad city and two hundred and fifty respondents were selected as sample. Different data analyses techniques were used to find out the Frequency, percentages, Chi –square Degree of freedom, P-value, Gamma, mean and standard deviation. Research has found that discounts and sales promotions by internet stores increase online selling and consumers are more motivated to buy the products from internet that have low price as compared to traditional stores.

Keywords— virtual shopping, more facilities, online shopping options, online shopping substitutes

I. INTRODUCTION

Online shopping has been invented by Michael Aldrich in the year of 1979. He was an English entrepreneur. In March 1980 he attended the launch ceremony of Redifon's Office Revolution, which allowed suppliers, distributors, middle men, consumers and product and service companies to be connect with each other online to make the work or business of all people to be performed electronically.

Consumers can adopt internet as a shopping medium only when they are aware about new technology and also they accept and using of technology. According to Dennis (2001) [1] conducted research under Technology Acceptance Model (TAM) which is used to conduct study about the workers how they accept and use technology at their work. Online shopping is the demand of current time as it is the way to shop in convenient way and also companies are earning more profit while selling the products on internet. This is the reason for which companies are making websites and spread their business on internet. “ The significance for retailers to having a web site is that a web site is informational and transactional in nature” (Murphy, 1998)[2]. Websites should be design in a way that provide full information about the product which is offered

on the website for sale and the contents to buy the product online should be easy to understand and use. Online business increases its sale in holidays and specific occasions because people want to spend their time with family or friends and want the products at their doorsteps.

A. Rationales of study

The study will be valuable for many online stores to takes some steps to resolve the tangibility issue of the online product. Research will also help to expand the online business as it provides the full information regarding online shopping options and online shopping substitutes. Which shopping substitutes compel the people to shop more from online store.

B. Objectives

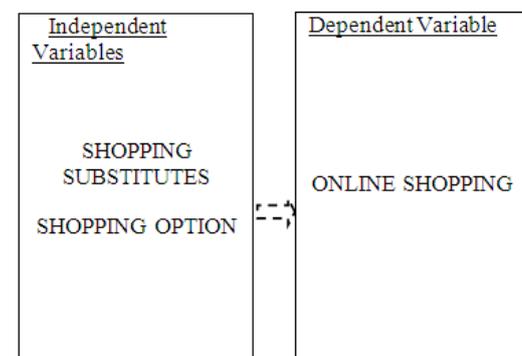
The research has following objectives:

- To study the factors which either be the cause of success and failure of e-shopping.
- To analyze the shopping options which increase online business.

C. Hypothesis

- H1= There is an association between shopping substitute and online shopping
- H2=There is an association between shopping option and online shopping

D. Conceptual Framework



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II. LITERATURE REVIEW

A. *Shopping Substitutes*

Whenever people buy products whether online or offline, tangibility of the product is their main requirement. In offline shopping consumer have access to the product and they can touch and try the product before the final purchase but in case of online shopping consumers cannot access to the tangibility of products. They only get the snap of product and related information. These things lead them for purchase decision. According to Rajamma and Ganesh, (2007)[3] consumer is very conscious about tangibility of products and they want from the online stores to convince them and build customers trust on the web store. Online stores should assure the consumers about the quality, quantity, and accuracy of the products. When consumers have trust on the web store, then their shopping from that stores also increase and risk decrease.

Kotler (1974)[4] describes that it is important for online stores to assure the customers about the Privacy, guarantee, in time delivery and complaint solution. Lindstrom (2001)[5] stated that, online stores have lack of tangibility feature. Intangibility of product on the online stores creates big issue in consumers mind as consumers can only access the picture of the product with some written features which are not very much sufficient to satisfy the consumers to buy the product. And there are only few websites or brands who are offering warrantee of the product and a lot of websites do not respond on customers complaint about the products has been purchased.

Shopping from traditional markets are considered as high tangibility of products as consumers have full access to the product and it has proper outlet to buy the products (Rajamma and Ganesh, 2007)[3]. In an online shopping there is no physical contact of the products and there is no guidance for selection of products. And consumers like to have suggestion about selection of products from the sales person. Consumers are more satisfied while purchasing the products from offline stores as they have access to the product to check the quality of the product and they can try the product in the store before the purchase. Inexpensive products are highly purchasing from the online stores as consumer feel lower amount of monetary risk (Grewal et al. 2004)[6]. These products include books, cd's, grocery and clothing. But purchasing of expensive products like Cars, Mobile, Watches are mostly buy from the physical store as these products need to get more knowledge before final purchase and big monetary transaction require for purchasing the product. Consumers prefer to buy low cost products from the internet stores as they feel a lot of risks regarding the product that they are going to purchase online. This is the reason that is why consumers buy high cost or expensive products from the traditional markets.

Some consumers feel difficult to choose the items offer by the online stores as they cannot get advice of sales personnel (Hensen and Jensen, 2004)[7]. Consumer needs to contact to the seller in case of any products related complain and defect (Johnson, 2006)[8]. In offline purchasing consumers got many advices and help to select the product and personal contact make them relax to choose the product from many. While in offline stores there is no personal or face to face

communication between buyer and sellers. Consumers are feeling like they are communicating with machines only. It is easier to sale the products to the physical stores as compared to online store because in traditional stores consumer are more clear to purchase the products and they have tangibility of products that make them able to evaluate and purchase quickly (Lindstrom, 2001)[5]. Traditional shopping stores also facilitate the customers with food restaurants and kids entertainment. Consumers also become social when they visit the physical markets but in online shopping consumers just login to website and start purchasing. That is unsocial as there is no face to face interaction with any person.

Consumers show higher level of confidence while purchasing the products offline as there is higher tangibility of store and product (Rajamma and Ganesh, (2007)[3]. Face to face communication also helps to reduce risk as consumers fell more satisfaction when they get answers of their products related questions by sales personnel. Factors that affect shopping mall's attractiveness are comfort, variety of products that are offered by mall, comfort, and quality. Internet shopping provides less variety of products to choose. There are selective varieties of clothes, shoes, bags, watches and furniture etc. Consumers have to choose from the pictures that are available on the online store's website. But in online shopping stores consumers can check the wider variety of products. For online shopping consumers do not need to drive or go outside the home for purchasing the required products. Consumers are able to access the products while sitting at home. They just need to connect the internet and open the require website for online shopping. It saves time and cost.

Online shopping provides five main advantages to virtual shoppers (Grewal et al. 2004)[6]. First, purchasers can login to internet that is easier as compare to get ready and get out from home. And it is less time consuming way of shopping. Second, online shopping provides wider knowledge of product that helps to do better and quick decisions for purchase. Third, online consumers can easily compare the feature and price of product than physical shopping stores. Fourth, online markets assured the consumers about anonymity of sensitive products. Fifth, online shopping reduces the time consumption and level of convenience in online shopping is higher. Online shopping also has several disadvantages as consumers have high risk while purchasing. Risk of product's quality, fake website, fraud in economical transaction and complaints regarding the products. It is the responsibility of online stores to build trustful relationship with consumers that will help the consumers to shop online. Both virtual store's and physical store's shopping has its own benefits and drawbacks. It is just depends on the consumers to choose offline or online store regarding the products they are going to purchase.

B. *Shopping options*

Situational factors affect the online consumers to purchase from internet like time shortage, no transport available and geographical area (Monsuwe et al. 2004)[9]. Online shopping requires less effort and better decision making for consumers who are agree to buy from virtual store (Jiang and Rosenbloom, 2005)[10]. To complete the shopping tour quickly refers to save time and effort (Hansen and Jensen,

2009)[7]. Consumers who feel time pressure and want to save time prefer to complete shopping process as soon as possible. People have wired and busy life styles and to spend whole day for shopping is not their preference. These consumers would like to buy the products online as it is the best way of shopping with less time consumption. Consumers that face mobility issue feel very difficult to reach the traditional store. Their preference is mostly purchasing from internet stores as it facilitate the consumers any time of day and night. Consumers have full access to online stores as they have not any closing time and date for consumer. Shoppers may save their time in online shopping as they do not have to travel to the traditional market and they can definitely save their time as traffic jam can be possible. Online shopping provides convenience to the consumers.

While Comparing online and traditional shopping, Shoppers who prefer convenience can complete the shopping task with less effort and this would increase excitement of consumers (Jayawardhena et al. (2009)[11]. Delivery of product by the online store is one of the main factors of online shopping as consumer does not need to physically reach and collect the product from the store (Chen and Chang, 2003)[12]. After ordered a product online, he just waits for delivery of product at door step. This method helps many consumers and they do not need to plan before for shopping and leave the office. Consumers expect timely delivery from the e-store as they browse internet for shopping is same as they visit the offline store and buying product online is same as they done purchasing transaction to offline store (Ahn et al. 2004)[13]. The researchers concluded that online shopping offers best prices regarding the products and it helps the consumers to buy more quickly than traditional stores and this offer leads to more shopping from the internet (Koyuncu and Bhattacharya, 2004)[14]. Internet shopping requires least effort, and allows the consumers to get all products' related information (Monsuwe et al. 2004)[9]. Consumers of online stores get more information about product as maximum product's information has to be mentioned with product that is display on the website. Consumers also have sufficient time to think and evaluate for final purchasing decision. Inconvenience and time investment for consumers to browse the whole product-assortment, consumers can make the correct decisions efficiently because they can gain vital knowledge about firms, products, and brands.

When consumer experience online shopping he would come to know that online shopping needs less time and effort to select and buy the products (Broekhuizen and Huizingh, 2009)[15]. To save the time of consumers and facilitate them to feel full convenient, the online stores should increase the capability and all process should be complete online (Liu et al. 1999)[16]. Consumers can access to all products that offer by the any internet store and wherever the store is located. Sometime it is become very expensive to visit the physical store that locates far away and wastes much time in travelling. And if the same company provides the benefit of both online and offline shopping, it would be easier for consumers to save time and energy and visit the store online. Online shopping is more enjoyable for the consumers as they are happier while purchasing online (Monsuwe et al. 2004)[9]. Consumer also

considers shopping as fun and enjoyment weather done online or offline. Enjoyment is defined as the degree to which consumers personally feel fun and enjoyment. Consumer feel relaxation, comfort, and pleasure while doing shopping. Shopping from traditional store will be more enjoyable than from online source (Dennis, 2002)[17]. Hungarian shoppers like to go personally to shopping malls and enjoy shopping. They enjoy the environment of shopping while competing their shopping activity (Millan and Howard, 2007)[18]. Offline shopping malls provide more enjoyment as compare to online shopping (Rajamma and Ganesh, 2007)[3]. In offline shopping, consumers may associate fun and they enjoy visiting the malls with friends and family. People considered offline shopping is more social as when going out from home they are getting interaction with many human being while in online shopping consumers just stay at home and talking with machines. Offline stores provide good and quick attention to the customers and make them feel special. Online shopping provides fun and excitement as it is playful act to buy things online (Broekhuizen and Huizingh, 2009)[15]. Consumers feel more excitement while getting online shopping's experience and task completion. During online shopping consumers try to browse more websites at the same time and most of their purchases are unplanned (Monsuwe et.al, 2004)[9]. When consumer's psychological cost decreases, he enjoys more with online shopping experience as consumer shows positive attitude towards online stores (Jayawardhena, 2009)[11]. Regardless of online or offline shopping, retailers should do maximum effort to establish better environment so that customers like to shop in positive moods and enjoy the shopping process. Online stores environment is better presentation of products and attributes. Quick online response also plays important role for building customer's trust on website and it also leads to reduce the level of risk while purchasing from that stores. If page's layout is not good, language is tougher to understand and process of buying online is difficult than customers do not enjoy to shop from that website. There are many chances of consumers to switch to other online shopping store. Offline stores can easily establish good environment with good decoration of store. Website page design, colors, font style and language is the first impression for the customers.

III. METHODOLOGY

A. *Nature of the study*

The study was planned to examine the affect of shopping options and shopping substitutes on internet purchasing. Two hypothesis were proposed and tested by using statistical tools. Study has also empathized the association of hypothesis and calculated the significance level.

B. *Study setting*

Research collected primary data from Pakistani people who live in city Faisalabad .Male and female were participated as respondent. Many college and universities students, Government sectors, and house women were selected as respondents. Secondary data was mainly obtained from research articles.

C. Time horizon

Research problem was enquiring into cross sectional style. It is observational study that examines the gathered data at specified period of time.

D. Data collection instrument

Questionnaire is used to collect data. The questionnaire consists of five point Likert scale. The scale began from 1 and completed on 5. 1 means strongly disagreed, 2 disagreed, 3 neither agreed nor disagreed, 4 agreed and 5 mean strongly agreed. Total two hundred and fifty questionnaires were collected from participants.

E. Research Population

Population was selected on the basis of internet usage in their routine. All people lives in Faisalabad and use internet were considered as population.. Total two hundred and fifty responses were collected from respondents.

F. Sampling method and sampling frame

Study used purposive sampling technique as research was conducted to investigate current problem. Sample size was three hundred and total two hundred and fifty respondents took part actually. One hundred and fifty questionnaires were given to educational sector in Faisalabad, sixty questionnaires were spread to the business men, sixty questionnaires were sending to private business, and thirty questionnaires were distributed to homes. 165 male and 85 females were completed the questionnaire. Participation of male was (66.0%) and female respondents were (34.0%). Educational sector were participated (50%), business men (20%), private organizations (20%) and house women were took part (10%) to the reply.

G. Measures and methods

Study data was examined by univariate analysis and bivariate analysis. Chi square, degree of freedom, gamma, p value, frequencies, percentages, mean and slandered deviation were utilized to calculate the level of significance among dependent and independent variables.

IV. RESULTS AND DISCUSSIONS

A. Univariate analysis

Table 1: Distribution of the respondents according to their opinion about shopping substitute

| Shopping substitute | Strongly disagree | | Disagree | | Neither agreed nor disagreed | | Agree | | Strongly agree | |
|--------------------------------------------------------------------------------|-------------------|------|----------|------|------------------------------|------|-------|------|----------------|------|
| | F. | % | F. | % | F. | % | F. | % | F. | % |
| a: Online shopping is a kind of fun and enjoyment. | 94 | 37.6 | 52 | 20.8 | 48 | 16.0 | 28 | 11.2 | 64 | 25.6 |
| b: Online shopping is convenient than traditional shopping. | 59 | 23.6 | 75 | 30.0 | 30 | 40.8 | 34 | 13.6 | 14 | 5.6 |
| c: Online shopping saves time and money. | 50 | 20.0 | 94 | 37.6 | 40 | 36.0 | 28 | 11.2 | 18 | 7.2 |
| d: I avoid online shopping because number of products displayed is very few. | 46 | 18.4 | 80 | 32.0 | 66 | 38.4 | 56 | 22.4 | 24 | 9.6 |
| e: Online markets give more options of evaluating and comparison of a product. | 51 | 20.4 | 88 | 35.2 | 51 | 49.6 | 20 | 8.0 | 26 | 10.4 |
| f: Just selective category of products is available on internet. | 62 | 24.8 | 40 | 16.0 | 84 | 56.4 | 20 | 8.0 | 44 | 17.6 |
| g: Product's presentation is better on internet than real. | 58 | 23.2 | 40 | 16.0 | 96 | 28.0 | 104 | 41.6 | 18 | 7.2 |
| h: It is difficult to choose one out of few products in online shopping. | 36 | 14.4 | 66 | 26.4 | 84 | 18.4 | 112 | 44.8 | 36 | 14.4 |

| | | | | | | | | | | |
|--------------------------------------------------------------------------------------|----|------|----|------|-----|------|----|------|----|------|
| i: I avoid online shopping because it doesn't allow physical contact to the product. | 9 | 3.6 | 82 | 32.8 | 93 | 34.0 | 70 | 28.0 | 52 | 20.8 |
| j: Product's quality is cheaper on internet. | 53 | 21.2 | 51 | 20.4 | 118 | 10.4 | 46 | 18.4 | 34 | 13.6 |

Majority Respondents were asked to provide their opinions about "online shopping is kind of fun and enjoyment" majority of respondents were strongly disagreed (37.6%), they do not consider online shopping as fun and enjoyment. They just do online shopping because they do not have time for online shopping or maybe they feel online shopping as convenient way to buy the products. Respondents who disagreed were (20.8%), neither agreed nor disagreed respondents were (19.2%), agreed respondents were (14.4%) and strongly agreed respondents were only (8.0%). Research has concluded that online shopping is not kind of fun and enjoyment. Our results do not match with Gold smith and Lafferty (2001) found that innovators considered online shopping as a fun.

Respondents were invited to tell about the statement "online shopping is convenient than traditional shopping" majority of respondents were strongly disagreed (30%), disagreed respondents were (30%), neither agreed nor disagreed respondents were (12.0%), agreed respondents were (25.6%) and strongly agreed respondents were (8.8%). These respondents do not considered online shopping more convenient than traditional shopping. May be these people do online shopping when they do not have other option but they do not considered this mode of shopping comparatively convenient and conclusion is that online shopping is not convenient than traditional shopping. About the statement that "online shopping saves time and money" (20%) respondents said 'strongly disagreed' (37.6%) respondents said 'disagreed' (16%) respondents said 'neither agreed nor disagreed' 916%) respondents said 'agreed' and (10.4%) respondents said 'strongly agreed. Our results did not match with (Hansen and Jensen, 2009) stated that, to complete the shopping tour online refers to save time and effort as majority of respondents were strongly disagreed with online shopping saves time. When it was asked to the respondents that they avoid online shopping because number of products displayed are few in numbers, majority of respondents were disagreed (32.0%), strongly disagreed respondents were (18.4%), natural respondents were (26.4%, agreed respondents were (12.8%) and strongly agreed respondents were (10.4%) results concluded that consumers do not stop or reduce online shopping just because of the reason of minimum displayed product in online shopping. Responses about the statement "online markets give more options to evaluate the product" disagreed respondents were (35.2%), strongly disagreed respondents were (20.4%), natural respondents were (20.4%), agreed respondents were (9.6%) and strongly agreed respondents were (14.4%). Conclusions by the results were that online markets do not give more options of evaluating and comparison of a product. Majority of respondents were neither agreed nor disagreed (33.6%) for

the statement that "just selective category of products are available on internet" after that disagreed respondents were (24.8%) respondents who were agreed contributed (40%). Conclusions by the research are that internet does not provide all kind of products. When respondents were invited to tell their opinions about products presentation is better on internet, majority of respondents were neither agreed nor disagreed as they were (38.4%), after that strongly disagreed respondents were (23.2%). These respondents think that physical markets are much better to present the product as different kind of shopping malls have very well decorated shops and displayed the products in good way. Agreed respondents were (16.8%). Majority of respondents were neither agreed nor disagreed (33.6%) about "it is difficult to choose one out of few product in online shopping" Disagreed respondents were (26.4%). These respondents think that it is quite easy to find and select the desired product when you are in online markets. Agreed respondents were (16.8%). These respondents feel difficulty to choose the products easily via the internet. When asked to the respondents about the statement that "I avoid online shopping because no physical contacts of product" respondents who were neither agreed nor disagreed were highest in percentage as they got (37.2%), after that disagreed respondents were (32.8%), These respondents do not think that it's a big issue to stop online shopping just because consumers can not physically touch the product which they want to buy. And strongly agreed respondent were (15.2%). research concluded that respondents do not avoid online shopping because it doesn't allow physical contact to the product. Majority of respondents are neither agreed nor disagreed (47.2%) about products quality is cheaper on internet. strongly disagreed respondents were (21.2%) These respondents considered online products by the famous and well known brand's online stores have also been visited and these stores have good quality. Strongly agreed respondents were (4.8%). These respondents are strongly agreed that when products are bought from internet, they have low quality. Results show that Product's quality is not cheaper on internet. Responses about the statement "I prefer to buy online those products which are at low cost" respondents who said 'disagreed' got (29.6%). respondents who said 'agreed' were (17.6%). These respondents buy only low cost products online. Some kind of products do not easily available in markets and sometimes customers do not know from where to find the desired product as they do not have specific outlet or shop to purchase the product. disagreed respondents were (30.8%). For their point of view everything can be finding from traditional markets and to do online shopping just because of the reason that they can easily access the product online, is false. Strongly agreed respondents were (22.4%). These respondents buy only those products online which cannot be finding easily

in traditional markets. Research's conclusion is that to buy only those products which are not easily available in traditional markets is not true. Different responses were collected about the statement "I do online shopping only when product's prices are low then actual cost." Majority of respondents were strongly disagreed as they were (29.6%), these respondents are not price conscious and they do not care about money. They do online shopping whether sales or discounts are offered or not. Respondents who were strongly agreed contributed (12%). These respondents may find the product which has low cost in online markets and expensive in traditional markets. These respondents may wait for sales and discounts to buy the products online. Research has concluded

that respondents are less motivated towards online shopping when they find the same product in low cost.

Table 2: Mean, Standard Deviation and rank order of the respondents' opinion shopping substitute

| Shopping substitute | Mean | Std. Dev. | Rank |
|-----------------------------------------------------------------------------------|------|-----------|------|
| I avoid online shopping because it doesn't allow physical contact to the product. | 3.02 | 1.094 | 1 |
| I buy only those products which are not easily available in traditional markets. | 3.02 | 1.390 | 2 |
| Product's presentation is better on internet than real. | 2.86 | 1.291 | 3 |
| It is difficult to choose one out of few products in online shopping. | 2.79 | 1.150 | 4 |
| Just selective category of products is available on internet. | 2.70 | 1.269 | 5 |
| Online shopping is convenient than traditional shopping. | 2.66 | 1.320 | 6 |
| I avoid online shopping because number of products displayed is very few. | 2.65 | 1.217 | 7 |
| Online markets give more options of evaluating and comparison of a product. | 2.62 | 1.306 | 8 |
| Online shopping saves time and money. | 2.59 | 1.262 | 9 |
| I do online shopping only when product's prices are low then their actual cost. | 2.55 | 1.344 | 10 |

It represents the respondents' opinion about shopping substitute. I avoid online shopping because it doesn't allow physical contact to the product (mean=3.02) ranked as 1st on the basis of shopping substitute. I buy only those products which are not easily available in traditional markets (mean = 3.02), Product's presentation is better on internet than real (mean=3.02), Product's presentation is better on

internet than real (mean=2.86), It is difficult to choose one out of few products in online shopping (mean=2.79), Just selective category of products is available on internet (mean=2.70), Online shopping is convenient than traditional shopping

(mean=2.66), I avoid online shopping because number of products displayed is very few (mean= 2.65), Online markets give more options of evaluating and comparison of a product (mean=2.62), Online shopping saves time and money (mean=2.59), I do online shopping only when product's prices are low then their actual cost (mean=2.55), Product's quality is cheaper on internet (mean = 2.53) and I prefer to buy only those products from online shopping which are at low cost (mean = 2.53) were ranked 2nd to 12th, respectively. Online shopping is a kind of fun and enjoyment (mean=2.34) fell in low category and ranked as 13th.

Table 3: Distribution of the respondents according to their opinion about shopping option

| Shopping option | Strongly disagree | | Disagree | | Neither agreed nor disagreed | | Agree | | Strongly agree | |
|-----------------|-------------------|---|----------|---|------------------------------|---|-------|---|----------------|---|
| | F. | % | F. | % | F. | % | F. | % | F. | % |
| | | | | | | | | | | |

| | | | | | | | | | | |
|-------------------------------------------------------------------------|-----|------|----|------|-----|------|----|------|----|------|
| a: I am satisfied with banking services. | 121 | 48.4 | 31 | 12.4 | 20 | 12.8 | 76 | 30.4 | 30 | 12.0 |
| b: Banks facilitate the people to reduce their cash problems. | 123 | 49.2 | 25 | 10.0 | 14 | 31.2 | 34 | 13.6 | 18 | 7.2 |
| c: Banks facilitate the internet markets. | 91 | 36.4 | 25 | 10.0 | 50 | 44.8 | 36 | 14.4 | 28 | 11.2 |
| d: Time is precious to me and I prefer to save time by online shopping. | 59 | 23.6 | 45 | 18.0 | 48 | 54.8 | 30 | 12.0 | 20 | 8.0 |
| e: I prefer to shop via debit/credit cards except cash money. | 21 | 8.4 | 88 | 35.2 | 37 | 20.8 | 56 | 22.4 | 22 | 8.8 |
| f: Online shopping is relatively cheaper. | 21 | 8.4 | 43 | 17.2 | 112 | 17.6 | 54 | 28.8 | 36 | 14.4 |
| g: Online shopping facilitates to buy products at any day and any time. | 59 | 23.6 | 73 | 29.2 | 30 | 27.2 | 32 | 12.8 | 16 | 6.4 |
| h: Only big brands have their online shops. | 51 | 20.4 | 71 | 28.4 | 48 | 55.6 | 38 | 15.2 | 24 | 9.6 |
| i: Fixed prices of products restrict me to buy online. | 20 | 8.0 | 59 | 23.6 | 103 | 47.2 | 29 | 11.4 | 34 | 13.6 |
| j: I do more online shopping when discounts are offered. | 21 | 8.4 | 61 | 24.4 | 96 | 31.2 | 39 | 15.6 | 46 | 18.4 |

When asked to the respondents about their satisfaction with banking services, most of them answered as 'strongly agreed' were (48.4%), respondents who answered 'disagreed' were (16.8%) percents. Majority of respondents are strongly agreed about banks reduce the cash problems as these respondents were (49.2%), Strongly disagreed respondents were (16%). Total (36.4%) respondents were strongly disagreed respondent about bank facilitates the internet markets. only (16.8%) respondents were strongly agreed. Majority of respondents were agreed and they save time by online shopping. These respondents may feel convenience and they do online shopping in quick way rather than traditional shopping. May be these respondents have to travel long to reach the traditional markets and may be they are slow to find the desired products in physical markets. Disagreed respondents were (23.6%). Research concluded that online shopping saves time. Majority of respondents were disagreed to pay via debit/credit card rather than cash at the time of purchasing. These disagrees respondents got (35.2%), these respondents feel insecurity to provide their debit/credit card number or maybe they avoid to shop via card just because of additional amount they have to pay or bank charges etc. Agreed respondents got (30.4%) and prefer to buy from their debit/credit card. It has concluded by research that majority of respondents avoid to shop via cards and they like to pay cash amount while shopping via net or in traditional markets. When asked to the respondents about online shopping is cheaper, highest percentages were 'neither agreed nor disagreed

(44.8%)', 'disagreed (17.2%)'. These respondents considered online shopping as expensive mod of shopping as they have to pay extra amount for the product which can be finding in fewer prices to the traditional market or maybe they bear a lot of other charges like fuel, time, and energy etc. Agreed respondents were (22.4%) and they found online shopping relatively cheaper. Majority of respondents were neither agreed nor disagreed (44.8 %) when asked online shopping is possible at any day and time. agreed respondents were (22.4%), disagreed respondents were (17.2%). It has concluded that online shopping is relatively cheaper. Most of the respondents were strongly disagreed about only big brand should have online stores. these disagreed respondents were (28.4%), agreed respondents were (10.4%), These respondents want only big brands to have online shops as they are quality conscious people who do not compromise with quality and they believe that good brands provide quality products and they want to buy the products by the same brand which they visit in traditional markets. Respondents who were neither agreed nor disagreed got (19.2%).

Different responses were collected by the respondents about fixed price of products is a big restriction in online shopping. Respondents who were neither agreed nor disagreed contributed (41.2%), disagreed respondents contributed (23.6%). These disagreed were not price conscious and they do not like bargain on the prices of the products. Agreed respondents contributed (16%). These respondents were price sensitive and they always wanted the shopkeeper to reduce

price of the product. These are actually bargaining type consumers and in online markets every price is fixed and respondents have to buy the product only at the given/displayed price. Conclusion of research is that fixed prices of products do not restrict respondents to buy online. When asked to the respondents about the statement “I do online shopping when discounts are offered by online store.” Majority of respondents were neither agreed nor disagreed and they were (38.4%), disagreed respondents were (24.4%). These respondents are the regular online customers who do not wait for sales to be offered and they continue to buy the product in their retain way. These respondents believed that the quality conscious respondents who believe that products have low quality or old designed that’s why company has offered the item in sale. Agreed respondents were (17.6%). By the findings research has concluded that discounts and sales does not matter for respondents to extra shopping. Majority of respondents are disagreed about that they avoid online shopping just because of no change and refund of the product is possible in online shopping or it may have difficult and long process. These respondents have 81 frequency and they are 32.4 percents. Respondents who are agreed and avoid online shopping due to no refund of products have 36 frequency and they are 14.4 percents. Now many online stores offer to change or refund the product if a customer finds any defect or if product received is different from the product have been offered. It is concluded that respondents do not avoid online shopping because change and refund of product is very difficult. Majority of respondents were agreed (32.4%) about

that change and refund of online products is very difficult. Respondents who were disagreed got (14.4%), neither agreed nor disagreed respondents got (14.4%), strongly disagreed respondents got (22.0%) and strongly agreed respondents got (16.8%).

Responses about “high market brand shares are enjoying loyalty advantage to online stores.” (28.8%) respondents said ‘neither agreed nor disagreed’, (24.8%) respondents said ‘disagreed’, (17.6%) respondents said ‘agreed’. on the basis of results ‘High market brand shares are not enjoying a loyalty advantage at online stores’. Majority of respondents were neither agreed nor disagreed (29.6%) to the statement “brands having low market share are enjoying greater loyalty in offline stores”. After that majority of respondents were disagreed (26.4%), (11.2%) respondents were agreed. Conclusion of research is that the brands which are having less market share are enjoying grater loyalty in offline stores. Our results match with Danaher at.al (2003) analyzed that high market brand shares are enjoying a loyalty advantage at online stores and the brands which are having less market share are enjoying grater loyalty in offline stores. Respondents were asked to provide their response about the statement “I prefer to buy high cost products from physical stores” (32.0%) respondents were agreed. (25.6%) respondents were strongly disagreed, (8.0%) respondents were neither agreed nor disagreed, (16.0%) respondents were disagreed, and (18.4%) respondents were strongly agreed. Conclusion of research is people prefer to buy high cost products from traditional markets.

Table 3: Mean, Standard Deviation and rank order of the respondents’ opinion shopping option

| Shopping option | Mean | Std. Dev. | Rank |
|---------------------------------------------------------------------------------|------|-----------|------|
| Online shopping is relatively cheaper. | 3.03 | 1.012 | 1 |
| I prefer to shop via debit/credit cards except cash money. | 3.01 | 1.202 | 2 |
| Fixed prices of products restrict me to buy online. | 2.99 | 1.081 | 3 |
| I do more online shopping when discounts are offered. | 2.99 | 1.099 | 4 |
| Time is precious to me and I prefer to save time by online shopping. | 2.85 | 1.356 | 5 |
| Only big brands have their online shops. | 2.84 | 1.432 | 6 |
| Online shopping facilitates to buy products at any day and any time. | 2.76 | 1.438 | 7 |
| I avoid online shopping because change and refund of product is very difficult. | 2.72 | 1.395 | 8 |
| I prefer to buy high cost products from physical stores. | 2.70 | 1.468 | 9 |
| Banks facilitate the internet markets. | 2.68 | 1.517 | 10 |

Table 4 represents the respondents’ opinion about shopping options. Online shopping is relatively cheaper (mean=3.03) was ranked as 1st on the basis of shopping options. I prefer to shop via debit/credit cards except cash money (mean = 3.01), Fixed prices of products restrict me to buy online

(mean=2.99), I do more online shopping when discounts are offered (mean=2.99), Time is precious to me and I prefer to save time by online shopping (mean=2.85), Only big brands have their online shops (mean=2.84), Online shopping facilitates to buy products at any day and any time

(mean=2.76), I avoid online shopping because change and refund of product is very difficult (mean= 2.72), I prefer to buy high cost products from physical stores (mean = 2.70), Banks facilitate the internet markets (mean = 2.68), High market brand shares are enjoying a loyalty advantage at online stores (mean = 2.64), Brands which are having less market

share are enjoying grater loyalty in offline stores (mean = 2.45), Banks facilitate the people to reduce their cash problems (mean= 2.43) and I am satisfied with banking services (mean = 2.43) were ranked 2nd to 13th, respectively. I am satisfied with banking services (mean = 2.39) fell in low category and ranked as 14th.

B. Bi-Variate analysis

TESTING OF HYPOTHESES

Hypothesis 1: Higher risks in online shopping leads to reduce online purchases

Table 1: Relationship between risks and online shopping

| Shopping substitute | Online shopping | | | Total |
|---------------------|-----------------|--------|-------|--------|
| | Low | Medium | High | |
| Low | | | 5 | 56 |
| | 53 | 46 | 8.9% | 100.0% |
| Medium | 50.9% | 44.2% | 18 | 134 |
| | | | 13.4% | 100.0% |
| High | 10 | 54 | 39 | 60 |
| | 13.5% | 73.0% | 65.0% | 100.0% |
| High | | | 62 | 250 |
| | 5 | 20 | 24.8% | 100.0% |

Chi-square = 166.82 d.f. = 4 P-value = .000** Gamma = .872** = Highly significant

Bi-variate analysis calculated that respondents who have low shopping substitutes performed online shopping task at low level (50.9%), medium level shopping substitutes to shop online (44.2%) and high level (7.7%) has performed online shopping task. Respondents who have medium shopping substitutes performed online shopping activity at low level (13.5%), medium level (73.0%), and high level performance towards online shopping has (13.5%). Respondents who have high shopping substitutes involved in online shopping at low level (6.9%), medium level (27.8%), and high level (65.3%) involvement in online shopping.

Chi-square value (166.82) shows an association between shopping substitute and online shopping. Gamma value shows a strong positive relationship between the variables. It means

shopping substitute positively associated with online shopping. So the hypothesis “There is an association between shopping substitute and online shopping” is accepted. The findings are same with following researchers. According to Rajamma and Ganesh, (2007) consumer is very conscious about tangibility of products. Kotler (1974) describes that it is important for online stores to assure the customers about the confidentiality, warrantee, in time delivery and complaint solution.

Hypothesis 2: There is an association between shopping option and online shopping

Table 6: Relationship between shopping option and online shopping

| Shopping option | Online shopping | | | Total |
|-----------------|-----------------|--------|-------|--------|
| | Low | Medium | High | |
| Low | 31 | 60 | 5 | 96 |
| | 32.3% | 62.5% | 5.2% | 100.0% |
| Medium | 32 | 54 | 14 | 100 |
| | 32.0% | 54.0% | 14.0% | 100.0% |

| | | | | |
|-------|-------|-------|-------|--------|
| High | 5 | 6 | 43 | 54 |
| | 9.3% | 11.1% | 79.6% | 100.0% |
| Total | 68 | 120 | 62 | 250 |
| | 27.2% | 48.0% | 24.8% | 100.0% |

Chi-square = 157.49

d.f. = 4

P-value = .000**

Gamma = .722

** = Highly significant

Respondents who have low shopping options prefer online shopping at low level (32.3%), medium level (62.5%), and high level (5.2%). Respondents those have medium level shopping options prefer online shopping at low level (32.0%), medium level (54.0%), and high level (14.0%). Respondents who have high shopping options involved in online shopping at low level (9.3%), medium level (11.1%), and high level (79.6%). Chi-square value (157.49) shows a highly significant association between shopping option and online shopping. Gamma value shows a strong positive relationship between the variables. It means shopping option has positive impact on online shopping. So the hypothesis "There is an association between shopping option and online shopping" is accepted.

Results of the study are matched with following researchers. (Jayawardhena et al. (2009)[11] shoppers who prefer convenience can complete the shopping task with less effort and this would increase excitement of consumers and leads to more online purchases. According to Broekhuizen and Huizingh, (2009)[15] online shopping provides fun and excitement as it is playful act to buy things online. By the research of Jayawardhena and Dennis (2009)[11] when consumer's psychological cost decreases, he enjoys more with online shopping experience as consumer shows positive attitude towards online stores. Responses of consumers become positive when consumer online stores provide good shopping options.

V. CONCLUSION

A. Conclusions and discussion about results

Research has analyzed the psychographic characteristics of online shoppers about online shopping's options and online shopping's substitutes. Majority of respondents were in favor to buy low cost products from internet markets as online markets have higher level of risks. Risk of quality, quantity, size, and frauds were considered more common. Respondents enjoy shopping brand products by personally visiting of outlet in traditional market. Online shopping is considered as fun and enjoyment for the majority of respondents. In online markets, customer perceived the quality of product with price. Higher the price of product means higher the quality. According to Jiang and Rosenbloom, (2005)[10] pricing factor plays an important role for shopping convenience. Online stores have lack of tangibility feature (Lindstrom, 2001)[5]. The research study has analyzed the economical characteristics of online consumers. Majority of respondents were in favor of discounts and sales offered by online stores. These respondents were more motivated towards online shopping when they find the products price is comparatively low. Research has concluded that most of the respondents consider online shopping as an expensive way of buying products. According to Wong (2005)[19] consumers show quick response for online shopping when the stores offer sales promotion. Research study has found that most of the online shoppers avoid e-shopping because no all kinds of products can be find on internet and only selective categories of online products are easily available from online stores. Majority of respondents stated that internet shopping does not save time and money. Women respondents want to visit traditional stores for

shopping purpose. Online shopping is inexpensive way of shopping and quality of online products is not good but informational contents regarding the products are accurate and reliable. Internet is a rich source of getting product related information in depth (Park, 2004)[20]. Donthu and Garacia (1999)[21] characterized the e-shoppers as more innovative, more variety seeking, less risk takers and more impulse than internet non-shoppers.

B. Limitation of the study

The research was conducted only in one city and it could be better if research problem investigated by targeting multiple cities. Research could be better if more cities like Faisalabad choose to investigate.

C. Recommendations

It is recommended to online shopping stores to strictly follow customer relationship management and communicate the customers to remove their fear about the products quality because online products have lack of tangibility factor which restrict the consumers to shop from online store.

D. Scope for future

Products tangibility and exchange of online products needs to be investigating.

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