



# The Importance of Informational Contents Regarding Online Shopping

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**Abstract**—Purchasing from the online stores is very common now days. It is not an easiest way of shopping but also provides detailed information about the products. Online stores are rich sources of product related information. Consumers have a lot of time to think and evaluate the product before the final purchase. Population was selected from Faisalabad city and sample size was 250 respondents. Sample was selected on the basis of internet usage. A well designed questionnaire was used to collect the data from sample. The main objective of the research was how information about online markets affects online shopping attitude. Several techniques were used to analyze the Frequency, Chi –square, percentages, Degree of freedom, , Gamma, mean, P-value and standard deviation. Research has found that internet advertisement about online stores is the big source of advertisement about virtual markets.

**Keywords**— Online stores, detailed information, lot of time to evaluate, internet advertisement.

## I. INTRODUCTION

### *Rationales of study:*

Research's conclusions may help the online vendors to make online business better by providing detailed and accurate information regarding the products and services.

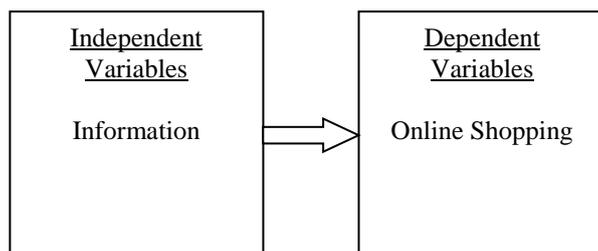
#### *a. Objectives:*

To analyze the informational factor that influence online shopping's attitude and behavior.

#### *b. Hypothesis:*

Awareness levels of the respondents about online shopping influence their opinion to shop online.

#### *c. Conceptual Framework:*



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## II. LITERARURE REVIEW

### A. Information

For online shopping, person must have sufficient information about online markets. Buying products through internet are a process which includes finding the proper website for the desired product. Now this task is become very easy to perform as many websites also used as search engine. Information factor is also used for product related information. Every person wants to get full information about the product which he /she is interested to purchase whether online or offline. These product related information is also required while shopping via the net. For example quality, quantity, price, features, guarantee and delivery of product.

Innovative online shopping behavior occurs as consumers buy new products and services through the internet. Such consumers are termed innovators and innovative online shopper and new product which they buy are called innovations (Suki, 2008) [1]. Few years ago when there was no internet exists, the only place of buying and selling the products were physical markets. People have to go to markets if they want to buy or sell any king of product. But after introducing of internet, people are facilitated to shop the required product on some clicks, and they can also sell their product on internet. When people accept new way of practice the things, they are called innovators. So the people who use internet for shopping are considered innovators.

According to Haubl and Trifts (2000) [2] online consumers follow two stage process to shop the products online. The first stage consists on screening a large set of products and their alternatives that better fulfill their needs. After that they evaluate the product in depth and make comparison of products on the basis of desirable attributes and make purchase decision. When consumers follow the process in online shopping then definitely they become able to better evaluate the product and make comparison of the product about the quality. Then they become more satisfied and accelerate them to purchase again form online stores. Goldsmith (2002) [3] stated that, experienced online shoppers have more trust in online stores and they are confident to buy the products online as compared to non-experienced online consumers as they do not have shopping experience. While having online shopping experience, these shoppers are better able to find the risks. Consumers' online shopping behavior is based on the quality of online seller's website, as consumers rely on the photos and information provided by the website.

According to Liu (2007) [4] some consumers feel hesitation to ask again and again about products specification or may be these are the people who cannot memorize the all specifications at the same time and need some time to think about specifications of product before the final purchase. Online consumers can not access the tangibility of products and they are not able to evaluate the quality from the displayed product.

Online consumers cannot check the quality related attributes of the products directly from the internet. They can only access to pictures and information about the products that online stores display on their website. According to Lala V et al. (1999) [5] when online sellers guide consumers and assure trust about the quality of product then consumer's trust on web store starts building and purchasing decision turns to positive way. Online stores that provide customer care and make trustable relations with customers enjoy loyalty advantage even in online stores. Donthu and Garacia (1999) [6] characterized the e-shoppers as more innovative, more variety seeking, less risk takers and more impulse than internet non-shoppers. Indeed, they are also characterized as opinion leaders, innovators, and domain specific to the internet (Kunz, 1997) [7]. Given the fact that online innovators tends to exhibit a higher level of self-confidence, Goldsmith (2002) [3] It is likely that these shoppers will believe that they possess a high level of knowledge about shopping and buying online. Therefore, they will feel less inclined for search of information regarding online shopping and be more apt to be first to use this new form of electronic retailing.

According to Case and Dick (2001) [8] internet knowledge, income, and education level are especially powerful predictors of online shopping among university students. Ho and Wu (1999) [9] discovered that, there are affirmative relationships between online shopping behavior and five categories of factors that are product's characteristics, websites, technological characteristics, informational characteristics, and homepage presentation. Literacy level counts a lot for buying online product as online shopping is step by step process and online store's webpage guide their customers about shopping process that how to find the required web and required product from the different categories and what to do next etc. product information and design of the website's homepage also play a big role to force the viewers to buy the products. Settle (2002) [10] stated that, quality of internet shopping can be checked in terms of information provided by the website and the settlement that sellers do with customers. Information about product must be accurate and company's representative must guide the online consumers and make good communication to build trust on the web store.

### III. METHODOLOGY

#### A. Nature of the study

The research study explored how online shopping has affected by informational content. One hypothesis was proposed and tested by statistical analysis methods. Results of hypothesis identified the nature of relationship among two variables. The research study also calculated the significance level between two hypotheses with the help of statistical tools.

#### B. Study setting

Primary data of study was gathered by Faisalabad's population. Both male and females were requested to response. All internet users of Faisalabad city were considered as respondents. Secondary data was collected by journals and publish books.

#### C. Research Population

All residents of Faisalabad city were considered as population. All internet users of Faisalabad city were selected as sample.

#### D. Data collection instrument

Data was collected by using questionnaire. The questionnaire mainly consists of five point Likert scale. The scale started from 1 and ended on 5. 1 means strongly disagreed, 2 disagreed, 3 neither agreed nor disagreed, 4 agreed and 5 mean strongly agreed. Language was simple English that is easily understandable to the target customers. All related groups of people were selected and it was preferred to select both online shoppers and non-innovative buyers.

#### E. Sampling method and sampling frame

Research used purposive sampling technique. The goal of purposive sampling is not to randomly select unit from a population to create a sample with the intention of making generalization from that sample to the population of interest. Sample size was two hundred and fifty respondents.

#### F. Measures and methods

Study data was evaluated with the help of univariate analysis and bivariate analysis. Chi square, degree of freedom, frequencies, percentages, gamma, p value, mean and slandered deviation were applied to measure the significance level among dependent and independent variables. Entire calculations were performed with SPSS software.

## IV. DATA ANALYSIS AND COLLECTION

TABLE 1: DISTRIBUTION OF THE RESPONDENTS ACCORDING TO THEIR SOURCE OF INFORMATION ABOUT ONLINE MARKET

Source of information	Frequency	Percentage
Internet advertisement	83	33.2
Emails	48	19.2
SMS messages on cell phone	45	18.0
Newspapers	24	9.6
Family and friends	43	17.2
Other	7	2.8
Total	250	100.0

Table 1 represents that there are different sources of information gathering. When internet started online shopping then information was send to the people through different channels. Now maximum people know that internet is also a source of buying and selling of products. The above table (8) represents the frequency of respondents and their percentages according to the different sources of information providers. Respondents who got information about online markets from internet advertisement were (33.2%) respondents. They had come to know about online shopping from different websites that also market the information. Respondents who got information about online shopping via emails were (19.2%) as promotional messages send to the internet users to their personal e-mail accounts. sent. Sms message on cell phones also use for advertisement. Many offline and online companies are using this technique to spread their business. Respondents who came to know about online stores by sms message were (18%) respondents. Newspapers also advertise information for customers and respondent who became familiar with online stores by news paper's advertisement were (9.6%). Respondents got information from Family and friends have 43 frequency and 17.2 percent. Respondents got information about online markets from any other source has (2.8) percentages. Research concluded that internet advertisement is the best source for providing information about online markets.

Online shopping provides more information about products.	2.74	1.264	8
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Table 2 represents the respondents' perception about information. Mean value shows that online shopping process is very easy (mean=3.23) was ranked as 1st on the basis of information. Product's information on internet is accurate (mean = 2.94), Online shopping is become trend now (mean=2.92), Information contents are very easy on internet (mean=2.90), every big brand must have online shopping stores (mean=2.82), I need maximum information if I want online shopping (mean=2.80), Information provides on internet is reliable (mean = 2.75) were ranked 2nd to 7th, respectively. Online shopping provides more information about products (mean = 2.74) fell in low category and were ranked as 8th. So online shopping process is very easy, product's information on internet is accurate and online shopping is become trend now.

TABLE 2: MEAN, STANDARD DEVIATION AND RANK ORDER OF THE RESPONDENTS' PERCEPTION ABOUT INFORMATION

Information	Mean	Std. Dev.	Rank
Online shopping process is very easy.	3.23	1.216	1
Product's information on internet is accurate.	2.94	1.274	2
Online shopping is become trend now.	2.92	1.307	3
Information contents are very easy on internet.	2.90	1.234	4
Every big brand must have online shopping stores.	2.82	1.602	5
I need maximum information if I want online shopping.	2.80	1.383	6
Information provides on internet is reliable.	2.75	1.073	7

TABLE 3: RELATIONSHIP BETWEEN INFORMATION AND ONLINE SHOPPING

Information	Online shopping			Total
	Low	Medium	High	
Low	52	36	4	92
	56.5%	39.1%	4.3%	100.0%
Medium	11	53	22	86
	12.8%	61.6%	25.6%	100.0%
High	5	31	36	72
	6.9%	43.1%	50.0%	100.0%
Total	68	120	62	250
	27.2%	48.0%	24.8%	100.0%

Chi-square = 85.48 d.f. = 4 P-value = .000\*\*

Gamma = .720\*\* = Highly significant

Respondents had low information about online shopping and influenced their online shopping opinion at low level (4.3%), middle level (39.1%) and high level influence (56.5%). Respondents of medium level information about online markets had low influence on internet shopping opinions (12.8%), medium level influence on opinion were (61.6%) and high level influence (25.6%) on their opinion to shop online. Respondents who had high level information about online shopping had low influence on their opinions to shop online (6.9%), medium level (43.1%), and high level (50.0%). Chi-square value (85.48) shows a highly significant association between information and online shopping. Gamma value

shows a strong affirmative relationship between the variables. It means if the respondents had more information than they had high level thinking about online shopping. So the hypothesis "Awareness level of the respondents about online shopping influence on their opinion to shop online" is accepted. Our results match with (Ho and Wu, 1999) discovered that, there are affirmative relationships between online shopping and five categories of factors that are product's characteristics, websites, technological characteristics, informational characteristics, and homepage presentation.

## V. CONCLUSION AND RECOMMENDATION

### A. *Conclusions and discussion about results*

Internet advertisement is the major source of information provider regarding online stores as majority of respondents 33.2% acquires information about virtual stores through internet advertisement. Results also showed that online shopping has easy process to buy the product from any virtual store and internet stores provide more detailed and accurate information about the product. Our results match with Liu (2007) [4] some consumers feel hesitation to ask again and again about products specification or may be these are the people who cannot memorize the all specifications at the same time and need some time to think about specifications of product before the final purchase. Settle (2002) [10] stated that, quality of internet shopping can be checked in terms of information provided by the website and the settlement that sellers do with customers.

### B. *Limitation of the study*

Study is limited to only Faisalabad city of Pakistan. It could be wider if other cities like Faisalabad used to investigate.

### C. *Recommendations*

Research study recommended online stores to provide full and accurate information regarding the products offered by the store. Advertisement of online store also enhances the online

business as advertisement plays important role to spread business and product's related information.

### D. *Scope for future*

On the basis of research's conclusions future research is recommended to calculate the satisfaction level of online stores that provide full information about products.

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