

**THE FACTORS INFLUENCING ONLINE SHOPPING:
TESTING MEDIATING ROLE OF PURCHASE INTENTION IN PAKISTAN**

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ABSTRACT

This study shows the quantitative research of online shopping of customer that are most likely to purchase product through online mode. The purpose of this study is to find out and analyze the relationship between factors influencing online shopping with mediating role of purchase intention towards online shopping. The study used population of Pakistan as target for customer that prefer to shop online products and have issues in product purchasing. Data has been gathered from 279 customers by using questionnaire with the help of Google forms. Smart P.L.S is used to determine statistical measurements to check the acceptance and supportiveness of hypothesis. The result supported all hypothesis on basis of T-statistics and P-value of this study, concluded that perceived risk, perceived usefulness, subjective norms and purchase intention as mediator have positive effect on online shopping attitude. The result confirmed that these factors with mediator directly effect on behavior of online shopping consumer. It is hoped that the outcome of this study can be used as guidance for businesses that mostly operate through E-stores.

KEYWORDS

Online shopping, Perceived Risk, Perceived Usefulness, Subjective norms, Purchase Intention

INTRODUCTION

Over the past few years online shopping has been proven to be beneficial both for the consumers and the vendors. In 1991, when internet opened for public, Amazon and Zappos were first online stores in America in 1996. In Pakistan, the first online store was named Beliscity started in 2001 but no longer exist. Internet has emerged as useful marketing tool from advertising the products and services to creating brand awareness and to increase customer engagement. Internet has transformed how businesses operated in the past (Bačik, Szabo, Fedorko, 2014). Online shopping also gives the benefit to the consumers to compare

desired product with competitive products on the basis of price, design, color and quality. Other famous known words for online shopping are E-Shopping, Virtual shopping, Web Stores etc. Explicitly in retail business, online spending, and the amount E-stores is considerably increasing. The internet is what makes it easier for businesses to have information on the products and services available for potential customers. Amazon the biggest online shopping site has worth of \$1.7 trillion. Businesses are using the internet to put across and converse the information, it also helps the companies to give an idea about their products and instantly receive the feedback of customer's fulfillment to get stirred turnover for future. The increase in use of internet by the customers in all age brackets worldwide has provided an encouraging outlook for online retailers (Baubonienė and Gulevičiūtė, 2015).

Studying online shopping of consumers has been one of the most important research agendas in e-commerce during the past few years. According to (Beleščák, 2014) with technological advancement the world has become a global village where people can easily communicate and operate their businesses which gives them open access to the customers, regardless of the geographical boundaries (Farhan & Khan 2020). From fashion to electronic goods to groceries, consumers are increasingly looking for similar products and are influenced in their purchasing decisions (Rakesh and Khare, 2012).

As online shopping gives access to the consumer to search for their desired product gather information about it, evaluate alternatives and then make the final transaction. Businesses that use Internet to operate have discovered a new and better facet of communication with the other businesses and organizations. Some of firms are growing rapidly and increasing their business at maximum level to attain more customers. Somehow, the technology has changed as previous decades some companies and firms are working more closely to consumer for reaching customer needs and fulfill desire at first (Hoffman, Novak and Peralta, 1999). The business has taken online place for not just reviews but also marketing, selling and many more services generated by strategically ideas and influencing traditional business. The online shopping business growth has obtained some causes for business professionals. The easiness of business has taken huge number of competitors in market. The global access has reached to entire country faster than local companies because of unique ideas and marketing tactics for business (Ram and Sheth, 1989). The future seems to be more advanced and process of upgrading has also started early with information and consumer acceptance of easy shopping. The strength of online shopping has truly emphasized by trends followed by people country culture. The relevancy and comparison of products, brand and services has taken advantages for consumer but some unusual techniques of scam have been spotted cost of brand and company profits (Kau, Tang and Ghose 2003). E-commerce is the new and regular way of operating business now Internet acts as a platform that links buyers and sellers. It is important to improve e-shopper's satisfaction level which leads to higher chance of repurchasing from the same retailer and remaining a loyal customer of online shopping. Otherwise, if the shopper is dissatisfied, he's more likely to switch from online shopping to traditional physical shopping mode (Kollmann, 2016).

Now is the time when businesses can not overlook factors that could either break their customer experience or even put it at risk. Factors like Subjective norms, perceived risk, attitude, cultural difference, ease of use, return policy etc. have influence on online

shopping of consumers (Rudolph, Rosenbloom and Wagner, 2004). As online shopping is becoming a customary part of people's lives, the optimization of E-commerce stores turned out to be a must when providing a unique and expected customer experience (Ranganathan and Ganapathy, 2002).

Purchase intention has impact on online shopping with direct influence of attraction and consumer mindset using marketing tactics and cost-quality value (Kim and Benbasat, 2003). Consumers are more engaged towards retail business online selling and less than expected cost has made compatible for products and services. The online business is statistically predictive as more important and common source for business in future and all business will have millions of competitors with compatible price and short difference of quality variation. The internet service, educated people, more compatible price, more competitors and daily basis purchase volume is helping in blocking other business and this cause rational business to convert online and do business in order to overcome new challenges for previous online businesses (Pavlou, 2003).

Due to modern technologies and conducting businesses online, even small- and medium-sized companies are able to be more flexible and gain competitive advantage over big corporations given the comfort and convenience of online shopping consumers are moving towards web stores however large number of consumer is still reluctant to shop online (J. Kim, 2018). It is difficult to track down the psychological state of consumer while they are making online purchase. It is very important to understand and manage the changing aspects of consumer behavior. In Pakistan people prefer to shop with their families or friends, so they are concerned about their opinion (Gounaris, 2005).

It is seen that online shopping has already been accepted at large in many developed countries but it is at its infancy in many developing countries. Overall growth in this mode of shopping is increasing worldwide but it still varies from region to region. In developed countries people are more inclined towards online shopping as compared to developing countries (Shoemaker and Lewis, 1999). Web marketing has already been established in developed countries, which is yet to establish in developing countries. However, the scenario is to change in the near future as then developing countries are progressing towards becoming digitally connected nations. Combining the prospect of exponential growth and enormous internet usage E-commerce is becoming a new rewarding form of business for all (Reid and Reid, 1994).

E-commerce has been in Pakistan for some time and is still gaining adhesion with significant growth expected in the future. According to forecast supported by IANS, the Indian e-commerce market is expected to grow by \$ 50-70 billion by 2020. Rendering to a recent comprehensive report published by Kayamu, ecommerce transactions in Sri Lanka are predicted to be raised by more than 72% in the future (Vaid, 2020). Google research paper named "Research Insights: Emerging Trends as Bangladesh Goes Digital" states that people of Bangladesh spend Tk 7,594.10 annually for online shopping (Nawaz, 2015).

Internet has taken communication place and has strong bounding with information technology which causes upgrade and new server plot every day. The new technological advancement has taken revolution in business and marketing tactics especially online business. The technology has huge positive impact on online business but with past 15 to 20 years past the number of competitors was less and no compatible price was taken

(Newall, 1977). But with new technological advancement, people are becoming more aware about brands, compare price, choosing suitable product for achievable price and this has effect on other business companies. Strategically climate for companies has affected due to greater impact of economy and growth of other online business at local as well as global level (Nicosia, 1969)

According to Pakistan's Ecommerce Index curated by Daraz (Online marketplace and logistic company) with the largest population, Punjab has the highest contribution to ecommerce order shares at 55%, followed by Sindh at 36%. Balochistan, KPK and Azad Kashmir, cumulatively contribute the remaining 9% (Dawn, 2020).

The online shopping has taken revolution in business that even small businesses can make reputation easily by equal rights of platforms. Business owners can easily connect to customers and listen to customer problems to solve and retain customer loyalty. Online shopping has revolved also in Pakistan to connect all over the world and grow business (Peters, 2017). But due to scams and international reputations, Pakistan is not allowed to sell products to foreigner by using online platform. Even if Pakistan's customers are willing to purchase product from different country, they have to pay tax or duty which charges more than price of product (Popielarz, 1967).

The involvement of government in business causes more problems for consumer and they indirectly force to purchase product from their own country. But in past few months, Pakistan has taken decision for foreign business to build chain with in Pakistan's geographic area, which makes more comfortable purchasing platform for consumers (Jamil and Mat, 2011). Amazon and E-bay have contract in build business in Pakistan with-in this years but most of reasons of scam and inconvenient seller showed nonprofessional attitude to online companies and they had to delay contracts for online business ventures (Jiang, Chen, and Wang 2008).

Certain drivers influence purchase intention when it comes to online purchasing such as Perceived risk, Perceived Usefulness, Subjective Norms. Many studies examined various factors affecting on online shopping, most of which secluded a few major factors, usually between three and six factors. These factors will allow us to have better understanding of online consumer behavior by recognizing impact of consumer beliefs, attitude and intention towards online shopping (Martí Parreño, et al. 2013).

LITERATURE REVIEW

Online Shopping

Due to the technological advancement and invent of internet online shopping is becoming new normal of shopping. The behavior of consumers towards online shopping is changing dramatically (Lim et al., 2016). In the past people were reluctant to shop online due to certain reasons but now consumers are also adopting new shopping habits during the last one decade or more. Communications and trading is much more stable and faster. E-commerce has caught the attention of many retailers. With the emergence of this new mode of shopping consumers have multiple options before making final purchase (Vaid, 2020). Important dimension to understand in this shopping mode is to understand "consumer's attitude" towards online shopping and the factors which influence their

decision (Rudolph, Rosenbloom and Wagner, 2004). Online shopping helps to save time because consumers only need to look for the products on search engines like Google or Yahoo and they can find full information about the desired product (Roca, García, and De La Vega, 2009). In China, there are many factors involve in online shopping, firstly it is about customer satisfaction from product, quality and price for all race. The customer satisfaction model was firstly adopted by operon and this was using simple theory of disconfirmation, this study took reviews from purchaser and negative report directly involves investigation of shop and owner. This build strong customer relation to retails and small business operating in online business because there were neglected risk of losing money and customer became more aware to purchase products online (Reid and Reid, 1994). The online business has concern about what customer demands and expectations to complete desire with convenient product. E-consumer adopts three strategies for essential online products these are trust, return policies and delivery sources. Customer satisfaction is about to sub-factor for perceived risk and it also value product, company and website reputation for further service (Ranganathan and Ganapathy, 2002).

Web design and security has important place for online shopping and directly effect on attitude of online business which cause to distract customer attention. The security threat is one of competitor advantage and may present bad impression on customer mind about website. The fake information makes customer uncomfortable for personal data stolen and may have not to sign up next time. The loose of customer with competitor's web traffic may effect on other customer (Ramayah and Ignatius, 2005). Past few years, online sellers more focus on promotion of products through social media advantages and this takes targeted customers close to product and increase customer traffic (Raman and Viswanathan, 2011). Web marketing is already popular in developed countries but is still far behind in underdeveloped countries. Brands need to improve the e-shoppers satisfaction to increase the chance of purchasing from the retailer again and to make them loyal E-customer (Ram and Sheth, 1989).

Perceived Risk

When a consumer is making online purchase, they go through many stages before making the final purchase. Every time a consumer decides to shop or buy a product, they have certain doubts about the product. These doubts are about the product whether it will meet the expectations they have about the product (Rakesh and Khare, 2012). Online shoppers have fears since they cannot see, touch, or smell the products before buying thus they tend to perceive a higher level of risk. In online stores consumers may have low trust and higher risk as compared to physical stores. Different types of risks are involved such as financial risk, non-delivery risk, and product risk (Pras and Summers, 1978). These risks exist due to failure of technology or human error. When there is higher perceived risk consumers might shift towards physical stores thus businesses need to make their web-stores more reliable (Popielarz, 1967). Every consumer has different anticipated risk some may have financial risk. They are afraid that the purchase might strip off their income at some given time or if the product is nothing like what is shown on the web-store. Some have fears related to the payment procedure whether their payment system is secure enough. Others may have anticipated product risk which involves the consumer having doubt or fear about the durability of the product if it will fail to perform its intended function. Non-delivery risk is when consumer have ear related to the replacement of the

product (Park and Young, 1986). If a product fails after few days of purchase so they need to ensure that it can be exchanged. The reputation of the business and their selling style play an important role in increasing or decreasing the risk. Having positive reputation can lower the anticipated risks consumers have about the brand so businesses tend to increase reputation of their brand positive and increase the trust of the consumers. Business should be attentive to all the needs of the customers by reassuring them by answering all their queries. Perceived risk more than a trust for buying product for consumer point of view it is about price comparison, quality features and easily availability in market. Perceived risk is involvement of trust, information and technology for all products and in online business it has more risk for customer retention (Nicosia, 1969). The strategic tactics for marketing in online business creates monopoly for consumer behavior and challenge for number of companies involved in competition. The developed countries have adopted measurement tools for market directions and challenges prediction for new business to overcome risk of business. The term perceived risk is value of company reputation especially in online because it is not just engaging one customer satisfaction but also in view of millions of other customers (Newall, 1977).

Perceived risk includes resistance of consumer attitude for purchase product and non-ethical explanation responses to make negative impact on online business. The challenge for online business is to overcome negative reputation and media reports because it may influence on other products. In consumer point of view the negative or positive reviews may change mind of willing customer (Nawaz, 2015). Customer always looks for quality with competitive price compared. Consumer focuses on product with supportive to require need. Many small firms have used consumer surveys for targeting customer trust and increase chances of buying product, the first showing problem for customer and solution with quality-price relevancy (Shoemaker and Lewis, 1999).

Consumers fear about the disclosure of their sensitive information through online transaction. The concern involves risk associated with misuse of their personal information such as their residential address, contact number, debit and credit card number. Businesses have to make their websites more transparent and improve their marketing strategies to make their virtual stores more reliable and competitive (Kollmann, 2016).

H1: Perceived risk has positive relation with online shopping

Perceived Usefulness

Online shopping is getting more fame. This mode of shopping doesn't involve any mediators in the transaction process. Customers make the payment and purchase the product or service directly from the seller. Perceived usefulness is the perception of the consumers that when they shop from E-store how it will ease and increase their shopping experience (Kau, Tang and Ghose 2003). Perceived usefulness considers that all things being alike how can website for shopping can increase the shopping experience of the consumers after the purchase. Customer is more likely to adopt the product when usage is supposed to be useful. Perceived usefulness has positive impact on online shopping intention it also helps to increase perceived value (Kuan-Yin, Hui-Ling and Hsu, 2007). The perceived usefulness is more about productivity of brands used daily and has deep impact on consumer purchasing habit. A customer wants to buy cell phone for new model,

the most important thing is to reach affordable product available, information gathered from surroundings (Martí Parreño, et al. 2013).

Perceived usefulness mainly focuses on the attitude of consumers uses any other competitor's product and his/her behavior toward any other company product with reason of not to choose them. The online shopping provides online payment options with payments of purchased product within seconds but due to personal id stolen, any other third person can use numbers for illegal transection (Jiang, Chen, and Wang 2008). With past few years, the online transaction also has change with biometric security and less chances of stolen information. The online transection uses through banks contract. In Pakistan, the other options for online purchasing are mobile accounts, bank account or cash on delivery options, the widely used system is cash on delivery method which is more convenient system for all users (Jamil and Mat, 2011).

Online shopping website offer pleasant experience, it also gives benefits to customers by providing them useful information about the product. For experienced internet users who shop online normally, the accessibility and speedy internet may be beneficial. In detail information, access, speed and convenience are the main benefits of online shopping. Perceived usefulness plays an important role in changing the consumers' attitudes towards purchasing Perceived Risk as influencer to online shopping and sustainable advantages of online shopping are referred as perceived usefulness. Finding good bargain price, discounts and offers on search engine acts as perceived usefulness (Kim, Morris, and Swait, 2008).

H2: Perceived usefulness has positive relation with online shopping

Subjective Norms

Subjective norms are actually defined by (Hasbullah et al. 2016) that when someone forces other like close relative, friends, family member or any other person who take action of person's discussion and forced them to purchase goods for no reason but with the sake of pleasure by other person. This station is refer to (Ajzen, 1991) who said about purchasing behavior that the thing keep close to other is people perception, when you ask someone to purchase good even when they have not need them, then the person must be your known because it only happens when a person creates perception in other people mind for the sake of business purpose then it will take time but sometimes perception can be created early due to other person behavior (Chen, 2012). The subjective norms mostly repeat in families when someone use close links to build business, subjective norms are one of well-being strategies at business startups, but with passage of time business gain reputation by quality and it cannot depend on personal relation. In online business, subjective norms are highly concerned about making business with known at first. (Baubonienė and Gulevičiūtė, 2015) People will buy only when they know you. Online shopping always based on perception of consumer that have been created or changed by past experience can be cause for influencing other customers, but if the customer is known then they will prefer more personal relation rather than business (Hoffman, Novak and Peralta, 1999).

H3: Subjective norms has positive relation with online shopping

Purchase Intention as a Mediating Variable

Different researchers' have shown that there is a connection between attitude and online shopping intention. The final stage of online transaction is the intention to make a purchase from the website. Online purchase intention plays a very important feature in order to understand online consumer behavior (Kim, Morris, and Swait, 2008). The purchase intention can be defined as the state between the buyer and the seller once the buyer is prepared to make the transaction. The process of purchase intention twitches with the evaluation of the product. Evaluation process is based on the personal experience of the individual their current knowledge about the product and some external factors which influence the purchase intention (Hoffman, Novak and Peralta, 1999). Purchase intention grows by communication and development system and significant by economical role. The consumer mostly follows the trend of society as well as tradition of geographic sector. The adoption of purchase intention is due to environment; online business also has impact of geographic sector and may affect by state currency (Davis, 1989). The online purchase behaviors attain time of delivery, return policy and payment. Sometime, consumer face a lot of problem for buying online products through foreign exchange, the currency difference cause time taking process and with due to duty and security make problem for delaying delivery of product. The problem is mainly in under develop country specially Pakistan (Dawn, 2020).

The dimension of online product purchase is channel, information, and customer service and delivery process. The four particular dimensions are more important for online shopping business and gain maximum attention of customer. The channel matters that where to buy and what is its reputation in market? Is it reliable to purchase than other? Are there other options for this product availability and what are theirs reputation for product selling. Customer service is main target of online seller because consumer never waits for product; the faster service will get more attention of new customer and retain previous customers (Gounaris, 2005). The delivery method and process of linking seller to customer with the help of supply chain model which creates benefits for all three parties, Quick reaching product for customer, charging affordable service charges for delivery companies and price of product includes profit for seller. The online shopping has entered in new era of technology where all business operates through mobile functioning. The strong dimension of online shopping is trust of product for consumer. The purchase decision may influence by previous judgment and opportunity for other competitors (Kim and Benbasat, 2003).

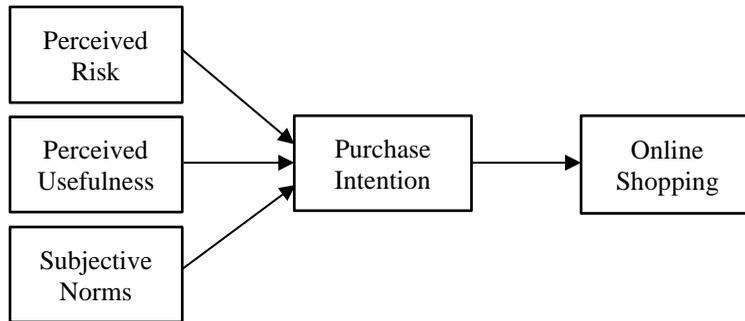
External factor also plays a significant role in the process of purchase intention by influencing consumers attitude towards online shopping. Purchase intention is the impulse to buy a certain product in a certain environment of purchasing. Online purchase intention is the willingness of the consumer to make online purchase (Beleščák, 2014). In understanding online purchase intention of the individual, it is very essential to work on the trust factor. Purchase intention is the choice making procedure where buyer finally decides that he wants to purchase from online stores. The online stores can gain the trust by making their products more promising and secure or service quality. Shoppers who have trust upon the websites are more likely to have a positive attitude towards making online purchase. Thus, website information may increase the intent to purchase or repurchase from the website (Bačík, Szabo, Fedorko, 2014).

H4: Purchase intention as mediator has positive relation between perceived risk and online shopping.

H5: Purchase intention as mediator has positive relation between perceived usefulness and online shopping.

H6: Purchase intention as mediator has positive relation between Subjective Norms and online shopping.

Framework of the Study



METHODOLOGY

Research Design

This study is descriptive research, the method chosen to analyses the hypotheses and assesses the empirical links between independent variable, which consists of Subjective norms, Perceived usefulness, purchase intention as mediator and dependent variable which is online shopping. This study is descriptive research, the method chosen to analyses the hypotheses and assesses the empirical links between independent variable, which consists of Subjective norms, Perceived usefulness, purchase intention as mediator and dependent variable which is online shopping. This study is a quantitative type of research, which seeks to explain relationships among variables since the primary objective was to study the impact of those variables that have been suggested as having an influence on online shopping

Unit of Analysis and Population of the Study

Target population of the present study refers to that consumer that most likely to loyal to one brand and has interest of buying products through online. Therefore, the unit of analysis in the study is individuals. However, sampling frame refers to the consumer. People are aware of online shopping but mostly reason are devoted them to buy. This study has main focus on Subjective norms impacts and Perceived usefulness to create and maintain strong business relations with people of Pakistan. Meanwhile, the respondents of this study are the employees to provide their feedback in a five-point Likert scale survey. The consumer of online shopping was chosen because they have already experience in

online shopping and they are capable in understanding the overall characteristics of their previous experience to provide more information about their online shopping.

Sample Size and Sampling Techniques

As mentioned earlier, the population of this study consists of online purchase consumers in Pakistan. Sampling is done in quantitative research to study the representative sample which closely reproduced characteristics of interest in a greater population. A total number of consumers are more than 500 have been selected for research and the response rate is almost fifty six percent that why current study use data 279 sample for data analysis. The information gathered from consumers are likely to purchase online product but may have some inappropriate experience in some products. The sampling guidelines is used because it reflects the true population characteristic by taking into account the aspects of confidence and precision in determining the right sample size which chosen in this study (Kuan-Yin, Hui-Ling and Hsu, 2007)

The study employed a simple random sampling. In this technique, the sample was selected from the population by using random procedures, in a way that give accurately the same chance of being selected to every unit of population. Moreover, simple random sampling is used because there isn't any bias that an online product purchaser will be selected over another and the selection of a consumer doesn't bias researcher against selection of another.

Data Collection

Based on hypothesis and objectives of the present study, the questionnaire is used as tool for data-collection, which was considered most appropriate data collection method to gather information and responses. Questionnaire in this study is used as an approach to collect data at a single point in time to get responses in a short time. Therefore, data collection is conducted through self-administered questionnaire (The questionnaire that has been complete the data collection process without distracting the respondent) (Kau, Tang and Ghose 2003).

Under this technique, researcher created Google forms using Google platform questionnaires to respondents through sending to the email address or WhatsApp number of selected online product purchase consumers. Based on this, the process is started with contacting the selected consumers through their email address, phone calls, followed by cover letter which explains the objectives of study to get approval for data collection, after the approval, respondents were complete the questionnaire and return their respective responses through the researcher's email address, WhatsApp or by submitting Google forms.

This technique is chosen because the sample of this study covers wider geographical area of Pakistan.

Research Instrument

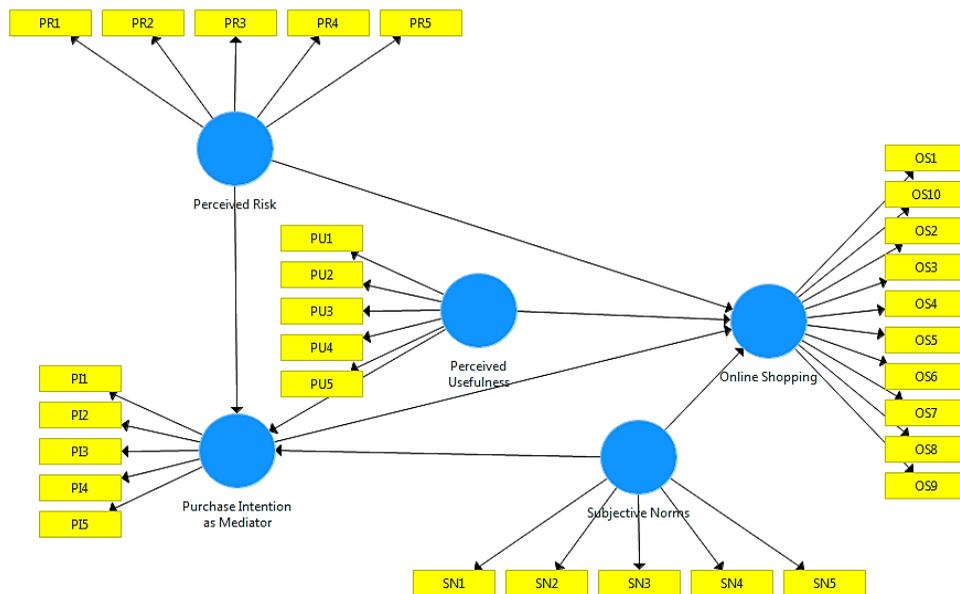
The measures used for the present study is described in this section. Online shopping is a dependent variable, perceived Risk as influencer to online shopping, perceived Usefulness as influencer to online shopping are the independent variables and purchase intention is mediator.

Dependent variable is set as online shopping in the present study. To fully capture nature of online shopping in the online product consumer in Pakistan. A five-item measurement, were adapted from the previous research and hypothesis development, these items will be used in this study to assess online shopping in Pakistan. An instrument with five items measures the independent variable of study which is perceived Risk as influencer to online shopping (Kollmann, 2016). Perceived Usefulness as influencer to online shopping is measured by the Multifactor behavior Questionnaires (MLQ-Form 5x) adapted consisting of five items. Subjective Norms as influencer to online shopping is measured by the Multifactor behavior Questionnaires (MLQ-Form 5x) adapted consisting of five items. Finally, Mediator, Purchase intention have 5 items were adapted. The current study used five-point Likert Scale ranging from 1 to 5, strongly disagree and strongly agree respectively.

RESEARCH MODEL ANALYSIS

The Measurement Model

To analyzing the research model, the first step is to design variable using P.L.S path model and make sure to connect all variable as according to research the connection error may harm result so, research model as shown in Figure 2 showed clear image of research design model.



Construct Validity

This section contains the content validity, convergent validity and discriminant validity to analyze and calculate result using P.L.S model.

Content Validity

Validity is about to check questions at statistical measurement as according to study. It makes proof for clean research and show the accurate measurement of model test. This is

statistical measurement to show 100% research result and relation of variables. Content validity is use to describe and build appropriate measurement for the concept of study by using measurements. This is ensured through reviewing all data from research as related literature and previous experiments, research and theories based on studies. From all the research analysis factor, the variable correctly assigned to their actual constructs and higher loading have corresponding to highlight to show positive relation. Moreover, item loading makes surety for constant validity of measurement as used in all study as shown as followed table.

Table 1
Loading Factors

	Online Shopping	Perceived Risk	Perceived Usefulness	Purchase Intention as Mediator	Subjective Norms
OS1	0.83				
OS10	0.882				
OS2	0.819				
OS3	0.85				
OS4	0.848				
OS5	0.849				
OS6	0.85				
OS7	0.95				
OS8	0.836				
OS9	0.943				
PI1				0.855	
PI2				0.831	
PI3				0.877	
PI4				0.864	
PI5				0.846	
PR1		0.814			
PR2		0.842			
PR3		0.848			
PR4		0.809			
PR5		0.936			
PU1			0.867		
PU2			0.906		
PU3			0.871		
PU4			0.846		
PU5			0.788		
SN1					0.91
SN2					0.886
SN3					0.939
SN4					0.899
SN5					0.84

Convergent Validity

Convergent validity is the step to which manifold items measure the same ideas in agreement. In this study, validity was assessed by evaluating a construct's convergent and discriminant validity. Supporting data are provided for convergent validity when each item has outer loadings above 0.5 and each construct's average variance extracted (AVE) is 0.5 or higher. The composite reliability values range from 0.929 to 0.968, which surpasses the suggested minimum value of 0.7. This approves the convergent validity of the measurement model as shown in Table 2.

Table 2
Analysis of Convergent Validity

		Loadings	A.V.E	C.R	C Alpha
Online Shopping	OS1	0.83	0.752	0.968	0.968
	OS10	0.882			
	OS2	0.819			
	OS3	0.85			
	OS4	0.848			
	OS5	0.849			
	OS6	0.85			
	OS7	0.95			
	OS8	0.836			
Purchase Intention	OS9	0.943	0.725	0.929	0.928
	PI1	0.855			
	PI2	0.831			
	PI3	0.877			
	PI4	0.864			
Perceived Risk	PI5	0.846	0.733	0.932	0.932
	PR1	0.814			
	PR2	0.842			
	PR3	0.848			
	PR4	0.809			
Perceived Usefulness	PR5	0.936	0.73	0.931	0.931
	PU1	0.867			
	PU2	0.906			
	PU3	0.871			
	PU4	0.846			
Subjective Norms	PU5	0.788	0.802	0.953	0.953
	SN1	0.91			
	SN2	0.886			
	SN3	0.939			
	SN4	0.899			
	SN5	0.84			

Note: AVE=Average Variance Extracted; CR=Composite Reliability

AVE was tested to reproduce the total amount of variance in the pointers reported for by the covert construct. The values were originated to be in the range of 0.725 to 0.802 as established in Table 2, which overdo the suggested least value of 0.5. Therefore, the measures have sufficient convergent validity.

Discriminant Validity

Discriminant validity was confirmed by associating the correlations between the constructs and the square root of the AVE for a given construct.

Table 3
Analysis of Discriminant Validity

	Online Shopping	Perceived Risk	Perceived Usefulness	Purchase Intention as Mediator	Subjective Norms
Online Shopping	0.867				
Perceived Risk	1.033	0.851			
Perceived Usefulness	1.005	1.009	0.856		
Purchase Intention as Mediator	1	1.015	0.995	0.855	
Subjective Norms	0.762	0.77	0.822	0.85	0.896

Testing Predictive Relevance (Q²)

The volume of the recommended model to expect endogenic constructs is dependent on assessments of the coefficient of determination (R²), cross-approved spare (Q²), and way coefficients.

Table 5
Predictive Relevancy

	R Square	R Square Adjusted
Online Shopping	1.028	1.028
Purchase Intention as Mediator	0.985	0.984

	SSO	SSE	Q² (=1-SSE/SSO)
Online Shopping	2790	712.497	0.745
Perceived Risk	1395	1395	
Perceived Usefulness	1395	1395	
Purchase Intention as Mediator	1395	395.883	0.716
Subjective Norms	1395	1395	

The Structural Model

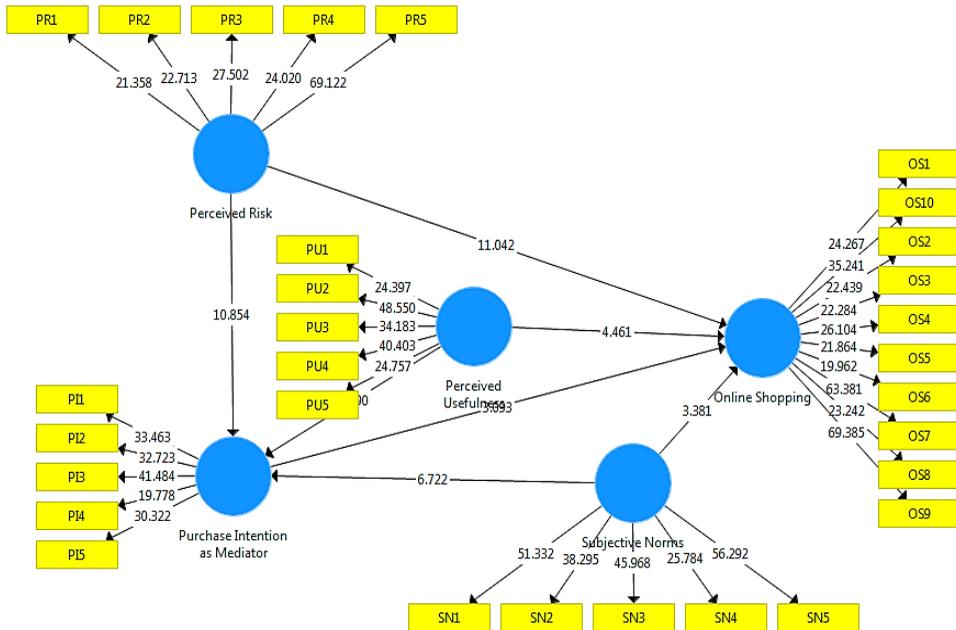
In another phase of examination, the structural model was assessed. Bootstrapping permits transmission events of accuracy as it is distinct in relations of unfairness, variance, confidence intervals, and prediction error or some other such measure to sample estimates. This method permits estimate of the sampling distribution of nearly any indicator with random sampling methods. Table 6 and Figure 3, showed the institutionalized way sample mean (M), standard deviation (STDEV), t-values, p-values, and decision made.

Table 6
Hypothesis Testing Result

Hypothesis	Items	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Decision
H1	Perceived Risk → Online Shopping	0.604	0.609	0.055	11.042	0.000	Supported
H2	Perceived Usefulness → Online Shopping	0.267	0.273	0.06	4.461	0.000	Supported
H3	Subjective Norms → Online Shopping	-0.052	-0.051	0.015	3.381	0.001	Supported
H4	Perceived Risk → Purchase Intention as Mediator	0.634	0.626	0.058	10.854	0.000	Supported
H5	Perceived Usefulness → Purchase Intention as Mediator	0.168	0.181	0.068	2.49	0.013	Supported
H6	Purchase Intention as Mediator → Online Shopping	0.173	0.161	0.056	3.093	0.002	Supported

T value is greater than 2, P value is less than 0.01

Table 1, Figure 2, and Figure 3 demonstrate the relationship between perceived risk and perceived usefulness as influencer in online shopping and purchase intention as mediator. Results confirmation that the association between perceived risk and online shopping is maintained at the 0.01 level of significance (STD=0.055, $t=11.042$, $p=0.000$). The association between purchase intention as mediator for perceived risk and online shopping is strongly supported at the 0.01 level of significance (STD=0.058, $t=10.854$, $p=0.000$). The outcomes also illustration that the connection between perceived usefulness and online shopping is braced at the 0.01 level of significance (STD=0.056, $t=4.309$, $p=0.000$). The relationship between purchase intention as mediator for perceived usefulness and online shopping is supported at the 0.01 level of significance (STD=0.068, $t=2.49$, $p=0.013$). The relationship between purchase intention and online shopping is supported at the 0.01 level of significance (STD=0.056, $t=3.093$, $p=0.002$). The relationship between purchase intention as mediator for subjective norms and online shopping is supported at the 0.01 level of significance (STD=0.031, $t=3.622$, $p=0.000$). The relationship between subjective norms and purchase intent is reinforced at the 0.01 level of significance (STD=0.0015, $t=3.381$, $p=0.001$).



CONCLUSION

The results indicate six out of six hypotheses were supported. The strong impact of purchase intention towards online shopping was constant with earlier studies (He et al., 2009; Orapin, 2009). On the other side, subjective norm, perceived risk and perceived usefulness have positive and significant result with purchase intention and online shopping these results consistent with past studies (Jamil and Mat, 2011; He et al., 2009). The finding of the study implied that Pakistani consumers, purchase intention was prejudiced of the social media, media and families. It was exclusively true when applied to Pakistani that culture-bounded and opposed to change (Jamil and Mat, 2011). So, the current study also bare that the core aim for shopping online is time saving, tailed by easy to buying second and thirdly variety at one place. By considerate the aspects that affect the online shopping and knowing the factors that encourage clients to shop online; online sellers can advance the competitive advantage.

LIMITATIONS AND FUTURE RECOMMENDATION OF THE STUDY

The current study has some limitations. First, the current study was empirically conducted in context of the Pakistan context that is evolving the economy. Therefore, it is required to added study these constructs in other evolving and advanced economies. Secondly, this study uses only three factor (perceived risk, subjective norms, perceived usefulness) with online shopping. Future studies recommended to use more factor like financial risk, product risk, privacy risk, and convenience risk.

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