THE IMPACT OF PERCEIVED BENEFITS AND VIRAL MARKETING ON ONLINE SHOPPING BEHAVIOR: THE MEDIATING EFFECT OF CONSUMER PURCHASE INTENTION IN PAKISTAN DURING COVID-19

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ABSTRACT

The purpose of current study is to determine the relationship between independent variable as perceived benefits and Viral Marketing and online shopping behavior with mediating effect of consumer purchase intention in covid-19. As online is becoming advance in technology and becoming easy to use for consumers. The study has focused on convenience, product variety, and social network potential and video clips that were determined by related literature. Data was collected from 217 consumers that most likely to purchase online products. Partial Least Square (P.L.S) was used for analyzing statistical analysis of data and interpreted that there is positive impact of perceived benefits and also positive impact of viral marketing on online shopping behavior of consumers.

KEYWORDS

Perceived benefits, Viral Marketing, Consumer Purchase Intention, Online shopping Behavior.

INTRODUCTION

Online shopping agrees consumer to purchase directly from firm without using third party profits. Online shopping would provide you reliable information about product (Ahmed, Su, Rafique, Khan, & Jamil, 2017; Khan, Baig, Umair, Ashraf, & Noman, 2021). Consumer that purchase online products are confident about product quality due to informed or read review about products(Arora & Aggarwal, 2018). Trust factor is affecting consumer buying-behavior towards online shopping when it comes to the younger generation (Ashraf, Khan, & Ansari, 2020; Bashir, Mehboob, & Bhatti, 2015). In Pakistan, People are more aware to purchase online product because they have reviews of previously used other consumer experience.

Viral marketing is now a great trend about share any information related to business or non-business attributes. People share experiences because they are acting like bridge between company and other customers (Gottlieb & Bianchi, 2017). In Europe, a survey explains that 81% people were purchasing products through online shopping in 2016 and that increased to 95% during 2020 due to COVID-19. Not just Europe but also other countries like Spain moved digitally 84% to 96%, Italy 84% to 95% and so others. Europe's digital migration during COVID-19: Getting past the broad trends and averages, 2020. It is a big challenge to build trust in business society. Perceived value is important in all sectors of business and it has greater impact on online business to compete with multi-thousand competitors in online global market (Matanda & Ndubisi, 2009). In Pakistan, there are only 76% people who like to purchase online products in 2018, and increased in 2019 to 82% but this value increased due to COVID-19 spread all over country, It is about 22% of deliveries of product, 24% on restaurant and so on, people shift toward online product specially purchasing EID's shopping or festivals. Moreover Nielsen reports that almost 82% of the urban population in Pakistan has been involved in online buying. Prior examinations on buyer online direct have researched the main issue impacting electronic shopping apportionment.

LITERATURE REVIEW

Perceived Benefits
Perceived benefit is defined as "the client's impression of the weakness and hostile results of buying a thing or organization"(Arora & Aggarwal, 2018). Seen risk in client lead and promoting moves during the 2016, and in the possibility of web shopping introduced in the 2016 and various examinations on observed peril have shown that obvious threat adversely influences the online shopping behavior of purchasers (Farhan, Hussain, Khan, Tahir, & Bhatti, 2020; Javadi, Dolatabadi, Nourbakhsh, Poursaeedi, & Asadollahi, 2012).

H1: The relationship of Perceived benefit with consumer online purchase behavior.

Viral Marketing
The term viral marketing in 2015 with very another and mishandled term, distinction exists about its definition. Some view it as casual publicizing in which purchasers instruct various buyers with respect to the thing or organization (Khan et al., 2021; Petrescu, Korgaonkar, & Gironda, 2015). Considering on perspectives, the current article sees viral advancing as the route toward enabling real correspondence among client associations, and it bases on email as the channel (Ahmed et al., 2017)

H2: The relationship of Viral Marketing with online purchase behavior.

Consumer Purchase Intention and Online Shopping Behavior
The online business expects a huge part in the overall economy and ought to continue later on. The charming point of view is that the image of the thing has the best grade for this which is to pull in the customer to visit the site (Bashir et al., 2015). For sure, the need to see the photo of the thing isn't critical that to put aside money (Arora & Aggarwal, 2018). It is locked in with the trade whether there might be a threat of losing

money by methods for Visa fraud (Farhan et al., 2020). A couple of implications of "huge worth" exist in various settings. In one case, regard is considered "the customer's overall assessment of the utility of a thing reliant on impression of what is gotten and what is given", which revolves around client benefits or the benefit of using a thing. In another event, regard is described as a feeling about alluring end states, which revolves around a psychological point (Garavan et al., 2020; Rehman, Bhatti, Mohamed, & Ayoup, 2019).

> H3: Consumer purchase intention mediate the relationship between perceived benefits with online shopping behavior

> H4: Consumer purchase intention mediate the relationship between viral marketing with online shopping behavior

Theory of Planned Behavior

Theory of planned behavior is to analyses and conclusion of reducing cost and effective impression on online purchase behavior. Additionally, the purchase intention behavior toward product has positive effect on customer satisfaction and its marketing tactics effects(Gaston & Gerjo, 2016). This theory of structure relies upon the theory of masterminded direct. In past study the theory of organized lead (TPB) is typically used to think about particular direct and individual desires. Basically, TPB is gotten from the speculation of reason movement (TRA). As demonstrated by TRA, particular desires rely upon attitude and passionate norms yet TPB added some extra and essential variables, for instance, seen social control and conferring to TPB it impacts the points of the individual's direct for online shopping(Bashir et al., 2015).
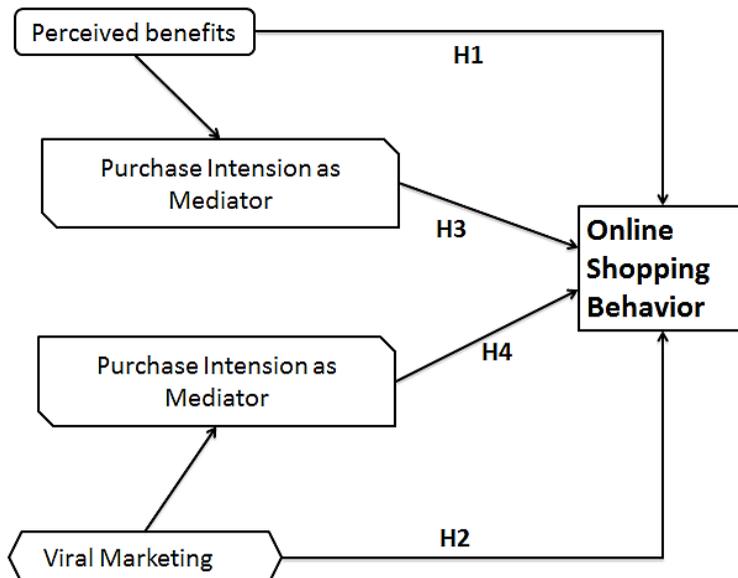

Figure: 1 Theoretical Framework

METHODOLOGY

A framework of current research was established, created on review of the current literature about the issue. The current model emphases on the likely effects among dependent and independent variables, independent variables contain Advertising, Social Network in viral marketing functional value, emotional value and social value in perceived benefits consumer purchase intentions as mediator while the dependent variable is online purchase behavior.

Target population of current study states to that consumer who has ability, motivation and resources to purchase product. Thus, the current study use unit of analysis is individuals. The questionnaire which has been completes the data gathering procedure without disturbing the respondent. The questionnaire was consisting of five sections Demographic section, online shopping behavior with eleven questions adapted from(Ahmed et al., 2017), Perceived benefits with seven questions adapted from (Arora & Aggarwal, 2018), Viral Marketing with seven questions adapted from (Khan et al., 2021) and Consumer Purchase Intention with seven questions adapted from (Khan et al., 2021). Data was collected through Google form by sending target population by sending e-mail or personal contacts.

Demographic Information

There were 126 (58.1%) male and 91 (41.90%) were female. For age there were 38 (17.50%) were Less than 20 years, 110 (50.70%) were Between 20 and 29 years, 47 (21.70%) were Between 30 and 39 years, 18 (08.30%) were Between 40 and 49 years, 04 (01.50%) were More than 50 years. For qualification there were 60 (27.50%) were Doctorate, 79 (35.40%) were Master's, 40 (18.50%) were First Degree, 09 (4.10%) were Diploma, 29 (13.20%) were Secondary School Certificate.

Statistical Analysis

The study used P.L.S (3.2.9) for statistical analysis and used for all constraints of measurement model and statistical model. The mean for all items is above the average, ranging from 3.789 to 4.193. Standard deviation ranges from 0.683 to 0.896.

Measurement Model

In measurement model P.L.S used to determine discriminant validity, content validity and also convergent validity as per standard (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014).

Content Validity

Validity refers to the suitability of the questions for the concepts under study. It ensures that measures are adequate and represent the concept to be tested.

Convergent Validity

Convergent validity is the degree to which multiple items measure the same concepts in agreement.
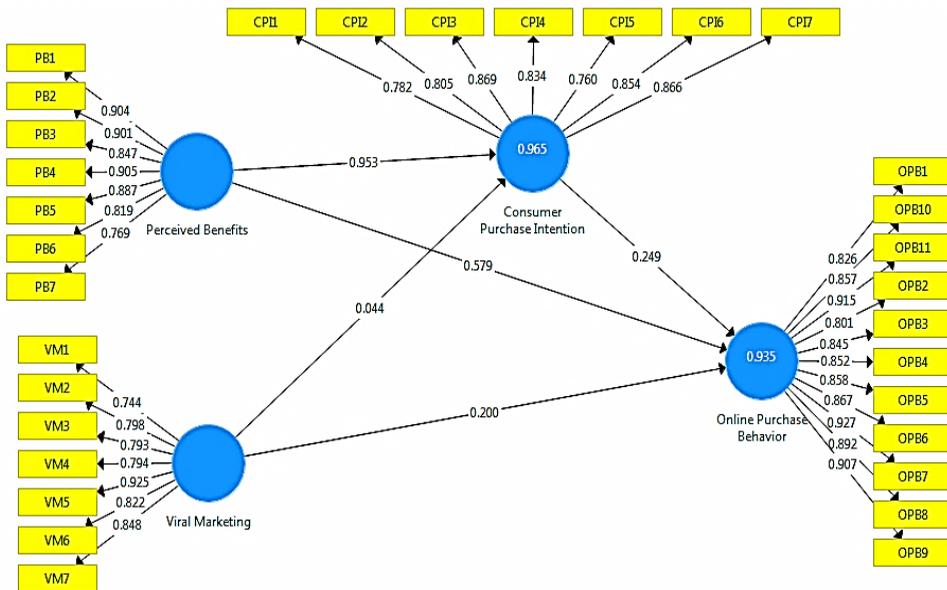
Table 1
Convergent Validity

Constructs	Items	Loading	AVA	CR	CAlpha
Consumer Purchase Intention	CPI1	0.782207	0.681249	0.937211	0.937424
	CPI2	0.805257			
	CPI3	0.868544			
	CPI4	0.833797			
	CPI5	0.760388			
	CPI6	0.854342			
	CPI7	0.866477			
Online Purchase Behavior	OPB1	0.826127	0.754336	0.971195	0.971123
	OPB10	0.857286			
	OPB11	0.914799			
	OPB2	0.800628			
	OPB3	0.845207			
	OPB4	0.851671			
	OPB5	0.857798			
	OPB6	0.866708			
	OPB7	0.926663			
	OPB8	0.891547			
	OPB9	0.906715			
Perceived Benefits	PB1	0.90444	0.745092	0.953263	0.952833
	PB2	0.901051			
	PB3	0.847075			
	PB4	0.90462			
	PB5	0.887133			
	PB6	0.819243			
	PB7	0.769224			
Viral Marketing	VM1	0.744335	0.671814	0.934512	0.933012
	VM2	0.797878			
	VM3	0.793147			
	VM4	0.794439			
	VM5	0.925355			
	VM6	0.821971			
	VM7	0.848481			

It has been found that values are more than standard values as above 0.7 for A.V.E and C,R by (Hair Jr et al., 2014).
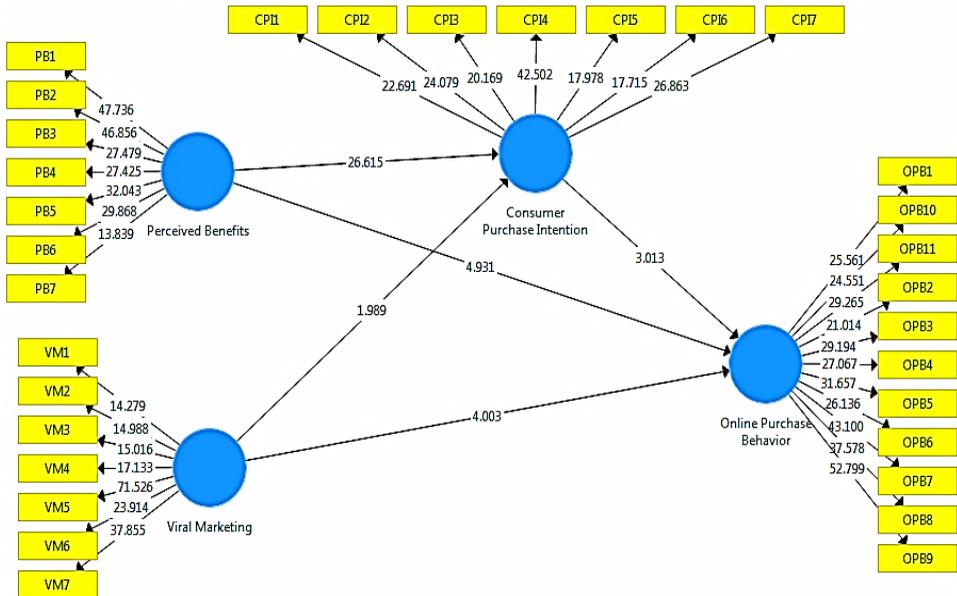
Table 2
Discriminant Validity

Items	Consumer Purchase Intention	Online Purchase Behavior	Perceived Benefits	Viral Marketing
Consumer Purchase Intention	**0.825378**			
Online Purchase Behavior	0.949277	**0.868525**		
Perceived Benefits	0.981756	0.95255	**0.863187**	
Viral Marketing	0.659199	0.737845	0.645396	**0.819643**

Table 2 contain data of discriminant validity found that the values are above 0.7 standard values (Hair Jr et al., 2014).

Figure 2: Measurement Model

Structural Model

Figure 3: Bootstrapping Result

Table 3
Variable Relationship

Hypothesis	Items	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
H1	Perceived Benefits -> Online Purchase Behavior	0.497457	0.502922	0.100888	4.930779	**0.000**	Supported
H2	Viral Marketing -> Online Purchase Behavior	0.203577	0.197132	0.05086	4.002649	**0.000**	Supported
H3	Perceived Benefits -> Consumer Purchase Intention	0.880033	0.88609	0.033066	26.61476	**0.000**	Supported
H4	Viral Marketing -> Consumer Purchase Intention	0.080889	0.075156	0.040659	1.989433	**0.047**	Supported

Results show that the relationship among Perceived Benefits and online purchase behavior is supported at the 0.01 significance level (SD = 0.100888, t = 4.930779, p = **0.000**). The relationship between consumer purchase intention as mediating in perceived benefits and online purchase behavior is strongly supported at the 0.01 significance level (SD = 0.033066, t = 26.61476, p = **0.000**). The results also show that the relationship between Viral Marketing and online purchase behavior is supported at the 0.01 level of significance (SD = 0.05086, t = 4.002649, p = **0.000**). The connection among viral marketing with consumer purchase intention as mediating and online purchase behavior is supported at the 0.01 significance level (SD = 0.040659, t = 1.989433, p = **0.047**) (Hair Jr et al., 2014).

DISCUSSION

The research mainly focused on determining the objective of research as relationship between Perceived Benefits, Viral Marketing, Consumer Purchase Intention as Mediator and Online shopping Behavior in customer that purchase online products and have positive experience for shopping and satisfy with service of online products.

CONCLUSION

The research has been disclosed by resulting positive relationship of Perceived Benefits, Viral Marketing, and Consumer Purchase Intention as Mediator with Online Shopping Behavior. The statistically measurement were taken through P.L.S (3.2.9) for validity and reliably, the result were shown as research objective for variables. The Hypothesis were tested in P.L.S software which determine the positive relation of Perceived benefits with sub elements as **(fictional, social, emotional, conditional)** has positive impact result on consumer online shopping behavior among customer who prefer to purchase online products. Other Hypothesis were also determine the connection between Viral Marketing and Online Shopping Behavior of consumer that purchase online products in Pakistan. It supports the findings(Wen, Choi, Wu, & Morris, 2021) which shown about viral marketing effects on online shopping behavior of consumers that prefer online products. It supports the findings (Wen et al., 2021) Consumer has taken more attention by following through viral company as (Smart phones, video clips, advertising, and internet).

LIMITATIONS AND RECOMMENDATIONS
FOR FUTURE RESEARCH

Research conclusions and findings for perceived benefits and viral marketing impact on online shopping behavior of Pakistan with consumer purchase intention as mediator. This study is for businesses which operates online that for sustaining consumers make sure about business image, affectionate, emotional value and business performance for consumer desires are as perceived benefits will lead business at strategic top level and attain customer for future. And build relationship with consumer as they feel free to purchase online products. This research has also taken online purchasing sites such as Daraz, Ishopping or Aliexpress customers as for checking the e-trends and shopping. The findings and statistical analysis by P.L.S has obtained supportive result of perceived benefits, viral marketing and consumer purchase intention as mediator

on online shopping behavior. These two main factors are highly influencer on online shopping behavior and have positive relationship with online shopping. The consumer attitude toward online shopping has also dependent on consumer purchase intention as the interest of product. People are more aware to purchase online products with help of technology and viral marketing tactics based on videos, social sites help them to choose best in comprising product list. Hence the conclusion have shown as changing the perceived benefit value and viral marketing tactics with consumer purchase intention as mediator will make impact on behavior of consumer toward online shopping in Pakistan.

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