



# An Investigation into Customer Preferences for Online Shopping In South Asia(Pakistan): A Case Study of Daraz.pk

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# An Investigation into Customer Preferences for Online Shopping In South Asia(Pakistan): A Case Study of Daraz.pk

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**Customer Preferences from Walk in Stores to Online Shopping In Pakistan**

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The purpose of this research study was to investigate changes in customer's preferences from offline to online grocery shopping in Pakistan. Online grocery shopping is a new way of buying products for household use. Customers' preferences depend on many factors, such as convenience, quality of products, pricing policy, range of choices, time saving, discount and deals, ease and convenience, and recommendations from friends and families. Any of these factors may switch customer's preferences from offline to online grocery shopping. New and significant inventions in e-technology and the rise of internet users have made online shopping widely used throughout the world, though consumers who are less familiar with technological devices may find it difficult to trust today's technology.

The case company studied in this thesis project was Daraz.PK, which is a leading online store in Pakistan and connects ten thousand sellers with millions of online customers. On the Daraz store there is easy access to more than 10 million products. The company delivers more than 2 million packages every month to different cities. Due to the high number of orders Daraz faces challenges in its logistics supply chain and has built its own logistics company which deals with its E-commerce.

The thesis report is divided into several chapters. The Introduction describes the topic and its importance in society. It also explains the customer preferences and reasons for change in these preferences. It presents the aims and objectives of the study. The theoretical framework discusses different theories and models which are used in the research. It also discusses psychological factors, including internal and external factors. The methodology chapter defines the methods used in this research. Data was collected through a questionnaire to explore the factors influencing online grocery shopping and perceptions of online shopping.

This research study explores prevailing online shopping trends and perceptions of online grocery shopping. The results showed that online shopping has in many ways superseded traditional shopping (offline shopping) and many people now consider offline shopping to be tough and time consuming. Awareness and knowledge of internet and e-technology can make online shopping more effective. Overall findings from the collected data highlighted some important points which would be helpful for both online shoppers and retailers. This also helped in understanding consumer's needs and preferences in online grocery shopping. Present tendencies show that future of online grocery shopping is bright and quite satisfactory.

Keywords: Advertising, Brands, Business, Consumer, Culture, Marketing, Planning, Strategies

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## 1 Introduction

While shopping a buyer usually compares a variety of attributes, including suitability, quality, price and style along with many other things of consumer convinces and choice.

Online shopping is increasing the output every passing year and is trending all over the world. In Offline shopping, customer need to move personally to every store to shop items, whereas shopping is rather easy and comfortable mode of shopping for anybody. There are certain things that made online shopping more convenient these are easy access, save time and manpower, no transport problem and most important is its 24/7 availability.

Many economists, professionals and corporations believed that there are pros and cons of the e-commerce which is buying and selling of commodities online. Firstly, it poses a great threat to conventional stores. Secondly they are of the opinion that e-commerce has substantial supremacy over conventional shopping due to its 24/7 availability, efficiency and easy accessibility. It is also more economical for consumers.

### 1.1 Aims and objectives

Main aims and objectives of this research is to analyze the preferences of the customers while switching from offline to online shopping. Here, certain are the questions (key aims and objectives) which need to be discussed to check the preferences of the customers.

- To define inducing aspects that shift consumer's likings in online shopping in Pakistan.
- How online grocery shopping persist fruitful in dominating traditional shopping.
- To determine the allegiance of consumer in online grocery shopping.
- To determine purchaser's opinions about top website for grocery shopping.
- To discover whether males or females are more active in online grocery shopping.

#### **Preferences of customers:**

1. What are key reasons which change consumer from offline to online and vice versa?
2. Does absence of product online change the consumer's perception and preference?
3. Do consumers stay loyal to the product while shopping online?
4. What is more vital for consumer, their choice or their convenience while shopping offline or online?
5. Do consumers shift from one product to another if a product is unavailable online and there are time constraints to get it offline?
6. What types of consumers are more inclined towards online shopping?

In this research these are the specific queries that essentially should be answered. These queries can also be called as main aims or objectives and determinants of this study.

There are two components of this study. Firstly, the definite reasons for variation in preferences. Secondly, there is variation in preferences that is triggered due to any ignorance or lack of knowledge. If any brand does not have any online shopping facility and there are time constraints for a physical visit to buy that product by a consumer, then the preference of consumer will change and consumer will consume the alternative product which cannot be counted as disloyalty to the brand. On the other hand, if a consumer does not have enough knowledge of the brand and is not very much aware of browsing and web using he may order differently every time. Therefore, a consumer who is much aware of the internet will shop online more as compared to the consumer who lacks in the internet knowledge.

Reasons for change in preferences from offline to online grocery shopping in Pakistan

1. Unavailability of the product online.
2. Product features and review of other people may change the consumer preference.
3. While online shopping there are so much option available for consumer.
4. Another which play major role in customer switching from walk in store to online is time on online people can save the time.
5. Increase in Taxes in Pakistan is the major factor which effects the business of walk in store and e com.

Today is the digital world where you can access anything from anywhere; everything is provided online from Gadget to groceries. living of people has been changed. living standard of people is more comfortable than 19th century in sense of business deals to groceries shopping.

## 1.2 Framework of the thesis

To make this study easy for the readers it is divided into seven chapters. It starts with an introduction where it leads the main purpose of the study, research questions and how this study of the thesis regarding offline to online shopping is going to conduct. Framework of the study is given below:

1. Introduction
2. Literature review
3. Theoretical framework
4. Research Methodology
5. Data analysis
6. Discussion
7. Conclusion

## 2 Literature review

Literature review developed on the work of researches which have been done before on these types' topics, Scholars play an important role on online grocery shopping topics, like buying behavior what factor which change their buying pattern. As we know 21 century innovation have change the world digital technology have allow to access everything just by one click through this technology consumer have more option than before. This expanding extent of advanced technology has numerous components. Conventional shops are stressed for electronic existence as digital companies are capturing a great market share as well as monetary and are making proximity in the shopper's intellect , just by one click.

As rajjas and Tuunainen, (2000) Shopping is the routine activity of most consumer on daily basis and it includes an extensive variety of goods, daily use items which a man needs are not self-produced and grocery store provide us that. Boyer & Hult (2005) states that online grocery website offers easy access and convenience to buy products from anywhere, at any time with promotional price, greater number of product options mentioned on website, which reduce walking in store and travelling time during shopping.

Huang & Oppewa (2006) says some obstacles which reduce the importance of online grocery is delivery fee, leisure time, less pleasure, unavailability of internet, social interaction, issues of online payment as well as consumer personal information and safety.

Although shopping staple goods for household and everyday usages, consumers are especially worried about the knowledge, data and assessment. Right now knowledge accumulated from online reviews is worth-referencing. No choice can be made distinctly by observing the items however online reviews of different clients additionally assume a significant part while settling on any choice about buying any item on the web. These data and reviews likewise assume a basic role for change in inclinations or making new inclinations. The quality of item at e-sites and conventional shops differ a lot and this pedals the consistency of internet buying. Quality additionally conveys great influencing nature over any sort of buying that can't be undermined at any cost. For any shopper or purchaser quality of the item is first fear and with respect to this quality client spent massive amount of cash on the item.

Mahajan Supriya and Siani neelakshi (2018) says generally buying pattern of consumers primarily base on product quality which give some extend of satisfaction to consumer during buying. Products quality is play main key role during buying anything from anywhere at any time. Consumer decision always base on high quality products. Restrictions may not apply on offline and online purchasing, but when consumers have multiple option of same product of different

brands and company just one click away than switching from offline to online might be possible (Mahajan Supriya and Sianineelakshi 2018).

During online buying consumer get information from official website or from reviews of product but this not assure whether information is authentic or not, this obstacle plays a major role during the process of online buying. One more factor play important role to switching offline to online consumer is media and social websites. Consumer gathers information of products from these platforms and that change buying pattern of consumer.

Hansen (2005) states that, the experience purchasers get while looking for goods online is very extraordinary as it offer buyers with a few advantages including comfort, efficiency and whenever ordering from anyplace.

Saleem marium, MuteenMarium et.al (2018) identifies the four factors which can be monitor consumer behavior while purchasing the product through online sources. Awareness, willingness, readiness and perception. Awareness is based on marketing whether consumer know how to buying thing from online website payment method and information gathering regarding product through online. Willingness is the consumer showed any kind of interest of buying through online store. Perception, what is the thinking level consumer regarding online buying through any online store. Readiness is consumer ready to take decision base one above three factors. Throughout the grocery market, the online channel offers an alternative buying option that is complementary to the conventional throughout-store option.

Ring and Tigert (2001) claim consumers do not automatically substitute one platform for the other entirely. Additionally, they claim that consumers past behavior determine their future behavior irrespective of the advent of new technology and e-commerce. At the point when an individual is faithful to any brand nothing can change the inclinations of the clients. In a manner web based purchasing is just a commendation to the conventional shop buying.

McGoldrick and Andre, (1997) says that exchanging personal conduct standards are generally seen in conventional shopping because of a few elements. Primarily grocery stores are fast-moving non-durable consumer products that must generally be purchased on a continuous and regular basis, which could allow shoppers to spread their transactions through a variety of retailer for convenience. Furthermore, there is a great deal of rivalry between grocery retailers, which has resulted in retailers rapidly matching competitive deals and product quality, thereby balancing the playing field and making it more difficult for retailers to distinguish themselves and resulting in switching actions.

Degeratu, Rangaswamy and Wu's (2000) proposes that the correlation of shopper decision in conventional and online markets is specifically compelling to this research study.



Harris, P. and Usuriaga, D (2017) discovered that most online buyer shop in a solitary or essential general store, in this manner recommending that exchanging between retailers is less common in the online shopping than in conventional shopping.

Alba, et.al (1997), Tat-Keh and Shieh, (2001) recommends that buying foodstuff on the web especially is not quite the same as some other items, the web based exchanging of foodstuff is dissimilar to some other item as it have different types than other web based selling items, as it incorporates characteristics and other quick moving customer merchandise.

Generally little research has talked about the subject of loyalty change from conventional to online shopping for food. A special example is effort by Rafiq and Fulford (2005) which was the principal study to survey how conventional devotion moves to the online network. They discovered elevated levels of conventional consumers to online consumers retaining and furthermore discovered that retaining or dedication shifts differed in accordance with overall industry share.

Bhatnagar, Misra and Rao (2000) measure how demographics, vendor, service, product characteristics and website functionality affect customer attitudes towards online shopping and, ultimately, their online purchasing behavior. They report that the convenience of the Internet and the risk perceived by consumers are positively and negatively related to the two dependent variables attitudes and behaviors. The demographic characteristics and the quality of the website also directly affect the behavior and likings of consumers in Pakistan.

**Potential customers tend to be using a two-stage mechanism to make buying decisions.**

Initially, customers usually scan a broad range of items to find a subset of promising alternatives that tend to suit their needs. They then analyze the subset in greater detail, make quantitative comparisons between goods on the basis of certain favourable characteristics, and make a buying decision.

Haubl and Trifts (2000) says that used of planned experiment, the linked tools create to help buyer in the 1st step of selecting of existing options and to make possible deep Comparisons between selected options in an online Buying setting can have significant and beneficial effects on the both the excellence and the competence of buying decision .

Factors of Individual Character, brand ,services level, product features ,information on website, behavior towards the online seriousness to buy from online and decision power play a strongly role while buying through online. Online Buying characteristics may be either the expectations of consumers of practical and functional aspects, such as ease of handling and effectiveness, or their expectations of one sided and hedonic aspects such as pleasure (Menon and Kahn, 2002).Such characteristics may also impact consumer behavior and transfer buying pattern of offline to online (Childers et.al,2001)

Grewal, et al. (2002), Chen and Leteney, (2000) said though, online purchasing satisfies numerous customer necessities more adequately and productively than conventional buying. Firstly,

with internet purchasing, buyers can look through the whole item collection with insignificant struggle, burden and less time. Second, purchasers can productively acquire basic information about competitors, items and brands, and in this way raise their capability in settling on cool headed choices while shopping. Third, customers can without much of a stretch look at item characteristics, accessibility, and costs more proficiently and viably than with physical shopping. Fourth, web purchasing gives a degree of privacy when looking for certain subtle items. Fifth, internet buying offers a significant level of comfort for those whose time costs are seen to be too high to even consider investing in regular shopping. These are some significant highlights of web based buying that incline our younger group towards web based buying. At this point when a client discovers all the benefits with respect to confidentiality and comfort then inclinations may likewise be changed.

Numerous investigators worked in regards to exchanging of consumer's behavior and preferences and referenced certain components that are unquestionably useful and may indulge any consumer in web based shopping with exchanging the behavior and preferences.

Above mention Scholars shared the great finding regarding the online buying and consumer's likeness in Pakistan but there is always a opportunities for add on into the researches. With continue innovation into digital world and rise of e commerce new finding will be highlighted in this area.

### 3 Theoretical Framework

This research centers on the consumer behavior in online grocery shopping. Generally, the customer buying procedure of goods and services is viewed as consumer behavior (Batra, 2017). The development of sales of a business to a great extent relies upon the correct assessment of purchaser conduct and offers them value products and amenities that emphatically influence the shopper conduct (Kunkel and Berry, 2018). As per Batra (2017), the purchaser conduct to a great extent relies upon the monetary state of the buyer, cognitive elements of the shopper and sociological state of the buyers.

#### 3.1 Theory of Reasoned action

Theory of reasoned action was developed by Martin Fishbein and Icek Ajzen in 1960. TRA is based on the relationship between attitudes and behavior of consumer action while taking any decision.

### 3.2 Theory of EKB

EKB model is the extension of theory of reasoned action. Engel, Kollat and Blackwell model was developed on 1968. This model was designed to analyze the consumer behavior while purchasing any good. EKB model have 5 components which help us to take any decision in any situation. EKB five phase model of purchaser conduct as choice procedure (Engel, Kollat and Blackwell, 1978) assists with understanding the shopper conduct while settling on buy decision and choice. These five phases are the most generally acknowledged, as evident in a larger part of customer behavior course books.

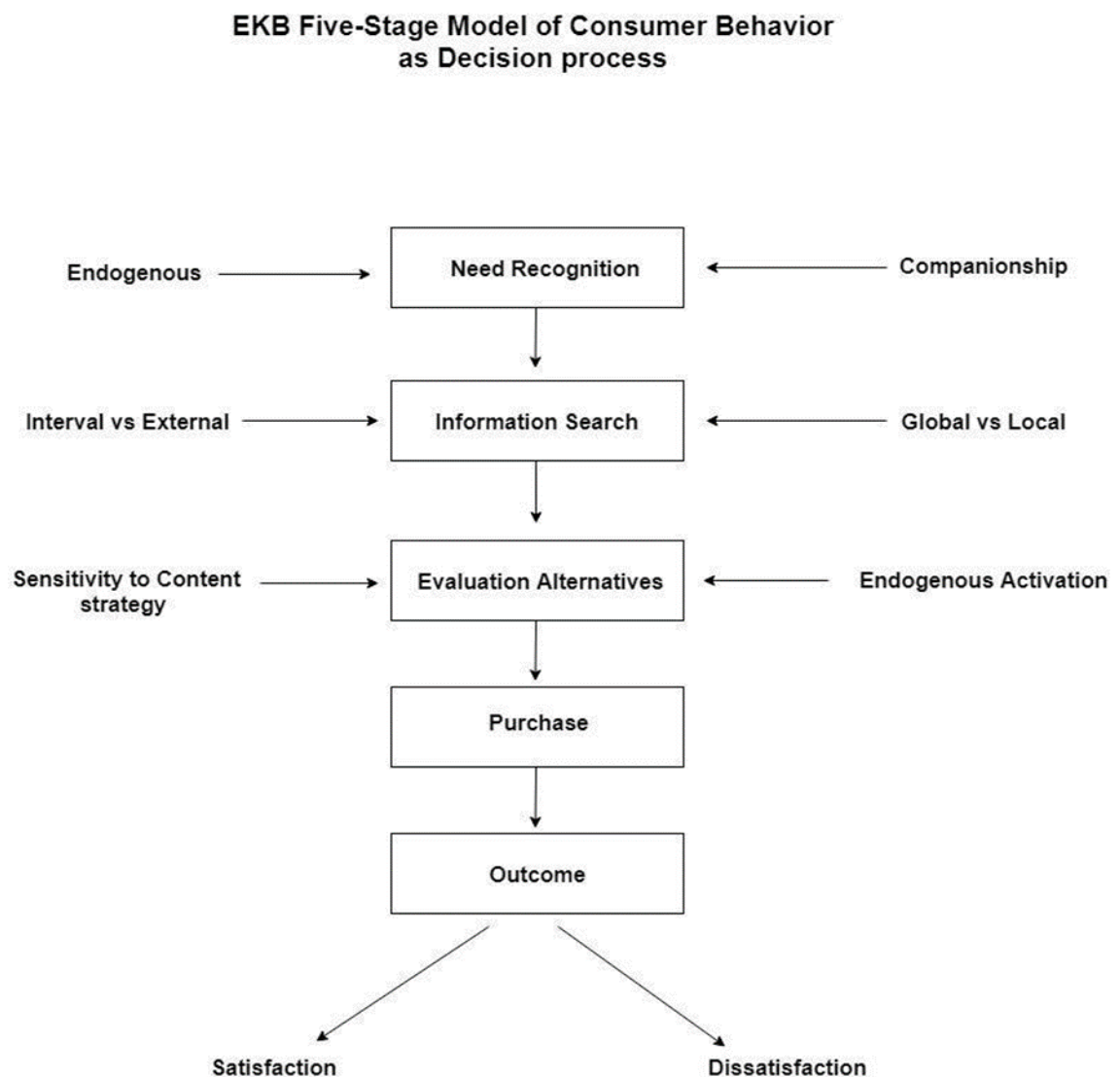


Figure 1 EKB model of consumer behavior as decision making process in online grocery shopping

The procedure of EKB model begins with need acknowledgment, where any shopper encounters a disparity between the condition of actual and desired need of any amenities and items which motivates toward look for that need. After that shopper look for the data about different options accessible to fulfill his/her need. In the wake of finding numerous options shopper create a lot of desired options in this procedure customer use data stored in his memory (assembled through outside sources i.e. media, loved ones, seller's site.) to settle on a decision. This desired decision helps a customer to buy, this buying is based on decision made by utilizing data

This buying carries an outcome (post-consumption consideration) which results into various reactions. This buy brings a result (post-utilization thought) which results into various reactions. This result might be solace, disappointment, lament or some additional enthusiastic reaction. All these potential results direct any shopper in further buying decision.

This present purchaser's conduct model is affected by numerous outer factors in web based grocery shopping in Pakistan. (Adil Bashir,2013)

**These outer factors are classified in four sections;**

**A. Individual characteristics**

- Motives
- Values
- Life Style
- Personality

**B. Social Influences**

- Culture
- Reference Group
- Family

**C. Situational and Economic Factor**

- Income
- Education
- Employment
- Social support

**D. Online Environment**

- Website Quality
- Website Inteerface
- Website Satisfaction
- Website Experience

The five phases of EKB model are under impact of all these outer elements, therefore decision making process in online shopping is a tough phenomenon.

As per Yang, (2001) EKB model has three benefits, which incorporates:

1. Thoroughness. The EKB model contains genuinely complete factors, which are equipped for clarifying whole process of buyer conduct.
2. It is process oriented. The EKB model has rather significant factors, which are gathered with signs, are simpler for analysts to affirm the relationship of factors, and furthermore help hypothesis development and research result clarification.
3. The dynamic feature. The EKB model consolidates numerous researchers and specialists' view towards customer conduct and performs numerous modifications; hence, is considered as genuinely intensive shopper conduct model. The EKB model contains four significant parts, which incorporates: data association; data preparing; choice handling; and factors of choice handling.

### 3.3 Theory of Planned Behaviour

Ajzen (2015) [40] portray about the Theory of Planned Behavior and said that in the TPB, the prompt precursor of a specific conduct is the "intention" to execute the conduct in question. This intention thought to be dictated by three sorts of thought and convictions. The first is "behavioral belief" and allude to the apparent positive or negative outcomes of performing the social and abstract values or assessments of these results. In total, behavioral belief that are promptly available in memory lead to the development of a positive or negative "attitude towards behavior". A second sort of thought has to do with the apparent desires and practices of significant referent people or gatherings, joined with the individual's inspiration to consent to the referents. These contemplations are called normative beliefs, and the normative beliefs that are promptly available in memory join to create an apparent social pressure or subjective norm concerning performing the conduct. The third kind of thought, control belief, and is concerned about the apparent manifestations of components that can impact an individual's capacity execute the conduct.

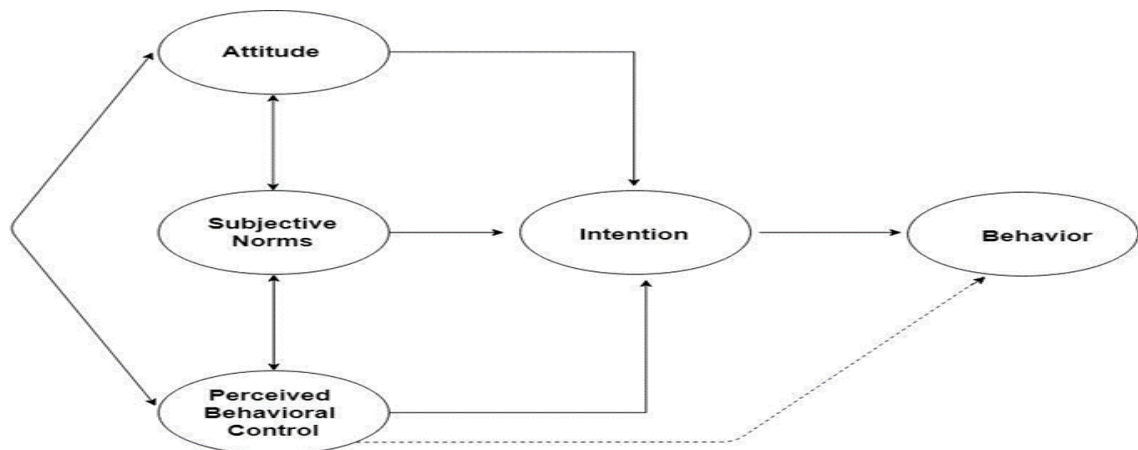


Figure 2: Theory of planned Behavior

Theory of planned behavior clarifies that attitude, subjective norms and perceived behavioral control collectively shape the individual behavioral intention and behavior.

#### 3.4 Theory of Maslow`s Hierarchy of Motivational Need

Maslow`s hierarchy of motivational need (1954) [41] explain the effects of need on the buying of the consumers. According to this theory people act to fulfil their need based on five-part priority system including; psychological needs, safety needs, survival needs, esteem and self-actualization.

Maslow`s hierarchy of motivational need (1954) [41] clarify the impacts of need on the purchasing of the customers. As per this hypothesis individuals act to satisfy their needs depending on five-section priority framework including; psychological needs, safety needs, survival needs, esteem needs and self-actualization.



Figure 3 Maslow's hierarchy of motivation-need

This theory clarifies the requirements of the shopper which are a significant factor in characterizing their conduct towards any item and brand. Normally buyer purchase any item to fulfill

some need from the hierarchy of needs. During shopping buyers settle on decision and buy items which fulfill their various needs.

### 3.5 Theory of Hawkins Stern Impulse Buying

Hawkins stern impulse buying (1962) clarifies the shopper conduct in unexpected purchasing motivations. Hawkins set up four classes of impulse purchasing which are driven legitimately by External stimuli and have no relationship to conventional decision making. These impulses are pure impulse, reminded impulse, suggested impulse and planned impulse. During shopping these four driving forces assume significant role in setting on decision and in buying.

### Hawkins Stern Impulse Buying Theory

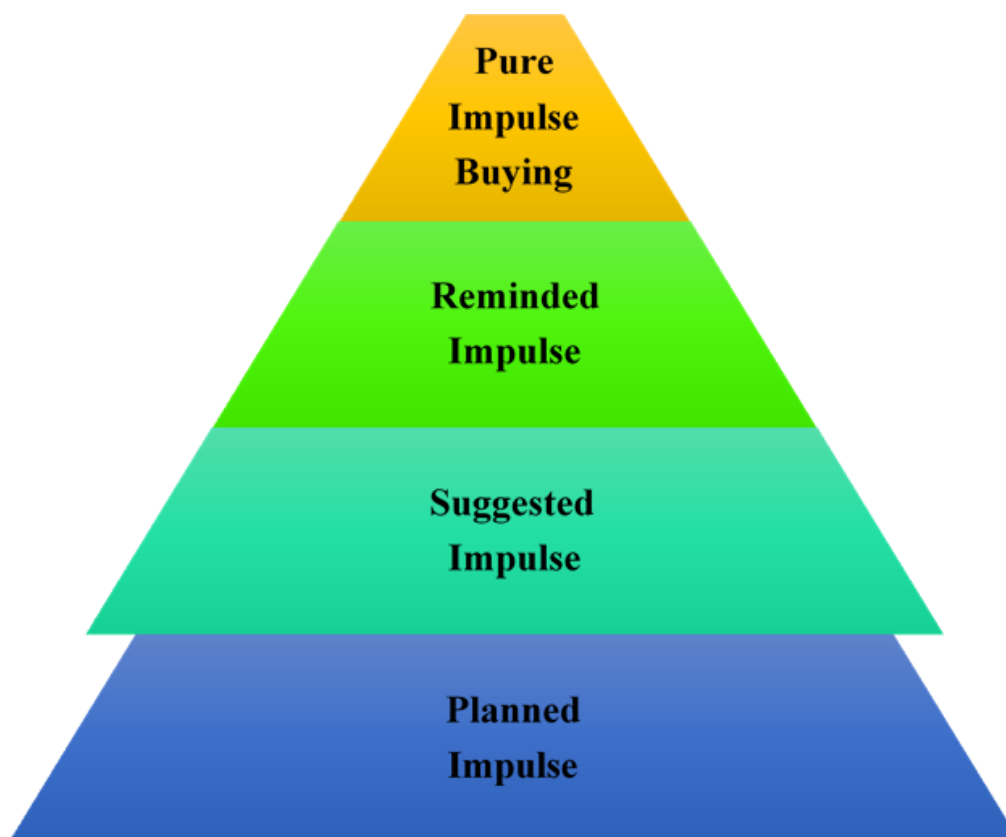


Figure 4 *Hawkins stern impulse buying theory*

These driving forces legitimately portray the buyer conduct while shopping. Mattila and Wirtz (2008) [43] found that store environmental stimuli, for example, social components (perceived employee friendliness) emphatically influence impulse buying. All these consumer behavior theories clarify the conduct of the purchaser, how buyer settle on buying choice and tell retailers the best way to fulfill the necessities of customer as indicated by their anticipated conduct.

### 3.6 Customer behavior's is the result of following factors

#### I. Physiological Factors

Psychological factor contains thinking process of the consumer in which motivation, fondness hating, character, approach of the shopper, connection of loved ones and furthermore cost and highlight of the item are likewise included. At the point when a client settles on decision and buy anything dependent on his own understanding or constantly used to do something very similar it is his personal factor.

#### II. Internal Factors

Internal factors of the buyer's conduct include socioeconomics, way of life, individual conviction and demeanor toward any item.

#### III. External Factors

External factors of the buyer's conduct incorporate reference gatherings of the purchasers, culture and societal position of the customers. At some point a gathering of individuals, loved one's suggestions and in current web based life culture and societal position impact the purchaser's conduct in settling on decision and exchanging inclinations whether in on the web or conventional shopping.

This research is based on all these factors which influenced consumer's behavior.

## 4 Research Methodology

### **Sources of data**

Both primary and secondary data will be utilized for this exploration. The essential information will be gathered by the clients that are occupant of Pakistan by utilizing an all-around developed poll. While optional information will be gathered from related work done regarding this matter as Books, Journals and from different notable sites.

### **Quantitative Research method**

Research strategy utilized in this examination is quantitative research technique. The surveys of the clients in exchanging client's inclinations depend on quality system. Survey (questionnaire) set for this bit of study involved the subjective examination determining the reviews of the consumers in quality i.e. agree, strongly agree, neutral, disagree and strongly disagree. Client's inclinations are better examined by this research strategy.



### Research Design

Descriptive Research Design has been used in this research, as by using this research design desired aim and objectives of the study can be achieved.

### Sampling Size

For this investigation, 50 consumers will be taken as the sample as per our need. The sample will be gathered from both occupants and non-occupants of Pakistan belonging to various age brackets, occupation and differing monthly salary.

### Sampling Technique

In this study Convenience sampling technique will be used.

### Questionnaire

Questionnaires set for thesis piece of study comprised of Likert scale which determine the opinions of the customers.

## 5 Analysis

### General Questionnaire

#### Gender?

- a. Male
- b. Female

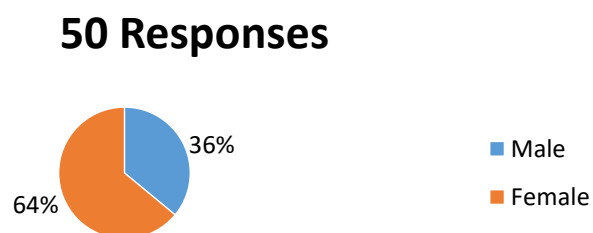


Figure 5 - Gender

Figure 5 shows Gender of the respondents, it depicts that in our study specimen (64%) are females and (36%) are males from which information is gathered. Perspectives of female in this

research is on higher priority than male. It is regular idea that females are more interested in shopping, it does not matter whether it is conventional shopping or online shopping.

#### Age?

- a. 20 - 25 Years
- b. 26 - 30 Years
- c. 31 - 35 Years
- d. Above 35 years

#### Age

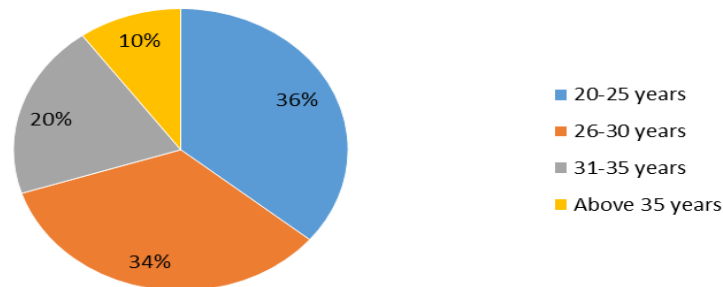


Figure 6 : Age

Figure 6 inspect age of the respondents, from the gathered information we investigated consumers from various age groups. These different age groups investigate that individuals from which age group are more respondents and are more agile in web based shopping. In this data consumers from age group 20-25 years are (36%), from 26-30 years are (34%), 31-35 years are (20%), above 35 years are (10%). The respondents of 20-25 years age group are more in number. The respondents above 35 years of age have minimum number having ratio i.e. 10%. This shows that consumers above 35 years are not much attracted towards shopping either online or conventional shopping. This is probably due to the fact the individuals above 35 years are not much prone to technology in Pakistan. Consumers age between 20- 35 years are frequently agile in shopping whether conventional and online. Clients between this age bunch is especially cognizant for the best quality and standard of the item and frequently observed exchanging inclinations for better quality and exclusive requirements.

#### Education?

- a. High School
- b. Bachelor`s degree
- c. Master degree
- a. PhD degree

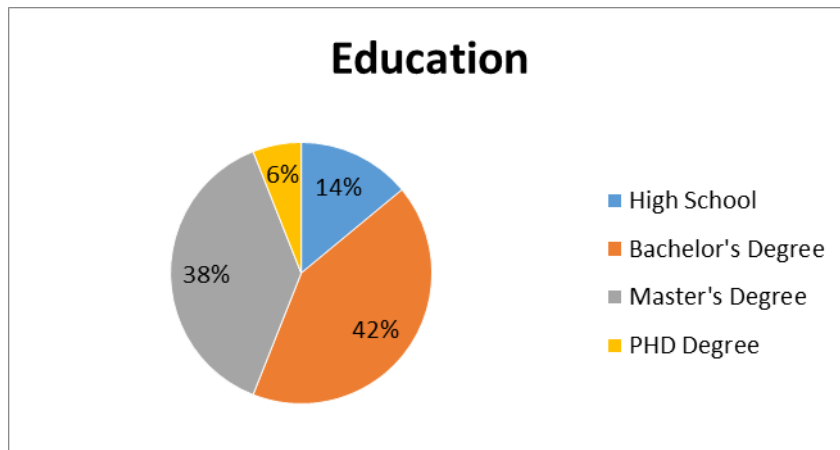


Figure 7 : Education

Figure 7 shows the education of the respondents. Here we chose respondents from various schooling background i.e. high school, bachelor's degree, master's degree, PhD degree. Following is the percentages of these. The respondents from secondary school are just (14%), respondents from four-year certification program are (42%), which is maximum number of the respondents. The respondents from master's degree program are (38%) and the respondents having PhD degree are just (6%) in numbers. The respondents from four-year college education program are in maximum number (42%). At this age and schooling standard, clients are progressively keen on shopping. They picked distinctive strategy for shopping and furthermore switch inclinations as they seen new brands and items in their environmental factors and furthermore by the impacts of their loved ones. By the above information gathered it is obvious that standard of schooling is particularly an impacting factor in shopping. Clients from four year certification and master's degree are highest number of the respondents ( $42\% + 38\% = 80\%$ ).

#### Occupation?

- Student
- Professional
- Housewife
- Other(s)

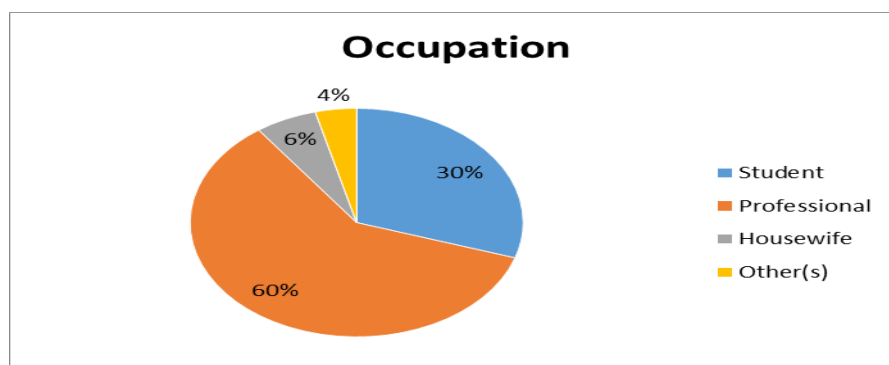


Figure 8 : occupation

Figure 8 depicts the profession of the respondents. We chose respondents from various professions i.e. some are students, some are professionals, and some are housewives and others. The proportion of the professions are as follows.

Respondents who are students are (30%), respondents who are professionals in our information are (60%) and is it the maximum number. Respondents who are housewives are just (6%). Professionals are in highest proportion. This information shows that how much profession take part in changing inclinations from conventional to web based shopping in Pakistan. Professionals are maximum occupied individual and do not have time to move to every single store for shopping and consequently they want to shop online without hardly lifting a finger in less time. For Professionals their activity type and their mode of living are most affecting components in exchanging inclinations. In our gathered information students are (30%), for students and their loved ones along with Social media are affecting element in changing their inclinations from conventional to web based shopping.

**Monthly Income (in PKR)?**

- a. 25,000 - 35,000
- b. 36,000 - 45,000
- c. 46,000 - 55,000
- More than 56,000

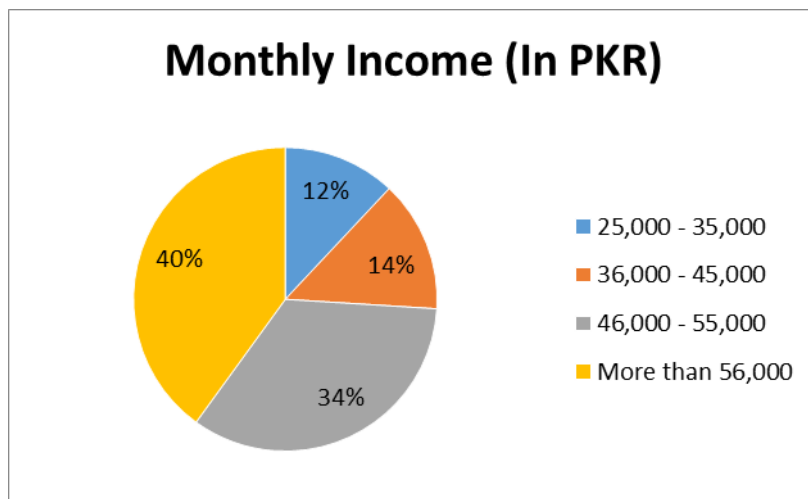


Figure 9 : Monthly Income

Figure 9 examine the monthly income of the Respondents. Diverse scope of pay has been set in poll for investigating. These salary bunches are; 25000-35000 PKR, 36000-45000 PKR, 46000-55000 PKR and pay more than 56000 PKR. Proportion of the respondents are as follows; Ratio

of the respondents having pay bunch from 25000-35000 PKR are (12%), Ratio of the respondents having salary bunch from 36000-45000 PKR are (14%), Proportion of the respondents having pay bunch from 46000-55000 PKR are (34%) and the ratio of the respondents having pay bunch more than 56000 PKR are (40%). Pay is generally significant of all, without cash there should be possibly nothing. In shopping Income is the most affecting component. What client shop and what method of shopping they embrace relies on amount of cash in hand. Individuals with high pay spend more on shopping and pick expensive brands. A client which have 25000-35000 PKR every month, and lives hand to mouth, he/she doesn't set out to pick an expensive brand. Salary is most impacting factor in changing inclinations from conventional to online shopping for food. It is cash that characterize everything.

### Residency?

- a. Resident of Pakistan.
- b. Non-resident of Pakistan.

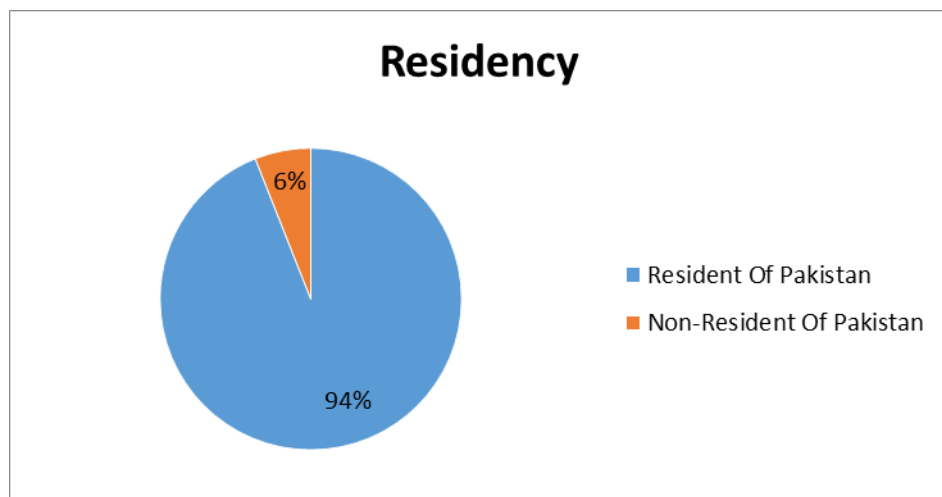


Figure 10 : residency

Figure 10 portrays the residency of the respondents. Our exploration is essentially aimed to the individuals of Pakistan. In our examination we are defining the consumer's inclinations from conventional to online shopping for grocery in Pakistan. Our focus is on the individuals of the Pakistan. In this manner we chose respondents which are both inhabitants of Pakistan and non-inhabitants of Pakistan. Proportion of consumers which are inhabitants of Pakistan are (94%) and the respondents which are non-inhabitants of Pakistan are (6%). The ratio of Non-inhabitants of Pakistan is very less. Individuals of Pakistan can clarify very well about how inclinations changes from conventional to online shopping for grocery in Pakistan. These individuals are very much aware of the variables affecting in exchanging inclinations.

Which one is most appraised online grocery store in Pakistan?

- yayvo.com
- daraz.pk
- alfatah.pk
- metro.pk
- eezy.com.pk

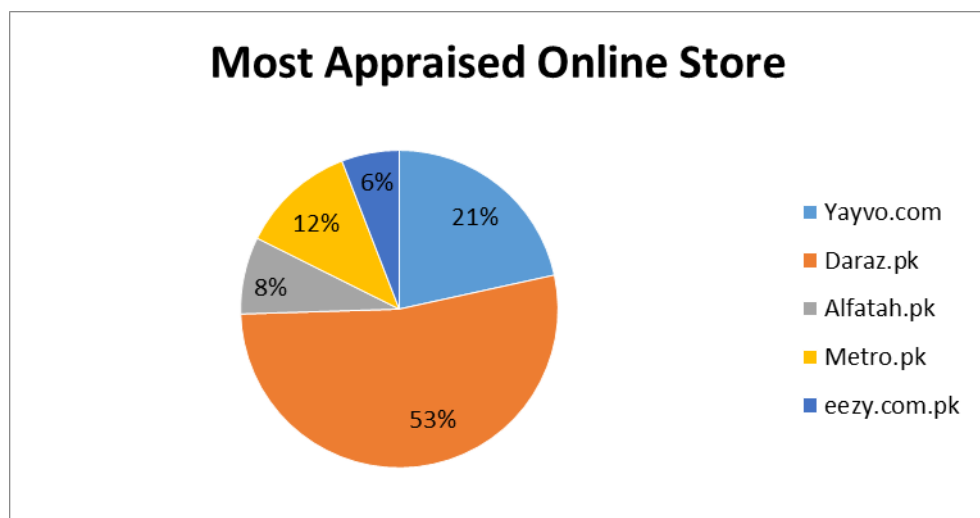


Figure 11 : Most appraised online store

Figure 11 dissect most retailer's site in Pakistan. A few sites like Yayvo.com, Daraz.pk, Alfatah.pk, Metro.pk, eezy.com.pk are set for breaking down which site is best in Pakistan. The reactions of the respondents about these sites are as per the following; level of the respondents which says that Yayvo.com is best retailer's site are (21%), level of the respondents which says that Daraz.pk is best retailer's site are (53%), level of respondents which says that Alfatah.pk is best retailer's site in Pakistan are (08%), level of respondents which are in see that Metro.pk is best retailer's site in Pakistan are (12%), level of respondents which break down that eezy.com.pk is best retailer's site are (6%). This information examine that votes for Daraz.pk are greatest in rate (53%) and sites which procure least level of votes is eezy.com.pk (6%). From this information we reason that Daraz.pk is best retailer's site in Pakistan. It is considered as generally trusted and supported site as per the nature of the item and their norm. These are significant thing which make any brand generally preferred and popular brand. In the event that this site and brand bargain on the quality and standard of the item then it might switch

the inclinations of the clients. While changing from conventional to online shopping individuals stay faithful to the brand the extent that the brand guarantees to give their client quality item and keep up standard of the items. Along these lines client's conduct will consequently change. Client's conduct and contemplated activity toward any brand portray their inclinations.

1. Online shopping is preferred because it offers lower price?

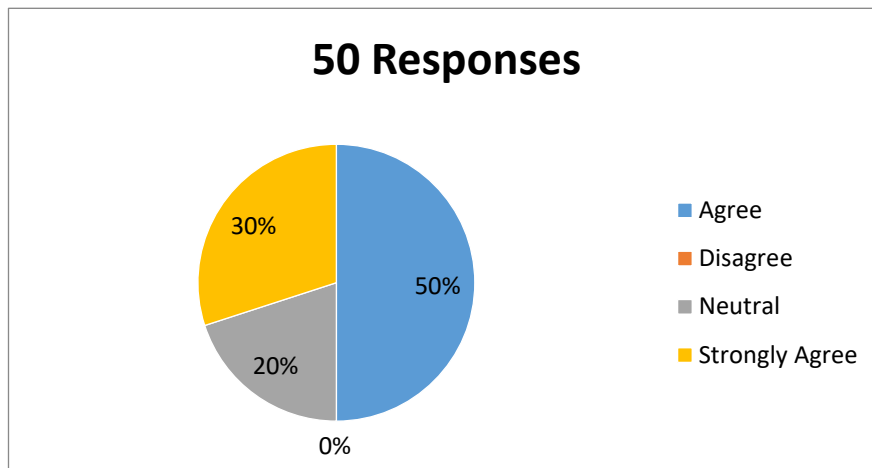


Figure 12 : Offer lower price

Figure 12 shows the answers of the respondents that how much price factor change client's inclinations in online shopping for grocery. The examination of the respondents is: (50%) respondents agree to it, (30%) of respondents strongly agree and a little (20%) of the clients are neutral to these elements. No respondents show negative reactions i.e. disagree. From these outcomes we examine that (30%) respondents strongly with that the elements referenced above are impacting in exchanging inclinations in online shopping for grocery. (50%) of the respondents agree to that. This clarifies for the most part respondents (30% + 50% = 80%) are in favor that these components are impacting in exchanging inclinations in online shopping for grocery. Online retailers offer different plans and motivating forces to lure repeat shops and drive faithfulness; which will either save customers money, or time, for example, promotional price when customers focus numerous sets of an item. (William Reed, 2017). EKB five-phase model additionally supports such outside variables like time, price and so forth which impact the client's inclinations in online shopping for grocery.

2. Online shopping is preferred because it is time efficient?

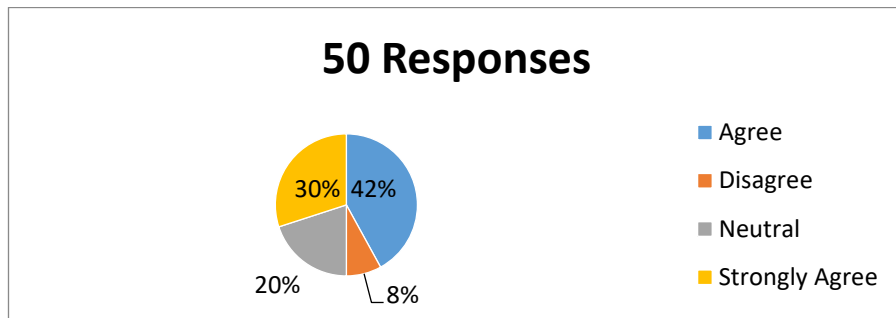


Figure 13 : It is time efficient

Figure 13 clarifies the answers of the respondents that online shopping is time effective than in-store shopping in Pakistan. Outcomes of the information are as; (30%) respondents strongly agree that online shopping is time proficient. (42%) of the respondent are agree that online grocery shopping is time efficient. (20%) of the respondents agree are neutral i.e. they neither agree nor disagree the point that online shopping is time proficient. While just (8%) of the respondents disagree the view that online shopping for food is time proficient. From the information gathered we survey that  $(30\% + 42\% = 72\%)$  of the respondents are agreeable to time proficient online shopping for grocery. Online shopping is time effective from numerous points of view, it sets aside time and cash. In online shopping a client can have numerous brands one after another without visiting individually to each store. Online shopping gives great deals and rebate offers. In online shopping there is no issue of money and conveyance. This information shows that online shopping is time efficient taking all things together. The respondents who disagree have an opinion that some items took 2-3 delivery days. online shops are consistently open and discover shopping from home is unwinding, simple and efficient (Ramus and Nielsen ,2005)

3. Online shopping is preferred because it is convenient?



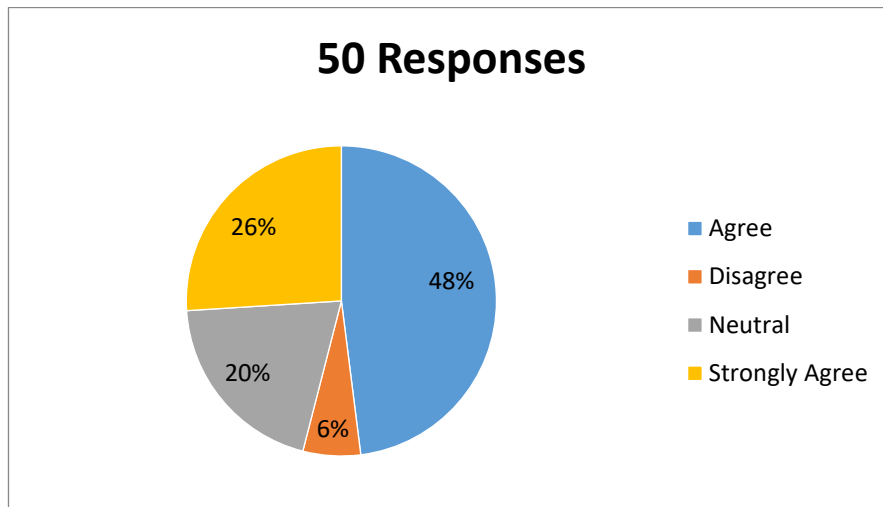


Figure 14 : It is Convenient

Figure 14 clarifies the answers of the respondents that online shopping for grocery is convenient than in-store shopping in Pakistan. Outcomes of the information are as; (26%) respondents strongly agree that online shopping is time proficient. (48%) of the respondent are agree that online grocery shopping is convenient. (20%) of the respondents are neutral i.e. they neither agree nor disagree the point that online shopping is convenient. While just (8%) of the respondents disagree the view that online shopping for food is convenient. From the information gathered we survey that  $(26\% + 48\% = 74\%)$  of the respondents are agreeable to convenient online shopping. Online shopping is convenient from numerous points of view, it sets aside time and cash. In online shopping a client can have numerous brands one after another without visiting individually to each store. Online shopping gives great deals and rebate offers. In online shopping there is no issue of money and conveyance, client simply request any item and item is conveyed to the ideal location without additional charges. In online shopping, greatest level of the respondents are agreeable to convenient online shopping . Rest of (20%) of the respondents which stay unbiased, are might be because of the explanation that they don't have thought or have never experienced online shopping for grocery. In this way they stay impartial shows no worry. This information shows that online shopping is convenient taking all things together. shows some apparent standards which clarify buyer's conduct in online shopping for food. Convenience, luxury and ease is one of the apparent standards for present day individuals which shows purchaser's conduct in online shopping for grocery (Ajzen's theory of planned behavior, 2015).

4. Online shopping is preferred as it provides wide variety of items to consumers?

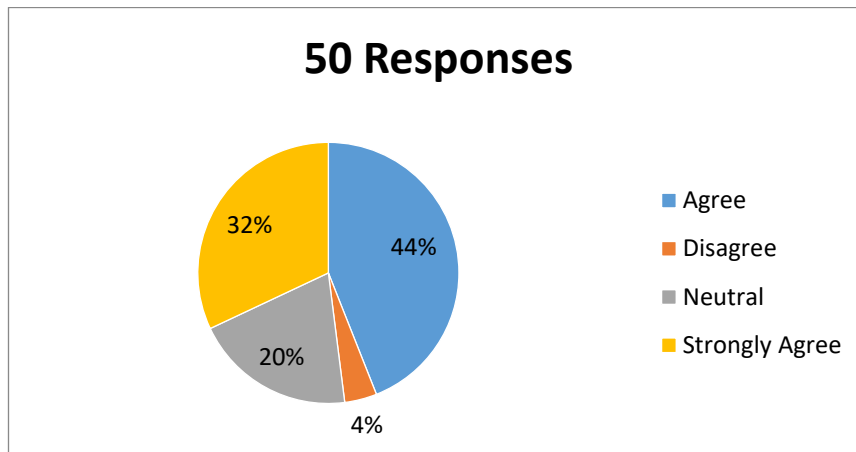


Figure 15 : Variety of items

Figure 15 shows the answers of the respondents that online shopping provide wide variety of items. The outcomes gathered from the respondents are as; among every one of those respondents (32%) of the respondents are strongly agree that online shopping provide wide variety of items. (44%) of the respondents agree that online shopping in Pakistan provide wide variety of items. (20%) of the respondents are neutral that they don't show any reaction for that online shopping provide wide variety of items. Just (4%) of the respondents are disagree and said online shopping doesn't provide wide variety of items. Most extreme level of the respondents (32% + 44% = 76%) agree with the possibility that online shopping provide wide variety of items. Those respondents either don't have appropriate information on the site or don't have idea how to shop on the web. There might be different purposes for their being neutral. This wide variety accessible in online shopping item is primary determinant in changing inclinations from conventional to on the web shopping. This investigation shows the requirements of the individuals, requirement for more and new quality item regularly switch them toward an alternate method of shopping than they use. Maslow's motivational need theory of consumer's behavior clarify something very similar that need of an item tend client's to change their inclinations.

5. Online shopping is preferred as it offers decent deals and discounts on items?

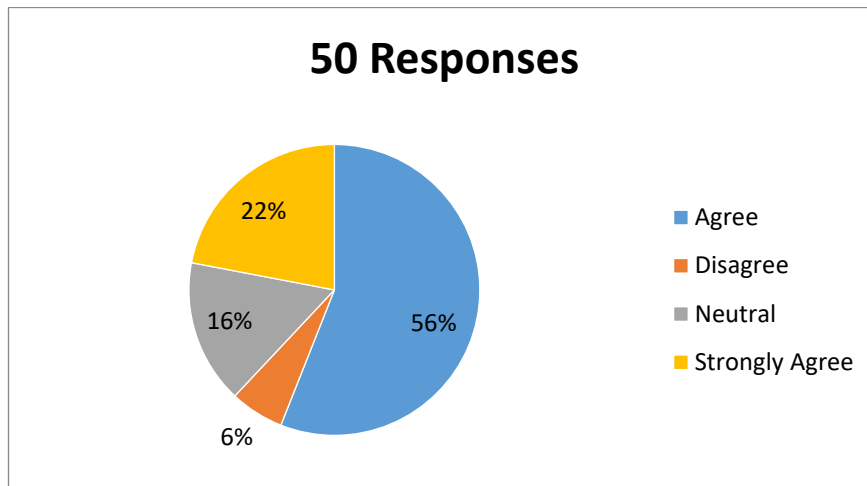


Figure 16 : Deals and discounts

Figure 16 break down the reactions of the respondents to web based shopping gives great deals and discounts on the items. From the information gathered outcomes are as follows. Among all the respondents (22%) of the respondents are strongly agree that online shopping gives great deals and discounts. (56%) of the respondents are agree that online shopping gives great deals and discounts. (16%) of the respondents stay neutral. They neither agree nor disagree the view that online shopping gives great deals and discounts. (6%) disagree that online shopping in Pakistan gives great deals and discounts. Most extreme level of the respondents (22% + 56% = 78%) agree that internet shopping gives great deals and discounts. It is the system of the brand to give great deals and discounts to pull more clients from market and make them to visit over and over. It has seen in numerous studies that ladies incline toward shopping in deals and discounts. It is presumed that online shopping for grocery gives deals and discounts and client favor discount on item while shopping. Ajzen's theory of planned behavior of the buyer's conduct feature the determinant that a few people planed, they will shop on deals or will purchase those items which are on concession. Great deals and discounts likewise clarifies the customer's conduct in online shopping for food. Hawkins stern impulse buying theory also support this determinant such that individuals unexpectedly raced to purchase items when they have great deals and concessions. This clarify customer's inclinations in online shopping for grocery.

6. Promotional ads of goods and brands on web are an inducing element in changing Inclinations?

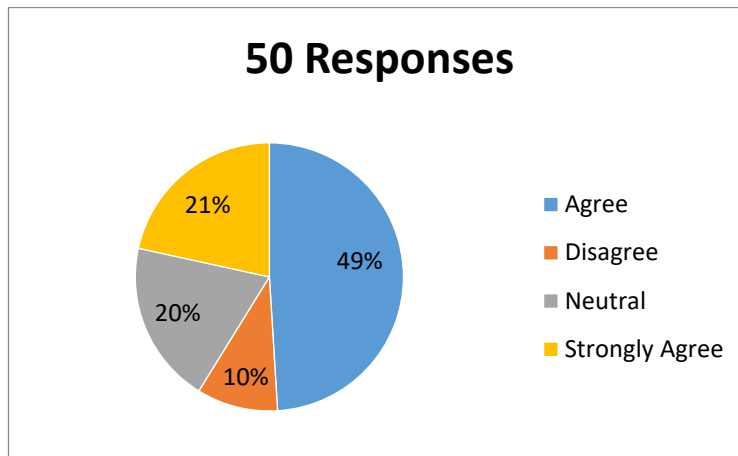


Figure 17 : Promotional ads and good brands

Figure 17 clarifies the reactions of the respondents that advertisements of the items on various sites and data given on the web is affecting component in changing inclinations from conventional to online shopping in Pakistan. The information gathered from the respondents shows following outcomes. (21%) of the respondents are strongly agree that promotions on site help in exchanging inclinations. (49%) of the respondents are agree that promotions on web are changing client inclinations from conventional to online shopping in Pakistan. (20%) of the respondents are neutral that they neither agree nor disagree the perspective on advancement promotions on sites are changing client's inclinations from conventional to online shopping in Pakistan. (10%) of the respondents disagree the view, they don't feel that advancement promotions are helping or affecting client's inclinations from conventional shopping to on the web shopping. While most extreme level of the clients including (70%) agree that advancement promotions are deciding component in changing client's inclinations from conventional to on the web shopping. Alongside advertisements on site there are likewise numerous different sources of getting data about any item that switch client's inclinations. Second stage, 'information stage' of EKB's five-stage model says that data came from various sources likewise assumes a significant job in deciding purchaser's conduct in changing inclinations in online shopping for grocery.

7. Online presence of any item is perfect to satisfy a consumer?

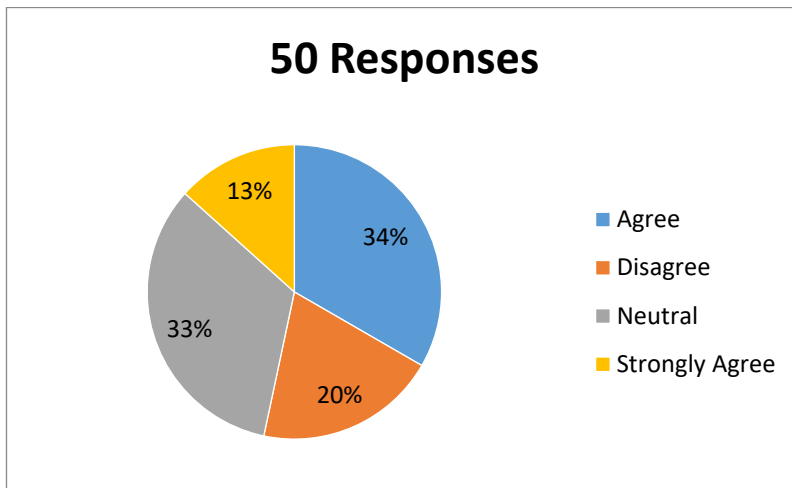


Figure 18 : Presence of any item

Figure 18 clarifies the reactions of the Respondents that depiction of the item on site is perfectly exact to satisfy a client in Pakistan. The outcomes of the information gathered from the respondents are follows; (13%) of the respondents strongly agree that portrayal on the site is perfect to satisfy a client in Pakistan. (34%) of the respondents are agree that portrayal of item is perfect to consumer satisfaction and (33%) of the respondents are neutral, they neither agree nor disagree that the amount of the data on the site is precise or not. The explanations for this level of neutral respondents are diverse; they either visited counterfeit site or they don't have a lot of information on the best way to utilize web and access on any site to obtain data and above all these might be such respondents who purchase nothing on the web. (20%) of the respondents disagree that depiction on site is exact to fulfill a client. Brands utilize counterfeit data or some concealed hints for any item that a client can't pass judgment and they feel that portrayal isn't a lot of precise or phony data to fulfill a client. EKB five-stage model of consumer's behavior clarifies the significance of data on site or some other media in changing buyer's inclinations.

8. In online shopping, sometimes wrong items are delivered to consumers?

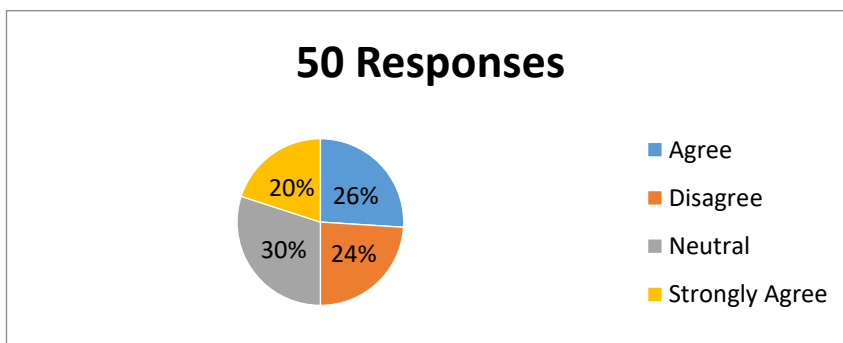


Figure 19 : Wrong items

Perceived norms of Theory of planned behavior [40], shows that friends and family recommendation and quality of the products delivered explain the consumer’s behavior in online grocery shopping.

Figure 19 clarifies the reactions of the respondents to an wrong products delivered. Consumers are of opinion that when false items are supplied it differs in size, shading and once in a while complete item is change. The item got totally differ from the item requested. The outcomes of the answers of the clients are as; (20%) of the respondents are strongly agree that different items are supplied while web based shopping. (26%) of the respondents are agree that item differs in size, shading and in some cases totally changed item are supplied while web based shopping. (30%) are neutral that they neither agree nor disagree about wrong delivery of the items. (24%) of the respondents disagree and they don't imagine that item changed or wrong items are supplied, maybe these respondents have not experienced wrong supplies of the items. (46%) of the respondents are of opinion that items are changed, (30%) are neutral and (24%) of the respondents disagree that items supplied changes in size, shading and quality. This adjustment in size, shading and nature of the supplied items is a determinant in exchanging client's inclinations in online shopping in Pakistan. Perceived norms of Theory of planned behavior, shows that loved one’s suggestion and nature of the items supplied clarify the buyer’s conduct in online shopping.

9. In online shopping goods delivered are often damaged?

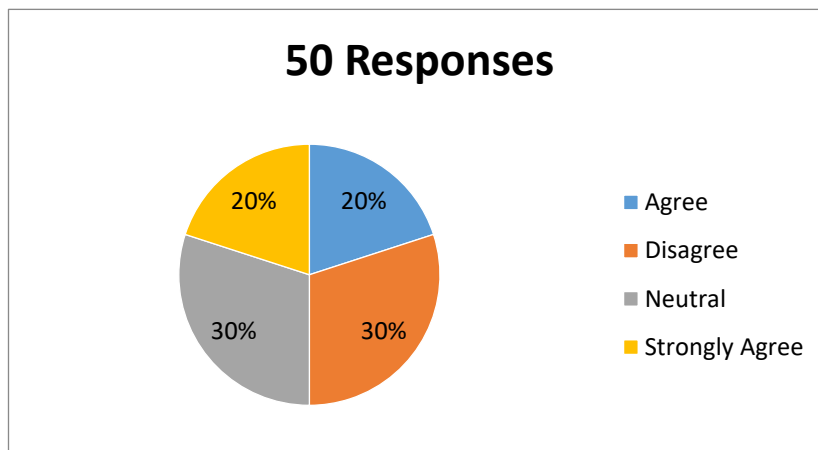


Figure 20 : Goods delivered are often damaged

Figure 20 broke down the answers of the respondents about supply of damaged items and how far it influences exchanging client's inclinations in online shopping for grocery. In online shopping for food, some short-lived items like eggs, milk and vegetables are seen regularly harmed during supplies. Here is the information that will clarify how far clients agree that damaged item switch client's inclinations in Pakistan. (20%) of the respondents strongly agree that spoiled items supplied switch client's inclinations in online shopping for food. (20%) of the respondents

are agree that client's inclinations may exchange due to spoiled items supplied. (30%) of the respondents are neutral they didn't show any reaction neither agree nor disagree that client's inclinations might be changed because of the supply of the spoiled items. (30%) of the respondents are disagree and they don't believe that supply of spoil items is a factor in changing clients inclinations from conventional to on the web shopping. Sole purpose for this might be that they never get any spoiled items on internet shopping or they don't think it is significant when contrasted with the standard of the brand. 40 % of the respondents agree that spoiled item may switch client inclinations in online shopping for food. This concludes that supply of harmed item may switch client's inclinations much of the time. Maslow's motivational need [41] shows purchaser conduct that if a shopper discovers some soiled item it might leave some negative effect on buyer and it alters customer's inclinations in online shopping for food.

10. In online shopping near to expiry items are delivered?

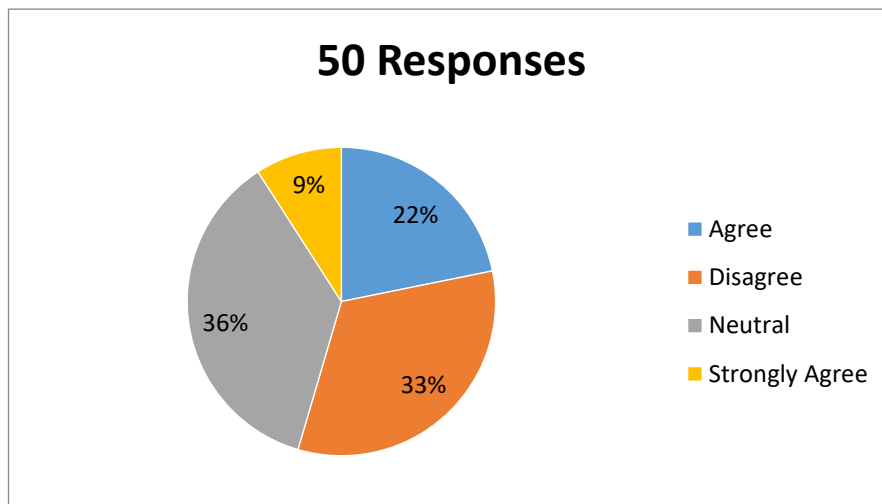


Figure 21 : expiry items

Figure 21 portrays the answers of the respondents about the expiry date of the items supplied. It is asserted that items supplied in online shopping for food is close to expiring than to utilize. Outcomes of the client's reactions about expiry date of the items supplied are: (9%) of the respondents strongly agree that supplied items on internet shopping are generally close to expiry. (22%) of the respondents are agree that supplied items in web based shopping close to expiry. (33%) of the respondents are neutral. Maybe these neutral respondents never check the expiry date of the item and use without seeing the expiry date of the item or those respondents stay away from to request such items that have any expiry issue. (36%) of the respondents disagree, they don't believe that supplied items are close to expiry. This information concludes that not many (31%) clients agree that items supplied are close to expiry than to use in online shopping for food in Pakistan. Maslow's Motivational needs theory clarifies that if the item is

close to expire and is of no utilization then client will consequently change to another better item which will satisfy shopper's need.

11. In online shopping, word of mouth is more persuading than any other media?

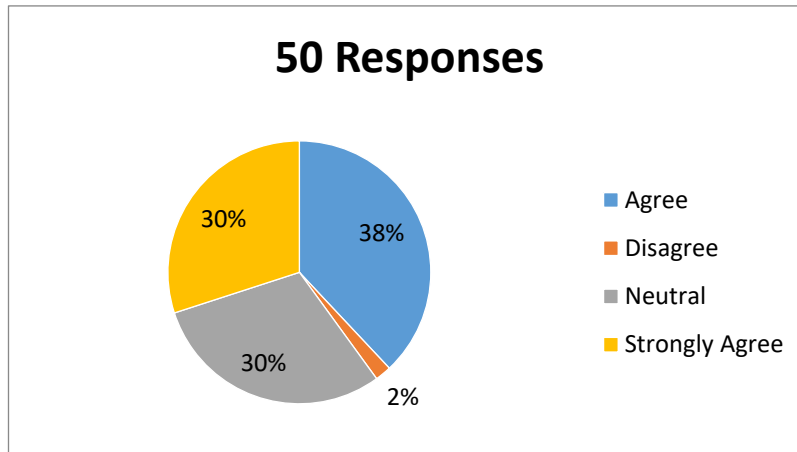


Figure 22 : Word of mouth

Figure 22 portrays that companion's proposal is additionally affecting in online shopping in Pakistan than some other web or media. Typically, individuals are progressively cognizant about settling on decision for shopping. Individuals use to look on web and visit diverse site to think about the item they need to purchase yet all these didn't fulfill them. when any item or brand is suggested by their companion they unquestionably raced to get it, in fact loved ones suggestions are more reliable in any capacity. Here is the information which shows answers of the respondents about how much companion's proposal is affecting in online shopping. (30%) of the respondents are strongly agree that companions proposal is additionally affecting in exchanging client's inclinations in online shopping. (38%) of the respondents agree that companion's proposal is more affecting than some other web or media in exchanging client's inclinations. (30%) of the respondents are neutral that companion's proposal assumes any role in web based shopping and exchanging inclinations. (2%) of the respondents disagree that companions suggestion are impacting in exchanging inclinations in online shopping. Dominant part of the respondents (30%+ 38% = 68%) agree that companion's proposal are assuming significant role than some other media in choice and exchanging inclinations in online shopping. External variables like loved ones suggestions in EKB five-stage model is considered as the more compelling component in changing client's inclinations in online shopping for grocery.

12. Consumer prefers online shopping because of status quo?



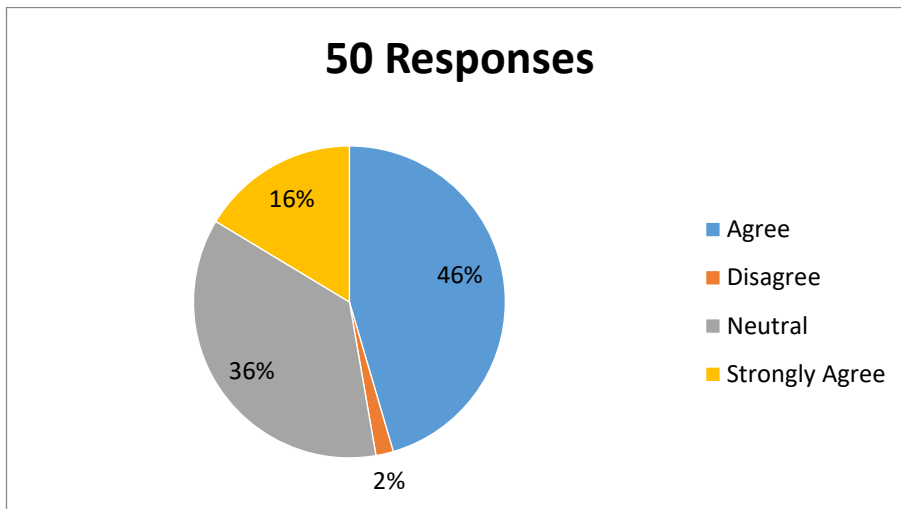


Figure 23 : Status quo

Figure 23 examines the answers of the respondents about exchanging inclinations in online shopping for grocery after they saw it prevailing in the society. It is a typical practice that when any client saw that his/her neighbor is doing a thing or utilizing an item which is advantageous he/she raced to get it. Here is the information gathered from respondents, from these respondents (16%) of the respondents strongly agree that any client may switch inclinations when he saw it happening in the society. (46%) of the respondents agree that client may switch inclinations in online shopping as he/she saw somebody utilizing same item in its neighbor. (36%) of the respondents are stay neutral. Maybe such neutral respondents have never received such impacting component to switch inclinations in online shopping. Just (2%) of the respondents disagree. From this conversation we can infer this might be an impacting factor in exchanging inclinations in online shopping since lion's share of the respondents are agreeable to exchanging inclinations. External variable like society plays a pivotal role in changing inclinations.

13. Brand loyalty prevails during online shopping?

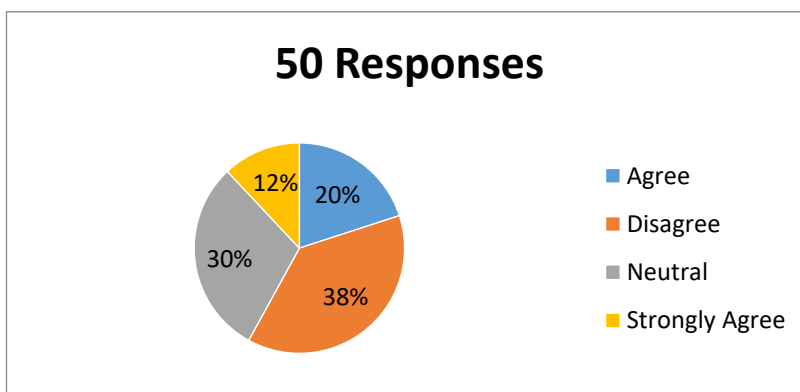


Figure 24 : Brand loyalty

Figure 24 examines the answers of the respondents about brand faithfulness. This figure shows that how far a client stays faithful to any brand while moving from conventional to web based shopping. For this situation there might be some client who doesn't stay faithful to the brand while shopping on the web, the purpose for this is some of the time a few brands are not offering web based shopping and thusly inclinations exchanged in online shopping. Here are a few outcomes from information gathered. (12%) of the respondents strongly agree that clients stay faithful to the brands while shopping on the web. (20%) of the respondents agree that clients do not switch their inclinations in online shopping and stay faithful to the brand. (30%) of the respondents are neutral they didn't show any reaction in brand dependability, they neither agree nor oppose this idea. Such clients don't have a lot of information on the brands they just purchase thing without thinking about which brand they will pick. (38%) of the respondents disagree they believe that a client may switch any brand as indicated by their need. At some point client may locate another top notch brand this may switch client's inclinations. Once in a while a brand don't offer online shopping and in hectic routine clients have no sufficient opportunity to visit store to get any item and this switch inclinations.

14. Online shopping is safer as there is no involvement of money?

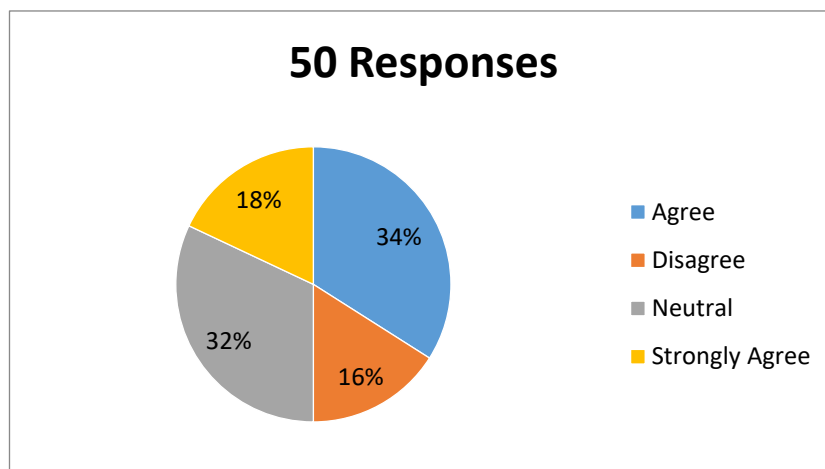


Figure 25 : Online shopping is safer

Figure 25 examines the answers of the respondents about the security of web based shopping, and how far this security concerns switch client's inclinations in online shopping for grocery. From the information gathered we examined, (18%) of the respondents strongly agree with the view that online shopping is progressively secure and there is no issue of carrying money in online shopping. This security concern is a contributing element in exchanging client's inclinations in online shopping. (34%) of the respondents agree with that web based shopping is more secure than conventional shopping. (32%) of the respondents are neutral they didn't show any reaction about security of web based shopping. (16%) of the respondents disagree that internet

shopping is increasingly secure shopping and there is no issue of carrying money in online shopping.

These disagreed clients imagine that web based shopping may hack significant and sensitive data i.e. card pin code etc. Of the considerable number of respondents (52%) of the respondent agreed that it is progressively secure, (36%) are neutral and (16%) are oppose this idea. Ajzen's theory of planned behavior shows security as one of the persuasive factor in disclosing shopper's conduct to change client's inclinations, if a client doesn't have a sense of safety while shopping he/she will change to another method of shopping.

15. Online shopping with all its advantage, will eventually surpass conventional shopping?

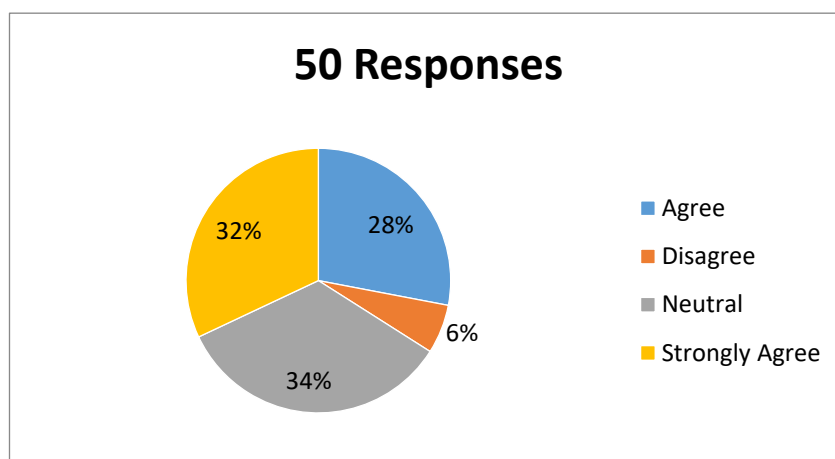


Figure 26 : Advantages

Figure 26 portrays the answers of the respondents that online shopping for grocery will surpass the customary shopping. With the developing proportion of web based shopping brands and client inclinations towards web based shopping it is apparent that online shopping will supplant conventional shopping. Internet shopping is increasingly better, advantageous, and cheaper method of shopping. With hectic life routine when no one has time individuals want to do such things (web based shopping) which is time efficient. From information gathered, outcomes are as follows (32%) of the respondents strongly agree that web based shopping will in the end override conventional shopping. (28%) of the respondents agree that with new web based business innovation web based shopping will supplant customary shopping. (34%) of the respondents are neutral. (6%) of the respondents disagree, they believe that web based shopping won't override customary shopping. Lion's share of the respondents (32% + 28% = 60%) agreed, they are very much aware of things to come of the web based shopping. New progressions in field of web based business innovation clearing new ways for internet shopping and are exchanging client's inclinations in online shopping for grocery.

16. New online markets with each new day change client's inclinations from conventional to online shopping in Pakistan?

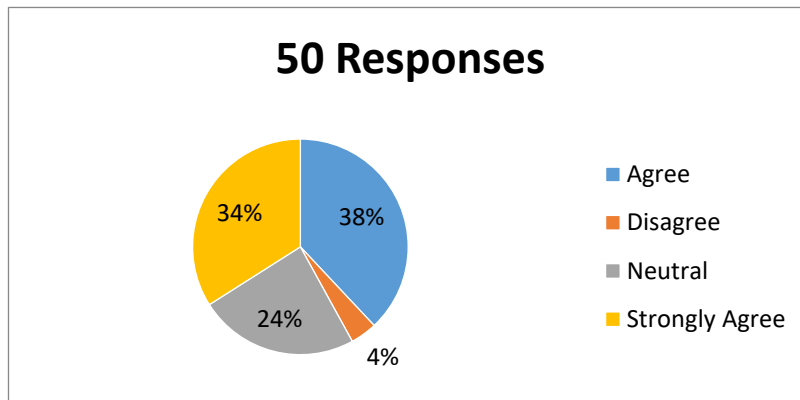


Figure 27 : Change client`s inclination

Figure 27 portrays the answers of the respondents about the view that new developing supermarkets are exchanging client's inclinations in online shopping. At the point when new quality items and brands are propelling in business sectors they frequently replace the old supermarkets with less quality items. Gathered information shows answers as; (34%) of the respondents strongly agree with the view that new online markets switch client's inclinations. (38%) of the respondents agree that new rising stores are exchanging client's inclinations in online shopping. (24%) of the respondents are neutral they didn't show any positive or negative reaction. (4%) of the respondents disagree, these respondents don't imagine that new developing stores are exchanging client's inclinations in online shopping. Greater part of the respondents (34% + 38% = 72%) agree that new developing brands and stores are affecting client's inclinations, when client's find new better item their decisions may alter. Perceived social norms in theory of planned behavior back this view that new items and brands may switch client's inclinations in shopping either conventional or on the web based shopping.

## 6 Discussion

### Factors affecting Consumer Preferences in Online Shopping in Pakistan

#### Convenience:

In online shopping you can order conveniently by sitting at home instead of physically going to the shop. When a purchase is done the payment method is unified and the product is available at your door step. A consumer can order from a great variety of available options in online grocery shopping therefore affecting the preference of the consumer.

**Pricing Policy:**

The intrinsic advantage an online retailer gets in pricing is as its fixed expenses are minimum. Therefore, it usually offers a lower price than offline grocery shop. This pricing strategy changes the customer preferences as well as it also controls the level of online shopping. Pricing of any product and service has a great effect on the Purchasing power of any consumer. When quality products with lower prices are offered, the consumer is usually attracted towards shopping. Hence the price of the product is directly proportional to the sale of the product which also affects the consumer's preferences.

**Quality:**

The foremost and prime characteristic is the quality of product which is not compromised in any circumstances either it is online or offline grocery shopping. The consumer always evaluates the value for money. Therefore Quality of the product always impacts shopper's likings in online shopping.

**Online Trust:**

Trust of consumers greatly influences shopping. There are two kinds of consumers. Firstly, who trust online shopping and prefers it. Secondly who fears online shopping and prefers offline shopping. In order to earn the trust of consumers, the online retailers should develop a good relationship with consumers without compromising the quality of product. This belief shifts consumer's preferences in online shopping.

**Income:**

The inducing force which switches the consumer's preference in online shopping is the income of consumer. Higher income leads to higher spending whether online or offline and vice versa. Higher income people prefers online shopping as it offers them reliability and convenience.

**Information:**

The determinant in shaping the consumer's preference in online shopping is the information provided on the internet. This information depends on the reviews of the customers which are being given online. This given information may or may not be true but it has a significant effect on consumers who wanted to buy online. Therefore, online retailers have to develop a relationship with their customers online so that the negative reviews can be minimized and the queries of unsatisfied customers can be answered.

**Variety:**

A large number of products are available online. This assures great variety and different options for the consumers.

**Discount Offers and Good Deals:**

As discussed earlier online retailers offers lower price of the products. They also offer discounts and other deals in association with the brands, banks etc. on the other hand offline retailers offers discounts and other deals while clearing their stock. No doubt discounts and good deals are moving customer's preference in online shopping.

**Availability products and Services:**

The availability of products and services 24/7 in online shopping shifts consumer's preference. Consumers do not have time constraints in online shopping. They can place their order at any time of the day and at any day of the week

**Future of Online Grocery Shopping in Pakistan**

Online shopping is a striking advancement of e-innovation and web. Individuals with occupied schedules and intense calendar don't have the opportunity to visit physical stores to get products. So far online shopping for grocery especially the food product is truly agreeable and simple method of shopping which is pulling in buyers to their sites and online stores. There are a few negatives of online shopping like some phony site and wrong data available on those sites which leaves a negative impact on the clients who visit for the first time and need more information on online shopping. Theories of consumer behavior in online shopping clarify the conduct of the purchaser in settling on decision for choice and in buying, through predictive buyer's conduct in web based shopping, customer, retailers and online sites many alter to get the ideal outcome. It is extremely clear certainty that fate of online shopping is splendid and persuasive. In Pakistan, exceptional advancement in technology and a solid market is making on the web shopping increasingly energetic and on seventh sky. Present days online shopping has put itself in the thoughts of the customer and with this fast advancement in e-innovation it is getting more splendid and powerful.

**7 Conclusion and implications**

This research is about customer's inclinations from conventional to online shopping. This bit of writing outlines the significance of online shopping and furthermore features some significant determinants like pay, status, easiness and solace, media particularly social and electronic

media, promotion and ads, utilization of web and access to web and so forth are the variables which change shopper's inclinations from conventional to the web shopping. A précised survey is set which clarify the given point and wanted information is accumulated through this poll. Diverse behavioral theories are utilized in this examination which investigate our ideal point, these are; EKB five-phase model as choice procedure, Hawkins stern impulse buying theory, Maslow's motivational need theory and Ajzen theory of planned behavior. These are the theories which assist with understanding the customer conduct while settling on buy decision and choice. All these models are planned according to the choice, inclinations, inspirational necessities and compelling components that impacts the shopper's inclinations in any capacity.

Here, in this bit of writing the most significant thing is the choice procedure of the shoppers which may straightforwardly change customer's inclinations from conventional to web shopping. EKB five-phase model as choice procedure, it is most broadly acknowledged theory of customer's behavior. These five phases of EKB model portrays the shopper's dynamic stages and factors which impacts the purchaser's conduct and choice at each stage. Need acknowledgment, data search, assessment of choices, buy and result with fulfillment and disappointment all are the compelling elements in changing client's inclinations from conventional to web shopping. At any stage purchaser's inclinations may alter by outside determinants.

As per these phases of decision making and outer determinants, the customers may change to various brands and method of shopping which fulfill their requirements. Assessment of choices additionally tends the customer toward a superior item and all the simpler and agreeable method of shopping. In exchanging buyer's inclinations given data is extremely compelling, from the above gathered information it is seen that if a shoppers is either happy with the given data and this data is sufficient to fulfill a purchaser, the buyers will in general purchase that item and the other way around. In this way, retailers and brands ought to be very much aware of the way that what sort of data is requested by the shoppers and what information should have been given to fulfill any buyer. Through this decision making theory retailers distinguish about the purchaser's conduct and requests of the buyers that they need from any brand or item. This model is utilized to direct both buyer's conduct and retailer's understanding in making their deal progressively dynamic in web shopping. This hypothesis is executed in clarifying on the web and conventional shopping and changing customer's inclinations from conventional to online shopping in Pakistan.

### **Implications**

There are some important implications for the online shopping towards the people or consumer have advantages along with disadvantages depending on the how people use this IT technology in a right or in a wrong way. Convenient is the main advantage along with lower price, and selection which also play very important role in online shopping not only in the Pakistan but

also in whole world. From finding of the study. Online shopping also has some negative impacts as well if this technology misused by the public or consumers, like misuse of identity, credit card, debit card, etc. So cheating and scamming are the big issues for the online shopping.

#### **Limitations and further research**

There are some limitations have been found in this study. Firstly, the sample size has taken in this study is small, and the results will be more clear if the sample size would be larger but it depends on the time. Secondly, the study may not be generalized with other well developed regions/nations because the study is conducted only in Pakistan which can be compare with other south Asian regions. Thirdly, this study does not describe the factors which satisfy the needs and satisfaction of the consumer while using online shopping like security and use of technology.

These issues can be solved in future studies where future research could consider other factors more clearly which influence customer`s satisfaction in online grocery shopping and will bring out more consequences they need to improve the areas other than customer`s loyalty.



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## Appendix: Questionnaire

## A SURVEY OF CUSTOMER`s ONLINE GROCERY SHOPPING IN PAKISTAN

Dear Respondent,

I am conducting a survey for bachelor thesis at Laurea University of Applied Sciences, Finland. The purpose of this thesis is to examine the impact of customer preference, service quality, price and customer`s satisfaction while purchasing online shopping grocery stores rather than traditional buying and customer loyalty. For collecting data, I am requesting to spend couple of minutes to answer these questionnaires which will help me for my thesis.

Thank you for giving your valuable time.

Best Regards,

Waheed Ahmed

**1. Gender:**

- Female
- Male

**2. Education:**

- High school
- Bachelor`s degree
- Master`s degree
- Doctoral degree

**3. Age:**

- 20-25
- 26-30
- 31-35
- 36 or more

**4. Occupation:**

- Student
- Professional
- Housewife
- Other(s)

**5. Monthly Income in (PKR):**

- 25,000 - 35,000
- 36,000 - 45,000
- 46,000 - 55,000
- More than 56,000

**6. Nationality:**

- Resident of Pakistan
- Non-resident of Pakistan

**7.. Which one is most appraised online grocery store in Pakistan:**

- yavvo.com
- daraz.pk
- alfatah.pk
- metro.pk
- eezy.com.pk

Please rate about your expectations of following aspects.

Questions	Agree	Disagree	Neutral	Strongly Agree
1. Online shopping is preferred because it offers lower price?				
2. Online shopping is preferred because it is time efficient?				
3. Online shopping is preferred because it is convenient?				
4. Online shopping is preferred as it provides wide variety of items to consumers?				
5. Online shopping is preferred as it offers decent deals and discounts on items?				
6. Promotional ads of goods and brands on web are an inducing element in changing Inclinations?				
7. Online presence of any item is perfect to satisfy a consumer?				
8. In online shopping, sometimes wrong items are delivered to consumers?				
9. In online shopping goods delivered are often damaged?				
10. In online shopping near to expiry items are delivered?				
11. In online shopping, word of mouth is more persuading than any other media?				
12. Consumer prefers online shopping because of status quo?				

13. Brand loyalty prevails during online shopping?				
14. Online shopping is safer as there is no involvement of money?				
15. Online shopping with all its advantage, will eventually surpass conventional shopping?				
16. New online markets with each new day change client's inclinations from conventional to online shopping in Pakistan?				