INFLUENCE OF SUBJECTIVE NORMS ON THE ONLINE BUYING BEHAVIOR OF FEMALE CONSUMERS (A CASE STUDY OF E-TAILING IN CONSERVATIVE SOCIETY OF KPK)

Komal Mehreen, Ph.D. Scholar, Deptt: of Communication & Media studies, Gomal University, D.I.Khan Khyber Pakhtunkhwa (KP) Pakistan, komalmehreen21@gmail.com

Dr. Robina Roshan, Assistant Professor, Deptt: of Communication & Media studies, Gomal University, D.I.Khan Khyber Pakhtunkhwa (KP) Pakistan, robina.roshan@yahoo.com

Dr. Asif Salim, Assistant Professor, Department of Political Science, Bacha Khan University Charsadda Khyber Pakhtunkhwa (KP) Pakistan, asifsalim60@gmail.com

Dr. Malik Amer Atta, Assistant Professor, Institute of Education & Research, Gomal University, D.I.Khan, Khyber Pakhtunkhwa (KP) Pakistan, malikamiratta@gmail.com

ABSTRACT- E-tailing is a booming trend around the globe and now people are moving from conventional shopping trends toward e-tailing. The current study examines the influence of subjective norms on the online buying behavior of female consumers in a conservative society of Dera Ismail Khan, KP Pakistan. This paper explains the influence of subjective norms such as opinion of friends and family, social position, etc growing trends of online shopping in society, and online shopping problem. The data were collected by self-developed and standardized questionnaire from a sample of 298 female respondents; data were analyzed by using descriptive statistics and Pearson's correlation. The statistical analysis of the data reveals that in conservative society friends and family opinions play significant role in influencing the ultimate online buying behavior of female consumers.

Key Words: E-tailing, e-commerce, conservative society, conventional shopping, subjective norms.

I. Introduction

The internet tremendously change our way of living and bring mesmerizing changes in our daily life activities whether it is communication, information, education, entertainment and specially marketing. Now-a-days in the business world E-commerce/e-tailing become very influential marketing tools. The name E-commerce/e-tailing is given to commerce activities, e.g. purchase, sale, exchange or transfer of products, information or services, which are conducted using the electronic means and technologies. Sometime the term e-commerce and e-tailing are interchangeably used and simply referred to online transactions. The E-tailing is one of the forms of e-commerce organizations with online trading and online shopping, where seller and buyers meet to exchange goods, services, money or information or any consideration thereof. In Pakistan the business of E-commerce was started in 2001.

Pakistan has a unique and rich culture with huge number of multilingual society having high regards of ancient/ traditional family values. Society can be defined as a group of individuals living together in a common geographical area and sharing common cultural values which were learned, transmitted, and reshaped from generations to generations. The basic insinuations included in a society are family, religion, economics, politics, education and health. All daily life activities in the society whether preparing and eating dinner, educating individuals, choosing a group leader, finding suitable mate or dealing with other societies are guided by cultural rules and expectations. Both culture and society is not same thing, but they cannot exist without each other. Culture consists of values, customs, code of conduct, symbols, beliefs, rules and laws, language, communication, material things (food, dressing, transportation, and houses) and practices that are transmitted from one generation to next in a society. Culture plays a vital role in understanding certain society and provides a framework for constructing the meaning of our world.

On the basis of structure there are two types of societies in Pakistan named as liberal and conservative. The main distinction between the liberals and the conservatives is however they anticipate future and how much of the past/present ought to be taken in thought for future. Liberals are accommodating and they strictly believe the notion of modification. On the opposite hand, conservatives are less involved in the modification, they simply emphasize upon the customs and traditions that are being practiced in our society since long. Tetlock, (1986) argued that conservatives and liberals are differed in freedom,

economic prosperity, national security, personal privacy, value priorities pertaining to equality and environmental protection.

Locale of the study

The present research was conducted in Dera Ismail Khan, Khyber Pakhtunkhwa which was previously known as NWEP. It is the 5th largest city in KPK province; it covers an area of 9,334 km² (3,604 sq mi) and a population of 1,627,132 as of the 2017 Census. According to Khan, (2003) Dera Ismail Khan is famous for glasswork, woodwork, mat, irony work, and lungis. This city has also textile, flour, rice, oil and soap factories. It is an agro society and hub of Pakhtoons and Baloch tribes. Dera Ismail Khan's facilities include a hospital, two parks, four main bazaars, and several colleges affiliated with the University of Peshawar. It has two private universities named as Qurtaba and virtual universities, and one public university named as Gomal University which has the distinction of being the second biggest university of KPK.

Now is the era of globalization and modernization which bring revolutionary change in our way of living where the social media play vital role in bring ease in our lifestyle whether it is communication, education, surveillance, shopping, entertainment, information etc. The booming trend of e-tailing enables the consumers of conservative society to gratify their need just in a single click; presently we observe that consumer shopping behavior is greatly influenced because of technological advancement. In past consumers are strongly bonded with specific brands and products to satisfy their wants and they solely change those products if they feel unhappy and this shifting behavior is rapidly increasing thanks to the today's competitive market that uses various tools and techniques to influence shopper purchasing behaviors.

The term "consumer behavior" is explained by various schools of thoughts such as psychology, sociology, social anthropology, marketing, and behavioral economics which investigates customer's individual characteristic including demographics, life style, cultural values, social traditions, and subjective norms which influence the buying behavior of the masses. This study will explore the new emerging trends of e-tailing in female consumer's life. The study aims to explore the influence of subjective norms on the shopping behavior of the female consumers from conservative society towards e-tailing.

Historical perspective

Pavlou, (2003) identify the link between various internal and external factors influencing consumers online shopping behaviors. Fygenson and Pavlou, (2006) explains the shoppers adoption method of e-commerce under the light of TPB explained in 1991 by Ajzen. According to TBP (theory of planned behaviors) factors such as subjective norms, normative beliefs, and attitudes, greatly influence consumer intention of buying certain services and goods. Solomon, (2002) expressed that to satisfy the wants of the shoppers, marketers have to acknowledge and analyze consumers cultural, social and behavioral beliefs toward certain product and services. The history of interactive media like web and e-commerce/e-tailing is brief as compared to ancient media like print, television and radio in terms of time, however presently it becomes the foremost powerful and authoritative medium of amusement, information, education, and advertising etc. Today, web becomes an important a part of our day to day life activities. The history of web and e-commerce/e-tailing continues to be dynamic thanks to the increasing variety of firms within the market. New firms are rising in order to gratify people's desires and needs so the history of social media continues to be evolving.

Statement of the problem

This research paper analyzes the influence of subjective norms on the female consumers' online buying behavior.

Significance of the study

Present analysis work is exclusive in a way that it explores the trends of e-commerce among female shoppers of a conservative society and additionally investigates the influence of subjective norms on female shoppers shopping behavior. This study explore techniques that will be useful for the advertisers to attract the potential consumers to become their customer in the future, this analysis is extremely vital for the advertisers and sponsors in understanding different online strategies of advertising , certain external factors (subjective norms), and their influence on the customers online shopping behavior. Through this study research explore the new trends of online shopping among female shoppers and because of the uncertain situation of Dera Ismail Khan by this study female consumer become aware of different alternatives of shopping. The study is also very significant because it will add latest information

and knowledge about the online shopping in conservative society, it become documental proof for the future researchers.

Research Hypotheses
In the present study following hypothesis are investigated,

H0:   There is no significant relationship between the demographics variables such as age and residential status of the female respondents of conservative society and their online buying behavior.

H0:   There is no significant relationship between the exposure of internet and online buying behavior of the female consumers from conservative society.

H0:   There is no significant relation between subjective norms and online buying behavior of the female consumers from conservative society.

Limitations of the study
Present research work is limited to the female respondents only. And among different demographic variable present study is limited to age and residential status only, among variety of factors affecting online buying behavior of female consumers this research article focuses on the influence of subjective norms on the female online purchasing behavior.

Research Objectives
The objectives of the study are,

1.   To explore different demographic variables i.e., age, residential status that effect online shopping behavior of females from conservative society.

2.   To investigate the exposure of using the internet.

3.   To explore and investigate the frequency of using different sites of Social Media for online shopping.

4.   To examine the influence of subjective norms on the online buying behavior of female customer from conservative society

II.   LITERATURE REVIEW

Internet Use
According to Akin-Adaeamola, (2014) internet is one of the vital source of information about the glob for users and student from different educational levels use internet as a source of information and awareness. Siraj, (2015) argue that people access online games, different social media sites, and also cyber-sex through internet. Research work done by Ellore, (2014) regarding effect of the increasing use of internet on educational performance and face to face interaction reveals that because of the availability of internet, most students have had access to internet on their smart phones. This helps students to increase their academic knowledge. Akende and Bamise, (2017) argue that availability of personal computer and online resources are very important for students.

Emerging Trends in the Field Of E-Commerce/E-Tailing
Online Shopping and Online Stores
According to Novak and Hoffman, (1996) argue that internet provide different type of information regarding product and services to its consumers and now because of e-commerce now online consumers have more bargaining power than consumers of physical stores. Geissler and Zinkhan, (1998) the balance of power was transferred by the internet in favor of buyers from the product/service providers as it gave more opportunities to the buyers to compare different products from the different suppliers by just using their phone or laptop and without any emotional pressure by the person selling products. The transaction cost is also diminished by the online stores and is useful for both, suppliers and buyers.

Online shopping as a barrier in social contact
Zhou, (2007) argue that due to online shopping people lost the amusement of retail shopping. Mostly people prefer shopping along with their friends and family and consider it as a way of socializing because it is an opportunity for them to go out together and have a quality time together on the other hand e-tailing is an individual activity where we have minimum chance of socializing.

Subjective Norms
Azjen and Fishbein, (1980) Theory of Reasoned Action (TRA) argue that human behavior are guided by intentions, which are built on attitude of consumers about certain behaviors and influence of subjective

norms. Individual's attitude indicates their liking and disliking towards performing certain behavior. Opinions of the subjective norms such as family, friends, higher authorities and most importantly media play very important role influence the behavior of female consumers regarding online buying because most of the time people actions are based on their own interpretation of what others might think they should be doing. Taylor and Todd, (1995) argue subjective norms greatly influence consumers online shopping behavior during the early phase of innovation execution.

Perceived Behavioral Control

Madden and Ajzen, (1986) extended the theory of planned behavior by introducing another factor known as "perceived behavioral control" in order to measure behavioral objectives of an individual. The term perceived behavioral behavior control refers to individuals expected behavior practices over which individual don't have control as indicated by George, (2004) the online shopping behavior is greatly affected by planned behavioral control. According to Khalifa and Limayem, (2003) there is very strong bond between web based buying and planned behavior control.

Types of social media

Different social media sites i.e., Facebook, Twitter, Instagram, Whatsapp, and Pinterest are frequently used by users for various motives. Miller and Lammas, (2010) indicated that about 70% of 11 million social media users are using these sites to gather reviews, share information and most importantly for buying different products/ services. According to Scott, (2013) more than 6 million individuals are using Facebook to share information about different things and also to purchase variety of products/services.

Moreover, Parson, (2013)indicated that after seeing certain products more than 60% Facebook consumers share and recommend it to others. Kunkel, (2013) identify that around 51% consumers are doing web-based shopping through Facebook. According to Miller and Lammmas, (2010) 0.8 million users are spreading positive reviews about different web-based products and services via Twitter. Phil Gonzalez, (2013) stated that number of users who login daily on Instagram are increasing day by day and it is now become significant plate form exchange of information and web-based shopping. Zara, (2013) argued that Pinterest is the latest addition in the web-based world which enable users to share images and can also get images. Steelhouse, (2012) conducted a survey on web-based shopping and concluded that about 59% users bought different products via Pinterest. Brian Acton and Jan Koum, the former employees of Yahoo developed WhatsApp as a messenger application in 2009. According to Cotton, (2013) users now can share and receive pictures, audio files, videos, and text messages with each other using WhatsApp and it is now become very important tool for e-tailing.

III. METHODOLOGY

The systematic procedure designed by researcher to collect data is known as methodology. Selection of universities was made by researcher keeping in mind the suitability and time frame. Cross sectional survey methods was adopted for data collection from the selected sample through close ended questionnaire in which five point likert scale is used for all dependent and independent variables in a specific period of time. For the present work researcher used simple random sampling technique and sample were draw using Dr. Jhon Curry sample rules. 298 female respondents were selected as sample from private and public universities.

Variables of the study

Independent variables of the study are
1.   Demographics
2.   Exposure to internet
3.   Online buying behavior

Dependent variables of the study
1.   Subjective norms

## Research model / framework to be used

Theoretical framework introduces the theory that explains relationship among variables. Present research work is related and based on various theories and model given as under

Theory of Reasoned Action

Fishbein along Azjen, (1980) proposed the Theory of Reasoned Action (TRA) explaining human behavior. According to the theory human behavior is leaded by aims; build on consumers' viewpoint about certain attitude (someone's unfavorable or favorable feelings about some obvious behaviors) and on recognized subjective standard things. Subjective norms like family, friends, peers, media, and authority figures also play significant role in influencing consumer buying behavior.

Taylor and Todd, (1995) argued that people take action on their intentions and perception based on "what others might think they should be doing" and during the execution phase of an innovation subjective norms play vital role in the development of certain attitude toward certain service or product. According to Yu and Wu, (2007) online retailers play vital role in influencing the online buying behavior of consumer. Researcher applied TRA in present work to analyze the factors affecting female buying behavior regarding web-based shopping.

Figure No.1
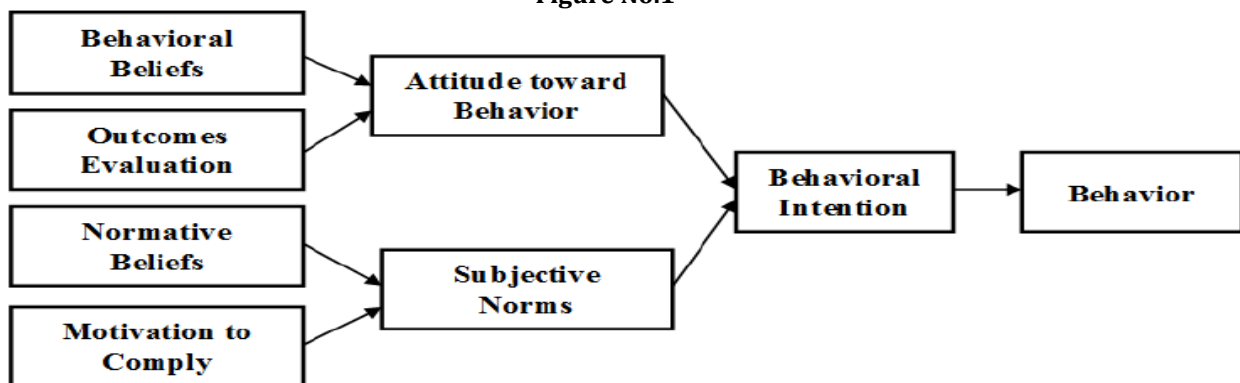
Planned Behavior Theory:
The Theory of reasoned action is further elaborated by the theory of planned behavior which explains the basic elements of the reasoned action including perceived control of the behavior, subjective norm and intentions influencing the behavior of customers. Fygenson & Pavlou, (2006) explains the customer's usage of e-commerce with the extended theory of planned behavior (TPB). According to Ajzen, (1991) consumer buying behavior is greatly influenced by factors such as consumer's attitude, trust, social factors, risk, skills to browse social sites, and technology-bases factor such as features of website, usefulness of service or product etc. Li and colleagues, (1999) also highlighted that subjective norms, demographic variables, and information channels also play vital role in influencing consumer web-based shopping behavior. In the present study, TPB (planned behavior theory) is implemented to check the significance of different social and technological based factors which are playing crucial role in construction of certain the behaviors in female respondents regarding online purchasing.
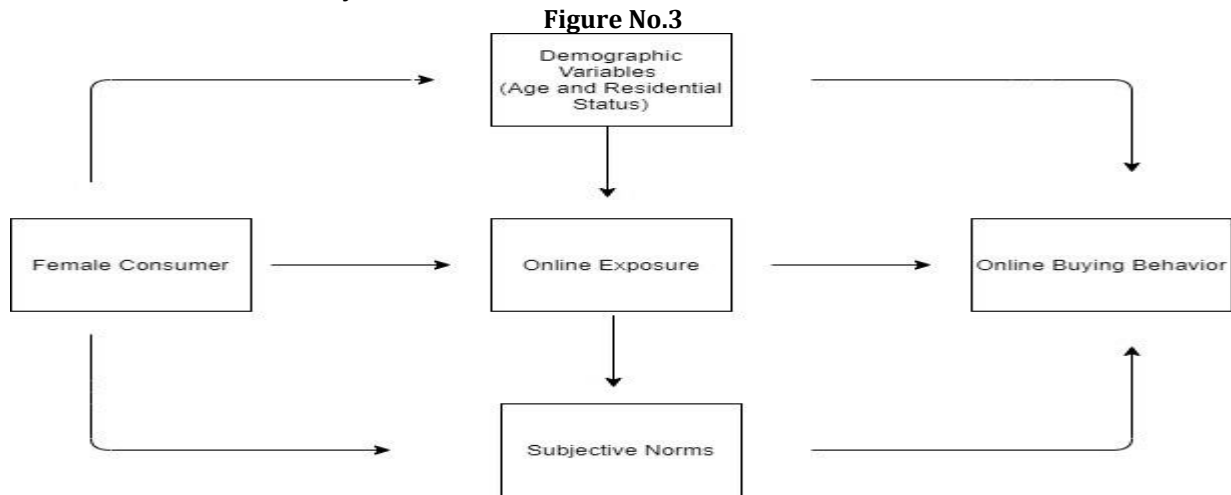
Figure No.2
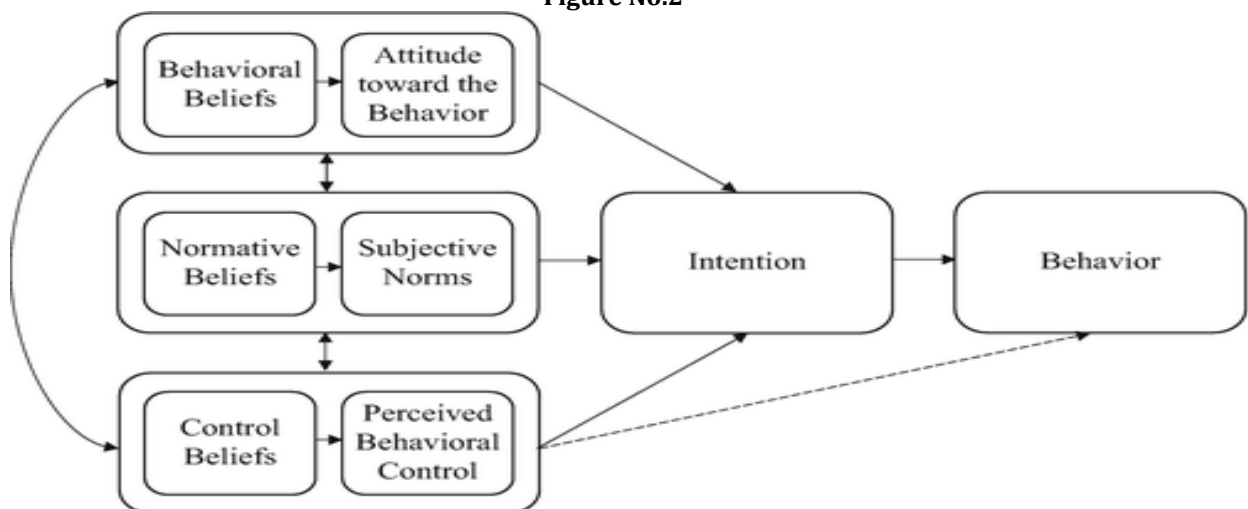
Computer Mediated Communication

According to December, (1996) Computer Mediated Communication (CMC) is the process of encoding/ decoding, exchanging, developing and processing information using telecommunication network. In present research work researcher applied theory of computer mediated communication to check the influence of technology and its effects on different aspects of human life. This theory strengthen the present study as it explains the importance of technology based communication of information, entertainment, marketing etc. and how these technologies are affecting day to day life affairs including shopping habits.

Thematic Model of the study

Figure No.3

The arrows in Figure No.3 show the effect of different dependent and independent variable.

Statistical test to be use

In the presents study researcher use SPSS version 20.0 to analyses the data using different statistical tools such as Descriptive Statistic mean and standard deviation for different variables, t-test, One-way ANOVA, and Pearson Correlation .

IV.   RESULTS AND DISCUSSION

Table No.1: Demographics Profile of female respondents

	Categories	F	%	Valid %	Cuml %
Age	22-30	264	88.6	88.6	88.6
	31-40	34	11.4	11.4	100.0
	Above 40				
Residential Status	Urban	214	89.6	89.6	89.6
	Rural	31	10.4	10.4	100.0

The above table no.1 shows the demographics of female respondents i.e. age, residential status. Table shows that a big percentage of female respondents 88.6% belongs to 22-30 years age category while small percentage of female respondents 11.4% belongs to 31-40 years age category. As for as female respondents residential status is concerned table shows that 89.6% female respondents are urban and 10.4% are rural female respondents.

Table No.2: Use of internet by female respondents

Use		Very Frequently	Frequently	Rarely	Never	Don't know
Use of internet	F	51	106	76	62	3
	%	17.1%	35.6%	25.5 %	20.8 %	1.0 %

The above table no.2 indicates the frequency of internet use by females. Table indicates that 52.7% female respondents frequently use internet while 25.5% female respondents rarely use internet.

Table No.3: Preferred source of shopping by female respondents

Preferred Source of Shopping	1st	2nd	3rd

Internet	f	54	102	142
	%	18.1%	34.2%	47.7%
Call Center Services	f	33	159	106
	%	11.1%	53.4%	35.6%
Retail Stores	f	227	33	38
	%	76.2%	11.1%	12.8%

The above table no.3 shows the preferred source of shopping by the female respondents i.e. internet, call center services and retail store. Table shows that a big percentage of female respondents' 1st preferred source for shopping is retail store 76.2%. Same table shows that 2nd preferred source by female respondents for shopping is call center services 53.4% and 3rd preferred source of shopping by female respondents is internet 47.7%.

Table No.4: Use of social media sites by female respondents

Use of SMS		Very Frequently	Frequently	Rarely	Never	Don't know
Frequency of Using Social Media Site (SMS)	f	44	73	140	32	9
	%	14..8%	24.5%	47.0%	10.7%	3.0%

The above table no.4 shows the frequency of social media sites used by female consumers. Table shows that 47.0% female respondents rarely use social media sites and 10.7% female respondents never use SMS.

Table No.5: Online shopping by female respondents via different social media sites

Social Media Sites for Online Shopping		Very Frequently	Frequently	Rarely	Never	Don't know
Facebook	f	17	66	51	154	10
	%	5.7%	22.1%	17.1%	51.7%	3.4%
WhatsApp	f	56	46	84	112	
	%	18.8%	15.4%	28.2%	37.6%	
Twitter	f	23	13	25	237	
	%	7.7%	4.4%	8.4%	79.5%	
Instagram	f	13	23	40	222	
	%	4.4%	7.7%	13.4%	74.5%	
Pinterest	f		40	5	247	6
	%		13.4%	1.7%	82.9%	2.0%
Any Other	f	10	22		184	82
	%	3.4%	7.4%		61.7%	27.5%

The above table no.5 shows the frequency of online shopping using different sites of social communication/network i.e. Twitter, Facebook, Instagram, WhatsApp, Pinterest and any other site. Table shows a big percentage of female respondents 51.7% never use Facebook for online shopping while small percentage of respondents 17.1% rarely use Facebook for online shopping, 37.6% female respondents never use WhatsApp for online shopping and 28.2% female respondents rarely use WhatsApp for online shopping, 79.5% female respondents never use twitter for online shopping while 8.4% female respondents rarely use twitter for online shopping, 74.5% female respondents never use Instagram for online shopping while small percentage of respondents 12.1% frequently use Instagram for online shopping, 82.9% female respondents never use Pinterest for online shopping and 1.7% female respondents rarely never use Pinterest for online shopping, 61.7% female respondents never use any other social media site for online shopping and 10.8% female respondents frequently use other social media sites for online purchasing.

Table No.6: Frequency of using social media sites for shopping by female respondents

Use of SMS for shopping		Very Frequently	Frequently	Rarely	Never	Don't know
Frequency of using SMS for online Shopping	f	9	45	90	140	14
	%	3.0%	15.1%	30.2%	47.0%	4.7%

The above table no.6 shows the frequency of using social media sites for shopping by female respondents. Table shows that a huge percentage of female respondents 47.0% never utilize SMS (social media sites) for buying while small percentage of female respondents 18.0% frequently utilize SMS for shopping.

Table No.7: Time spend on online shopping by female respondents

Time spend on Online Shopping	f	%
½ an Hour	97	32.6%
1 Hour	16	5.4%
2 Hours	22	7.4%
More than 2 Hours	74	24.8%
Don't Know	89	28.9%

The above table no.7 shows the time spend on online shopping by the female respondents i.e. ½ an hour, 1 hr, 2 hrs, more than 2 hrs and don't know. Table shows that 32.6% female respondents spend ½ an hr on online shopping and 5.4% female respondents spend 1 hr on online shopping.

Table No. 8: Role of subjective norms (family, friends, relatives etc) regarding online buying behavior of female respondents

Role of Subjective Norms		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My friends and family opinion is important to me	F	17		51	220	10
	%	5.7%		17.1%	73.8%	3.4%
Online shopping will make me noticeable among relatives	F	35	21	73	169	
	%	11.7%	7.0%	24.5%	56.7%	
My friends and relatives are doing online shopping without any problem	F	28	26	57	117	10
	%	9.4%	8.7%	19.1%	59.4%	3.4%
Growing or latest trend in the society	F	28	20	46	195	9
	%	9.4%	6.7%	15.4%	65.4%	3.0%
Any Other	F	2.8	13	139	101	17
	%	9.4%	4.4%	46.6%	33.9%	5.7%

The above table no.8 shows the role of subjective norms (family, friends, relatives etc) in influencing the behavior of female respondents towards online shopping i.e. my friends and family opinion is important to me, online shopping will make me noticeable among relatives, my friends and relatives are doing online shopping without any problem, growing or latest trend in the society and any other role of subjective norm. Table shows that the big percentage of female respondents 77.2% strongly agree that my family and friends point of view is important to me while small percentages of female respondents 5.7% strongly disagree with this statement, 56.7% female respondents are strongly agree while 18.7% female respondents are strongly disagree that online shopping will make me noticeable among relatives, 62.8% female respondents are strongly agree and 18.1% female respondents strongly disagree that my friends and relatives are doing online shopping without any problem, 68.4% female respondents strongly agree while 15.4% female respond are neutral about the statement that online purchasing is expanding and latest trend in the society, 46.6% female respond was neutral and 13.8% target females are strongly disagree that there is any other role of subjective norms.

Descriptive Statistics

Table No. 9: Relationship between age and online buying behavior

Age	N	Mean	Standard Deviation	Std. Error Mean	t	Sig.
21-30	264	2.4811	.46855	.02884		
31-40	34	2.4050	.39420	.06760	.906	.218

The descriptive statistics display N, Mean and standard deviation for Age i-e 21-30 and 31-40. Table no.9 indicates that there is no considerable difference in the mean score for age to the frequency of using internet. The mean for age group 21-30 is 2.48 and age group 31-40 is 2.40 with standard deviation is .46 and .06 respectively. Table indicates that F=1.526, t=.906, and p= .218 is significant at .05 levels which shows there is noticeable difference between these two age groups, Hence the hypothesis was accepted.

Table No. 10: Relationship between residential status and online buying behavior

Residential status	N	Mean	Standard Deviation	Std. Error Mean	t	Sig.
Urban	267	2.4238	.44150	.02702	-5.610	.669
Rural	31	2.8908	.41366	.07430		

The descriptive statistics display N, Mean and standard deviation for Residential Status i-e urban and rural. Table no.10 highlights that there is considerable difference in the mean score for residential status

to the frequency of using internet. The mean for urban is 2.42 and mean for rural is 2.89 with standard deviation is .441 and .413 respectively. Table indicates that F=.183, t=-5.61, and p= .669 is significant at .05 levels which shows there is a significant difference; Hence, the hypothesis is accepted.

Correlations

Table No.11: Relationship between internet exposure and online buying behavior of female respondents

		Frequency of using internet	Online Buying Behavior
Frequency of using internet	Pearson Correlation	1	.354**
	Sig. (2-tailed)		.000
	N	298	298
Online Buying Behavior	Pearson Correlation	.354**	1
	Sig. (2-tailed)	.000	
	N	298	298

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson's correlation coefficient was used to test the relationship between web content and online buying behavior of the female respondents. Alpha was set at α=.05. The two-tailed test shows that correlation was significant (r=.354**, p=.000, n=298). Therefore, the hypothesis that "there is significant relationship between internet exposure and online buying behavior of female respondents" is accepted.

Table No.12: Subjective Norms and Online Buying Behavior

		Subjective Norms	Online Buying Behavior
Subjective Norms	Pearson Correlation	1	-.104
	Sig. (2-tailed)		.073
	N	298	298
Online Buying Behavior	Pearson Correlation	-.104	1
	Sig. (2-tailed)	.073	
	N	298	298

Person's correlation coefficient was used to test the relationship between subjective norms and online buying behavior of the female respondents. Alpha was set at α=.05. The two-tailed test shows that correlation was not significant (r=-.104, p=.073, n=298). Therefore, the null hypothesis is accepted and the alternate hypothesis that "there is significant relationship between subjective norms and online buying behavior or female respondents" is rejected.

V. SUMMARY

The research work entitled "influence of subjective norms on the online buying behavior of female consumers (a case study of e-tailing in conservative society of KPK).It is the online media analytical research. The population of the study is females of public and private sector universities of Dera Ismail Khan. Using simple random sampling technique total two universities were selected. Study was carried out using the survey research method and a well-constructed questionnaire were distributed among randomly selected female respondents. Questionnaire consisted of 24 questions. This study includes four objectives to recognize the basic elements that affect online buying behavior of female consumer's. For the present research three hypotheses were formulated by the researcher. The data were analyzed using different statistical tools such as Descriptive Statistic, T-Test, One-way ANOVA, Pearson's correlation through SPSS version 20.0.

VI. CONCLUSION

It is concluded by the findings of the research that a big percentage of female respondents belong to 22-30 years age category while small percentage of female respondents belongs to 31-40 years age category and belong to urban areas. It is also concluded by the findings that big percentage of female respondents frequently use internet. The research also indicate that most preferred source of shopping for female respondents is retail store while a small number of female respondents shop through internet. Results indicate that huge number of female respondents use social media site while small number of female respondents uses social media sites for online shopping. It is concluded from the findings that mostly female respondents use Facebook for online shopping. It is deduced from the results that big percentage

of female respondents spend half an hour on online shopping while small percentage of female respondents spend 1 hour on online shopping. Intentions and perceptions of the subjective norms (e.g family, friends, relatives) has great influence on the online buying behavior of the customers such as my family and friends opinion is important to me, online shopping will make me noticeable among relative, my friends and relatives are doing online shopping without any problem and it is growing and latest trend in the society research results show that most of the female respondents relay on the opinion of their subjective norms (friends, family, relatives etc.) regarding online shopping. In this study One Way ANOVA test, T-Test and Pearson's Correlation test was applied by the researcher to check the significant relationship between given variables.

VII. RECOMMENDATIONS

Following are some recommendations for future researchers.

1. The present study was conducted only on female customers of conservative society so future researchers can conduct research on both male and female customers from both conservative and liberal societies.

2. For present study, researcher selects the sample by using simple random sampling technique. A research study should be carried out on the same topic with a sample selected using probability sampling technique and the results of the study should be compared with this study to check if there is any difference there in the results.

3. The findings of this study will be beneficial for the business people to use such strategies which help them to grow their sales through online means in conservative society.

4. Present study suggests that subjective norms have very strong influence on the buying behavior of the online shoppers in conservative society so word-of-mouth should be used as marketing tool by the online retailers more often for making good will with the consumer. Among some other conventional advertising methods and tools, word-to-mouth marketing could be more effective method.

The findings of the present study may not be comprehensive and in-depth research still needs to be done using different directions and variables to validate the findings

REFERENCES

1. Acton, B., & Koum, J. (2014). WhatsApp blog. Retrieved fromhttp://blog.whatsapp.com/

2. Ajzen, I. (1991). "The Theory of Planned Behavior," Organizational Behavior & Human Decision Processes (50), pp. 179-211

3. Ajzen, I., & Fishbein. M. (1980). Understanding attitudes and predicting social behavior. New Jersey, Englewood Cliffs, Prentice-Hall.

4. Akande, S. O. and Bamise, O. F. (2017). The Role of School Library in Academic Motivation of Secondary School Students in Osun State, Nigeria. International Journal of Library Science. Scientific & Academic Publishing. Vol. 6(1): pp. 18-27.DOI: 10.5923/j.library.20170601.03. http://journal.sapub.org/library.

5. Akin-Adaramola, O. S. (2014). Ashesi University College the Internet Usage among Secondary School Students: A Case Study on Labone Secondary School. Ashesi University College.

6. Cotton, D. (2013). Rise of WhatsApp could slow Facebook's quest for mobile growth; little known in the U.S., WhatsApp has largely usurped SMS around the world. Advertising Age, 84, 23, 8-8.

7. December, J. (1996). Units of analysis for Internet communication. Journal of Computer-Mediated Communication, 1(4), 0-0.

8. Ellore, S. B., Niranjan, S., & Brown, J. U. (June, 2014). The Influence of Internet Usage on Academic Performance and Face-to-Face Communication. Journal of Psychology and Behavioral Science, 2(2), 163-186.

9. Geissler, G. L., & Zinkhan, G. M. (1998). Consumer perceptions of the World Wide Web: An exploratory study using focus group interviews. Advances in Consumer Research, 25(1), 386-392.

10. George J.F. George, (2004). The theory of planned behavior and internet purchasing, Int. Res. (2004)"

11. Gonzalez, P. (2013). Interview to Phil Gonzalez, founder of Instagrammers @igers [Online]. Mobile World Capital Available: http://mobileworldcapital.com/en/article/161 http://yourbusiness.azcentral.com/social-media-influence-buying-behavior-consumers17017.html

12. Khan, R.U., (2003). Facts about AZRI. Pakistan Agricultural Research Council, Arid Zone, Research Institute, Ratta Kulachi, D.I. Khan, pp. 2-4.

13. Kunkel, T & Biscaia, R. (2020). 'Sport Brands: Brand Relationships and Consumer Behavior' Sport Marketing Quarterly, vol. 29, no. 1, pp. 3-17. https://dx.doi.org/10.32731/SMQ.291.032020.01

14. Li, H., Kuo, C., and Russell, M. G. (1999). "The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior,' Journal of Computer-Mediated Communication (5:2), 1999.

15. Madden, T. J., Ellen, P. & Ajzen, I. (1986) (in press). A comparison of the theory of planned behavior to the theory of reasoned action. Personality and Social Psychology Bulletin."

16. Miller, R., & Lammas, N. (2010). Social media and its implications for viral marketing. Asia Pacific Public Relations Journal, 11, 1,1-9

17. Novak, Thomas P. and Donna L. Hoffman (1996), "New Metrics for New Media: Toward the Development of Web Measurement Standards," Project 2000 Working Paper".

18. Parson, A. (2013). How Does Social Media Influence the Buying Behavior of Consumers? [Online]. Business & Entrepreneurship. Available:

19. Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. International journal of Electronic Commerce, 7(3), 101–134

20. Pavlou, P., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly, 30*(1), 115-143. doi:10.2307/25148720

21. Scott, M. (2013). Surprising Social Media Statistics for 2013 [Online]. Social media today website. Available: http://socialmediatoday.com/docmarkting/1818611/five-surprising-socialmedia-statistics-2013

22. Siraj, H. H., Salam, A., Hasan, N. A., Jin, T. H., Roslan, R. B. and Othman, M. N. B. (2015). Internet Usage and Academic Performance: A Study in a Malaysian Public University. Japan Health Sciences University & Japan International Cultural Exchange Foundation.

23. Solomon, M. R. (2002). Consumer Behaviour: Buying, Having, and Being (5th ed.). New Jersey: Prentice Hall.

24. Steelhouse (2012). Social Shopping 2012 Survey and Infographic, available at: www. steelhouse.com/social-shopping-2012-survey/ (accessed December 15, 2014).

25. Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. Information Systems Research, 6, 144-176. doi:10.1287/isre.6.2.144

26. Tetlock, P. E. (1986). A value pluralism model of ideological reasoning. Journal of Personality and Social Psychology, 50, 819-827.

27. Zara, W. (2013). Oh, how Interesting! An introduction to Pinterest. Library Hi Tech News, 30(1), 1 – 4.

28. Zhou, L., L. Dai, and D. Zhang, (2007). Online Shopping Acceptance Model – A Critical Survey of Consumer Factors in Online Shopping, Journal of Electronic Commerce Research, 8(1):41- 62.