



Behaviour of Youth towards Online Shopping: A Case Study of Public Sector Universities of Khyber Pakhtunkhwa, Pakistan

Munawar Fatima Kundi, PhD (Scholar), Department of Communication and Media Studies, Gomal University, DI Khan

Muhammad Wasim Akbar, Associate Professor, Department of Communication and Media Studies Gomal University, DI Khan

Abstract The present study focused on the Behavior of Youth towards online Shopping: A case study of public sector universities of Khyber Pakhtunkhwa (KP). Survey research design was followed. Male and female students were selected from five selected universities of KP as sample (n=396) through stratified sampling method. A structured questionnaire developed on five point liker scale for data collection. Chi-square test was applied as inferential statistics. The findings of the study reveal that significant association between the gender and online shopping. Both male and female students in HEIs prefer to purchase goods from online stores.

Keywords: Online shopping, Higher Education Institutions, Khyber Pakhtunkhwa

I. INTRODUCTION

Internet considered an important medium for selling and purchasing goods online services. According to Barnes and Guo (2011) online shopping often called e-shopping refers to place the order to purchase goods and customer can receive it at home. The e-shopping is become more vital in this COVID-19 pandemic. Online shopping is considered time saving process and convenient because people staying at home and cannot visit to market (Pham et al., 2020). People feel more comfortable with online shopping particularly young generation because they are psychologically satisfied by purchasing their own type of product available on e-market. Another reason of popularity of online shopping among youth that every type of product and accessories (like electronics, cloths, food items and books) are available and they can easily purchase these product with a single click. E-shopping is beneficial for both retailer and purchaser by reducing location and time hurdles. For retailer, e-trail provides the platform for purchaser to buy different type of goods to earn money and flourish business. For purchaser, different products are accessible with a single click. There is no doubt that online shopping is changing the trend business (Munir, 2019).

Consumers have different concern in different states while buying any product through web. The prime benefit of online shopping is easy accessible and time consuming activity but have some disadvantages like security and privacy issues (Akbar & James, 2014). It is fact that online-shopping is spreading and get popularity day by day across the globe but some customers are still partial towards Malls and markets. They feel comfortable to get information like price, discount offers and item specification then they visits to stores and markets to purchase goods (Sharma & Sitlani, 2013).

According Sexana et al. (2018) 1.47 million are internet subscriber in UAE and two third are purchase goods from web stores. Majority of online shopper in UAE believe that online shopping is convenient (36%), wide variety (25%) and reasonable price (23%). In USA, 61% experience with online shopping and this percentage is growing day by day. There are 62% people have experienced with online shopping in Philippine and 61 % people prefer online shopping whereas 58% people purchase goods from web store in Thailand while 47% and 41% people prefers shopping from web stores. In China, 26% people purchasing good through web stores (Folarin & Ogundare, 2016). The total population of Pakistan 200 million in which 60 million are internet users. There are 130 million people have mobile connection in which 40 million have 3G and 4G connection. The statistics indicates that e-commerce sale is estimated up to 350 million and in upcoming years it will increase up to 75% (Omar, 2016). There are 90% customer purchasing from online shopping and they have positive experience. But there are some issues in Pakistan while purchasing through online shopping like security issue, lack of trust and sometime product quality (Bhatt, 2014)

There are various empirical research has been conducted regarding students' attitude towards online shopping but majority of these studies were conducted before Covid-19 pandemic. Additionally, researcher also aims to investigate this study to explore the situation on the particular scenario of public sector universities of Khyber Pakhtunkhwa. In order to accomplish the research objectives, author design

the research article into five parts including introduction, literature review, methodology, results, discussion and conclusions and recommendations. The current examination was intended to explore the students' insight and perception towards buying from the electronic business sectors. Therefore, following objectives were made:-

1. To examine the attitude of students towards online shopping behavior.
2. To find out the relationship between students' attitude towards online behavior and gender.

Hypotheses of the Study

H₀₁: no significant relationship between frequency of purpose of internet usage and gender.

H₀₂: no significant relationship between frequency of usage of e-shopping websites and gender.

H₀₃: no significant relationship between frequency of time spending on e-shopping and gender.

H₀₄: no significant relationship between frequency of mode of payment and gender

Significance of the Study

There are various reasons why web shopping is worthwhile. In the first place, present day internet sites are definitely not hard to explore. Web has gotten ease people's life and individuals use this medium practically at each phase of their life. The electronic business sectors are obliging each customer by conveying each helpful thing they request at their entryway step. The present study is highly significant in context of HEIs. The current study highlights the students' attitude towards online shopping. They study is explore the attitude towards different online shopping web page.

II. LITERATURE REVIEW

Online Shopping

The technology of internet has changed the trend of business all over the world. Both internet usage and e-shopping has been growing faster since last decade. People can connect with families and friends from a long distance with a single click. There are many reasons that people using internet like searching information about product price, quality, selection of services, mode of payment and product specification (Javadi et al. 2012). Internet becomes an important source of communication and e-shopping. People search information about the products at least once in a week where a huge selection of product is available. Moreover, the growth of online shopping is increasing every year (Ariff et al. 2013). The world e-shopping market size nearly hit to 400 trillion and it will increase up to 300 million in 2023 (Sexena, 2019). People now attracting towards online shopping due to many reasons like convenient, ease of use, reasonable price, time consuming, availability of product of different brands, quick delivery (Adnan, 2014). E-shopping is the third widely use of internet after web-surfing and social networking. All retailer and purchaser comes together share product, information and services in the web market. Consumers buy their product after searching information in quick delivery with a single click (Yörük et al. 2011).

Online shopping behavior refers a purchasing process of goods and services through web (Javadi et al. 2012). Online shopping often called e-shopping refers to place the order to purchase goods and customer can receive it at home (Barnes & Guo, 2011). There are different steps in purchasing process in online shopping as compared to physical shopping. There are five steps involve in online shopping purchasing process, identification of consumer's needs, searching information about product, evaluate the product with the other available product, decision of selection of product and feedback (Rehman, 2018). E-shopping associates with consumer's psychological state about the achievement of online-purchasing. Consumer's satisfaction is a vital role in the increasing rate of online-shopping (Adnan, 2014).

E-shopping behavior is a type of one's overall attitude and perception towards online products or services during online shopping which could outcome in a good or bad way. Previous empirical studies have defined behavior is multi-dimensional concept and has been theorized in a different way (Javadi et al. 2012). Many researchers measure the customer's behavior through different angles. The first angle refers to customer's attitude towards utilitarian motivation. Utilitarian motivation includes convenience, searching options, time effectiveness and quality merchandise. The second dimension refers to hedonic motivation which includes satisfaction, sensuality, happiness and excitement. The third angle to measure the attitude of consumer's online shopping is perceived ease of use and usefulness (Gozukara et al., 2014).

Factor Affecting Online Shopping

There are two elements of perceived risk in electronic shopping which involves uncertainty and significance of the outcomes of specific purchase. Uncertainty associated to possible consequences of positive and negative behavior of the consumers. Uncertainty also associated with possible loss of money during financial transaction for purchasing specific product on web store (Yeoh et al., 2015). There are five major online factors have been selected after going through literature review related to consumer's attitude towards e-shopping (Adnan, 2014). According Technological Acceptance Model (TAM) there are various factors affect the consumers' intention towards e-shopping which include usefulness, ease of use and financial risk. It is investigates that financial risk is one of the prime factors which have negative effect on the consumers' attitude towards e-shopping (Baber et al., 2014).

According Masoud (2013) there are four factors which affect the consumers' attitude towards online shopping which includes financial risk, product performance risk, wrong information about product and delivery risk. Additionally, product performance risk associated to low quality of product when the performance of product doesn't meet the prescribed criteria. It is due to inefficiency of consumer to access the quality product or brands in web stores. Delivery risk is another factor which influence on the buyers' attitude towards online shopping. Costumers try to avoid delivery issues while purchasing products from web merchants (Hong, 2015). Protection of personal information play significant role in consumers' attitude towards online shopping. Consumers feel comfortable to buy product from those web stores where their personal information like name, contact number, address and financial info kept secret (Ariff et al., 2013).

Consumer Attitude towards Online Shopping Demographic Attributes

Costumers' demographic attributes is a vital facto in e-shopping markets environment. The current study also explored the consumers' attitude in perspective of demographic attributes of youth like gender, age and income. There are many research studies have been conducted regarding consumers' attitude towards online shopping in term of demographics. Nagra & Gopal (2013) examined that consumer's demographic attributes like gender, age, income and education level has significant impact on their attitude towards e-shopping. Dash and Kanungo (2016) found that both male and female students have positive attitude towards online shopping.

Theoretical Framework of the Study

There are three renowned theories associated with customers' attitude and behavior towards e-shopping. Consumer Buying Behavior is one of the first theories which viewed as five stages including problem recognition, search of information, assessment of consumer's selection, buying selection and post purchasing selection. The second important theory is known as Theory of Planned Behavior (TPB). According to this theory consumer buying activity is based on three main believes which include behavioral belief, normative belief and control belief. The third most important and widely used theory is known as Technology Acceptance Model (TAM). The current study followed TAM theory. The main theme of this theory many factor affect the consumer's buying decision. There are two factors were proposed in this theory i:e Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived usefulness means that individual believe in using a specific system which improve her job performance while Perceived Ease of Use refers a particular system enhance the effort of an individual (Delafrouz et al., 2011).

Conceptual Model

Figure 1 indicates the conceptual model of the study which is developed on the basis of various empirical researches done in the areas of consumers’ attitude towards online shopping.

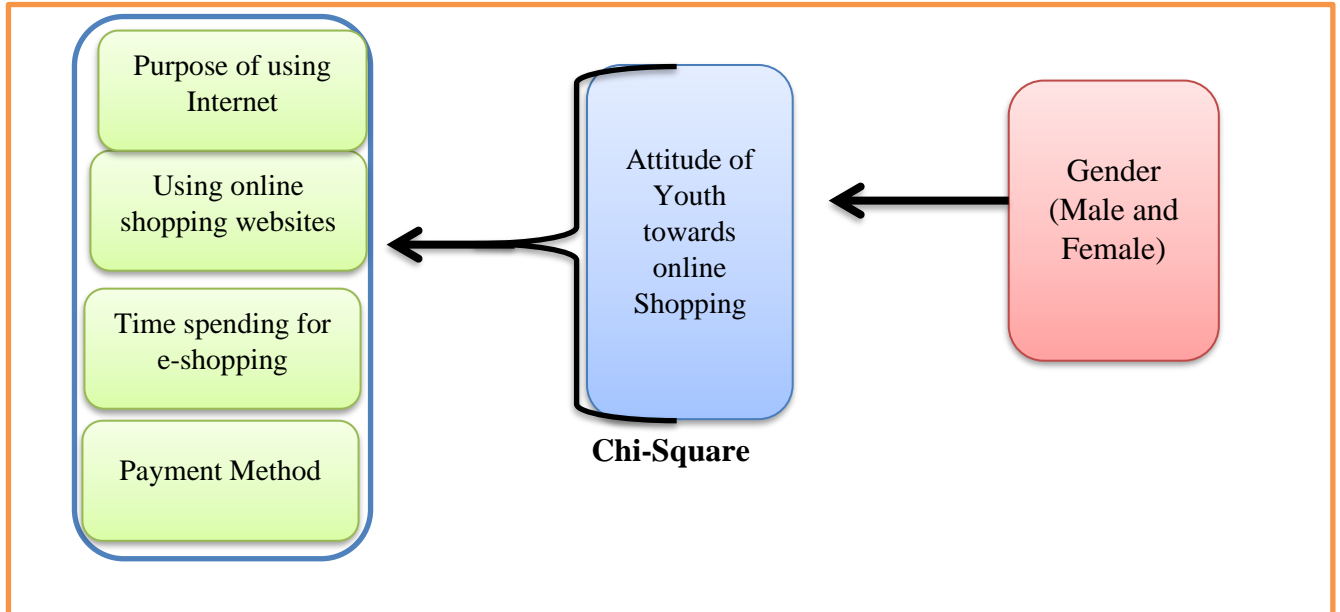


Figure 1.1 Technological Acceptance Model (TAM)

III. RESEARCH METHODOLOGY

Research Design

Survey research design was employed. According to Chack and Schutt (2012) Survey research may be defined as the gathering of data from individuals through their perceptions on a large scale. In this study, data collected through structured questionnaire developed on 5-point Likert scale.

Population and Sample

The population of the present study was comprised male and female students of selected universities located in Khyber Pakhtunkhwa. For this purpose, researcher selected top five public sector universities KP on the basis of Higher Education Commission (HEC) ranking 2019. There were 35792 students enrolled in five selected universities and a sample of 396 students was selected through stratified sampling technique. Yamane (1967) mathematical formula applied to determine the sample size.

$$n = \frac{N}{1 + Ne^2} \dots\dots\dots (N \text{ denotes population and 'e' refers Level of significance})$$

Table 1 Sample Size

E	N	Formula	Sample size
.05	35792	$\frac{35792}{1 + 35792(.05)^2}$	396

Validity and Reliability of Questionnaire

Researcher applied Index of Item Objective Congruence (IOC) for content validity while Cronbach’s alpha for reliability of the questionnaire. IOC score estimated by given method:-

IOC= $\sum R/N$(R denotes level of agreement and N refers total number of experts.)

Table 2 Table 2 IOC and Reliability Score

Facets	IOC score	Cronbach's Alpha
Purpose of Online Shopping	0.8	.831
Online Shopping Websites	0.6	.845
Time spending on Online Shopping	0.7	.902
Payment Method	0.9	.792

IV. DATA ANALYSIS

Chi-Square statistics applied to test the null hypotheses of the study. According Sekaran and Bougie (2003) chi-Square test is commonly used to measure the relationship between categorical variables.

Results

Table 3 Descriptive Statistics

Product Category	Frequency	Percentage
Electronics (smart phones, watches, laptop etc)	76	21.7%
Clothing and Accessories	153	43.7%
Books	31	8.9%
Household goods and furniture	36	10.3%
Kids Accessories	54	15.4%

Table 3 show that majority of students (43.7%) shopped clothing and accessories from web stores, 21.7 % purchased electronic items whereas 15.4% students shopped kids accessories. Students purchased other products like House holed goods and furniture (10.3%) and books (8.9%).

Table 4 Relationship between the Purpose of Internet usage and Gender

Statement	Gender	Using search engines	Social purpose	Online Banking	online shop:	Religion	Mean	χ^2	Sig
Purpose of using Internet	Male	88	48	11	92	4	3.37	33.8	.000
	Female	26	19	0	62	0			

P<.05

Table 4 illustrates the relationship between purpose of internet usage and gender by using Chi-Square test. The table reveals that $\chi^2 = 33.8$ with $P = .000 < .05$ which indicates that there is significant association between purpose of internet usage and gender. Thus, H_{01} is rejected. Moreover, majority of students using internet for the purpose of online shopping ($\bar{x} = 3.37$). So, H_{01} is rejected.

Table 5 Relationship using online shopping websites and Gender

Statement	Gender	Vmart.pk	Lootlo.pk	Shophive.pk	Daraz.Pk	Others	Mean	χ^2	Sig
Online shopping websites	Male	7	21	57	127	31	3.654	5.70	0.22
	Female	11	14	27	45	10			

P<.05

Table 5 reveals that $\chi^2 = 5.70$ with $P = .000 < .05$ which indicates that there is significant association frequency of using online shopping websites and gender. Thus, H_{02} is rejected. Moreover, majority of male and female students prefer Daraz.Pk for online shopping ($\bar{x} = 3.65$).

Table 6 Relationship between time spending of students on online shopping and Gender

Statement	Gender	Once year	Once month	Once a week	Daily	Never	Mean	χ^2	Sig
Online shopping websites	Male	63	97	42	29	12	2.494	42.2	.000
	Female	21	56	13	16	1			

P<.05

Table 6 reveals that $\chi^2 = 42.2$ with $P = .000 < .05$ which indicates that there is significant association frequency of using online shopping websites and gender. Therefore, H_{01} is rejected. Moreover, majority of male and female students prefer Daraz.Pk for online shopping ($\bar{x} = 3.65$).

Table 7 Relationship between Mode of Payment and Gender

Statement	Gender	Credit Card	Debit card	Net Banking	Easy paisa	Cash on Delivery	Mean	χ^2	Sig
Payment Methods	Male	16	37	42	40	108	4.39	63.7	.000
	Female	1	11	4	23	68			

Table 7 illustrates that $\chi^2 = 63.7$ with $P = .000 < .05$ which indicates that there is significant association between frequency of Payment Methods and gender. Thus, H_{04} is rejected. Moreover, majority of male and female students prefer cash on deliver as pay method while online shopping ($\bar{x} = 4.39$).

V. DISCUSSION

The system of buying and selling of various items through World Wide Web is called as online Shopping. The online shopping trend is increasing day by day to Due to COVID pandemic in across the globe particularly in western countries. In Pakistan, the online shopping business is spreading day by day and getting more attention in the CVID-19 pandemic. The current study aimed to investigate the attitude of Youth towards Online Shopping. The result of the study found significant association between frequency of purpose of internet using and gender. Same result was mentioned by Kumar and Sobha (2016). They explored that consumers mostly prefer online web activities for shopping as compared other web activities. The result of the study reveals that there is significant association between online shopping websites and gender. The result of the current study is in line with Bashir et al. (2015). They found that majority of students prefers Daraz.Pk for online Shopping web due to good quality product, time delivery and trust. The result of the study shows that frequency of Payment Methods and gender. Same result was mentioned Dash and Kanungo (2016) .they found that cash on delivery is most convenient mode payment used by the costumers. A contrast study was conducted by Iriobe (2018). He explored majority of consumers prefers electronic mode of payment method for online shopping.

VI. CONCLUSIONS AND RECOMMENDATIONS

The current study attempts to discover the attitude of youth towards online shopping. The study was conducted in five selected Higher Education Institutions of Khyber PkhtunKhwa. The study concluded that students using internet for the purpose of online shopping. They prefer online shopping websites due to COVID-19. The study concluded that online shopping trend is increasing in students. Online shopping is now getting popular in youth specifically students enrolled in HEIs. There are many reasons of online shopping like reasonable price, trust, convenient, security and time. The study concluded that the students mostly prefer cash on delivery as mode of payment. The result of the study recommended that shopping websites may protect the personal information like contact number, address and billing detail. The study recommended that item's safety during the transaction may ensure by the seller.

REFERENCES

1. Adnan, H. (2014). An analysis of the factors affecting online purchasing behavior of Pakistani consumers. *International Journal of Marketing Studies*, 6(5), 133.
2. Akbar, S., & James, P. T. (2014). Consumers' attitude towards online shopping Factors influencing employees of crazy domains to shop online. *Journal of Management and Marketing Research*, 14, 1.
3. Ariff, M. S. M., Yan, N. S., Zakuan, N., Bahari, A. Z., & Jusoh, A. (2013, June). Web-based factors affecting online purchasing behaviour. In *IOP Conference Series: Materials Science and Engineering*, 4 (6)
4. Baber, A., Rasheed, A., Sajjad, M. (2014). Factors Influencing Online Shopping Behavior of Consumers. *Journal of Basic and Applied Scientific Research*. 4(4).
5. Barnes, S., & Guo, Y. (2011). Purchase behavior in virtual worlds: an empirical study in second life. *Information & Management*, 48(7)
6. Bashir, R., Mehboob, I., & Bhatti, W.K. (2015). Effects of online shopping trends on consumer-buying behavior: an empirical study of Pakistan. *Journal of Management and Research*, 2(2)
7. Bhatt, A. (2014). Consumer attitude towards online shopping in selected regions of Gujarat. *Bhatt, A. (2014). Consumer Attitude Towards Online Shopping in Selected Regions of Gujarat. Journal of Marketing Management*, 2(2), 29-56.
8. Bucko, J., Kakalejčík, L., & Ferencová, M. (2018). Online shopping: Factors that affect consumer purchasing behavior. *Cogent Business & Management*, 2(3).
9. Check, J., & Schutt, R. K. (2012). Teacher research and action research. *Research methods in education*, 255-271.
10. Dash, S. R., & Kanungo, R. (2016) Students attitude and perception towards online shopping: an empirical study. *Utkal Business Review*, 15 (1)
11. Delafrooz, N., Paim, L. H., & Khatibi, A. (2011). Understanding consumer's internet purchase intention in Malaysia. *African Journal of Business Management*, 5(7)
12. Folarin, T. O., & Ogundare, E. A. (2016). Influence of customers' perceived risk on online shopping intention in Malaysia's apparel industry. *International Journal of Information System and Engineering*, 4(2)
13. Gozukara, E., Ozyer, Y., & Kocoglu, I. (2014). The moderating effects of perceived use and perceived risk in online shopping. *Journal of Global Strategic Management*, 16, 67-81.
14. Hong, I. B. (2015). Understanding the consumer's online merchant selection process: The roles of product involvement, perceived risk, and trust expectation. *International Journal of Information Management*, 35(3)
15. Iriobe, O. C. (2018). Online Payment and Consumers' Attitude towards Risk reduction strategies in a cash based economy. *Archives of Business Research*, 6(12).
16. Javadi, M. H. M., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A., & Asadollahi, A. R. (2012). An analysis of factors affecting on online shopping behavior of consumers. *International Journal of Marketing Studies*, 4(5)
17. Kumar, M. M., & Sobha, P. G. (2016). A study on consumers' attitude towards online shopping. *International Journal of Advance Research and Innovative Ideas in Education*, 1(3),

18. Masoud, E. Y. (2013). The Effect of Perceived Risk on Online Shopping in Jordan. *European Journal of Business and Management*, 5(6)
19. Muneer, Z. M. (2019). Consumers' Attitude towards Use and Adoption of Online Shopping in Bahawalpur, Pakistan. *Sustainable Business and Society in Emerging Economies*, 1(1)
20. Nagra, G., & Gopal, R. (2013). An study of factors affecting on online shopping behavior of consumers. *International journal of scientific and research publications*, 3(6)
21. Omar, S. (2016). Cracking E-commerce 2.0: Whitepaper on taking 500,000 merchants online in Pakistan. *Planet N group*, 25.
22. Pham, K.V., Thi, D. T., & Le, H. T. (2020). A study on the COVID-19 awareness affecting the consumer perceived benefits of online shopping in Vietnam. *Cogent Business & Management*, 7: 1846882 <https://doi.org/10.1080/23311975.2020.1846882>
23. Rahman, M.A. (2018). Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. *Cogent Business & Management*, 5(1)
24. Sharma, S., & Sitlani, M. (2013). Online Shopping among Higher Education Students in Indore: A Factor Analysis Approach, *Indian Journal of Marketing*, 43(1).
25. Saxena, R.P., Eghbali, P., Beheshitan, N. , & Kattan, S. (2018). An exploratory study on e-tailing in United Arab Emirates. *Journal of Empirical Research*, 8(8)
26. Saxena, R. P. (2019). Online shopping behavior in west and east: A comparative analysis of USA and UAE shoppers. *Academy of Marketing Studies Journal*, 23(1)
27. Sekaran, U., & Bougie, R. (2003). *Research Methods For Business, A Skill Building Approach*, John Willey & Sons. Inc. New York.
28. Yamane, Taro. (1967). *Statistics: An Introductory Analysis*, 2nd Ed., New York: Harper and Row.
29. Yeoh, P., Woolford, S., Eshghi, A., & Butaney, G. (2015). Customer Response to Service Recovery in Online Shopping. *Journal of Services Research*, 14(2)
30. Yörük, D., DüNDAR, S., Mogaand, L. M., & Neculita, M. (2011). Drivers and Attitudes towards Online Shopping: Comparison of Turkey and Romania. *Communications of the IBIMA*.