



The impact of attitude and consumer buying behavior towards online purchasing in Pakistan after Covid-19

(A Case Study of SBBU, Campus Naushahro Feroze)

Sanaullah Memon, Department of Information Technology, Shaheed Benazir Bhutto University Campus Naushahro Feroze

Faheem Ul Hussain Dehraj, Department of Business Administration, Shaheed Benazir Bhutto University Campus Naushahro Feroze

Dr. Ghulam Ali Mallah, Department of Computer Science, Shah Abdul Latif University Khairpur

Abdul Basit Solangi, General Faculty, Shaheed Benazir Bhutto University Sanghar Campus

Abdul Majeed Dars, General Faculty, Shaheed Benazir Bhutto University Campus Naushahro Feroze

Abstract: The advent of information technology to every aspect of human life and business has been so obvious that it does not need to be accentuated more. Information technology has been of great essence in E-commerce and contributes to the banking system in three different ways as follows: it saves the time of the customers and the employees conspicuously, cuts down the expenses and facilitates the network transactions. This study aims to investigate the effect of consumer attitude and behavior on online purchasing after covid-19. The data have been obtained through the primary source from the 130 respondent students at the Shaheed Benazir Bhutto University, Campus Naushahro Feroze using the five points likert scale questioner. The findings then proved that the most of consumer shifted to online purchasing during current pandemic situation of covid-19. Further by analysis regression, observed that there is positive relationship between consumer attitude and behavior towards online shopping/purchasing.

Key words: Consumer Attitude, Consumer Behavior, Online purchasing/shopping, E-Commerce, Internet

I. INTRODUCTION:

In our daily life, the internet has played an important role in enabling people to talk to someone who lives on the other side of the world, can send email and buy stuff online. Trade and commerce have become so diversified in the twenty first century that multi channels have taken shape and online shopping has grown dramatically worldwide. The introduction of the new technologies has replaced the conventional marketing methods in which buyers and sellers meet in a virtual market via the World Wide Web. Today, individuals prefer convenient ways to access products and services due to technological advances and can be argued that the internet has radically changed the conceptions of convenience, product knowledge and service of consumers. There has been a major shift in the way of customer shopping/purchasing in past decade. While customer prefer to purchase from a physical store, the online shopping is very convenient for buyers and the easy solution for the busy lives. This is particularly true for developed nations; where you can buy from every store have a website and promotions such as cash on sale and exclusive discounts on online orders can be easily transmitted. However for Pakistan, acceptance of these patterns has been more difficult. People do not trust the items in front of them to be viewed. The main purpose of the organization is to deliver these services and goods that better satisfy the needs of their consumers. Thus the aim of this research is to understand the behavior of consumers towards online purchasing after COVID-19.

II. LITERATURE REVIEW:

A potential for a recent major increase in online shopping has turned out to be the Covid-19 outbreak. Pham, V. K. (2020) seeks to find out how online shoppers react to their buying behaviors in terms of perceived benefits during Covid-19 [1]. The study examines the role of Covid-19 as a moderator variable in the relationship between the consumer's perceptions of benefits and their online shopping behavior based on the

collected data from 427 online respondents. The outcomes indicate that Covid-19 plays a moderate role in the awareness of services by customers, which promotes online shopping by shoppers.

The transition in consumer behavior during the Covid-19 pandemic towards e-shopping was investigated in 2020 [2]. Variables taken into account are frequency, necessity, mode of payment, price and service availability. A simple random sample of 500 people was subjected to an online questionnaire about their consuming behavior. The study findings showed that the Covid-19 pandemic managed to shift consumer behavior to depend more on online shopping and e-payment methods during Covid-19 pandemic, lockdown and quarantine conditions.

A conceptual structure of offline shopping freedom restoration [3] was developed and tested by Akhtar , N., (2020), which reveals the effects of perceived choice hesitation and perceived choice trust on the Psychological reaction of consumers. It also corroborates two bipolar behavioral consequences of the psychological response of consumers: Satisfaction with freedom of choice and persuasion resistance.

Nguyen, N. (2020) illustrated the impact of corona virus disease pandemic on the publishing industry [4]. The main objective of the research is to examine the influences of the pandemic situation of Covid-19, utilitarian and hedonic motives on the intention of consumers to purchase books online. The consequences are conceptualized as situational factors that include the closing of physical book stores, health threats associated with visits to such stores, online shopping patterns and additional marketing effects during the pandemic from online bookstores.

Addo, P.C. (2020) analyzed the swings in buying behavior [5] following the Covid-19 outbreak in China and around the world on the basis of fear appeal theory and collected published statistics (suspected, verified, and fatality) on the Covid-19 in addition to the purchase of personal protective equipment to investigate the swings in online purchasing behavior.

1. Research Motivation:

Despite many problems and ill-perceived policies during covid-19 and the overlooking demand of online purchasing has grown noticeably. While it's intense need for online shopping has sufficiently attracted about 70% consumer that alternatively keep contributing in the economy of Pakistan even during the time of this world pandemic covid-19 .

Therefore the main objective of this research is to see the impact of consumer attitude and behavior towards online purchasing during covid-19 in Pakistan.

2. Research Objectives:

- To investigate the effects of consumer attitude towards the online purchasing after covid-19?
- To investigate the impact of consumer behavior towards the online purchasing after covid-19?

3. Research Questions:

- What is the impact of consumer attitude towards online purchasing after covid-19?
- What is the impact of consumer behavior towards the online purchasing after covid-19?

4. Research Model:

The conceptual research framework shows the impact of consumer attitude and behavior as shown in Figure 1.

• **Research Hypothesis:**

H1: There is positive relationship between consumer attitude and online purchasing after covid-19

H2: There is positive relationship between consumer behavior and online purchasing after covid-19

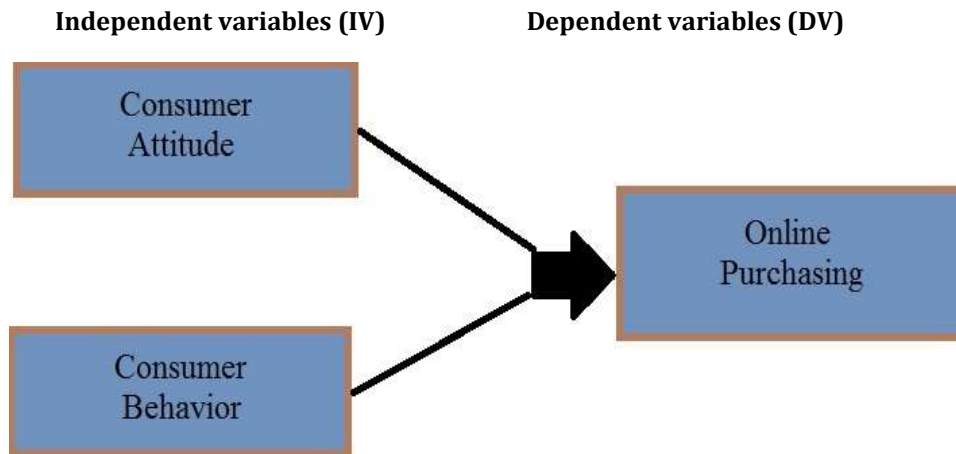


Figure: 1 Conceptual research framework

III. RESEARCH METHODOLOGY:

Primary data: Data was collected through first hand (Primary source of information) by generating the set of questions in English language consist of three factors of variables using five point measuring scale (strongly agree, agree, neutral, disagree, and strongly disagree).

Secondary data: Data was also used for review of literature and justifying our research work; in this light different researcher papers of various authors were used.

Sampling: Random sampling method was used by collecting the data from the 130 respondents of Shaheed Benazir Bhutto University Campus Naushahro Feroze, especially those respondents were selected who got their online shopping.

Statistically methods: In starting, we check the reliability of the instrument by using spss 26 version through Cronbach's alpha, followed by analysis, we used confirmatory analysis for following three variables.

- 1: Consumer Attitude.
- 2: Consumer Behavior
- 3: Online purchasing.

Diagnostic test: $OP = \alpha + CA1 \beta_1 + CB2 \beta_2 + \mu$

OP = Online purchasing (Dependent variable)
CA= Consumer Attitude (independent variable)
CB= Consumer Behavior (independent variable)

IV. RESULT & DISCUSSION:

Reliability Analysis:

Following final draft of the questionnaire was used as shown in Table 1.

Table: 1 Reliability Analysis

Consumer Attitude	
Q1	Do you like to online shopping then offline?
Q2	Are you frequent consumer through online purchasing?
Q3	Do you trust on product quality through online purchasing?
Q4	Do you believe the most of your friends have shifted to online shopping during covid-19?
Q5	Will your friends still be preferred online purchasing even after covid-19?
Q6	Do you think some of your friends with compulsions have been shifted to the online shopping?
$\alpha = .677$	
Consumer Behavior	
Q1	Do you like to be the permanent consumer through the online purchasing in future also?
Q2	Don't you think the product quality cannot be judged through the online shopping?
Q3	Are you satisfied from the online shopping delivery to your door step timely?
Q4	Are you satisfied from the online shopping cost?
Q5	Are the online shopping malls service providers easily accessible to you during this covid-19?
Q6	Do you some time feel reluctance from online shopping
$\alpha = .716$	
Online Purchasing/Shopping	
Q1	Do your friends have usually more complaints regarding online shopping service quality and delivery cost?
Q2	Do you agree most of your friends circle have moved to offline from online shopping?
Q3	Do you believe the online access gets people moved across the world?
Q4	Do you have more preference for online then offline shopping?
Q5	Do you look better market online selling opportunities in your city?
Q6	Are seller satisfied from their online selling?
$\alpha = .657$	
Total	$\alpha = .873$

Regression Analysis:

• **Regression Model 1**

Table: 2 Regression Analysis of model 1

Adjusted R ²	0.814		
Significance	.000		
Independent variable	Standardized B	t value	Significance
Consumer Attitude	.906	11.327	0.000
Dependent variable: Online Purchasing			
H1: There is positive relationship between consumer attitude and online purchasing after covid-19			

In the first model the adjusted R² is 0.814 at the significance level 0.000 this tells that our model of independent variables “Consumer Attitude” along with dependent variable “Online purchasing” is good fit at 81.4%, at confident interval of 99.99%. Whereas the standardized beta is 0.906 this shoes the high positive strength relationship between Consumer Attitude and Online Shopping because the beta is near to one and these results are significant at both p value (.000) and t value (11.327). Based on this information second hypothesis is also accepted.

- **Regression Model 2**

Table: 2 Regression Analysis of model 2

Adjusted R ²	0.297		
Significance	.000		
Independent variable	Standarized B	t value	Significance
Consumer Behavior	.141	2.718	0.000
Dependent variable: Online Purchasing			
H2: There is positive relationship between consumer behavior and online purchasing after covid-19			

In the second model the adjusted R² is 0.297 at the significance level 0.000 this shows that our model of independent variable “Consumer Behavior” along with dependent variable “Online Purchasing” is good fit at 29.7%, at confident interval of 99.99%. Whereas the standardized beta is 0.141 this shoes the moderate positive strength of relationship between Consumer Behavior and online purchasing and these results are significant at the both p value (.000) and t value (2.718). Based on this information the second hypothesis is also accepted.

V. CONCLUSION AND RECOMMENDATIONS:

The data obtained through the primary source from the 130 respondent students at the Shaheed Benazir Bhutto University, Campus Naushahro Feroze using the five point likert scale questioner. The findings proved that the most of consumer shifted to online purchasing during current pandemic situation of covid-19. Further by analysis regression, observed that the there is positive relationship between consumer attitude and behavior towards online purchasing. It is recommended that the online shopping awareness must be delegated to the country side of the cities so as to maximum benefit be availed to each one.

REFERENCES:

- [1] Pham, V. K., Do Thi, T. H., & Ha Le, T. H. (2020). A study on the COVID-19 awareness affecting the consumer perceived benefits of online shopping in Vietnam. *Cogent Business & Management*, 7(1), 1846882.
- [2] Hashem, T. N. (2020). Examining the Influence of COVID 19 Pandemic in Changing Customers' Orientation towards E-Shopping. *Modern Applied Science*, 14(8).
- [3] Akhtar, N., Nadeem Akhtar, M., Usman, M., Ali, M., & Iqbal Siddiqi, U. (2020). COVID-19 restrictions and consumers' psychological reactance toward offline shopping freedom restoration. *The Service Industries Journal*, 40(13-14), 891-913.
- [4] Nguyen, H. V., Tran, H. X., Van Huy, L., Nguyen, X. N., Do, M. T., & Nguyen, N. (2020). Online Book

Shopping in Vietnam: The Impact of the COVID-19 Pandemic Situation. *Publishing Research Quarterly*, 36, 437-445.

[5] Addo, P. C., Jiaming, F., Kulbo, N. B., & Liangqiang, L. (2020). COVID-19: fear appeal favoring purchase behavior towards personal protective equipment. *The Service Industries Journal*, 40(7-8), 471-490.