PREDICTORS AND DETERMINANTS OF ONLINE SHOPPING IN PAKISTAN- AN EMPIRICAL INVESTIGATION

Pakistan Institute of Development Economics

By

SUMMER ZAHRA CH
PIDE2020FMPHILBE02

Supervisor

DR. HASSAN RASOOL

MPhil Business Economics
PIDE School of Economics
Pakistan Institute of Development Economics, Islamabad
Year 2022

Pakistan Institute of Development Economics
P.O. Box 1091, Islamabad, Pakistan

CERTIFICATE

This is to certify that this thesis entitled: **"Predictors and Determinants of online shopping in Pakistan. An empirical Investigation."** submitted by **Ms. Summer Zahra Ch.** is accepted in its present form by the School of Economics, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree in Master of Philosophy in Business Economics.

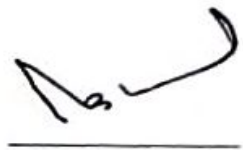Supervisor: Dr. Hassan Rasool   Signature: _____

External Examiner: Dr. Arshad Hassan   Signature: _____

Head,
PIDE School of Economics: Dr. Shujaat Farooq   Signature: _____

11/11/22

Author's Declaration

I <u>Summer Zahra Chaudhary</u> hereby state that my M.Phil. thesis titled **PREDICTORS AND DETERMINANTS OF ONLINE SHOPPING IN PAKISTAN. AN EMPIRICAL INVESTIGATION** is my own work and has not been submitted previously by me for taking any degree from Pakistan Institute of Development Economics or anywhere else in the country/world. At any time if my statement is found to be incorrect even after my Graduation the university has the right to withdraw my M.Phil. degree.

Date: <u>21st October,2022</u>

Signature of Student
Summer Zahra Ch.

Dedication

I dedicate my work to my parents

Mr. & Mrs. Chaudhary Amjad Hussain

ACKNOWLEDGEMENT

ABSTRACT

This research study investigated that how three risk factors privacy risk, financial risk and product risk along with past online shopping experience influence the buying intentions of consumer. The study has taken Privacy risk, financial risk, product risk and past experience as antecedents of online shopping. A conceptual research model based on theory of perceived risk was proposed in study to illustrate the particular relationships between variables with the moderating role of gender differences. For this, 400 sample size of convenience sampling was chosen to collect data from four major malls and shopping arenas from Islamabad. The result provided insight into the risk factors, purchase intention and buying experiences of respondents with respect to two product categories i.e., Fashion clothing and mobile phones. The results of study indicated that men are more prone to privacy risk than women in fashion and mobile phone shopping. Overall both product categories have positive significant results of past online shopping experiences. The results of study indicated that while shopping for fashion clothing men has high privacy risk while impact over the women perception was found to be insignificant. Furthermore, in both product categories as shopping experience increased women perception of product risk decreased and for men it increased. The study data depicted that females are more inclined towards online shopping in both categories than males.

Keywords: privacy risk, financial risk, product risk, past experience, online shopping, male and female shopping patterns.

Table of Contents

List of figures

LIST OF ABBREVIATION

PR Product Risk

FR Financial Risk

PRR Privacy Risk

BI Buying Intention

PE Past Experience

List of Tables

CHAPTER NO 1

INTRODUCTION

1.1   Background of study

In the current age of growing information technology at rapid pace, it has become a luxury to maintain your privacy. It is revealed from data that consumer privacy is violates by multiple user consent of cookies and data. It is not doubtful that information technology has changed the spectrum of today's life completely in not less than a decade. The web has make people's lives inconceivably helpful and websites will remain a vital communication channel since the age of network information has truly come.

 In year 2021 turnover trade is recorded to be six billion dollars, which makes Pakistan the 37th largest trending market in digital trade spectrum, ahead of Iran but a way less than Israel's volume of E-trade(Bhatti, 2021). Pakistan's digital commerce market has recorded growth by 45% in 2021, which is about twenty-nine percent of global rate of Ecommerce trade growth (Wattoo & Iqbal, 2022). Ecommerce industry is deepening its roots rapidly. This rapid change is providing space for new structures of market and growth for already working zones. Growth is expected to be expand with higher rates in coming few years (Imtiaz, Ali, Kim, & Research, 2020). The underdeveloped and developing countries like Pakistan, India with disparities in their living standards and unstable E-commerce infrastructure of digital markets are expected to make this trend more viable(Javed & Management, 2020).

Several previous researches have sought to uncover elements that either encourage or deter customers from engaging in online purchasing. Positive motivations to purchase online like (convenience, competitive prices, excitement, joy etc.) are frequent, but obstacles inhibiting online shopping vary in nature and are difficult to pinpoint (Wattoo & Iqbal, 2022). The perceived risk connected with online purchasing has attracted the interest of researchers and

online sellers alike as one of the most explored aspects that may have adverse effects on Ecommerce and online shopping(Ahmed, Samad, & Khan, 2021).

Multiple reports has indicated that growing online shopping trend will continue to grow in Pakistan (Statista Digital Market Outlook).In the coming four years compound growth is expected to be 7 percent (Ahmed et al., 2021).The ratio indicated a comparative moderate increase in trend. One more indication is that internet penetration is 19% which make expectation that each individual of those 19 percent are expected to make at least one transaction online(Khan, Zubair, & Malik, 2019). E-commerce looks into five different groups and brackets. The largest segment in Pakistan's digital market is fashion, that tends to accumulate about 70% of the country's online trade revenue(Imtiaz et al., 2020).

Furthermore, apart from increasing number of online consumers, one-fourth of people do not prefer to shop online, and high discretion resulting low demand of goods and services became troublesome for online sellers(R. Bashir, Mehboob, Bhatti, & Research, 2015). Statistics of multiple studies shows that up to 78 percent of online shoppers leave their shopping carts before or during the checkout process(Zhou, Dai, & Zhang, 2007).

The perceived risk connected with online purchasing has attracted the attentions of researchers and online sellers alike as one of the most explored aspects affecting online shopping volume and phenomena(Ahmed et al., 2021). Researchers have discovered that online purchasing risk perceptions are negatively correlated with online shopping behavior(Bhatnagar & Ghose, 2004). Researches over online shoppers' risk factor have revealed that E-shoppers' risk perception is multidimensional. Literature has identified three major dominating kinds of risk associated with online shopping namely Privacy Risk (PRR) , Financial risk (FR) and Product Risk (PR)(Bhatti, 2021). These risks were studied in multiple researches in order to know about purchase intention of consumer in presence of these risks(Miyazaki & Fernandez, 2001). Many other researches also describe the multiple combinations of risk factors in relation to buying

intentions(Garbarino & Strahilevitz, 2004).Still existing literature don't uncover the most adverse risk barrier to online shopping briefly. More researches and information is needed to know the impact of multiple kinds of risk on purchase intention factor by keeping in view the buyer's psychology(Wang, Chang, & Applications, 2013). Though E-commerce is becoming more popular, but it is critical to expand previous research by looking at specific categories of risk that are most commonly linked with E-buying behavior and purchase intentions.

Despite the fact that number of studies have been done on perceived risk in online buying. But Scant literature is available on the risks and risks interconnected with e-buying intentions. Alike, very little research is available on customer's perception of risk accompanied by online purchases. Exogenous variables like past buying experience(PE) , ethnicity, product category may influence consumers' online risk perceptions(Kwon, Noh, & Journal, 2010).

Online shoppers are now more seasoned than they were a decade ago, as purchasing on the Internet has become a daily practice for many customers. It's possible that online shoppers now have different perspectives on the risks of making purchases online. Researchers can learn more about online shoppers' perceptions of various sorts of risks connected with online buying by looking past shopping transactions and experience attached by, influences shoppers' perceptions of particular categories related to risks and their E-buying intentions(W.-H. Kim, Lee, & Kim, 2020). Consumer opinions of online purchasing are positively influenced by past transaction made online.

Buyer's risk of E-shopping diminish as their E-buying experiences increases (Forsythe & Shi, 2003). One of the recent research over internet buying revealed previously unheard-of levels of anxiety about multiple barriers and threats of privacy, misrepresentation and fraud (Aragoncillo & Orus, 2018).

It could be represented well by awareness of threats, risks & their repercussions as consumer's online buying experience grows(Wattoo & Iqbal, 2022). As a result, online shoppers' views of

certain types of risk may improve as their online buying experience grows, while perceptions of other types of risk may drop(Bhatti, 2021).

However, there is very few published studies on these topics. The current study looks at how past experience of buying online affect customers' views about products, and risks associated with privacy and Financial risk (FR)s when shopping on E-stores, as well as their personal buying intentions. The results of the study may give relevant and up to mark information on the impact of past buying experiences on customers' risk aversive perception and buying when shopping from Ecommerce websites.

As we know internet provides platform of virtual global market including types of products & E-services including product attributes that have moderating effects on consumers' risk perceptions but online buying research has frequently been overlooked(Bhatti, 2021). For instance, in the past consumer risk perceptions vary among online product categories like E-Purchasing for Fashion clothes vs. Mobile phones shopping. Consumers in the typical buying arena tends to make decision on the basis of multiple sources around them. "Purchase decisions are influenced by the product line"(Gilovich & Gallo, 2020). It's s reasonable to affirm that customer's reliance over numerous information assortments plays vital role in traditional setting before making purchase decision from E-stores(Lăzăroiu, Neguriţă, Grecu, Grecu, & Mitran, 2020). So, we may summed up that general consumer need specific set of information for online purchase particularly those online buyers who may have various levels of uncertainty associated with purchasing different types of products(Horvath, Gavurova, Bacik, Fedorko, & Services, 2021).

However, few researches has shown how online consumers' risk perceptions alter while shopping for various items online and how multiple kinds of risk plays role to influence the customer intention to buy from E-stores (Pascalau, 2022).

When it comes to the gender roles in online shopping most of the disparities amongst both

genders tends to be related to the perceptions of risk associated with internet buying(Pandey & Parmar). Women are sluggish to accept online purchasing at first because they believed it to be riskier(Su & Sciences, 2021). Women expressed greater concern about Financial risk (FR) than males (Eryiğit & Fan, 2021). Men tends to perceived lower risk than women in term of consequences and probability attached to wrong online buying/shopping decision (Chhatwani, Mishra, & Economics, 2021). However, regardless of gender, (Kolsaker and Payne's 2002) found that higher risk is linked to general E-buying decision amongst both genders . Apart from the concerns about the multiple risks attached with E-shopping decision, women currently outweigh men in terms of E-shopping spending(Jain, Gajjar, Shah, & Services, 2021) .As a result, it's crucial to percieved if there are still gender disparities between E-shoppers, & if so, whether these differences account for highly significant in their buying experiences on online stores.

This online shopping industry is still In its early phase in Pakistan, it mostly included innovators and early adopters, who were abundant at the time to adopt innovation in their business and purchases. This consumer segment is experiencing increased purchasing power by Consuming primarily through the purchase of clothing and accessories, food and electronics Products such as cameras, mobile phones, tablets, computers, or computer accessories. therefore, Similarity of these products to product lines on major online shopping sites enable us to choose this product line for our study. Statistics also depicted these trends in Pakistan. According to the Google Report "what Pakistan search for" 1n 2019 people search for best mobile phones for gaming and its increased in number by 127% and clothing searches are also amongst top searches in Pakistan of multiple brand.

While, previous studies frequently examined factors other than non-demographics that affected customers' online buying behavior in Pakistan (2020). Instead of focusing on each demographic component separately, they instead looked at how the factors as a whole affected

online buying behavior. Since each factor influences customers' decisions to purchase things online in a different way, recognizing and responding to each consumer demographic (e.g., age, gender, marital status, education, income, and occupation) separately is crucial. For instance, customers in the middle and upper income quartiles are more likely to make purchases than are consumers in the lower quartiles. Younger customers are also more likely than older consumers to make internet purchases.

1.1   Problem statement

Pakistan is one of the fastest emerging economy in the world. The numbers of smart phones and internet users are increasing rapidly. Ecommerce is also expanding its wings in Pakistan like other third world countries, but potential of this industry is not meeting at full. On the other hand, renowned brands and multinational retailers are expanding their retail channels particularly through internet. But in Pakistan, an unusual behavior is observed that people are reluctant to make purchases from online stores. For the purpose literature was carefully observed and number of reasons were identified. The study intends to uncover risks related to online shopping with moderating role of gender and two product categories clothing and mobile phones due to their digital and non-digital nature aspect. The research intends to identify major risk cause of reluctance of online shopping adaption particularly in terms of three major kinds of risks (Financial risk, privacy risk, product risk) with the moderating factors of two different product categories and gender.

1.2   Research gap

Very insufficient literature is present which covers the risk factors effect on shopper intention to purchase from online shopping channels(Boddy, 2016; Jermsittiparsert, Siam, Issa, Ahmed, & Pahi, 2019). The investigate will offer assistance knowing whether it makes intention/opinion/behavioral distinction in Pakistani consumer's intentions towards risk barriers in online shopping and most persuasive variables that redirect shoppers to adjust conventional

shopping modes(Boddy, 2016; Boubaker, Cellier, Manita, & Saeed, 2020). It will help knowing too how can businesses overcome this behavior to improve their deals. It'll moreover bring on table the issue with respect to monetary consideration and data security or sensitivity exist in Pakistan are discouraging ecommerce segment.

1.3 Significance of study

The primary purpose of the study is to proposed a conceptual framework which explains relationships between past shopping experience (PE) on buying intention (BI) and multiple risks (Privacy risk (PRR), Financial risk (FR), Product risk (PR)) attached to it which will primarily served as a guideline for entrepreneurs who wants to expand their channels of retailing.It will served to policy makers in order to overcome loopholes in consumer protection acts and other relevant decision making policies. It will serve online consumers to overcome their risks by knowing the formulated policies. It will also serve government n policy planners to overcome the flaws in E-policy framework for the growth and enhancement of industry.

1.4 Objectives of study

The primary objectives of the study is:

1. To investigate the impact of past experience of shopping online (PE) on three major risk perceptions (Privacy risk (PRR), Financial risk (FR), Product risk (PR) in terms of E-shopping.

2. To investigate the impact of risks (PR, FR, PRR) on Online Buying intentions (BI).

3. To investigate the impact of Past Experience of buying online(PE) on Online Buying intentions (BI)

4. To investigate the online consumer's gender role in terms of

a. Multiple risks (PR, FR, PRR) associated with E-buying decision.

b. Past experience (PE) in terms of shopping on e-stores duration, frequency and amount spent.

c. Buying intentions (BI) of both fashion clothing & mobile phone shopping categories.

5. to provide policy framework to commerce and trade industry to boost e-commerce in Pakistan

1.5   Research questions

RQ1: What is the impact of past experience of buying online on three types of risks?

RQ2: What is the impact of three types of risks on Online Buying intentions?

RQ3: What is the impact of Past Experience of buying online on Online Buying intentions?

RQ4: What is impact of demographic and gender on risks, BI, PE?

1.7   Underpinning theory

The research as laid down its foundations on theory of perceived risks. Bauer (1960) presented the theory of perceived risk, which has since been widely used to address a variety of consumer behaviour challenges(Li, Huang, & Technology, 2009). Perceived risk is a compensation of two factors, uncertainty with the possibility of loss as a consequence of certain behavior and the importance attributed to that loss (kogan and Wallach, 1964 and Cox, 1967).Consumers may be unsure about a purchasing decision and the implications of incorrect or wrong judgments which consequently makes shopping a risker action (Dowling & Marketing, 1986)."The nature and level of chance apparent by a customer while considering a specific buying choice is characterized as Perceived risk(Wai, Dastane, Johari, Ismail, & Business, 2019). Perceived risk is "An emotionally resolved expectation of loss (Mitchell, 1999).Because E-shoppers have restricted direct access to items and salespeople, the amount of perceived risk may also increase more in the online purchasing environment (Qalati et al., 2021).Consumers are hesitant to use the Internet as a buying channel due to increasing perceived risk (Ariffin, Mohan, & Goh, 2018; Ventre & Kolbe, 2020).This study will also integrate the concept of theory of perceived risk with respect to three type of risks financial risk, Product risk, privacy risk along with buying intentions of consumers. Privacy risk belongs to social risks, financial risk belongs to financial category an dthe third risk factor product risk belongs to performance risk.

CHAPTER NO 2

LITERATURE REVIEW

2.1 Introduction

Past researches on risk factors, past shopping experience, product categories & gender in relation to web/online purchasing is reviewed in this chapter.

First and foremost, theory of perceived risk has been used as a study's theoretical framework. Second, research on the three categories of risk perceptions linked with online purchasing is studied, as well as their impact on purchase intentions is also part of this study. This section reviewed existing findings on the effect of Past buying experience product categories & gender on buying intentions in order to construct conceptual framework. The framework is then subject to offer help in leading this research on the basis of past studies.

The pattern of business activities has tremendously changed after evolution of business. Resulting, economic growth drivers are also affected by the technological replacements. Business activities are transformed and the traditional method of trade has changed since 1991(González, Meyer, & Toldos, 2021). The technology has made it easier to conduct marketing, buying and selling activities. The barrier of geographical reach is seeming to be address through this technological avenue. The first transaction over internet was done in 1994 and rapidly the trend grow as earlier as traders like Amazon opened its web stores(Wachełko, Chłopaś-Konowałek, Zawadzki, & Szpot, 2022). Web based shopping has become progressively popular around the world (H. Zheng & Ma, 2021). The enchantment of on web shopping is that much easier and simple that single click on the screen of PCs or cell phones can assist with buying the items of one's need in no time. Internet shopping empowers buyers to get access 24/7 in online stores, by buying items and get them

delivered in each corner of a country or much different countries and by making buying decisions without any constraints of time and place(Q. Zheng, Chen, Zhang, & Wang, 2020). In developed nations, online shopping is right around twenty years or a decade old, yet it is in an arising phenomena in non-industrial and emerging countries. Most emerging nations, notwithstanding, are a long way from encountering this reality because of many reasons which go about as boundaries for online business to prosper (Alyoubi, 2015). The most noticeable hindrances to internet shopping which was found in literature were risk attached to the online shopping. These factors related to purchasers' demography and experience connected with the item classification and channel of shopping is also major part of risk in purchase decision(Y. K. J. I. J. o. R. Kim & Management, 2002)g. Percieved risk reduced the eagerness of clients to purchase over the web. Hindrance of navigation process has been considered as a basic issue of on the web shopping (Flanagin, Metzger, Pure, Markov, & Hartsell, 2014).

 (Fram & Grady, 1995) who led a research twenty years back presented that the absence of Visa security, absence of installment choices and no eminent venders, and so on are the significant drawbacks for online customers. This study was distinguished as the biggest boundary of tedious process which in the later examinations restrain online web guests from becoming web-based purchasers.

In the last few decades the penetration of hybrid mode and internet usage in Pakistan have been observed rapidly. This increasing phenomena has predicted new driver of economic growth. At the beginning of 2022, 36.5 % population of the country has access to the internet. The usage of internet is increasing rapidly in Pakistan which is approximately 22 millions (+35.9%) between 2021 and 2022.(Akhlaq, Ahmed, & Economies, 2016) .In 2006, only 6.5% percent of the Pakistani population had internet connection; by 2016, that number has risen to 15.15% percent of the overall population. The statistics of internet penetration in industrialized countries was relatively high about 10 years prior contrasted with Pakistan and other emerging nations that were a long ways

behind at the time, such as Iran (48.9%), Thailand (42.7%), Egypt (33%), Sri Lanka (29.3%), and China (52.2%) (Ha, Stoel, & Management, 2004).

The wider acceptance of internet shopping has made it an important alternative channel of shopping amongst users in Pakistan. The internet has given consumers worldwide access to an almost endless selection of commodities for purchase, but 'conventional' goods face various restrictions to being marketed online(Katta & Patro, 2018). Regardless of the enormous extension of web based shopping and the positive future development of this buying method, negative highlights are turning out to be all the more habitually associated with it(Khalifa & Liu, 2007).

Rather than an actual shopping environment in stores, more serious frauds and less trust are normal in a web-based shopping on the grounds that assessing an item or service is more troublesome on the grounds that there are no visual signs of item quality, no up close and personal connection with deals staff, and the buy is impacted by security and protection concerns(Miyazaki & Fernandez, 2001). Clients' impression of risks while shopping on the web is connected to purchasers' demography and experience, and those associated with the product categories and channel of shipping were demonstrated to be the main hindrances to web based shopping(Tsai & Yeh, 2010).

Consumer discretionary money, along with rapid technology advancement, has resulted in a shift in the retailing sector (Chandler, 1990). Technology advancements appear to have radically altered the consumption and commerce environment. Consumers and retailers are now connected through various sales and purchasing processes and points via internet access and constantly increasing technology(Verhoef, Kannan, & Inman, 2015). Throughout the previous few decades, noteworthy researches have observed that a constant movement in market behaviour from single channel retailing to multi-channel purchasing and retailing behaviour. Retailers are being pushed to expand their retailing channels and change and improve their business models as the retailing mix and consumer expectations grow (Verhoef et al., 2015)

Several researches have revealed a variety of explanations for this shift in the retailing business. According to (Messinger & Narasimhan, 1995)technical advancements, changes in consumer behaviour, government laws, and supplier networks are the major impacting elements that enable retailers to expand their channels to meet customer needs. The internet has evolved into a highly important method of distribution for driving traffic to retail locations. Technological advancements, together with the increase of retailing channels, create prospects for scale and scope economies. It also improves procurement and supply chain systems in the retail industry(Swaen, Demoulin, & Pauwels-Delassus, 2021).

According to studies, the evolution of the retailing sector is a multi-stage process(Liu, 2018). From 1840 to 2016, the wholesaler's channel grew rapidly all over the world. Department stores grew in popularity dramatically between 1850 and 1880. Mail order houses exploded in popularity in rural locations around the world in the late 1980s and early 1990s(Katta & Patro, 2018). The expansion of retailing channels is still going on over the world(Katta & Patro, 2018). Following the emergence of chain stores, foreign brands began to conduct business in other nations, resulting in the expansion of consumer channels to online platforms for retailing, just as every country does to meet the needs of its citizens(Jiang, Yang, & Jun, 2013).

Since the middle of the 1990s, the Internet shopping mall has grown fast as one of the types of electronic commerce, with Web technologies playing a key role convenience, bigger selections, competitive price, more access to information, product quality, and time to get product are all projected to boost the rise of the Internet shopping mall(Y.-M. Kim & Shim, 2002). However, it appears that using the Internet system for strategic reasons is not always successful for a single retail mall. It should compete with other online shopping malls, traditional retail outlets, and physical stores(Ahn, Ryu, Han, & applications, 2004).

Despite the fact that internet penetration is increasing, web shopping acknowledgment is still behind particularly in developing countries. Information on web penetration uncovers that it is quickly extending even in non-industrial countries, such as 66.4 percent in Brazil, 52.2 percent in Japan, 45.1 percent in USA, 68.6 percent in Turkey, and 57.6 percent in Malaysia (internetlivestats.com). Regardless of this, the extent of web retail in all out retail in these countries is as yet 1%-5%(Song, kyeong Kim, & Kim, 2001). There could be an assortment of purposes behind this. Many researches has been undertaken around the world to better understand the factors that influence online shopping and channel adoption, including hurdles and drivers. As soon as internet buying became popular, various studies began striving to discover these aspects. This study attempts to investigate the challenges to internet retail's acceptance as a shopping channel and its impacts on various age groups(G. S. J. A. J. o. Q. Kim, 2007).

2.2   Theory of perceived risk

Bauer (1960) presented the theory of perceived risk, which has since been widely used to address a variety of consumer behaviour challenges(Li et al., 2009). Consumers may be unsure about a purchasing decision and the implications of incorrect or wrong judgments which consequently makes shopping a risker action (Dowling & Marketing, 1986)."The nature and level of chance apparent by a customer while considering a specific buying choice is characterized as Perceived risk(Wai et al., 2019). Perceived risk is "An emotionally resolved expectation of loss (Mitchell, 1999).

Because E-shoppers have restricted direct access to items and salespeople, the amount of perceived risk may also increase more in the online purchasing environment (Qalati et al., 2021).Consumers are hesitant to use the Internet as a buying channel due to increasing perceived risk (Ariffin et al., 2018; Ventre & Kolbe, 2020). Physical, sociological, products, convenience, financial, and psychological risks have been recognized as six components of perceived risk related with

14

shopping (Lăzăroiu et al., 2020)product and Financial risk (FR)s have been shown to adversely affect the clients' Internet buying expectations among the six types of risks related with buying(Ariffin et al., 2018). While both male and female online shoppers express increased reservations about the privacy of their private details during online transactions, psychological risk is also gaining greater attention (Bhatti, Akram, & Review, 2020)However, past research has found limited clarity on the impact of each type of risk perception on customers' purchase behavior. Product risk had the considerable effect on clients' buying expectations inferable from an absence of item information on the Internet. Notwithstanding the benefits of E-business over customary trade is high and the positive projections for future improvement of web based purchasing(Saini, 2020), the downsides of this shopping approach are turning out to be progressively evident (Ariffin et al., 2018).Risk is a significant factor of buyer conduct, and it contributes to the understanding of why people avoid online shopping.

There are two theoretical approaches on information-perceiving behaviour and consumer buying decision-making (Sedang, 2020).One focuses on the uncertainty of a choice's outcome, while the other focuses on the costs or implications of that action as well as another focused on the costs or repercussions of such outcomes. . Regardless of the way that clients trust the Internet to enjoy a great deal of benefits, in general discussion it is a portion of the risk related with any trade.

While contrasted with conventional retail designs, buyers percieved a higher risk c while shopping over the Internet (Dai, 2007). Percieved risk is depicted as the possibility of losing cash during web based purchasing to obtain an ideal outcome; it is a blend of vulnerability and the probability of a genuine result. Purchasers' craving to procure things by means of the web is diminished by apparent risk (Pandey & Parmar, 2019)

Purchasers expands impression of chances and for this online shopping work as a disincentive way to their purchasing goals. As indicated by certain scholars, the apparent risk of E-business

adversely affects internet purchasing conduct, mindset about use conduct, and the goal to buy on E-trade (Musyifah, Simanjuntak, & Review, 2016; Wu, Ke, & journal, 2015).

Online shopping bring diversion in E-trade. In web based purchasing, the probability related with the purchasers is often bigger than the related with the seller. Customers' powerlessness to straightforwardly esteem the nature of an item, the absence of individual contact with a sales staff, the expenses of figuring out how to utilize the web or website, the progress from different channels to the websites one, the age of tension and stress for shoppers who feel awkward utilizing the web, and the shortfall of collaboration and social challenge may be generally connected with internet purchasing(Haider, Nasir, & Technology, 2016).

Customers on the Internet might be reluctant to provide credit card data to any business and they may lack trust in most Web companies to participate in financial transactions with them. Purchasers' impression of risk make an interpretation of its hesitance to use credit card data over the Internet, coming full circle in their relinquishment of electronic exchanges PR, FR, PRR have an influence on online purchasing and may explain the hurdles to online shopping (S. Bashir et al., 2021).

2.3   Product Risk

Purchasers should depend on rather restricted data and photographs gave on the PC screen in order t o make purchase online. The Internet, similar to a non-store purchasing, makes it hard to examine real products. Product risk refers to the risk related to specification of product (Dai, 2007).What's more, the loss endured when a brand or item neglects to proceed as expected result inadequacy to assess the item's quality fittingly for online buyers. The fear that product won't come to expected standards it was designed to meet is referred as product risk. Product risk, frequently known as performance risk, alludes to the chance of neglecting to address the issues of the client on the basis of product quality and specifications(Pandey & Parmar, 2019). The risk and loss supported

when a brand or item doesn't perform as intended is known as product performance risk(S. Bashir et al., 2021). It is a critical hindrance in web shopping.

Buyers have restricted data about things and don't have genuine items to review prior to buying on the web, so the risk of buying the bad items is extensive to them, and the items may not arrive as the expected guidelines. Because of inadequate site usefulness, around 82% of online customers leave their shopping carts without completing transaction. Product risk has been displayed to impact online buyers in past researches (Song et al., 2001). In contrast, one of the research found that there is no link between product risk and internet shopping.

The expected quality of product or service excellence is what customer's looking for in product. Although Internet shopping mall sells both physical and online goods, the underlying principle of product quality is the same as in traditional shopping. Product quality and diversity appear to be the most relevant aspects (Ahn et al., 2004).

Product quality alludes to the item's genuine specification as well as the consistency of the Internet shopping center in term of quality, details and the mall quality specification of the actual item. The range of things provided from a store is known as variety. Customers are more inclined to visit an online shopping mall that offers a wide range of high-quality products. Clients are even more disposed to visit an internet shopping center they like to perceived the Internet shopping center as valuable and keep on visiting it in the event that the item quality matches their assumptions (Wai et al., 2019).

A crucial aspect of buyer risk assurance is that there is no certain policy. The framework for a dispute resolution mechanism is needed as a suggestive measure for consumer security and scam avoidance, as well as facilitating the online purchasing trend. All internet enterprises should implement a strategy to provide effective client support and dispute resolution components, and the federal government and state governments should make plans to establish free exchange

dispute resolution centers to settle disputes (Y.-M. Kim & Shim, 2002). This will facilitate the ecommerce trend.

Poor product selection due to shoppers' inability to effectively appraise product quality online may result in product performance risk. Barriers to contacting, encountering, and tasting the item or service on the web, as well as mistaken item tones and deficient data on quality features relevant to the client, may restrict the ability to evaluate item/service quality on the web,resulting in increased product performance risk(Ariffin et al., 2018).

Because online shoppers are unable to personally inspect and verify product quality and alternatives, there is a greater danger of product failure(S. Bashir et al., 2021). Due to irregularities in foundations important for web based purchasing, for example, in PC screen settings and programming, item qualities may not necessarily be shown as precisely as they would be in a conventional market. As a result, when it comes to online purchasing, customers' anxiety about making a certain purchase decision grows. Consumers perceive a larger amount of product risk when buying for garments online than when purchasing in a traditional store (Ariffin et al., 2018)

2.4.1 Financial risk (FR)

Financial risk (FR) is characterized as a client's overall loss relevant to cash, which incorporates the risk of credit card information being misused. As a result, customers' seeming nervousness about using their credit cards online derives mostly from a fear of financial risk. The hesitation of consumers to submit credit card information over the Internet has been cited as a major barrier to online transactions. Many customers believe that credit card theft online is extremely simple(Ventre & Kolbe, 2020).Financial risk (FR) is defined as the possibility of incurring a monetary loss as a result of a purchase. Payment card fraud is a major form of risk for many online shoppers. Online consumers are expressing greater concerns about money loss in online transactions(Bhatti, 2021). In addition, buyers lose money if things purchased online do not

operate as intended. Despite the fact that one of the most popular benefit of shopping online is a lower price, many purchasers are hesitant to purchase things from E-shops because of additional fees such as shipping and handling.

Regardless of the extensive rise of web based shopping and the positive gauge for future development, negative prospects of this selective buying procedure are turning out to be all the more generally associated with it(Lăzăroiu et al., 2020). Buyers are worried that utilizing credit cards and sharing individual data on the Internet is still extremely risky. Financial risk (FR) alludes to the chance of losing or requiring a specific measure of cash to get an item to appropriately work.

This risk is interconnected as a purchasing medium rather than the repercussions of purchasing specific items(Pandey & Parmar). Consumers are concerned about sending credit card information over the Internet, according to a number of surveys.

This risk arises not so much because of the monetary value of the transaction, but rather because it exposes the consumer to the risk of losing money due to credit card fraud(Flanagin et al., 2014). The majority of Internet channels are wide open and vulnerable to snooping. This is one of the main reasons why, despite the fact that the Internet has become a significant tool for delivering information to consumers, it has yet to materialize as a retailing platform. Thousands of people visit corporate websites every day, yet only a small percentage of those visits result in purchases. Individual qualities and preferences may influence the possibility of making an online purchase in addition to risk(Ariffin et al., 2018). Consumers' perceptions of risk drop as they get more knowledge.

2.4.2 Product category

Another avenue of investigation is the relationship between the type of items and online shopping.

Services and convenience items, such as food and books, are more likely to be acquired online (Miyazaki & Fernandez, 2001). Despite the fact that there are few studies two categories of commodities are classified in online shopping Search goods (event/travel tickets, books, etc.) are acknowledged and media) as well as experience goods (such as clothing)(Dowling & Marketing, 1986). The research indicated that when looking for goods, in-store purchasing is less likely. People are willing to travel longer distances for experience goods. are more inclined to shop at stores regardless of shopping point distance.

Consumers typically rely on a variety of sources when making purchase decisions about search and experience items. The buyers check the quality of a product through search or experience, so items can be categorized as a search or experience product. Experience products are products whose essential product characteristics are known only when the product is purchased and used (Eryiğit & Fan, 2021). Search products are products for which you can acquire the main product attributes before purchasing. The Internet, on the other hand, has changed the way people shop. When consumers buy for different products online, their risk perceptions may differ based on availability of range of product knowledge available on the internet(Wu et al., 2015).

Multiple kinds of sorting in products may not effectively represent the key attributes of an online product, as certain specific product attributes are no longer important to search terms in the online field. For example, when purchasing online, customers cannot feel or try on clothing materials(Wu et al., 2015). This increases product performance uncertainty (for example, does it fit?) And can change the product category on the basis of information. The Internet beside this, creates different types of product information (such as technical specs and user reviews) for products like Mobile phones CDs and films more accessible to consumers, effectively reducing product risk(Dai, 2007).

It has categorized online items according to whether their main product quality is digital or non-digital. A non-digital product is a product that "can only evaluate important attributes by checking

item physically and a digital product is a product whose "mainly important attributes are evaluated by physical inspection. People are more concerned about buying quality non-digital products (such as clothing) online than when shopping in-store(Miyazaki & Fernandez, 2001). Owing to the difficulty of accurately inspecting non-digital products in an online context. Consumer risk perceptions differ across digital (e.g. video, Mobile phones, MP3) and non-digital (e.g. fashion and clothes) products, according to limited study.

2.6   Past Experience

Consumers are likely to feel increasingly comfortable and confident in purchasing online as they grow more accustomed with the Online platform as a sales medium. Previous purchase experience reduce the perceived risks connected with shopping through a specific channel and are negatively related with future purchases made using that channel to put it another way, in general, online shopping is considered a low-risk activity as customers gain more experience. In the future, you are more likely to shop online(Saini, 2020). Even while customers, for example, you can't touch the fabric to determine how it feels, or wear a denim jacket to determine the fit online. People who have bought the same thing online before may not be as worried as those who have never bought it.

 Previous research has suggested that online consumers with a lot of personal Internet-related observations have less Financial risk (FR) than inexperienced online consumers (Bhatti, 2021), but recent market research show nearly 39% of US Internet users are at risk of financial loss from online fraud.

However, there is consensus on the impact of past experience of buying online on online shoppers' buying intent. According to (Flavián, Gurrea, & Orús, 2016)online shoppers are more likely to use the Internet as a shopping channel as they gain experience. Impact of past experience of buying online on certain forms of risk perception, however, is unknown. As a result, research into how

previous online purchasing experiences influence perceived risks and future repurchase intention is needed (Li et al., 2009).

2.7   Gender

Gender disparities in online shopping have been studied extensively from diverse perspectives, including shopping motivations, attitudes, and purchasing decisions. According to(Akhlaq et al., 2016), women prefer online purchasing. Men are substantially more negative. According to(Jain et al., 2021), men are more likely to shop online, and women are more likely to surf the Internet and communicate with friends. Women are more aware of the risks associated with buying the Internet than men (W.-H. Kim et al., 2020). However, (Akhlaq et al., 2016)argued that customers' intent to buy online is influenced to some extent by the relationship between gender and product type. For example, women prefer to buy clothing, personal care products, (non-digital products) shares, and men prefer to buy home appliances, computers and accessories, software (digital products) (W.-H. Kim et al., 2020)In addition, there may be different concerns for men and women regarding online purchases(Miyazaki & Fernandez, 2001). Forsythe and Shi (2003), for example, found that women feel greater Financial risk (FR) than men when shopping online. Women's risk perceptions are influenced by recommendations from friends, according to (Verhoef, Neslin, & Vroomen, 2007), however men's risk perceptions are not influenced by recommendations from friends.

Recent market research (Forsythe & Shi, 2003) estimates that women outnumber men when it comes to Internet shoppers, despite recognizing the increased risk. However, how the different types of risks affect women's and men's online shopping intent, and different types of links to women's and men's online shopping from past experience of buying online(Akhlaq et al., 2016). Little attention is paid to explaining how it affects the perception of risk.

2.8   Conceptual framework

Online shopping experience is the independent variable in the research framework (see Figure 1) which tends to define the BI impacts on multiple kinds of risk associated with them. The framework distinguishes impacts of three forms of risk perceptions on buying intention by investigating the impact of multiple kinds of risks (PR, FR, PRR) on BI independently. In the presented conceptual framework relationships b/w variables are evaluated on the basis of two moderating factors namely 1. product category (fashion and clothes, mobile phones) & 2. Gender role (Male, female).

Figure 2.1
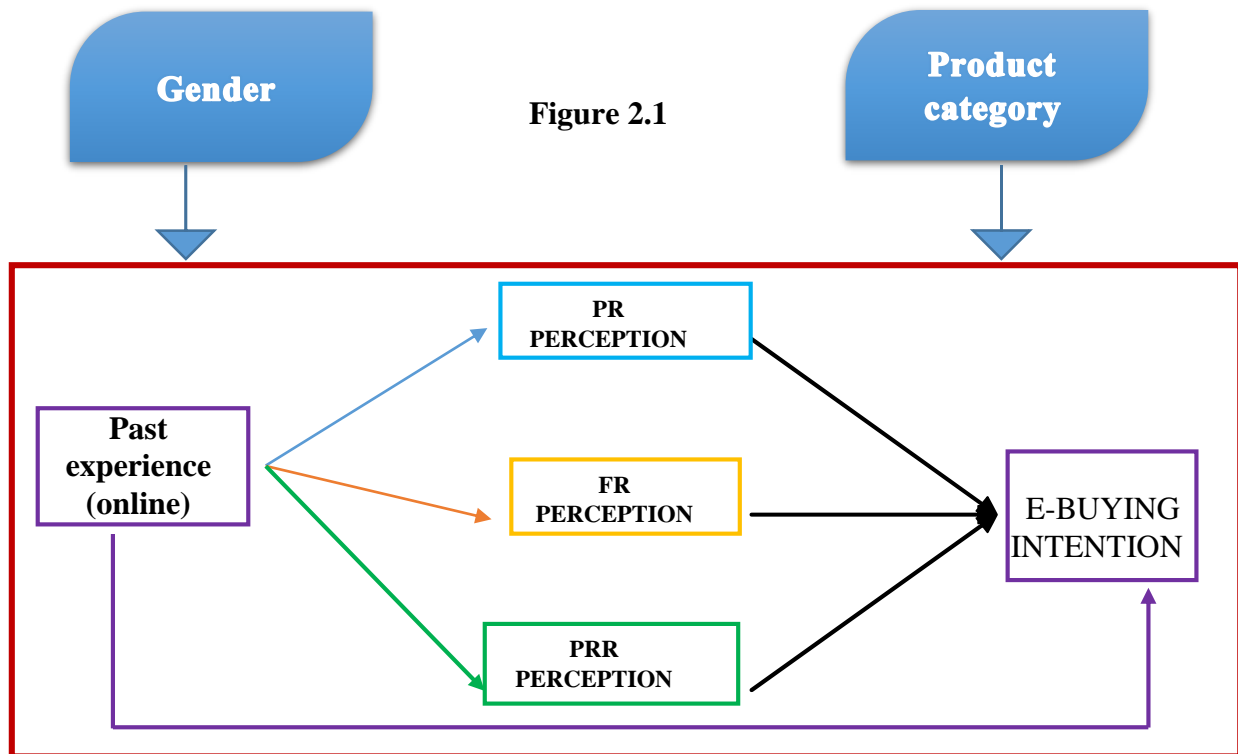
The hypothesis are :

H1: FR, PR, PRR is positively associated with BI

H2: Past experience has direct positive impact on buying intentions.

H3: Financial risk, product risk, privacy risk reduces as past experience increases.

2.10 Privacy

Consumers have been concerned for decades about how the government and, more lately, businesses utilize personal data. As a result of their concern and action, different privacy protection legislation has been passed(Forsythe & Shi, 2003). As the number of people using the Internet's information resources rises dramatically and the general public becomes more technologically sophisticated, the issue of consumer privacy is becoming more pressing.

Consumers' private data, including both individually identifying and financial information, has become a large storage area on the Internet(Wai et al., 2019). Consumers' Internet privacy as well

24

as security issues have been analyzed in several public opinion surveys and academic surveys, and they continue to be one of the top concerns regarding online buying. The massive amount of transaction information that various websites collect, often invisibly, is a major source of consumer privacy and security issues on the Internet(Musyifah et al., 2016). Consumer worries regarding privacy and security issues have been integrated into several researchers' online buying models, and the reservations have been interpreted as costs, risks, or impediments to online search and purchase.

Consumers' concerns about privacy and security are exacerbated when they are unaware of who is gathering their personal details, how companies receive it, or how the data is used(Khan et al., 2019). Consumers may be hesitant to share personal information with retailers or make online transactions (Wattoo & Iqbal, 2022). Due to privacy and security concerns, consumers may limit their online spending or even leave their shopping carts (Li et al., 2009).

Governments had also proposed measures because privacy and security concerns have been identified as one of the key hurdles to e-commerce. E-vendors who follow the law and offer a clear privacy policy on their website can raise client trust and hence consumer increase their willingness to buy online. (Katta & Patro, 2018) discovered that security and privacy for online retailers' websites were reported by respondents in a similar study. Of the most important elements affecting customers' online behavior, intention to buying privacy was also identified as one of the three primary concerns in the study. Respondents expressed concerns about personal privacy, among other things(Jain et al., 2021). Financial transaction security and excessive advertising is required to overcome this. Few other tings were:

2.10a Inconvenience

The difficulty of ordering, the inability to cancel a one-time order, and the consumer`s perception of delays in procuring or returning products are all associated with convenience risks. When

customers search for products on their website and compare products from one company to products from another, most people don't know how to work and are looking for the right product, which is a loss of time(Bhatti, 2021). Also, purchasing time increases. Most of the transactions fails in online process because customers are unable to find the right product or complete an online transaction due to lack of awareness(Qalati et al., 2021). Unfortunately, only about 1% of the population has access to the internet, with the majority of individuals unable to communicate in English. Convenience risk has a considerable negative impact on internet purchases, according to studies. In contrast, several studies suggest that the risk of convenience has little impact on internet shopping In the future the impact of convenience risk on online shopping is needed to consider.

2.10b Loss of time

Time / inconvenience risk refers to the loss of time and the resulting inconvenience, trouble in navigating and placing orders, discovering appropriate Web sites, or product delivery delays. A disorganized or confused Web site data, as well as pages which are too sluggish to download, are two primary sources of dissatisfying online encounters that may be considered a time and convenience risk(Wattoo & Iqbal, 2022). Some internet shoppers are also concerned about possible delays or issues in acquiring requested products.

2.11   Product category

Another avenue of investigation is the relationship between the type of items and online shopping.

Maintenance and convenience items, such as food and books, are more likely to be acquired online(Saini, 2020). Despite the fact that there are few studies but they have classified it in two categories of commodities are classified in online shopping. Search items (event/travel tickets, books, etc.) and as well as experiential goods (such as clothing) are acknowledged. The research shows that when looking for goods, in-store purchasing is less likely to purchase (Tsai & Yeh, 2010). People are willing to travel longer distances for experiential products.

When making purchasing selections for either search or experience items, consumers tend to rely on different sources (Wang et al., 2013). According to (Dai, 2007)consumers can check product quality through search or experience, and so items can be classified as search or experience products. Experience-based products are products whose essential product characteristics are known only when the product is purchased and used. Search products are products for which you can acquire the main product attributes before purchasing(Flanagin et al., 2014).

The Internet, on the other hand, has changed the way people shop. When consumers buy for different products online, their risk perceptions may differ based on availability of range of product knowledge sources on the Internet(Bhatnagar & Ghose, 2004). Categorizing products by search and experience may not effectively represent the key attributes of an online product, as certain specific product attributes are no longer important to search in the online mode. When buying on the Internet, for example, customers are unable to feel the material of a garment or try it on. This increases product performance uncertainty (for example, does it fit?) And can I change the product category depending on the availability of the information source(Nepomuceno, Laroche, Richard, & Services, 2014). While the online websites provide various types of product information (such as technical specs and user reviews) for products like Mobile phones CDs and films more accessible to consumers, effectively reducing product risk.

(Q. Zheng et al., 2020) have categorized online items on the basis that Whether their main product quality is digital or non-digital. A non-digital product is a product in which "the main attributes of product can only be evaluated by physical inspection of the product"(Gilovich & Gallo, 2020), and a digital product is a product in which "the main attributes are physical". It is a product that can only be evaluated by inspection. Product inspection (Khan et al., 2019) (Pandey & Parmar, 2019). Consumers have expressed more reservations for buying quality non-digital products (such as clothing) online than when shopping in-store (Flavián, Marín, & Orús, 2017). owing to the difficulty of accurately inspecting non-digital products in an online context. Consumer risk perceptions differ across digitized (like gaming, Mobile phones, videos) and non-digital (e.g. Fashion and clothes) products, according to limited study.

Table 2.1 Constructs and definitions

Constructs	Reference	Definition
Financial Risk (FR)	(Masoud & Management, 2013)	The likelihood of incurring a financial loss as a result of an internet purchase.
Product Risk(PR)	(Hong, Zulkiffli, & Hamsani, 2016)	Probability of receiving defective and wrong product
Privacy Risk(PRR)	(Arora & Rahul, 2018)	Probability of using personal information used in transaction in wrong manner.
Gender	(Zhang & Prybutok, 2003)	Men vs. Women
Product category	(Dai, 2007)	The classification of online items is based on whether product category is digital or non-digital .
Online shopping experience	(Mosteller, Donthu, & Eroglu, 2014)	The length of time and frequency with which online shoppers shop

CHAPTER NO 3

METHODOLOGY

The research design of this study is described in this chapter. This section also describes the tools used to collect data, the population and samples surveyed, the protocols, and the statistical approaches used to analyze the data.

3.1   Research method

Online shoppers' perceptions of the three forms of risk (PR, FR, PRR), buying intentions, past experience and demographic variables were all measured via survey questionnaire. To clarify the relationships between variables in conceptual model, we examined the quantitative data collected in the study using a series of simple multiple regression models. From a wide variety of the online product to buy clothing and Mobile phones products were selected. This study's shopping setting were chosen for two reasons. For starters, because clothing and Mobile phones is one of the most commonly purchased items on the internet (Corcoran, 2010. Second, the Fashion and clothes category has products with high non-digital attributes, while Mobile phones products have high digital attributes. Online shopping attitude data was collected from a sample of 400 consumers from malls in Islamabad. The sample size is chosen on the basis of methodology following from past researches following average sample size technique. According to (Boddy, 2016)400 sample

size is enough to represent population.The participants were filtered by asking about their online shopping experience "do you have done online shopping in last six months of clothing or apparels?" Those who answered positively were selected to pursue with survey. All participants were asked to answer questions about buying Fashion and clothes and Mobile phones online. Mall intercept strategy is one of the most authentic strategy for collecting true means of data and people of all ages in malls may be are frequent users of products online as inspirations and enthusiastic internet shoppers.A self-administered survey has been created for measurement of (1) Past online purchase experience of participants in clothing and Mobile phones products (2) Three sorts of risks linked with purchasing Fashion and clothes and Mobile phones products, according to consumer perceptions (3) Intentions to acquire Fashion and clothes and Mobile phones products online in the next six months. The constructs in the conceptual model were measured using likert scale based on a review of past researches. Participants' past online shopping experiences are measured by (1) number of months they have used the Internet as a channel for clothing and Mobile phones products purchases , (2) how often they have used it, and (3) their approximate online spending on clothing and Mobile phones. Second risk measures were created by incorporating elements of previously published research on risk awareness when purchasing online.

Table shows those items with the highest perceived factor of risk. 7-points Likert scale analysis, where 7 means strongly agree & 1 means strongly disagree was used to collect data. Respondents were assumed to rate their experiences about statement on 3 particular types of risk in the form rating from 1 to 7. In the lateral part respondents were assumed to answer their future perception about purchases of products fashion clothes & mobile phones online in coming six months on the basis three items provided in table . Demographic features of the individuals were also assessed.

Respondent's perception about PR, FR, PRR, PE, BI were collected on Likert scale. To know the difference of characteristics education and job related information were also choosing to make part of questionnaire.

Table 3.1: Questionnaire measurement

Perceived product risk	(Nepomuceno et al., 2014)	`1. I feel difficulty in assessing quality of (fashion, mobile phones) products online. 2.It is really difficult for me to compare the characteristics of two likewise products online 3.The online-purchased Fashion and clothes/Mobile phones items may not perform as intended
Perceived Financial risk (FR)	Sweeney, Soutar, & Johnson (1999)	It's possible that my credit card information isn't safe. 5. I'm concerned that I won't get the stuff I ordered. 6. I may be able to find the identical Fashion and clothes/Mobile phones items for a lower price elsewhere (e.g. store, catalog).
Perceived privacy risk(PR)	(Miyazaki & Fernandez, 2001)	7.I feared to purchase online because online stores may share my personal information with other retailers and relevant companies. 8. I avoid shopping online because I suspect that in online shopping E-retailers keep check on my shopping intentions and purchases I make. 9. I avoid shopping online because I assume that online retailers will contact me later on without my consent.
Past experience of buying online(PE)	(Nepomuceno et al., 2014)	How frequent are you shopping for Fashion clothing and Mobile phones on the internet? 11. In the last six months, how frequent you utilized E-stores in order to buy clothing or Mobile phones? 12. How much money you have spent on online shopping of Fashion and clothes/Mobile phones in last six months?
Online purchase intention	(Ling, Chai, & Piew, 2010)	13. Though there are multiple options available to buy fashion clothes and mobile phones still I prefer to buy it from online stores. 14, I am highly likely to acquire fashion and mobile phone product from e-stores in coming six months. 15. I am quite likely to acquire fashion and mobile phones product from e-stores in coming six months

3.2 Research interface

Four (400) shoppers were picked from the malls and shopping arenas to collect information using convenience sampling i.e., any shopper available in mall irrespective age, gender. They were invited to take part in "consumer perceptions to online shopping and risks factors attached by" as per questionnaire. The respondents were requested to fill the complete Performa.

3.3 Study strategy

Mall Intercept survey methodology is utilize to gather information through a semi organized survey at The Centaurus Shopping center, Safa Gold Shopping center, Giga Shopping center following (Bush & Hair Jr, 1985) because it shows up that the shopping center captured is valuable strategy for collecting valuable data set of alluring and undesirable behaviors. These shopping centers were chosen because targeted population comprising all age groups are easy to approach in these malls due to versatility and wide range of products and easier shopping under one roof. The questionnaire was based on the questions regarding basic demographics and three risk factors pertaining to past experience and buying intentions. The questionnaire was adapted and adopted in nature.

3.4 Research Approach

All the construct's' reliability was checked using Cronbach alpha technique and EFA. Then the data was investigated on the basis of running multiple regressions and other statistical tests to see disparity and results.

3.3 Analysis

The demographic data was analyzed using descriptive analysis in SPSS 12.0. In terms of frequencies, the sample's characteristics and Demographics were investigated. Gender academic

& professions are all factors to consider in online buying experience in terms of the length of time spent and frequency of purchase in shopping online. To analyses the data and complete the research, various statistical methodologies were used. First, the validity of the scales used in this study was tested using Exploratory Factor Analysis because they were created by co-integrating the items from past researches & building new items for questionnaire. In the lateral stage simple and multiple regressions were run to check the correlations between variables proposed in model and hypothesis for testing and to check the gender difference in terms of PR, FR, PRR & BI attached with online shopping. In order to investigate the extent to which financial risk, product risk, and privacy risk influence consumers' buying behaviour with regard to online purchasing, the simple regression technique is employed. According to Michael H. Kuntner, Christopher J. Nachtsheim, and John Neter (2005), simple linear regression is a statistical technique that enables us to analyse and describe correlations between two continuous (quantitative) variables. Regressions forecast the future values of the dependent variable by using the past relationship between the dependent and independent variables.

Fig 3.1 Saunders' Research onion

Techniques and procedures
Questionnaire survey
convinence sampling ,Exploratory factor
analysis, multiple regressions, cronbach
alpha technique

Time horizon
Cross sectional data

Choices
Quantitative data

Reseach strategy
Experimental research

Research approach
Deductive approach

Research
philosophy
pragmatism
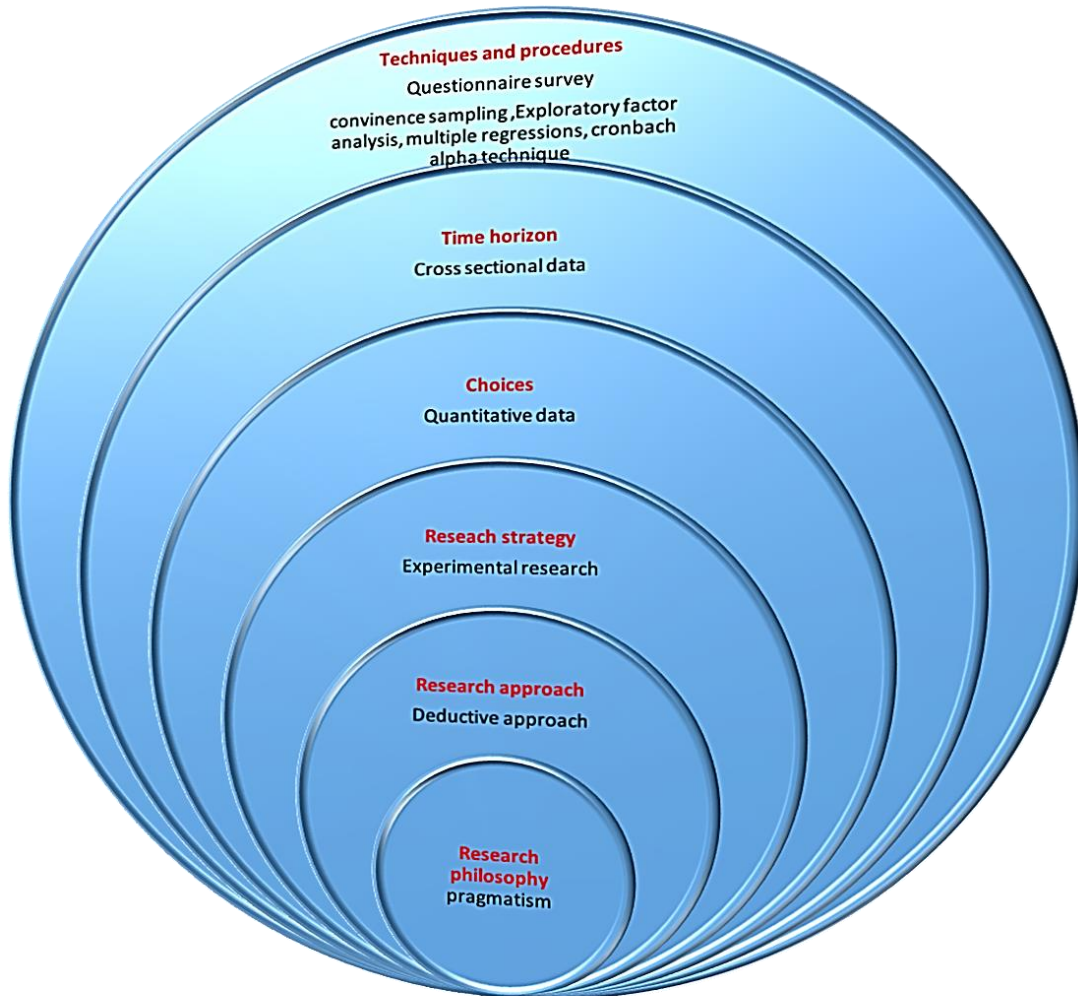
CHAPTER NO 4

RESULTS AND DISCUSSIONS

This chapter contains the data analysis as well as a discussion of the findings based on questionnaire. The questionnaire technique was adopted to measure the influence of three types of risk perception Privacy risk, Financial risk and Product risk. Questionnaire was divided into two main sections with subsections, first section dealt with the demographics of the respondents and the second major portion was concerned about the three kinds of risks with respect to buying intentions and past experience.

4.1 The sample's description

Participants from malls took part in the survey. 336 authentic and complete responses were collected from the 450 survey forms distributed in 3 major malls and 1 super market in Islamabad resulting in a 76.44% response rate. The respondents ranged in age from 20 to 45 years old. A median age of 28, indicating a different population of online shoppers. 62% of the total 336 respondents were females, whereas 38% were male. Values related to demography is represented in table 4. Only a few of the respondents had no prior online shopping rest of the respondents has experienced in shopping online for both product ranging from 1 year to 5 years. The majority of responders had purchased clothing (97.5 percent) and Mobile phones (94.9 percent)

Table 4.1: Age demographics of All Participants

AGE	Frequency	Percentage
20-24	28	8.4
25-29	74	23
30-34	52	16
35-39	91	27.08
40-44	39	11.60
45-49	29	8.7
50-54	23	6.9
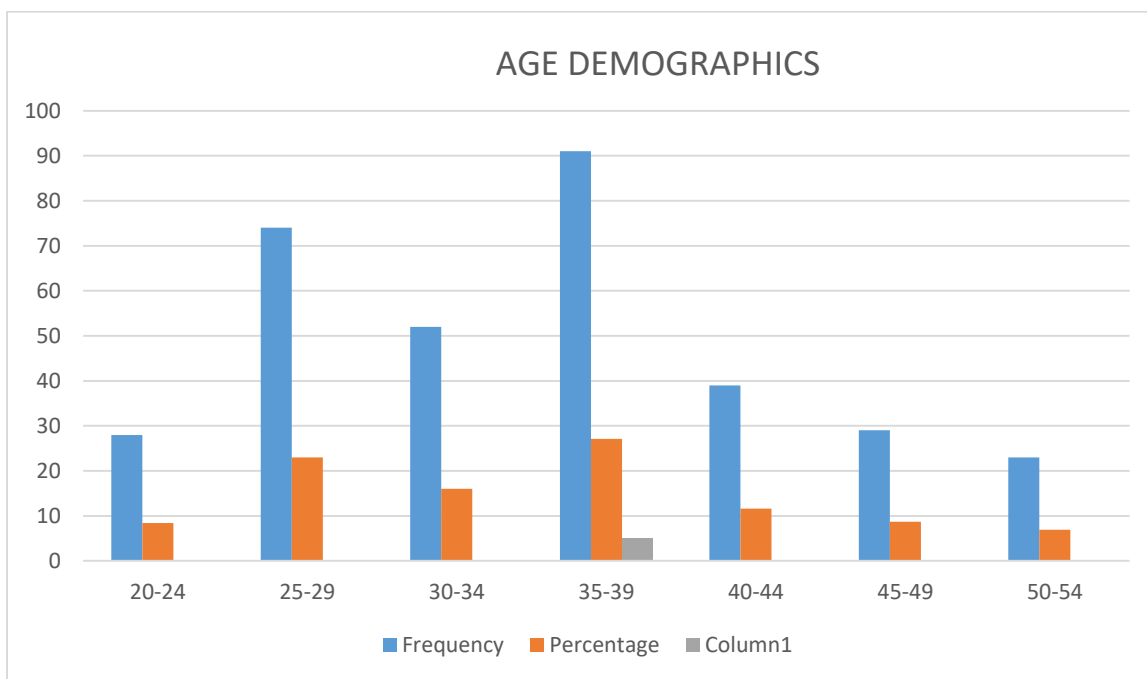
The result of data has depicted that most of online shoppers participated in this survey belongs to group of 35 to 39 age bracket. While 23 percent of the participants are of 25 to 29 age. Apparently majority of the participants are of young and adult age group and all groups has some presentations.

Table 4.2 : Gender demographics of participants

Gender	Frequency	Percentage
Male	142	44.2
Female	178	55.95

The table depicts that 44.2 percent of the participants belonged to male gender while 55.9 represented female gender who has participated in survey.

Table 4.3: Occupational demographics of participants

Occupation	Frequency	Percentage
Government employees	73	21.72
Private	58	17.26
Semi government	72	21.43
Housewife	49	14.58
Business	84	25
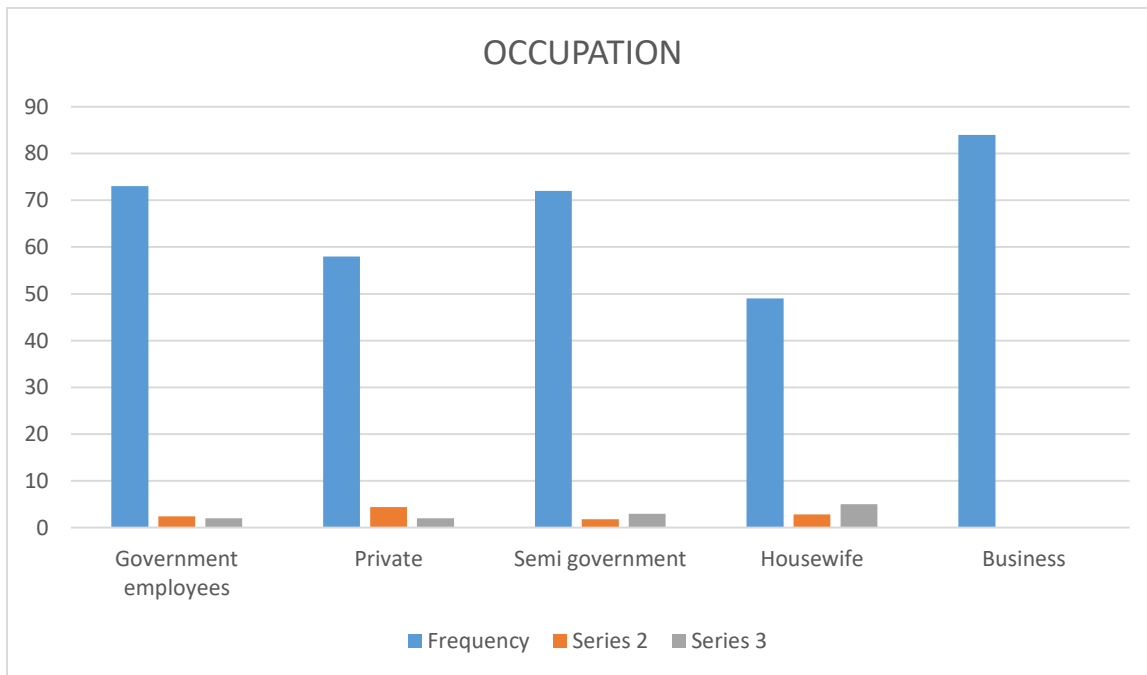
Majority of the participants belongs to government and semi government employees while private housewives and business has also share portion according to figures given in tables. Majority of the participants were government and semi government job holder .

Table 4.4: Participant's years of shopping fashion and clothing online

Years of shopping online	F	%age
0	36	10.71
1	83	24.78
2	82	24.4
3	74	22.02
4	35	10.41
5	26	7.74
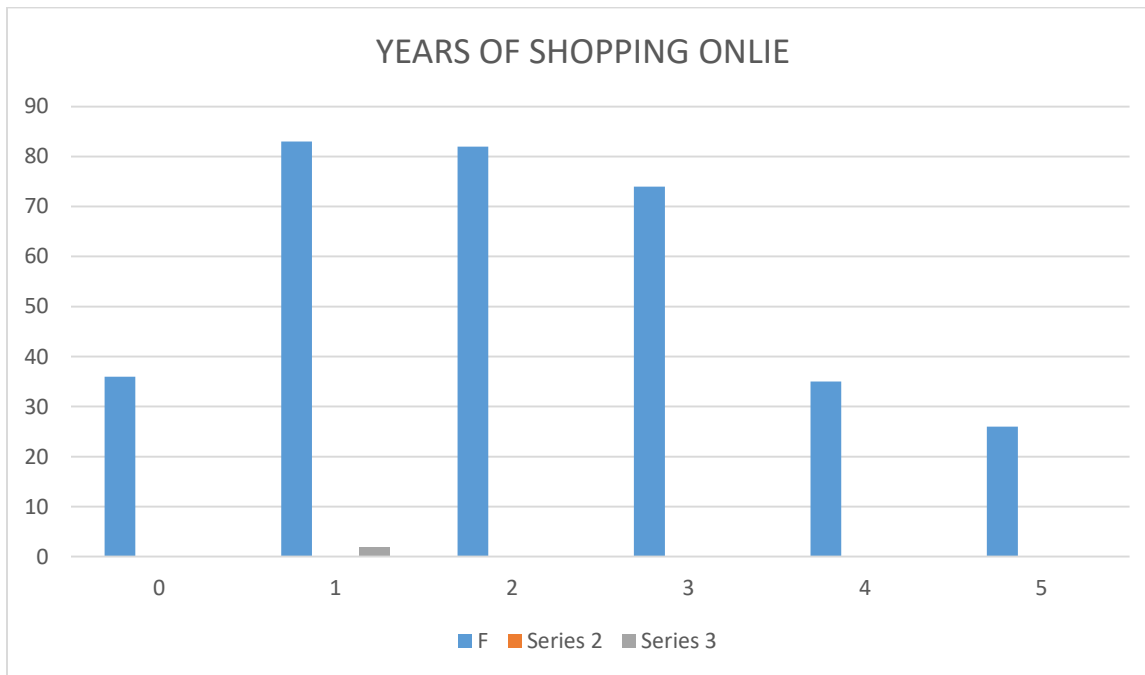
Majority of the participants has 1 or more years of experience in shopping fashion clothes online while 10 percent has no experience in this product category. Almost 25 percent of the participants are of 3 years online shopping experience.

Men Table 4.5: Participant's years of shopping mobile phones online

Years of shopping online	F	%age
Mobile phones		
0	12	3.57
1	85	25.29
2	99	29.46
3	81	24.10
4	27	8.03
5	32	9.52

Most of the participants has past online experience of mobile phone shopping from online web stores. Only 3.57 percent of people choose that they don't have prior experience of buying mobile phones online. 29.46% of participants are of view that they have 2 years of online shopping experience of mobile phones online. 24.10 percent of participants has 3 or more years of experience 8.03 percent of participants has 4 years of experience only 9.52 percent of participants chooses to have 5 years or more of experience.

Table 4.6: Participant's frequency of shopping fashion and clothing online

Online shopping frequency		
Fashion and clothes	Frequency	Percentage
0	35	10.41
1 time	118	35.11
2 times	98	29.16
3 times	58	17.26
4 times	10	2.97
5 times	14	4.17
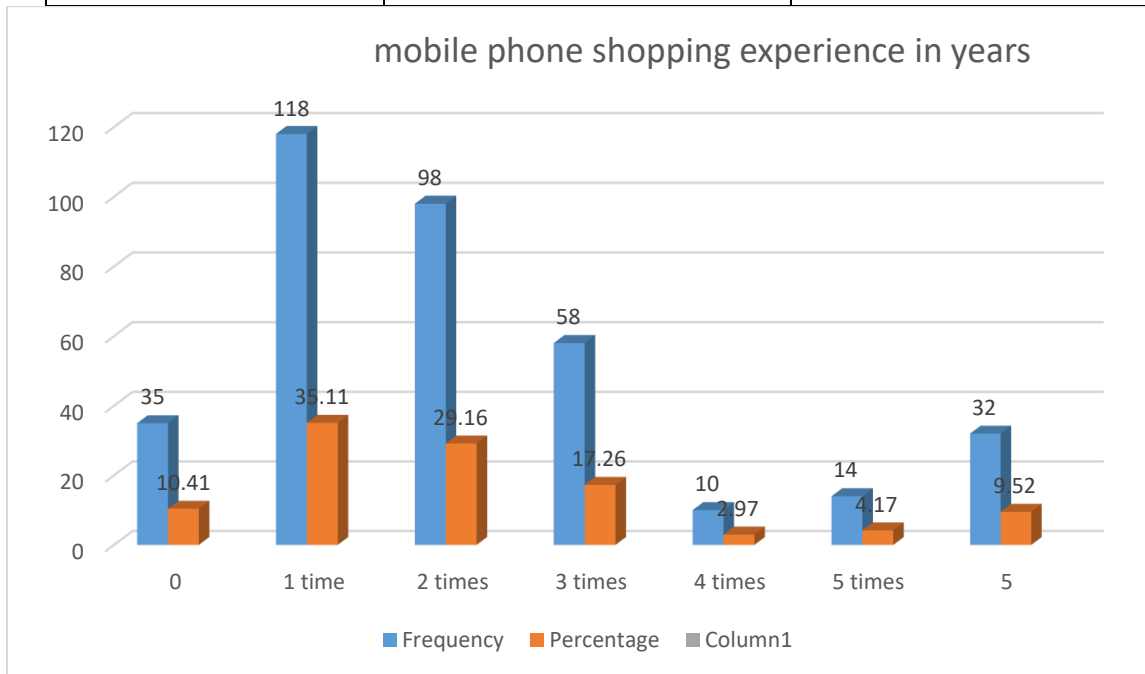
35.11 percent of participants believes that they tend to buy at least once a year from online stores while 10.41 percent show zero tendency towards online shopping. 10.41 percent of the participants has zero tendency to shop online. 29.16 percent of the participants usually buy twice a month atleast. 17.266 percent of participants has tendency to buy thrice or more. While, only 2.97 and 4.17 percent of participants has tendency to purchase frequent like 4 to 5 times respectively.

Table 4.7: Participant's frequency of mobile phones online

Online shopping frequency		
Mobile phones	Frequency	Percentage
0	21	27.08
1 time	90	26.78
2 times	45	13.39
3 times	99	29.46
4 times	72	21.42
5 times	7	2.08

29.46 percent of participants believes that they had experienced mobile phones purchases thrice in online shopping environment. While, 27.08 has no tendency towards online shopping of mobile phones.

Table 4.8: Participant's spending on Fashion clothes online

Online shopping spending's		
Fashion and clothes	f	Percentage
0-1000	81	24.10
1000-2000	127	37.7
2000-3000	69	20.54
3000-4000	24	7.14
4000-5000	14	4.17
More than 5000	22	6.54

The data indicated that 37.7 percent of people spend approximately 1000 to 2000 money on buying fashion clothing online. While, 24.10 are reluctant to buy fashion clothes online. 20.54 percent used to spend approximately 3 to 4 thousands monthly on shopping through online platforms. 4.17 percent of the participants spends 4 thousand to 5 thousands monthly on buying

apparel online. While, only 6.54 percent of participants choose to shop only more than 5000 a month.

Table 4.9: Participant's spending on mobile phones purchases online

Spending	frequency	Percentage
10000-15000	58	17.36
15000-20000	108	32.14
20000-25000	75	22.32
25000-30000	21	6.25
30000-40000	12	3.57
More than 40000	27	8.05

The data of above table indicates that 32.14 percent of consumers tends to buy mobile phones online in range of 15 to 20 thousands while only 3.57 percent tends to buy mobile phones online worth 30,000 to 40000. 22.32 percent of participants indicated that they tends to spend 20,000 to 25000 on online mobile phone shopping in previous 6 months.

Table 4.10: Cronbach Alpha of constructs

Factors from EFA	α
Financial risk	0.7980
Privacy risk	0.8298
Product risk	0.7256
Buying intention	0.6792
Past experience	0.6289

Table 4.10: Constructs, factor loadings, scale reliability scale items of perceived product risk

Constructs	Loadings (EFA)	Standardize coefficient of determination (CFA)
Perceived Product risk (PR) I feel difficulty in assessing quality of (fashion, mobile phones) products online.	.58	.636
It is really difficult for me to compare the characteristics of two likewise products online.	.108	.714
The online-purchased Fashion and clothes/Mobile phones items may not perform as intended.	.75	.832

α = .91/.96 (Fashion an and clothes/Mobile phones) Variance =31.5%/36.6% (Fashion and clothes/Mobile phones)

Factor loadings of all constructs of perceived product risk is more than .6 and is found to be valid for study.

Table 4.11: Constructs, factor loadings, scale reliability scale items of perceived Financial risk

Constructs	Loadings (EFA)	Standardize coefficient of determination (CFA)
It's possible that my credit card information isn't safe.	.769	.890
I'm concerned that I won't get the stuff I ordered.	.724	.952
I may be able to find the identical Fashion and clothes/Mobile phones items for a lower price elsewhere (e.g. store, catalog).	.890	.815

α = .89/.84 (Fashion and clothes/Mobile phones) Variance = 18.4%/17.9% (Fashion and clothes/Mobile phones)

All factor loadings are valid for study construct with values more than 0.6.

Table 4.12: Constructs, factor loadings, scale reliability scale items of perceived Privacy risk

Constructs	Loadings (EFA)	Standardize coefficient of determination (CFA)
I feared to purchase online because online stores may share my personal information with other retailers and relevant companies.	.832	.945
8. I avoid shopping online because I suspect that in online shopping E-retailers keep check on my shopping intentions and purchases I make..	.819	.895
9. I avoid shopping online because I assume that online retailers will contact me later on without my consent.	.947	.748

α =. 88/.85 (Fashion and clothes/Mobile phones) Variance =10.9%/12.7%(Fashion and clothes/Mobile phones)

Values of all factor loadings are found to be valid for study.

4.2 **Validity and dependability of the construct**

The researcher utilized an Exploratory Factor Analysis (EFA) to examine the validity of all scale items in the survey questionnaire because they were either adapted from other studies or self-administered. All scale items were tested for reliability using Cronbach's alpha. Because the variables were conceptually connected, factor analysis was performed. Table shows the findings of the principal component analysis with Kaiser normalization. A standardized factor loading of more than .6 denotes a high factor loading (Miyazaki & Fernandez, 2001). All scale items for the three types of perceived risks were found to be valid, with a factor loading more than.6.

Prior internet purchasing experience, risk perceptions, and purchase intents are all factors to consider. Factor scores were determined before the regression analyses were performed to check average the scores each construct's in three items. As a result of the respondents 'The average amount spent on internet purchasing was calculated using a category ordinal scale. Previous online buying experience is not used into the factor score calculation. As a result, we estimated the factor score of past online purchasing experience and averaging the online shopping frequency, on SPSS, a number of regressions (simple. multiple) were run to check the relationship strength between variable suggested in the model. In order to test H1: impact of PE on PR, FR, PRR and BI, H2: impact of PR, FR, PRR on BI, H3: impact of PE on BI via PR, FR, PRR, we had used simple and multiple regression. For each product category, the connections were investigated both in group and individually.

CFA is a useful technique for evaluating the accuracy and dependability of measures (Bagozzi & Foxall, 1996). The composite reliability of the constructs is further investigated by using goodness-of-fit . The following crucial indices are used with EFA: Chi-square, Chi-square/df, Comparative Fit Index (CFI), Index (TLI), and Approximate Root Mean Square Error. By looking at the chi-square statistic, the goodness - of - fit index (CFI), and the root-mean-square error of approximation. By evaluating at the chi-square value, the exploratory factor analysis of reliability factor and the root-mean-square error of approximation is observed GFI and AGFI indexes are higher than 0.8. Chi-square/df is equal to or less than 2, RMSEA is equal to or less than 0.08.

4.3   Online fashion and clothes shopping

The first hypothesis of the study was to perceived how customers' views of the three categories of risks connected with online purchasing were influenced by their online shopping experience. Three simple regressions were run to check the effects related to PE (Fashion) on PR, FR, PRR, PE (Fashion and clothes) .

As a Perceptions of risk as dependent factors. The data was analyzed in both categories. The results of the simple regression shows that PE is significantly associated with product perception where β= -.57, P<0.001 & FR (β= -.75, P<.001) while, consumer intention towards PRR were insignificant. Overall, past online buying experience explained 34 percent and 54 percent of the variance in customers' perceptions of product(PR) and Financial risk (FR), respectively.

Table 4.13: Regression results of male, female (Fashion clothing)

IND VAR	DEP VAR	Standardize β	P value	R^2
Stage 1				
	PR	-.579**	.000	.340
PE	FR	-.751**	.000	.542
	PPR	.019	.684	.000
Stage 2				
PR		-.285**	.000	
FR	BI	-.501**	.000	.624
PPR		-.408**	.000	
Stage 3				
PE	BI	-.798**	.000	.657

*p < .05

 **p < .01 (2-tailed)

PE of buying online was found to explain perception of PR,FR,PRR differently for men and women respondents in regression analysis . As their online buying experience progressed, men perceived less FR (β= -.41, P<.001) but higher PR (β=.37, p<.001) & PRR (=.81, P<.001). With more E-Fashion and clothes purchasing experience, female's PR(=-.70, P<.001) and financial

(FR) (= -.98, P<.001) decreased significantly. PE on the other hand, had no effect on females perceptions of PRR (=.11, P>.05).

Table 4.14 : Regression results of online fashion and clothing shopping of men

IND VAR	DEP VAR	Standardize β	N	R^2
	Product Risk	.378**	.000	.152
Past Experience	Financial Risk	-.411**	.000	.165
	Privacy Risk	.812**	.000	.659
Product Risk		-.929**	.000	
Financial Risk	Buying intention	-.179**	.009	.512
Privacy Risk		-.598**	.000	
Past Experience	Buying intentions	.280**	.001	.069

Table 4.15 : Results of regression of online fashion and clothing shopping of women

| IND VAR	DEP VAR	Standardize β	p	R^2
	Product Risk	-.706**	.000	.482
Past Experience	Financial Risk	-.982**	.000	.959
	Privacy Risk	.102	.145	.010
Product Risk		-.172**	.000	
Financial Risk	Buying intention	-.160**	.000	.930
Privacy Risk		-.282**	.000	
Past Experience	Buying intentions	-.914**	.000	.842

*p < .05
**p < .01 (2-tailed)

To test the hypothesis 2 A and to check the relationship of PR, FR, PRR on BI, multiple regression was run where PR, FR, PRR were treated as independent and BI was treated as dependent variable.. The findings revealed that buyer's perception of PR, FR, PRR is significantly explaining variance for both males, females (β= 173.1, P<.001) for men (β= 41.18, P<.001) for women (β=859.7, P<.001). While, the variance for PR, FR, PRR to BI accounted for 62%. Explained variance for male 48% and for females are respectively. In fashion clothing shopping's male participants shows greatest impact towards PR where (β=.92) whereas females shows greatest impact towards PRR (-.982).

The third hypothesis of research was to test if past online shopping experience influenced purchase intentions. The findings revealed that, regardless of gender, past online Fashion and clothes purchasing experience had a significant impact on customers' purchase intentions. Past experience of buying online accounted for roughly 63 percent of the variation in consumers' online purchase

intentions for Fashion and clothing goods across all respondents where (β=.81, p<.001. In contrast to female respondents (β =.92, R^2 =.84, P<.001. However, the explanatory power of PE on BI for males indicated (β=.28, R^2=.067, P<.001) very low intentions as compared to women (β=.93, R^2=.87, P<.001).

Fig 3.1: Conceptual model of Fashion and clothing shopping male and female
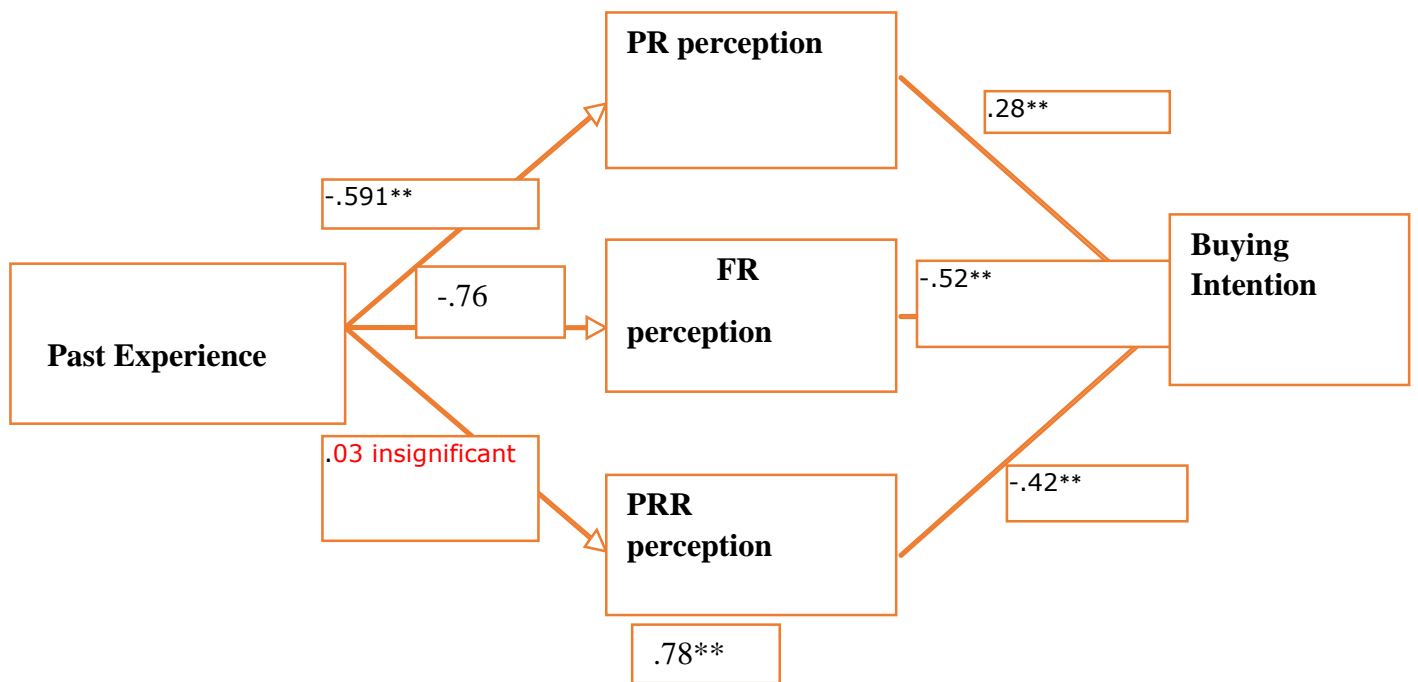
Fig. 3.2 : Conceptual model of Fashion and clothing shopping comparing male and female
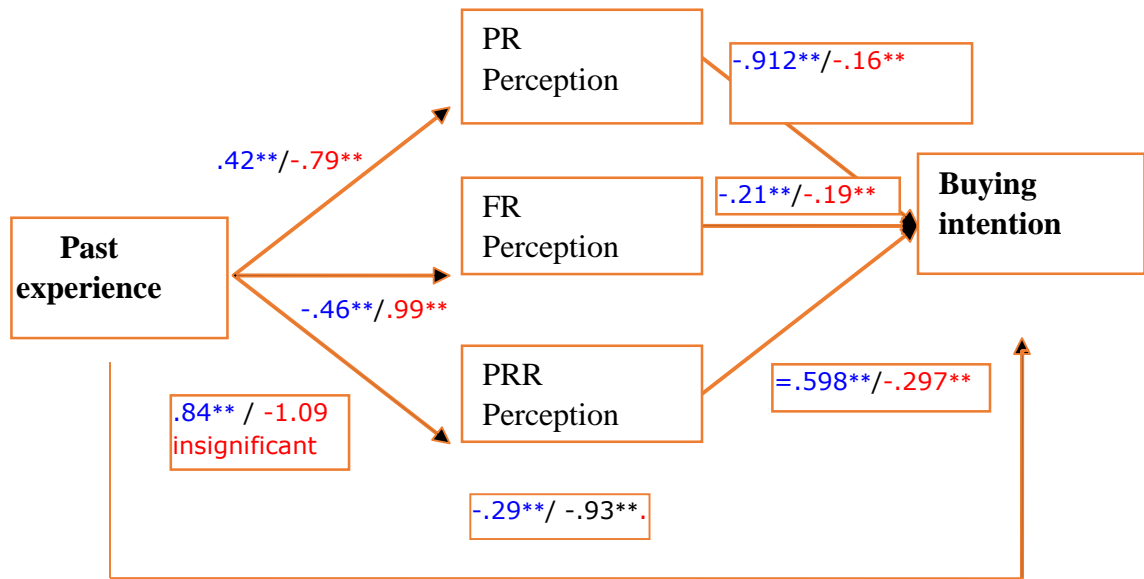
RED: Female regression analysis
BLUE: Male regression Analysis
**significant at .001(2 tailed)

It was to examine the effects of gender variation over shopping experience with respect to duration and frequency, perception of mobile phones online with the respect to FR, PR, PRR and BI. The study used T-tests to compare the means of samples. As t test was based on variance assumption so we'd checked on homogeneity of both genders and groups. Homogeneity of both groups was examined using t-tests based on the equal variance assumption. To avoid equal variance assumption violation, we had chosen to look into independent sample mean comparison.

The results of t test indicated that there is no significant difference in genders perceptions about FR attached to Fashion clothing purchases. On the other hand, Males perceived higher PR, PRR associated with this product category purchases. In terms of duration and frequency of online Fashion and clothes purchasing in the previous six months, female respondents had greater experience than males. Moreover, Females were more inclined to buy fashion products than male respondent in coming next 6 months (table 10)

Table 4.16 : Online fashion clothing shopping and gender difference

Gender	MEN		WOMEN		T-TEST	P-TEST
	Mean	S.D	Mean	S.D		
Perception of PR	4..42	3.31	4.12	6.26	1.312	.000
Perception of FR	10.19	4.29	10.36	3.89	.110	.748
Perception of PRR	15.30	3.08	9.18	6.22	11.092	.000
PE	3.58	.97	3.89	1.64	-2.092	.000
Online buying frequency	2.22	.37	3.07	1.48	-6.510	.000
Buying intentions	3.91	1.71	5.32	2.19	-6.877	.000

In category of fashion shopping online all except financial risk has significant value. Perception of product risk has P value 0.00<0.05, perception of PRR 0.00<0.005, so we will accept H1, H2 and H3 and perceived that all risks factors has strong impact over buying intention and past experience.

4.4 Online mobile phones shopping

The first Hypothesis of this study was to perceived how customers' intentions of the three categories of risks associated with buying online were influenced by their online shopping experience. The statistical analysis procedures used in online Mobile phones shopping data were the same as those used in online Fashion and clothes purchasing data. The following are the results of the regression analysis for the Mobile phones data.

According to the results of the 1st reg. analysis participants' perceptions of PR (= -.38, P<.001), FR (=-.39, P<.001& PRR*=-.12 ,P<.001) risks involved in Mobile phones shopping were significantly influenced by their previous online Mobile phones shopping experience,

All participants has shown low PR, FR, as their online Mobile phones purchase experience grew. However, despite the fact that past online Mobile phones purchase experience had a substantial impact over PR, FR, PRR, while the value of R square was low which indicates lower impact of 12% for PR, 14% for FR & 3% for PRR. Therefore, we may have summed up that PE Is not a strong predictor of PR, FR, PRR in online mobile phones shopping.

Table 4.17 :Results of regression of mobile phones shopping comparing men and women

IND VAR	DEP VAR	β	N	R^2
	Product Risk	-.382**	.000	.129
Past Experience	Financial Risk	-.390**	.000	.157
	Privacy Risk	-.122*	.029	.014
Product Risk		-.566**	.000	
Financial Risk	Buying intention	-.226**	.000	.519
Privacy Risk		-.209**	.000	
Past Experience	Buying intentions	-.719**	.000	.509

Level of significance *p < .05.   **p < .01 (2-tailed)

For both male and female respondents, previous past internet buying experience had a substantial influence on their perceptions of the three categories of risks. With more online Mobile phones purchasing experience, both male and female respondents evaluated decreased PR which is for (women β=-.38, P<.001) and for men (β==.37, P<.001) & FR (Women β=-.72, P<.001), MEN

β=.0.24, P<.001). While males are more inclined to be associated with higher PR as their online shopping experience increases, while women perceived low PR as their experience increases.

Table 4.18 : Results of regression of mobile phones shopping comparing men and women

IND VAR	DEP VAR	β	N	R^2
IND VAR	DEP VAR			
	Product Risk	-.366**	.000	.129
Past Experience	Financial Risk	-.617**	.000	.379
	Privacy Risk	.246*	.006	.057
Product Risk		.017	.856	
Financial Risk	Buying intention	-.842**	.000	.691
Privacy Risk		.041	.438	
Past Experience	Buying intentions	.719**	.000	.523

The second hypothesis was to test the PR, FR, PRR with BI. Results of multiple regressions shows that PR,FR,PRR has significant impact on BI for both genders .The three forms of risk perceptions in online Mobile phones purchasing account for about 57% variance in BI of consumers. Male and female responders had 69 percent and 55 percent explained variance, respectively. The results revealed that for male participants only FR has great significance on BI, while for women only FR failed to leave any kind of impact in buying mobile phones on internet. The third hypothesis of testing was to perceived how online shopping experiences impact purchasing intentions. The relationship between these 2 variables was investigated using a simple regression. The findings revealed that, regardless of gender, PE had a significant impact on BI of consumers. Previous online purchasing experience accounted for roughly 54% of the variance in consumers' BI for Mobile phones products across all respondents (β=.71, R2 =.506, P<.001). Both male (=.71, R2 =.514, P<.001) and female (=.77, R2 =.619, P<.001) respondents had a significant impact of PE to the variance of their BI. Figures 4 and 5 summarizes and illustrate the results of all of the regression analysis for online Mobile phones buying.

Fig 3.3. Conceptual model of mobile phones shopping men and women
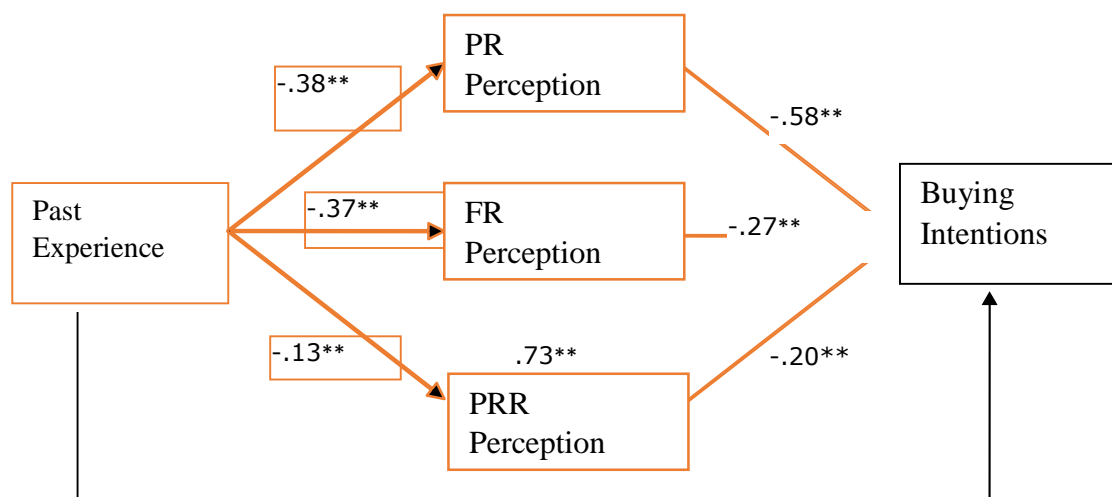
**significance level .01(2-tailed)

Fig, 3.4. conceptual model of mobile phones shopping comparing men and women
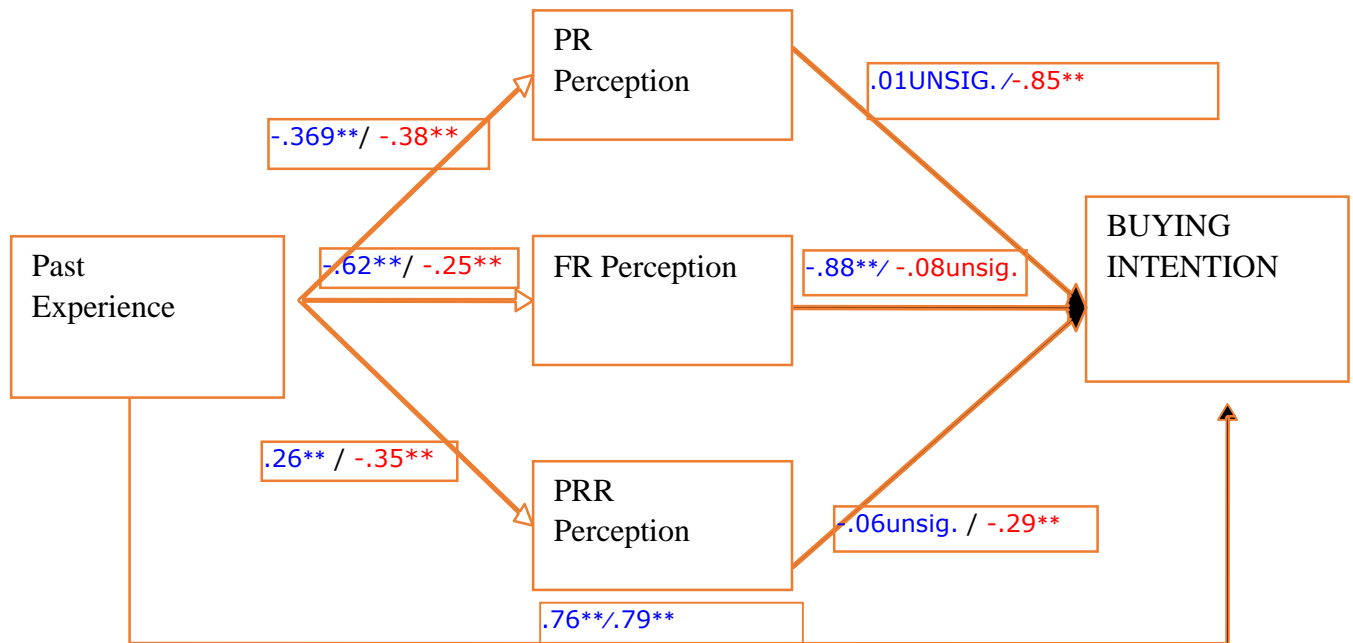
**significance level .01(2-tailed)

BLUE: Male, RED: Female

The **fourth hypothesis** was to test the disparities between men and women when it came to buying Mobile phones online. In terms of consumer perceptions of product risk when shopping for Mobile phones online, there was no significant gender difference. Male respondents perceived significantly higher Privacy Risk (PRR) (t = 11.87, P<.001) but significantly lower (FR) (t= -.56, P<.03) when buying Mobile phones online than female respondents. When it came to shopping frequency in the previous six months, females are more actively inclined towards Fashion and clothes shopping, but men were more active online Mobile phones shoppers (see 14). Even so, women reported higher online Mobile phones product BI in the next 6 months than men (T=.29, P<.001).

Table 4.20: Online mobile shopping comparing men and women

	Men		Women			
	M	SD	W	SD	T-values	P-values
Perc. of PR	8.62	4.09	7.99	4.88	1.39	.182
Perc. of FR	9.10	4.11	9.29	3.46	-.569	.022
Perc. of PRR	15.78	1.82	9.27	6.39	11.87	.000
PE	3.67	1.36	3.35	1.37	3.29	.078
E buying frequency	4.39	1.62	3.48	3.48	4.589	.002
BI	4.88	1.89	5.48	2.27	-2.610	.000

In online mobile phone shopping amongst both genders the p value of PR is .182<0.05 while financial risk is .022>0.05, Privacy risk is .000>0.05 which indicate the rejection of null hypothesis due to significance and we will accept the hypothesis that all three perceptions of risks has strong positive relation with consumer buying intention. E buying duration has value less than 0.05 so we will reject the null hypothesis while t value explains that about 3.48 percent of the people intended to buy products online in spite of presence of all three risk factors. Hence we summed up that financial risk , privacy risk and product risk positively influence buying intention of consumers in term of online shopping decision.

Table 4.21: Summary of Hypothesis

DESCRIPTION	HYPOTHESIS	ACCEPTED-REJECTED
FR, PR, PRR is positively associated with BI	*H1*	*Accepted*
BI is negatively associated with FR, PR, PRR.	*H0*	*Rejected*
Past experience has direct positive impact on buying intentions.	*H2*	*Accepted*
Past experience has negative impact on buying intentions.	*H0*	*Rejected*
Financial risk, product risk, privacy risk reduces as past experience increases.	*H3*	*Accepted*
Past experience increases the risks of financial risk, product risk, privacy risk.	*H0*	*Rejected*

CHAPTER NO 5

CONCLUSIONS

This chapter summarizes the findings, as well as their theoretical and practical consequences. This section also discusses the study's limitations.

The online shopping habits of consumers are complicated. This study investigates the customers' E-buying experiences, PR, FR, PRR & BI with respect to gender and product category impact. This research also aims to look into gender disparities in consumers' E-buying experiences, perceptions of the PR, FR, PRR connected with E-Buying & BI.

5.1 Conclusion

First, in the case of online clothing shopping, associations of variables of the research model, except for the impact of PE of clothing shopping on consumer perceptions of the privacy risks associated with online clothing shopping was significant. This means that people are much more concerned about privacy, product and financial risks during online clothing shopping. Data of study represented that men perceived higher PR attached with fashion and clothing and women do not perceive higher PR and with increasing online clothing shopping experience, as their online shopping experience grows, males become more conscious of the PRR. This could be because women research about fashion product more than males so they tend to buy less risky items. This shows that interaction and experience is a common cause that can attract and repel new customers. In order to expand turnover business entrepreneurs and sellers should come up with better dealing , manners, infrastructures. Another side is that result revealed something astonishing that men are more prone to privacy risk than females. Privacy risk here in study means risk attached to financial information theft. So a well alarmed infrastructure is needed to formed that can address this hindrance and built confidence among online consumers regarding privacy and threats attached by.

Another significance of study is that men perceived high product risk with increased online purchasing involvement for Fashion and clothes items, while ladies perceived less item chance. This is so because women E-buyers are recognizable with online shopping websites and particular Fashion and clothes item brands more since there are more female online customers and ladies tend to spend more and shop more as often as possible than male buyers when it comes to online Fashion and clothes purchasing. As a result, they consider online garment shopping to be less risky. While, men are not much inclined towards trends and brand consciousness so they may have wrong and worst experiences due to less knowledge. Gateway of information should be introducing to admire good sellers and brands so thee should be less scam and more trust building that may help flourishing online businesses.

Second, all of the correlations between the factors within the proposed research model were assumed to be critical for online Mobile phones shopping. The results indicated that as When the association between online buying experience and privacy risk for both genders, it was found that men reported higher Privacy Risk (PRR) as their online Mobile phones shopping experience (PE) arose. This is so because they might have face warranty issues and scams. Women, on the other hand, perceived high online Mobile phones shopping as posing less of a threat to their privacy. It's possible that because of their overall increasing internet experiences, men are more aware of the impact of privacy risks.

On the basis of the result reported in study we may say that all three kinds of risks have strong impact on online retailing industry. Several social suggestions rise from this research. Understanding the bidirectional relationship of buying behavior and perceived hazard that makes a difference for one to assess one's own behavior and to minimize perceived hazard.

5.2 Implications

The relationship between the three categories of risk associated with online shopping and online purchasing intent in term of suggested model is study's significant contribution. Impact of past experience of buying online on consumer perceptions of three types of Internet-related risks while buying is another addition of this study.

It carried out without considering the moderating effect of product category and gender when examining such connections. Thus, putting the proposed conceptual model to the test across a variety of product categories and genders yielded insights into how to apply it to various online buying scenarios.

For example, as men's online Mobile phones shopping experience grows, they perceive less product risk; however, as men's online Fashion and clothes PE grows, they perceive more product risk.

Future studies should investigate the impact of past experience on risk perception & BI impact on multiple risk factor in multiple cases which are not the part of this study. Main outcomes of this research have ramifications for internet shops as well. Knowing how consumers perceive the risks of online purchasing, e-marketers can take a variety of steps to make it a less risky experience for more people. For example, an online retailer can investigate the specific concerns of a male customer when buying clothing on a website and provide accurate product information. To reduce risk awareness, online retailers may reduce cost shipping and price guarantees. Online shopping experiences generally have a positive impact on consumers' buying intent, so online businesses need to strive to improve their customers' shopping experiences. The three categories of risks perception are generally negatively correlated to BI of consumers, so it's a vital practice to take a variety of steps to provide and enhance the security of your website. It is necessary to make transactions less risky in online shopping mode.

Furthermore, online businesses are needed to make their shopping interface easier to use and secure. Data threats are needed to be handle more carefully. The hindrance of product risk should be address by replace and return policy in effective manner. Financial risk should be addressed by proper channelization of activity with collaboration of banking channels. This will not only boost their sale but also a well secured purchase process will be formed accordingly.

5.3 Limitations

Only shoppers in malls and specific markets were approached for testing and data analysis. The expedient sample may not represent the entire population of online shoppers in terms of age, geographic location, income, or educational background, so there is a problem with the generalization of the entire population of internet shoppers. To get a more representative picture of online consumer behavior, similar research with a sample from all provinces would be beneficial. However, because most of youngsters and adults are avid Internet buyers, this sample was deemed adequate.

The stimulus products were chosen in a subjective manner. We recognize that no single product can effectively represent the complete spectrum of consequences connected with all online product purchases. To keep the questionnaire from getting too long, only two product categories were employed. Future research could look at different products to perceived if the current findings hold up over a wide range of categories. Finally, researchers could estimate the E buying intentions of those specific customers who wants to make purchases in certain time frame like sales and holidays to test their findings.

5.4 Policy implication

Policy makers should ensure consumers wellbeing and security, reinforcing buyer believe, and addressing challenges faced by consumers. Consumer protection act should be enforced widely and there should be wide drive to aware people about how to report buying scam. To overcome the hindrance of financial inclusion banks should be channeled in more convenient way. There should be restriction and relevant amendments in consumer protection act regarding misuse of consumer data collected through online purchases. E-policy framework should also include the proper channels and amendment related to consumer risks in online purchases so there would less reluctance and more adoption of this channel in order to boom economy.

Key Findings

The results indicated that as

1. For association between online buying experience and privacy risk for both genders`, it was found that men reported higher Privacy Risk (PRR)(PRR)as their online Mobile phones shopping experience rose. Women, on the other hand, perceived high online Mobile phones shopping as posing less of a threat to their privacy. It's possible that because of their overall increasing internet experiences, men are more aware of the impact of privacy risks.

2. Men perceived higher PR attached with fashion and clothing and women do not perceive higher PR and with increasing online clothing shopping experience, as their online shopping experience grows, males become more conscious of the PRR.

3. Another significant study is that men perceived high product risk with increased online purchasing involvement for Fashion and clothes items, while ladies percieved less item chance. Women E-buyers are recognizable with online shopping websites and particular Fashion and clothes item brands more since there are more female online customers and ladies tend to spend more and shop more as often as possible than guys when it comes to online Fashion and clothes purchasing. As a result, they consider online garment shopping to be less risky.

4. Association between online buying experience and privacy risk for both genders`1, it was found that men reported higher Privacy Risk (PRR)(PRR)as their online Mobile phones shopping experience rose. Women, on the other hand, perceived high online Mobile phones shopping as posing less of a threat to their privacy. It's possible that because of their overall increasing internet experiences, men are more aware of the impact of privacy risks.

Recommendations

There are few policy recommendations in this regard:

1. Risk factors are most driving factors that are barrier to Ecommerce industry particularly financial hindrances and data sensitivity this could be addressed through channelizing banks and ensuring privacy and data security to consumers so that they can freely buy from online stores without reservations.

2. There should be wide drive to aware people about how to report buying scam. Amendments is needed to be done in ETO 2002, PECA 2016 regarding making basic legal framework easier and implementable.

3. To overcome the hindrance of financial inclusion banks should be channeled in more convenient way. There should be restriction and relevant amendments in consumer protection act regarding misuse of consumer data collected through online purchases.

4. E-policy framework should also include the proper channels and amendment related to consumer risks in online purchases so there would less reluctance and more adoption of this channel in order to boom economy.

5. Policy makers should ensure consumers wellbeing and security, reinforcing buyer believe, and addressing challenges faced by consumers. Consumer protection act should be enforced widely and awareness drive is needed to enforce.

REFERENCES

Ahmed, M. E., Samad, N., & Khan, A. G. J. E. J. o. S. S. (2021). Factors Influencing Online Purchase Intention: A Case of University Students in Pakistan. *9*(1), 31-43.

Ahn, T., Ryu, S., Han, I. J. E. c. r., & applications. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *3*(4), 405-420.

Akhlaq, A., Ahmed, E. J. O., & Economies, M. i. E. (2016). Gender differences among online shopping factors in Pakistan. *7*(1), 74-86.

Alyoubi, A. A. J. P. C. S. (2015). E-commerce in developing countries and how to develop them during the introduction of modern systems. *65*, 479-483.

Aragoncillo, L., & Orus, C. J. S. J. o. M.-E. (2018). Impulse buying behaviour: an online-offline comparative and the impact of social media.

Ariffin, S. K., Mohan, T., & Goh, Y.-N. J. J. o. R. i. I. M. (2018). Influence of consumers' perceived risk on consumers' online purchase intention.

Arora, N., & Rahul, M. J. I. J. o. P. S. P. M. (2018). The role of perceived risk in influencing online shopping attitude among women in India. *4*(1), 98-113.

Bashir, R., Mehboob, I., Bhatti, W. K. J. J. o. M., & Research. (2015). Effects of online shopping trends on consumer-buying behaviour: An empirical study of Pakistan. *2*(2), 1-24.

Bashir, S., Khwaja, M. G., Mahmood, A., Turi, J. A., Latif, K. F. J. J. o. R., & Services, C. (2021). Refining e-shoppers' perceived risks: Development and validation of new measurement scale. *58*, 102285.

Bhatnagar, A., & Ghose, S. J. J. o. R. (2004). Online information search termination patterns across product categories and consumer demographics. *80*(3), 221-228.

Bhatti, A. (2021). *The relationship between financial, privacy, product and convenience risks and online shopping behavior in Pakistan.* Universiti Utara Malaysia,

Bhatti, A., Akram, H. J. I. J. o. S. S., & Review, E. (2020). The moderating role of subjective norms between online shopping behaviour and its determinants. 1-09.

Boddy, C. R. J. Q. M. R. A. I. J. (2016). Sample size for qualitative research.

Boubaker, S., Cellier, A., Manita, R., & Saeed, A. J. E. M. (2020). Does corporate social responsibility reduce financial distress risk? *, 91*, 835-851.

Chandler, A. D. (1990). *Strategy and Structure: Chapters in the Histroy of the Industrial Enterprise*: MIT press.

Chhatwani, M., Mishra, S. K. J. J. o. B., & Economics, E. (2021). Financial fragility and financial optimism linkage during COVID-19: Does financial literacy matter? *, 94*, 101751.

Dai, B. (2007). *The impact of online shopping experience on risk perceptions and online purchase intentions: the moderating role of product category and gender.*

Dowling, G. R. J. P., & Marketing. (1986). Perceived risk: the concept and its measurement. *3*(3), 193-210.

Eryiğit, C., & Fan, Y. J. J. o. I. C. M. (2021). The Effects of Convenience and Risk on E-Loyalty through the Mediating Role of E-Service Quality: A Comparison for China and Turkey. *33*(5), 613-626.

Flanagin, A. J., Metzger, M. J., Pure, R., Markov, A., & Hartsell, E. J. E. C. R. (2014). Mitigating risk in ecommerce transactions: perceptions of information credibility and the role of user-generated ratings in product quality and purchase intention. *14*(1), 1-23.

Flavián, C., Gurrea, R., & Orús, C. J. J. o. C. B. (2016). Choice confidence in the webrooming purchase process: The impact of online positive reviews and the motivation to touch. *15*(5), 459-476.

Flavián, C., Marín, D., & Orús, C. (2017). *WEBROOMING OR SHOWROOMING IN FASHION SHOPPING? A MATTER OF INVOLVEMENT.* Paper presented at the 2017 Global Fashion Management Conference at Vienna.

Forsythe, S. M., & Shi, B. J. J. o. B. r. (2003). Consumer patronage and risk perceptions in Internet shopping. *56*(11), 867-875.

Fram, E. H., & Grady, D. B. J. D. M.-G. C.-. (1995). Internet buyers: Will the surfers become buyers? *, 58*, 63-63.

Garbarino, E., & Strahilevitz, M. J. J. o. B. R. (2004). Gender differences in the perceived risk of buying online and the effects of receiving a site recommendation. *57*(7), 768-775.

Gilovich, T., & Gallo, I. J. C. P. R. (2020). Consumers' pursuit of material and experiential purchases: A review. *3*(1), 20-33.

González, E. M., Meyer, J.-H., & Toldos, M. P. J. J. o. B. R. (2021). What women want? How contextual product displays influence women's online shopping behavior. *123*, 625-641.

Ha, Y., Stoel, L. J. I. J. o. R., & Management, D. (2004). Internet apparel shopping behaviors: the influence of general innovativeness.

Haider, A., Nasir, N. J. J. o. M. E., & Technology, I. (2016). Factors affecting online shopping behavior of consumers in Lahore, Pakistan. *3*(6), 9-14.

Hong, L. M., Zulkiffli, W. F. W., & Hamsani, N. H. J. I. J. (2016). The impact of perceived risks towards customer attitude in online shopping. *1*(2), 13-21.

Horvath, J., Gavurova, B., Bacik, R., Fedorko, R. J. J. o. T., & Services. (2021). Identification of Uncertainty Factors in the Consumer Behaviour of the New Generation of Customers at the E-commerce Level: Reference: Horvath, J., Gavurova, B., Bacik, R. & Fedorko, R.(2021). Identification of Uncertainty Factors in the Consumer Behaviour of the New Generation of Customers at the E-commerce Level. Journal of Tourism and Services, 22 (12), 168-183. *12*(22), 168-183.

Imtiaz, S., Ali, S. H., Kim, D. J. J. C. S., & Research, H. (2020). E-Commerce Growth in Pakistan: Privacy, Security, and Trust as Potential Issues. *26*(2), 10-18.

Jain, N. K., Gajjar, H., Shah, B. J. J. J. o. R., & Services, C. (2021). Electronic logistics service quality and repurchase intention in e-tailing: catalytic role of shopping satisfaction, payment options, gender and returning experience. *59*, 102360.

Javed, A. J. A. J. o. E., Finance, & Management. (2020). Prospects and Problems for E-commerce in Pakistan. 131-139.

Jermsittiparsert, K., Siam, M., Issa, M., Ahmed, U., & Pahi, M. J. U. S. C. M. (2019). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *7*(4), 741-752.

Jiang, L. A., Yang, Z., & Jun, M. J. J. o. S. m. (2013). Measuring consumer perceptions of online shopping convenience.

Katta, R. M. R., & Patro, C. S. (2018). Online Shopping Behavior: A Study of Factors Influencing Consumer Satisfaction on Online viz-a-viz Conventional Store Shopping. In *Mobile Commerce: Concepts, Methodologies, Tools, and Applications* (pp. 1413-1429): IGI Global.

Khalifa, M., & Liu, V. J. E. J. o. I. S. (2007). Online consumer retention: contingent effects of online shopping habit and online shopping experience. *16*(6), 780-792.

Khan, M. A., Zubair, S. S., & Malik, M. J. S. A. J. o. B. S. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan.

Kim, G. S. J. A. J. o. Q. (2007). The service recovery strategies, customer satisfaction, customer loyalty.

Kim, W.-H., Lee, S.-H., & Kim, K.-S. J. A. (2020). Effects of sensory marketing on customer satisfaction and revisit intention in the hotel industry: the moderating roles of customers' prior experience and gender. *31*(4), 523-535.

Kim, Y.-M., & Shim, K.-Y. J. I. M. R. (2002). The influence of internet shopping mall characteristics and user traits on purchase intent. *15*, 25-34.

Kim, Y. K. J. I. J. o. R., & Management, D. (2002). Consumer value: an application to mall and Internet shopping.

Kwon, W. S., Noh, M. J. J. o. F. M., & Journal, M. A. I. (2010). The influence of prior experience and age on mature consumers' perceptions and intentions of internet apparel shopping.

Lăzăroiu, G., Neguriţă, O., Grecu, I., Grecu, G., & Mitran, P. C. J. F. i. P. (2020). Consumers' decision-making process on social commerce platforms: online trust, perceived risk, and purchase intentions. *11*, 890.

Li, Y.-H., Huang, J.-W. J. W. A. o. S., Engineering, & Technology. (2009). Applying theory of perceived risk and technology acceptance model in the online shopping channel. *53*(1), 919-925.

Ling, K. C., Chai, L. T., & Piew, T. H. J. I. b. r. (2010). The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. *3*(3), 63.

Liu, Z. J. P. R. Q. (2018). Whither the book retailing industry in China: a historical reflection. *34*(1), 133-146.

Masoud, E. Y. J. E. J. o. B., & Management. (2013). The effect of perceived risk on online shopping in Jordan. *5*(6), 76-87.

Messinger, P. R., & Narasimhan, C. J. M. S. (1995). Has power shifted in the grocery channel? *, 14*(2), 189-223.

Mitchell, V. W. J. E. J. o. m. (1999). Consumer perceived risk: conceptualisations and models.

Miyazaki, A. D., & Fernandez, A. J. J. o. C. a. (2001). Consumer perceptions of privacy and security risks for online shopping. *35*(1), 27-44.

Mosteller, J., Donthu, N., & Eroglu, S. J. J. o. B. R. (2014). The fluent online shopping experience. *67*(11), 2486-2493.

Musyifah, I., Simanjuntak, M. J. G. B., & Review, F. (2016). Online shopping behavior on generation Y in Indonesia. *21*(1), 33-45.

Nepomuceno, M. V., Laroche, M., Richard, M.-O. J. J. o. R., & Services, C. (2014). How to reduce perceived risk when buying online: The interactions between intangibility, product knowledge, brand familiarity, privacy and security concerns. *21*(4), 619-629.

Pandey, A., & Parmar, J. (2019). *Factors affecting consumer's online shopping buying behavior.* Paper presented at the Proceedings of 10th international conference on digital strategies for organizational success.

Pandey, A., & Parmar, J. S. J. S. J. o. S. S. EXPLORING DEMOGRAPHIC DIFFERENCES IN CONSUMER'S ONLINE SHOPPING BEHAVIOURAL INTENTION. *2581*, 1.

Pascalau, S. V. J. A. I. J. O. E. S. (2022). Application of B2C digital marketing. *15*, 13-16.

Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., Merani, S. H. J. C. B., & Management. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *8*(1), 1869363.

Saini, C. P. J. I. J. o. O. M. (2020). Difficulty in Transition: Study on Hindrances in Online Shopping for Potential Shoppers. *10*(2), 17-29.

Sedang, K. Y. J. J. P. (2020). Factors effecting online shopping behaviour with trust as moderation. *60*, 109-122.

Song, H. S., kyeong Kim, J., & Kim, S. H. J. E. s. w. a. (2001). Mining the change of customer behavior in an internet shopping mall. *21*(3), 157-168.

Su, H.-T. J. I. J. o. M., Economics, & Sciences, S. (2021). Impact of self-service factors on customer value: How customer behavioral intentions are formed? *, 10*(1), 32-48.

Swaen, V., Demoulin, N., & Pauwels-Delassus, V. J. J. o. B. R. (2021). Impact of customers' perceptions regarding corporate social responsibility and irresponsibility in the grocery retailing industry: The role of corporate reputation. *131*, 709-721.

Tsai, Y. C., & Yeh, J. C. J. A. J. o. B. M. (2010). Perceived risk of information security and privacy in online shopping: A study of environmentally sustainable products. *4*(18), 4057-4066.

Ventre, I., & Kolbe, D. J. J. o. I. C. M. (2020). The impact of perceived usefulness of online reviews, trust and perceived risk on online purchase intention in emerging markets: A Mexican perspective. *32*(4), 287-299.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. J. J. o. r. (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *91*(2), 174-181.

Verhoef, P. C., Neslin, S. A., & Vroomen, B. J. I. j. o. r. i. m. (2007). Multichannel customer management: Understanding the research-shopper phenomenon. *24*(2), 129-148.

Wachełko, O., Chłopaś-Konowałek, A., Zawadzki, M., & Szpot, P. J. J. o. a. t. (2022). Old poison, new problem: cyanide fatal intoxications associated with internet shopping. *46*(2), e52-e59.

Wai, K., Dastane, O., Johari, Z., Ismail, N. B. J. T. J. o. A. F., Economics, & Business. (2019). Perceived risk factors affecting consumers' online shopping behaviour. *6*(4), 246-260.

Wang, J.-C., Chang, C.-H. J. E. C. R., & Applications. (2013). How online social ties and product-related risks influence purchase intentions: A Facebook experiment. *12*(5), 337-346.

Wattoo, M. U., & Iqbal, S. M. J. J. S. O. (2022). Unhiding Nexus Between Service Quality, Customer Satisfaction, Complaints, and Loyalty in Online Shopping Environment in Pakistan. *12*(2), 21582440221097920.

Wu, W.-Y., Ke, C.-C. J. S. B., & journal, P. a. i. (2015). An online shopping behavior model integrating personality traits, perceived risk, and technology acceptance. *43*(1), 85-97.

Zhang, X., & Prybutok, V. R. J. J. o. I. I. M. (2003). TAM: The moderating effect of gender on online shopping. *12*(2), 8.

Zheng, H., & Ma, W. J. A. E. (2021). Click it and buy happiness: does online shopping improve subjective well-being of rural residents in China? *, 53*(36), 4192-4206.

Zheng, Q., Chen, J., Zhang, R., & Wang, H. H. J. C. A. E. R. (2020). What factors affect Chinese consumers' online grocery shopping? Product attributes, e-vendor characteristics and consumer perceptions.

Zhou, L., Dai, L., & Zhang, D. J. J. o. E. c. r. (2007). Online shopping acceptance model-A critical survey of consumer factors in online shopping. *8*(1), 41.