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# **Abstract**

In this research, we have studied that how the customer satisfaction varies when one shops online and what are the key factors that influence the satisfaction. To attract the customers the variables that are used in this study are selection, website design, security and time saving that would affect the online shopping behavior of the customers. Descriptive research design and convenience sampling is used in this research. The responses gathered can be categorized as reliable and valid because the participants were given full assurance of confidentiality, and there was no bias involved where the participants may have felt obliged to give a specific response to appease us. We collected both primary and secondary data for this research the sample size of this study was 50-50% of each of the genders i.e., 104 males and 104 females. This study includes both dependent and independent variables. The whole study was analyzed through statistical analysis. We concluded that the three factors of selection convenience, security, and time saving has a positive effect on the satisfaction of online customer whereas the impact of website design is insignificant.  
**Key Words**: E-commerce, satisfaction, customer satisfactions, factors, online shopping

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# **Chapter 1: Introduction**

## **1.1) Background of research**

Despite the violent economic conditions throughout the world, online shopping has emerged as a worldwide phenomenon which is on its way to even more popularity. Moreover, internet usage has rapidly grown in past few years and has become a significant mean of trading data, information, goods as well as services. Online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purpose (Monsuwe et al. 2004). The increasing trend of online shopping has also given birth to many challenges, amongst all, competition is the forerunner. Hence, in order to remain strong in the competitive market, brands need to know how to satisfy the customers with continuous improvement. They should know how to satisfy customer’s needs as well as wants. The increased number of world population who has access to the internet is increasing day by day and hence the same people are exposed to the world of online shopping making it an extremely crowded place.

There are few crucial factors which affect the customer’s satisfaction while shopping online. Once these factors are fully understood, brands can meet customer’s expectations to the closest.

This study aims to examine the factors which affect the customer satisfaction while engaging in online shopping, especially among young adults population ranging from 18 to 35 years old. This study examines the effects of convenience, website design, security of payment and navigation, and time saving factors on the online shopping.

The findings of this study will be beneficial for the marketers to develop related and required strategies to satisfy customers at a larger extent and prevent the saturation in the market.

The resources of the company can be used to the features which directly affect the customers of any brand.

In Pakistan, online shopping is still at a growing stage and people are still hesitant and confused about online shopping. The decision of customers to shop online is highly affected by the price bundles, reviews, easiness, and the provided security of the online shopping retailers. Considering that Internet shopping, is still at the early stage of development, little is known about consumers’ attitudes towards adopting this new shopping channel and factors that influence their attitude towards online shopping. (Haque et al., 2006). The reason why the young adults, especially university students are target segment of this research because this segment has higher potential to earn more income and already has money and shopping interest.

Previous studies have shown that if the customers are satisfied with their experience they will share it with others hence creating word-of-mouth which automatically increase customer loyalty and retention. Continuous studies are required to come up to a conclusion that how the satisfaction of online customers vary and what are the factors which contribute to these variations. Studies have shown that customer retention and customer loyalty is gained through increasing the level of trust and brand awareness.

Moreover, website design and the user-friendly interface is one of the major factors which effects the shopping experience on online stores. One of the many reasons is the security concern while shopping online. Whether the Cash-On-Delivery method is available or not or be it online card transactions, people are still hesitant to provide their private information like contact numbers, addresses, card numbers etc. Increasing rate of cybercrimes and security invalidations have set a mindset of negativity regarding online platform in the minds of consumers.

This paper solely aims to identify the relationship between customer satisfaction while shopping online and four main highlighted factors of convenience in terms of selection of products, time consumption, security, and the website designs. The data collected from 200 or above respondents will be analyzed to conclude the findings from the study.

## **1.2) Scope of Research**

Four factors namely convenience, security, website design, and time saving will be analyzed that how do they affect the satisfaction of online customers. The Study is based in Karachi, the respondents are those who are frequent online shoppers. The results will help marketers find out how the e-commerce can be utilized effectively in favor of the brands.

## **1.3) Problem statement**

Despite of increasing trend of online shopping, customers are still not fully satisfied by their experience due to different lacking on the part of online sellers/retailers. The factors of ineffective website design, lack of security and non-user-friendly interface which decreases the convenience and time saving. This study will present main and exact factors, which affect the relationship of online shopping and customer satisfaction.

## **1.4) Objectives of Study**

The significant objectives of this research study are:

To find out the reasons that effect the satisfaction online shoppers.

To find out level of satisfaction of online customers by services, security, and convenience provided by online shopping platforms.

## **1.5) Hypotheses**

H1= There is no statistically significant effect of convenience of selecting products on customer satisfaction provided by online shopping.

H2= There is no statistically significant effect of website design on customer satisfaction provided by online shopping.

H3= There is no statistically significant effect of security on customer satisfaction provided by online shopping.

H4= There is no statistically significant effect of time saving factor on customer satisfaction provided by online shopping.

## **1.6) Research question**

Through this research we will be answer the following question:

How and to what extent convenience, security, website design, and time saving factors affect the satisfaction of online customers?

# **Chapter 2: Literature Reviews**

E-commerce has been turning into more and more widespread in Kingdom of Thailand. The voters have began to understand the benefit and effectiveness of looking on-line than really reaching to a store and obtaining the merchandise from there. There has been various researches on the subject of what factors do really result the satisfaction of on-line customers, however this specific study focuses on learning the factors specifically in Kingdom of Thailand. This study has followed and used a quantitative technique to review the factors poignant satisfaction of internet buyers. The variable of satisfaction hasbeen interrogated in relationship with 9 factors that square measure selection, acceptable valuation, web site data Quality, web site System Quality, corporeality, responsibleness, Responsibility, and Assurance and fellow feeling (Jiradilok, 2014).  
  
The increasing web usage in Malaya has been backed wide by the young population of the country. The young adults of Malaya square measure providing a robust prospect for the web retailers. during this empirical study four dimensions square measure studied and square measure analyzed that whether or not they have an effect on the shopping for behavior of young shoppers. it absolutely was studied that web site style, web site irresponsibleness, client service and privacy square measure the four key factors that influence young consumers’ perceptions of on-line looking. the web market can increase to billions within the coming back years (Forrester, 2006).  
  
The channel of E-commerce has currently become a vital issue of growth for tiny or massive sized firms whether or not their geographical target in slender or wide. Since customers target over one channel to stay glad with their experiences it's necessary for the sellers to appear in several aspects of merchandising the merchandise. Finished by the studies, the business organizations place preference on course population UN agency is young, earns adequate, and has an online access. Social media is AN integration key issue between selling the merchandise and infusing a shopping for intention within the minds of shoppers. The client selection and client preferences willmore be studied within the lightweight of this paper which will assist within the on-line channel of People's Republic of Bangladesh and may facilitate match the organization’s internal strengths and weaknesses with the external opportunities and threats (Abdullah, 2016).  
  
Most people UN agency use the net and square measure excessive users of {the on-line|the web|the net} channel obtain the merchandise from online stores, however there square measure still some factors that cause self-distrust among the population whereas they require to buy on-line however they select to not. in keeping with(Vesterby & Chabert, 2001) the net will create it easier for businesses to possess data on their merchandise and services on the market to their potential customers. This study is targeted on analyzing the felt reservations of internet buyers in West Pakistan. shopping for on-line is massively stricken by trust level once it involves coming into personal data and card details. Moreover, the facto of valuation and legitimacy of the web site additionally plays a big role as per the findings if the study (Sajjad Nazir, 2012)

Examination endeavored to research the type of expertise that's most supported by purchasers of lativ and appearance at the affiliation between client loyalty and shopper steadfastness. The outcomes may well be a reference for on-line consumer goods retailers not restricted to lativ. The result shows that Gender plays a crucial role in on-line searching, lady square measure principally those doing on-line searching because of their shopping for habit, and they're additional sensitive than men throughout on-line searching. Client loyalty and client satisfaction square measure correlative(Firdouse, 2018)**.**

A study aimed to understand factors touching the satisfaction of on-line searching like Quality, promotion, Delivery time etc. Primary information assortment, Questionnaires were accustomed question a hundred and twenty minor WHO do on-line searching. The outcomes of the experimental assessment reveal that the attitude on the immature confirming the issue quality and organization affirmation affected comfort and satisfaction to the web customers. The assessment additionally discovered that the organization substance regarding the secure pack and transport method accessible the foremost attenuated expense driven them to travel for electronic searching once more and once more (Chung‐Hoon Park, 2003)**.**

Belanger studied the factors concerning E-commerce however it's quite common in Asian country and therefore the results show how on-line searching ancient has fully grown over time and therefore the importance of data whereas on-line searching and to review the link between client satisfaction and whole. The results were that; all components in parts that impact the client loyalty towards on-line searching have vast result. Varied ways are employed in finding answers of objectives that communicated during this assessment that square measure scattered surveys, equally as a number of procedures accustomed separate the information obtained, as an example, credibleness and unintimidated quality examination, relationship constant and fall away examination (Belanger, 2002)**.**

Web searching practices of 600 faculty understudies in Taiwan were investigated on the impacts of apparent usability, saw helpfulness, mentality, trust, conduct expectations, and real conduct. The directional impacts of on-line expertise were thought of. A model depicting the parts of a compelling association with on-line customers was created and an outline was directed to assemble information. Basic condition displaying was utilised to approve the measures created and take a look at the guessed model. All factors had an enormous and positive result, and knowledge on-line had a moderate result.  
ne could expect that once shopper saw associate incentive in web searching, the upper the chance of a shopper to possess steadfastness, consequently a positive there's a positive affiliation between shopper saw price and client loyalty additionally client loyalty and shopper dependableness (Irawan, 2018)**.**

While cooperation’s essentially searching square measure for the foremost half obsessed on eye to eye exercises among purchasers and administration personals, communications in electronic business h through the retailer's website. This experiment approved a model of whereas relationship as a general rule searching square measure essentially established on terribly shut activities among patrons and organization personals, electronic exchange occur for the foremost part through the retailer's website. This investigation review exactly supported a model of purchaser’s social getting conduct in a very net searching challenge. Development. Completely different characteristics of store were likewise found to impact a customer's seen social blessings from web based mostly searching. Administration information quality was determined to be the foremost vital issue among them (Nur Najihah, 2014)**.**

On-line surroundings creates a Social affiliation between companies and customers. The analysis methodology; Target population was folks in Republic of South Africa, Distribution and assortment of form were accustomed collect information. A complete of one hundred fifty questionnaires were distributed. The Respondent profile was girls and Men sometimes starting from 27-30 and utilized people that look 1-4 times in a very month. As recommended by the model, client dedication can create if the e-organization quality, shopper determination, and client saw price is all around supervised. Thus, on-line organization advancing frameworks could also be dynamically profitable through specializing in these psychological techniques.  because the result Trust seems, apparently, to be noteworthy for each purchaser quality and trait advancement, that proposes that, so as to draw in increasingly current customers to repurchase on the net, the master associations should endeavor to develop associate inclination that they're clear to their customers and care concerning customers' desires, which might then have the choice to boost the degree of customers' perspective on trust (Hsieh, 2011)**.**

The analysis was conducted to look at the results of web site coming up with originality. The info was collected through Coupang that enabled descriptive statistics, exploratory correlational analysis, irresponsibleness analysis and multivariate analysis to be conducted. shopper responsibleness is that the simplest impact among these three segments. Notably, they satisfy customers' associate impetus through giving unbelievable and reliable limits, giving a logically captivating interface. The results complete that aesthetic impression and discrimination encompasses a positive result and influence that makes the web site appear additional reliable and royal( kim, 2019)**.**

Contributing to the ongoing research was done to see how e-business can be made better by understanding the needs and motivation of a consumer, and what they look for while shopping, e.g. product quality and price. 241shoppers were tested using a global research model using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results displayed that people who earn over $30,000 prefer quality over price, whereas those who earn less than that prefer price over quality. Furthermore, it showed that while female shoppers are not, male shoppers are motivated by convenience ( Adaji, Oyibo, & Vassileva, 2019)**.**

Momotaz aimed at identifying the service quality factors for the online shopping service in Bangladesh as well as assessing the impact of service quality factors on customer satisfaction. The data were collected by surveying 329 end-users using a structured questionnaire. The results showed that service quality depends on ten factors; 1. Fulfillment; 2. System availability; 3. Privacy; 4. Efficiency; 5. Organized website, 6. Product quality; 7. Compensation; 8. Contact; 9. Responsiveness; 10. Branded product availability (Momotaz, 2018).

E-SERVQUAL, combined with the other e-SQ scales. There was a survey conducted and the 120questionnaires were distributed among the students of different universities and the general public. The responses recorded have been analyzed by means of frequency distribution, average and chart analysis. Efficiency, Privacy and Trust, Fulfilment, Responsiveness, Contact and Website Design are the foundation of e-SQ. The results indicated that all the dimensions of e-SQ were found to have positive and significant effect on e-Satisfaction of online shoppers (Soo Ting, 2016).

Factors that have a major impact on customers ' online shopping behaviors such as transaction security, convenience, and various online payment options Internet's rapid growth has helped developing countries embrace e-commerce and It also helps customers make online purchasing decisions. Increasingly current customers to repurchase on the net, the master associations should endeavor to develop associate inclination that they're clear to their customers and care concerning customers' desires, which might then have the choice to boost the degree of customers' perspective on trust (Singhvi, 2018).

The study (Chaudary, 2014) main focus is to identify the factors underlying online buying acceptance. Convenience, Trust, Information Availability, Perceived Risk, Online Payment Risk, Delivery Risk, Privacy Risk. The perceived risk measures the intention of the customers to enter personal details about credit cards, and addresses. This directly influences the first hand decision of an individual to shop online These are the major factors in online shopping that every individual have to evaluate and analyze before buying anything on internet (Chaudary, 2014)**.**

The article focuses on the subjective factors that influence shopping for behavior. Previous subjective norms enclosed specialize in family Takaful theme, intention to figure in older age, infused soft drinks, tele-presence systems, participation in on-line community, on-line searching etc. Most of the findings indicated that subjective norm will incorporates a direct important influence on purchase intention towards on-line searching. The perceived utility of the web site was a serious contributive issue to on-line searching. a decent web site would lead to higher sales. This implies that an internet site has to move and be able to maintain smart client relationships with the client to confirm a positive shopping for behavior. The article uses Technology Acceptance Model (TAM) to live ease (Abdullah, 2016).

E-service scape is mainly divided into three categories: aesthetic appeal, layout and functionality, and ﬁnancial security. Each holds its significance importance and contributes to the likeness of converting a potential visitor into a customer. Customers feel good, at ease and secured at a website which has a good e-service scape. This article relates to website being called a front image of the website and portrays the brand impression on people visiting the website. A good website will further lead to more viral marketing (Wu, 2016).

Digital marketers and businesses use these factors to optimize sales and customer satisfaction. The article tells us that Malaysian young adults do not prefer website design and security to be the major factor while shopping online. This tells that online businesses which strategy to use for better results not only in short run but for a sustainable future of the business (Hizza, 2014).

The key factors like Design aesthetics, Image appealing, Information quality, Privacy/security were found to have a significant impact on customer satisfaction towards the usage of shopping apps in India. Most companies in India, both local and multi-national use mobile applications and other portals for online shopping experience of customers. A good app design, layout, aesthetics were a major contributor to this. These together with privacy are the most important factors to a customer and business make the best use of it (Chaitanya, 2015).

The variants include web design, security, information quality, payment method, e-service quality, product quality, and product variety and delivery service. The article says that if the experience a customer expects is greater than the experience he/she gets, then the customer satisfaction will be high. Customer experience is very important to the business doing online business and asking customers for money via internet and not in person. These factors lead to customer being more intended to buy the products online (Guo, 2012).

Businesses who offer online commodities can use online marketing tools and strategies like , such as website design strategies, online promotions, email marketing, search engine optimization, social media, pay-per-click advertising, blogs etc to its use to maximize results. E-commerce is also a new tool website owners are using to add value and to enable electronic fund transfer and other useful services. A satisfaction of customer depends on various factors like past experience, word of mouth, advertising, promotions etc. A web design according to the culture, an error free website that saves time all accumulate to customers making a transaction online (Christella, 2019).

E-commerce includes 3 steps to be effective that's attracting potential customers to visit and see their e-stores, changing customers to do their 1st searching and guaranteeing that they'll come back  and build more on-line searching within the close to future attracting potential customers to visit and see their e-stores, changing customers to do their 1st searching and guaranteeing that they'll come back and build more on-line searching within the close to future (IRANTAJ, 2018).

Online retailing as a means of gaining and maintaining customer loyalty through protection of customer information, security and speed of the service. The article also tells that product quality, offers, product variety, and delivery performances are the major factors that influence the customer satisfaction. These together with brand diversity, product quality and shopping experience are the most important factors (Al-Jahwari, 2018).

## **2.2) Theoretical framework**

INDEPENDENT VARIABLES:

* Convenience in selection of products.
* Time-saving
* Security
* Website Design

DEPENDENT VARIABLE

Satisfaction of online customers.

# **Table 1: Theoretical framework**

This framework is adopted from (Beyari, 2016)

The framework to show the operational relationship between customer satisfaction and its factors is proposed in Table (1). Considering it an extension of Kim and Park Study (2013) in which the relationship of trust and e-commerce was studied.

# **Chapter 3: Research Design**

## **3.1) Methodology**

We will implement descriptive survey approach for this study; the research is of quantitative nature. This research exercises the use of survey and statistical analysis.

## **3.2) Data**

Primary data is collected through questionnaire. The research also depicts some factual data and information from secondary data such as reports and journal articles available online. The questionnaire will be filled out by in Karachi. The respondents will be selected on convenience basis.

## **3.3) Variables**

The dependent variable in this study is Customer Satisfaction from online shopping

CONSUMER SATISFACTION: Person’s feeling of pleasure or disappointment which resulted from comparing a product’s perceived performance or outcome against his/her expectations. (Kotler, 2017)

The independent variables are:

1. CONVENEINCE: It refers to less hassle as compared to visiting a store. There is less time involved, less energy, less fuel and less mental energy involved. Customers can easily shop online whenever they want. (Meixian, 2015)
2. WEBSITE DESIGN: In comparison to a physical store, a website for an online store helps with viewing a lot of product images, reading descriptions, specifications and checking price. Websites have the feature of “Search” which is more helpful in comparison to a physical store. (Ganguly, 2010)
3. SECURITY: This variable has both pros and cons. While shopping online saves you from being snatched and you have less risk of people peeping in your wallet, online shopping can cause serious theft as hackers might steal your debit/credit card details and use the money illegally. (Kumar, 2018)
4. TIME SAVING: Time saving has been a major feature of online shopping. Customers buy product at any time of the day from their home at their own convenience. This saves them from going to store and within the store’s opening and closing time. (Chan, 2014)

## **3.4) Data collection technique**

We will distribute questionnaires to the respondent in various universities in Karachi. The distribution will be done using Google Survey Form as well as personally administered questionnaires. The questionnaire was adopted from (Sajjad Nazir, 2012). Questionnaires contains close ended questions with multiple choices and agreement factors by the use of Likert Scale.

## **3.5) Sample and Sampling technique**

Youngsters and Adults will be included in the sample. Sample size will be based on 200 questionnaires responses. The sampling technique used in this research is convenience sampling. Major portion of sample size will be students of colleges and universities, only in Karachi.

## **3.6) Inclusion Criteria**

Youngsters and adults will be included in the survey study who have an experience in shopping online.

## **3.7) Statistical Technique**

Multiple Linear Regression Analysis to predict the value of a dependent variable (online customer satisfaction) based on the value of independent variables (website design, convenience in selection of products, security, and time saving). In this study we have also applied descriptive statistics, cronbach alpha for reliability, correlation for general association and regression analysis for hypothesis testing.

# **Chapter 4: Results and Discussions**

## **4.1) Demographic profile**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Demographics | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Gender | Male | 104 | 50.0 | 50.0 | 50.0 |
| Female | 104 | 50.0 | 50.0 | 100.0 |
| Age | 18-20 | 59 | 28.4 | 28.4 | 28.4 |
| 21-23 | 73 | 35.1 | 35.1 | 63.5 |
| 24-26 | 36 | 17.3 | 17.3 | 80.8 |
| 27 and above | 40 | 19.2 | 19.2 | 100.0 |
| Highest level of education | Matriculation/ O Levels | 9 | 4.3 | 4.3 | 4.3 |
| Intermediate/ A Levels | 88 | 42.3 | 42.3 | 46.6 |
| Masters | 92 | 44.2 | 44.2 | 90.9 |
| MPhil/ PhD | 18 | 8.7 | 8.7 | 100 |
|  |  |  |  |  |
| Occupation | Unemployed | 117 | 56.3 | 56.3 | 56.3 |
| Employed | 91 | 43.8 | 43.8 | 100.0 |
| Monthly family income | Less than Rs. 25,000 | 9 | 4.3 | 4.3 | 4.3 |
| Rs. 25,001- Rs. 45,000 | 13 | 6.3 | 6.3 | 10.6 |
| Rs. 45,001 – Rs. 75,000 | 25 | 12.0 | 12.0 | 22.6 |
| Rs. 75,001 – Rs. 100,000 | 66 | 31.7 | 31.7 | 54.3 |
| Above Rs. 100,000 | 95 | 45.7 | 45.7 | 100.0 |
| How frequently do you buy online | Once a month | 78 | 37.5 | 37.5 | 37.5 |
| Once in six months | 102 | 49.0 | 49.0 | 86.5 |
| Once a year | 28 | 13.5 | 13.5 | 100.0 |
| Total | 208 | 100.0 | 100.0 |  |
| **Table 2: Demographics** |  |  |  |  |  |

### **Interpretation:**

In the research we conducted, there are 50% male and 50% female. The age group between 18-20 is 28.4 %, the age group of 21-23 is 35.1%, age group of 24-26 is 17.3% and the age group of 27 above is 19.2%. The education level of Matriculation/O levels is 4.3%, the level of Intermediate/A levels is 42.3%, level of Masters is 44.2%, the education level of MPhil/Phd is 8.7%. The percentage of unemployed people is 56.3% while the percentage of employed is 43.8%. The monthly family income less than Rs. 25,000 is 4.3%, the monthly family income of Rs.25,001-45,000 is 6.3%, the monthly family income of Rs.45,001-75,000 is 12%, the monthly family income of 75,001-100,000 is 31.7% and the monthly family income of Rs.100,000 above is 45.7%. The percentage of users shopping online once in a month is 37.5%. The percentage of once in a six months is 49% and the percentage of once in a year is 13.5%.

## 

## **4.2) Reliability Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| Serial No. | Construct | No. of items | ChronBach Alpha |
| 1 | Consumer Satisfaction | 5 | 0.721 |
| 2 | Convenience is selecting products | 5 | 0.649 |
| 3 | Website Design | 5 | 0.657 |
| 4 | Security | 2 | 0.653 |
| 5 | Time saving | 5 | 0.65 |

# **Table 3: Reliability Analysis**

### **Interpretation:**

Less than 0.4 (Less reliable)

0.4 – 0.7 (mediocre, Not better fit, Moderate)

0.7 Above (Inter-consistency Strong)

Customer satisfaction is strongly reliable because 0.721> 0.7

Convenience in selecting products is a moderate because 0.649>0.4 and 0.649<0.7

Website design is a moderate because 0.657>0.4 and 0.657<0.7

Security is a moderate because 0.653>0.4 and 0.653<0.7

Time saving is a moderate because 0.65>0.4 and 0.65<0.7

## **4.3) Descriptive Analysis**

**Scale of Agreement:**

1 – Lowest Agreement

5 – Highest Agreement

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Descriptive Statistics | N | Minimum | Maximum | Mean | Std. Deviation |
| SATISFACTION | 208 | 1.20 | 5.00 | 3.6625 | .71596 |
| CONVENIENCE IN  SELECTING PRODUCTS | 208 | 1.00 | 5.00 | 3.8154 | .69125 |
| WEBSITEDESIGN | 208 | 1.80 | 5.00 | 3.9721 | .60321 |
| SECURITY | 208 | 1.80 | 5.00 | 3.8837 | .54491 |
| TIME\_SAVING | 208 | 1.00 | 5.00 | 3.8115 | .69911 |
| Valid N (listwise) | 208 |  |  |  |  |

# **Table 4: Descriptives**

### **Interpretation:**

Here we have taken means of each variable which tells that there is more level of agreement of customer satisfaction from online shopping because of convenience in selection of products, website design, security, and time saving. The N is 208, out of which Convenience mean is 3.81, mean for website design is 3.97, for security is 3.88, and for time saving is 3.81.All means are more than neutral i.e people are preferring all the factors as influencers on their online shopping satisfaction.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Correlations | | SATISFACTION | CONVENIENCE | WEBSITEDESIGN | SECURITY | TIME\_SAVING |
| SATISFACTION | Pearson Correlation | 1 | .613\*\* | .388\*\* | .467\*\* | .463\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 |
|  |  |  |  |  |  |
| CONVENIENCE | Pearson Correlation | .613\*\* | 1 | .561\*\* | .498\*\* | .456\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 |
|  |  |  |  |  |  |
| WEBSITEDESIGN | Pearson Correlation | .388\*\* | .561\*\* | 1 | .543\*\* | .336\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 |
|  |  |  |  |  |  |
| SECURITY | Pearson Correlation | .467\*\* | .498\*\* | .543\*\* | 1 | .422\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 |
|  |  |  |  |  |  |
| TIME\_SAVING | Pearson Correlation | .463\*\* | .456\*\* | .336\*\* | .422\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 208 | 208 | 208 | 208 | 208 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). **Table 5: Correlation** | | | | | | |

* Less than 0.3: **weak correlation**
* 0.3 to 0.5: **Moderate correlation**
* Greater than 0.5:**Strong correlation**

**Interpretation:**

Here we have taken correlation of all 5 variables with each other. Satisfaction has 1 correlation with that of same variable i.e. Satisfaction. And with Convenience has 1 with Convenience and same with Website design, Time saving and Security. Satisfaction has strong correlation with convenience and a moderate correlation with Website design, Security and Time Saving. Convenience has a strong correlation with Satisfaction and Website design and a moderate correlation with Security and Time Saving. Website Design has a moderate correlation with Satisfaction and Time Saving and a strong correlation with Convenience and Security. Security has a moderate correlation with Satisfaction, Convenience and Time Saving and a strong correlation with Website Design. Time Saving has a moderate correlation with Satisfaction, Website Design, Security and Convenience. All these 4 Variables are statistically significant with each other because sig value is 0.000 which is less than 0.05 means H1,H2, H3, and H4 are rejected which tells there is no relationship between variables and customer satisfaction while shopping online.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model Summary | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .662a | .438 | .427 | .54190 |
| a. Predictors: (Constant), TIME\_SAVING, WEBSITEDESIGN, SECURITY, CONVENIENCE | | | | |

# **Table 6: Model Summary**

### **Interpretation:**

Adjusted R-squared determines the fitness of the model, and it tells the variation brought by independent variables to the dependent variable. In this case, 42.7% change can be brought by the independent variables to the dependent variable.

## **4.4) Inferential Analysis**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ANOVA**a** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 46.495 | 4 | 11.624 | 39.582 | .000b |
| Residual | 59.613 | 203 | .294 |  |  |
| Total | 106.108 | 207 |  |  |  |
| a. Dependent Variable: SATISFACTION | | | | | | |
| b. Predictors: (Constant), TIME\_SAVING, WEBSITEDESIGN, SECURITY, CONVENIENCE | | | | | | |

# **Table 7: Anova**

### **Interpretations:**

Since F calculated is greater than 4 i.e. 39.582 so H1,H2, H3, and H4 will be rejected and it is

Statistically significant and sig value is also less than 0.05 which also means

Statistically significant so independent variables i.e. Convenience, Time saving, website design, and security do affect satisfaction and the model is fit.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Co-efficient a | | | | | | | | |
|  | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .354 | .310 |  | 1.143 | .254 |  |  |
| CONVENIENCE | .470 | .071 | .454 | 6.578 | .000 | .582 | 1.719 |
| WEBSITEDESIGN | -.030 | .081 | -.025 | -.365 | .716 | .593 | 1.688 |
| SECURITY | .229 | .088 | .174 | 2.600 | .001 | .617 | 1.622 |
| TIME\_SAVING | .195 | .063 | .191 | 3.119 | .002 | .741 | 1.349 |
| a. Dependent Variable: SATISFACTION | | | | | | | | |

# **Table 8: Co-Linearity Statistics**

### **Interpretations:**

The equation will be: **Customer satisfaction=0.470 Convenience +0.229 Security + 0.195 Time Saving** (Website design will be not be part of Regression model because Website design is insignificant). When all the independent variables values become 0 then the change is Satisfaction will be bought by 0.354.

1 unit increase in Convenience will change (increase) the satisfaction by 0.47.

1 unit increase in Website design will change (increase) the satisfaction by 0.03

1 unit increase in Security will change (increase) the satisfaction by 0.229.

1 unit increase in Time saving will change (increase) the satisfaction by 0.195.

## **4.5) Hypothesis Assessment Summary:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S:NO** | **Hypothesis** |  |  | **Reject/Retain** | **Criteria** |
| H1 | There is no statistically significant effect of convenience of selecting products on customer satisfaction provided by online shopping. |  |  | Reject  Because t calculated is greater than tabulated  i.e. 6.57>2 | It is statistically significant because 0.00 < 0.05 |
| H2 | There is no statistically significant effect of website design on customer satisfaction provided by online shopping. |  |  | Accept  Because t calculated is less than tabulated  i.e. -3.65<2 | It is not statistically significant because 0.675 > 0.05 |
| H3 | There is no statistically significant effect of security on customer satisfaction provided by online shopping. |  |  | Reject  Because t calculated is greater than tabulated  i.e. 2.600>2 | It is statistically significant because 0.01 < 0.05 |
| H4 | There is no statistically significant effect of time saving factor on customer satisfaction provided by online shopping. |  |  | Reject  Because t calculated is greater than tabulated  i.e. 3.119>2 | It is statistically significant because 0.02 < 0.05 |

# **Table 9: Hypotheses assessment**

## **4.6) Discussion**

The aim of this research paper was to find out the exact factors which play a vital role in the increasing or decreasing the satisfaction of people who shop online. First of all, this study is descriptive in nature and the primary data was collected through a questionnaire and sample size of this study is 208. The data mostly was collected by the students of IoBM and family and friends. The age group of the respondents vary from 18 years old to 55 years old. The gender statistics was 50% females and 50% males. The study includes both independent and dependent variables. There are four exact factors we had chosen to study for this research. These were the independent variables which affect the satisfaction of the online shopper. Namely, convenience in selection of products, security, website design, and time saving. The dependent variable for the study is Satisfaction of the online shopper.

We have analyzed the data statistically through multiple linear regression technique. The website design was found to be insignificant. Its impact was found negative and insignificant on the satisfaction of online customers. Our study is lieu of (Belanger, 2002), and concludes that website design plays an insignificant role when it comes to customer satisfaction. Moreover, according to (Vaggelis Saprikis, 2010) , the internet usage and screen-time plays a vital role in customer’s purchase intention online which in contrast to our study is found correct because youngsters have found to be more inclined towards shopping online and are frequent buyers as well. The people who are more frequent users of internet are the ones who shop online as it is convenient for the, secure, fast and easy. Time saving factor is also significantly impacting the satisfaction. The results of this research are beneficial or future studies on the same subject to check the validity and for comparison purpose.

# **Chapter 5: Conclusion, Recommendations, and Limitations**

## **5.1) Conclusion**

## The fundamental thought of this analysis is to look at the factors that have an effect on on-line looking behavior of the shoppers. Responses we have a tendency to collected meant that choice, web site style, security and time saving are the most important factors that has affected the online looking behavior of the shoppers we have a tendency to selected sampling of 208 people and first knowledge technique to gather knowledge we created four hypothesis for every of the factors it's over that convenience, security, and time saving are the factors that have vital impact on on-line shopper’s satisfaction. Whereas, the web site style was found to be insignificant.

## **5.2) Recommendations**

As our consensus agreement we think that the marketing strategies used to sell goods and services online are an important factor in the satisfaction of the customer. Moreover, proper display of pictures online with 100% authenticity also increases trust and loyalty of the customer with the brand. To increase the quality of customer experience prompt query handling, feedback, and return policies are essential. The future studies can be conducted to study customer satisfaction by choosing larger sample and population and variables of stronger affecting strength.

## **5.3) Limitations**

The study exhibits limitations that should be considered. These limitations include:

1. The sample size of the current study is 208. This sample size meets only the minimum requirement. Bigger sample size may have been used to find out more about religious motives, perceived functional benefits and recommendations with friends & family in Pakistan.
2. Factors other than those studied in this research can influence satisfaction of online customers such as prices, discounts and offers, selling channel, marketing strategies, delivery charges etc.
3. The study includes the data only from Karachi. Specifically the students of IoBM. So it cannot be used for making conclusion for a bigger population.

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# **Appendix: Questionnaire**

1. What is your gender?

* Male
* Female

1. What is your age?

* 18-20 years
* 21-23 years
* 24-26 years
* 27 years old and above

1. What is your highest level of education?

* Matriculation/ O Levels or below
* Intermediate/ A Levels
* Bachelors
* Masters
* MPhil/ PhD

1. What is your occupation?

* Employed
* Unemployed

1. What is your monthly family income?

* Less than Rs. 25,000
* Rs. 25,001- Rs. 45,000
* Rs. 45,001 – Rs. 75,000
* Rs. 75,001 – Rs. 100,000
* Above Rs. 100,000

1. Have you experienced online shopping before?
   * Yes
   * No
2. How frequently do you buy online?\*

* Once a month
* One in six months
* Once a year
* Never bought online
* Choose and tick your level of agreement for each item, using a scale of 1 being lowest agreement and 5 being highest agreement.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | **CONSUMER SATISFACTION** (Srinivasan, 2003) | 1 | 2 | 3 | 4 | 5 |
| 1 | I am highly satisfied with my decision to shop online. |  |  |  |  |  |
| 2 | I would prefer to shop online rather than visiting stores. |  |  |  |  |  |
| 3 | The service provided by the online shopping business is very satisfying. |  |  |  |  |  |
| 4 | The easy order tracking in online shopping satisfies me |  |  |  |  |  |
| 5 | Online shopping saves my physical energy |  |  |  |  |  |

* **PART C: ONLINE SHOPPING FACTORS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | **CONVENIENCE IN SELECTING PRODUCTS** (Ganapathi, 2017) | 1 | 2 | 3 | 4 | 5 |
| 1 | I can buy the products any time 24 hours a day while shopping online. |  |  |  |  |  |
| 2 | It is easy to choose and make comparison with other products while shopping online. |  |  |  |  |  |
| 3 | I get on-time delivery by shopping online. |  |  |  |  |  |
| 4 | I use online shopping for buying products which are otherwise not easily available in the nearby market or are unique (new). |  |  |  |  |  |
| 5 | It’s convenient for me to shop from any location I might be in. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | **WEBSITE DESIGN** (Boudhayan, 2010) | 1 | 2 | 3 | 4 | 5 |
| 1 | The website layout helps me in searching the right product while shopping online. |  |  |  |  |  |
| 2 | The website design helps me in selecting the products easily. |  |  |  |  |  |
| 3 | I prefer to purchase from a website that provides ease of navigation and order. |  |  |  |  |  |
| 4 | I prefer to buy from website that provides me with quality of information. |  |  |  |  |  |
| 5 | The access to different product categories available on the website increases my satisfaction |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | **SECURITY** (Ganapathi, 2017) | 1 | 2 | 3 | 4 | 5 |
| 1 | I feel that my personal information given for transaction to the retailer may be compromised to 3rd party. |  |  |  |  |  |
| 2 | Online shopping protects my security. |  |  |  |  |  |
| 3 | I feel secure while shopping online |  |  |  |  |  |
| 4 | I like to shop online from a trustworthy website. |  |  |  |  |  |
| 5 | I prefer buying from authenticated websites |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | **TIME SAVING** (Nazir, Tayyab, 2012) | 1 | 2 | 3 | 4 | 5 |
| 1 | It takes less time in evaluating a product while shopping online. |  |  |  |  |  |
| 2 | Online shopping takes less time to purchase. |  |  |  |  |  |
| 3 | Online shopping does not waste time. |  |  |  |  |  |
| 4 | It saves my time to visit retail stores |  |  |  |  |  |
| 5 | Online websites helps in avoiding temptations of making unnecessary purchases. |  |  |  |  |  |