Consumer Response towards Online Shopping: A Case Study in FAISALABAD

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ABSTRACT: Internet has been developed in new delivery channels electronic transactions are increasing rapidly e.g. (E-shopping). Most of the people like e- shopping and intended to shop online but there are some constraints that make reluctant to buy online, and also affect their satisfaction level. The attitudes of people toward the purchase online are different in Faisalabad. The main objective of this research is to scrutinize the reasons to shop online (e-shopping), and investigate the hurdles while e-shopping and measuring the satisfaction level in online shopping. The survey conducted on the basis of simple random method and 200 questionnaires were distributed among the students, professionals, and the general public. The responses have been analyzed by simple statistical methods i.e. frequency distribution, percentage, chart and tables analysis. The outcomes of this survey revealed that people do online shopping due to convenience and time saving factors but in contrary, there are some constraints that resist the people to shop online due to substandard goods, the privacy factors which also affect the consumer's satisfaction.

KEYWORDS: Online Shopping, Hurdles in E-shopping, Consumers Satisfaction

I.INTRODUCTION

Electronic commerce (e-commerce) is facilitating of buying and selling of goods & services using internet such as online social media networks. E-commerce is also become more trending in electronic funds transfer, supply chain management, internet online transaction, it also smoothing the online marketing operations and greasing the online advertising.

Crawford, 1997 in his paper said that traditional consumer behavior shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behavior but online shopping is the form of the E-commerce whereby we buy and sale the products by using world wide web services across the globe. Its enables the businesses to extend their markets and gains the maximum market share. Online markets are delivering extensive range of products with lot of information and specification about their products that is usually available on stores with reference to manufacture specification and demonstration, meanwhile users have opportunity to compare different kinds of products each other and get the products on one click.

Advantages of E-commerce have been growing very fast because lots of advantages are associated with buying on internet as the lower transaction and eliminating search cost, time-saving, convenient, buy faster, more available alternatives, order the products comparatively low price as compared to other types of shopping. Online marketing and shopping envisaged a tremendous reputation in different countries. Consumers can easily survey, select and buy the products and services from vendors around the world. In particular, social media a consumer's socialization, has profound influence on consumer decision-making and market strategies.

Internet invention has created a new insight rather than traditional way of shop. Now a day every person busies in to their work and businesses and they have no time to go to markets for shopping, so here E-shopping help them a lot consumer are no longer bound to opening outlets or specific locations. Consumers are freely to buy any product by any time at any place. Therefore, E-shopping consumers are now increasing due to the significance of internet online shopping.

Now a day every new business that is going to open is tapping the power of E-commerce because of increase their customer and instantly cover the wide area of market and some extent to get market share. For example, if a brand

outlet opens in one city but with the help of e-commerce that particular brand covers other cities customer by facilitating online shopping.

E-business has come up to be the one of the most important marketing and sales tool likewise cutting the advertising cost and widespread of sales region. E-business can also keep up a direct relationship with its customers without any third-party involvement between company and consumer, and company can also get the customer feedback and complaints directly.

Researchers uttered that E-commerce has existed in Pakistan and becoming more trending and they are expecting the significant growth in future, social media have playing an exuberant role for surging up the online shopping (social and current events in started by SUPARCO, 2013) Multiple websites and numbers of mobile applications are using for shop online.

The underlying factors that look at the acceptance of online shopping in Pakistan but on the other hand inaugurated the risk components are exists likewise price, imitating of products, quality issues, privacy issues like debit and credit card information, bank account information after all these persisting factors why people opt to online shopping in Pakistan.

A.OBJECTIVES OF THE STUDY:

The focus of this study mainly on the consumers especially of Faisalabad's inhabitants in respect of respond the online shopping in order to chase the following objectives:
- ✓ To understand the underlying reasons for consumer online shopping.
- ✓ To determine to what extent consumers are satisfied with their online shopping experience
- ✓ To investigate constraints to shop online which affect the satisfaction level of consumers.

II.LITERATURE REVIEW

A.THE CONCEPT OF E-Commerce

Electronic commerce, also referred as e-commerce is defined by Oxford Dictionary 2012 as commercial transactions conducted electronically on the Internet'. Another definition made by Financial Times 2012 as a buying and selling activity over the Internet. To sum up e-commerce can be defined as the buying, selling and exchanging of goods and services through an electronic medium (the Internet) by businesses, consumers and other parties without any physical contact and exchange.

B.HISTORY OF E-Commerce:

E-commerce revolutionized by the emergence of two organizations. Amazon.com, Inc. and eBay Inc. they have been early leaders of the e-commerce industry (Slide share, 2011). Both of them are now offering many different types of products across the globe.

Amazon is firstly founded by Jeff Bazos in 1994 in Washington and the website has been launched in 1995. They did start with an online book store. Amazon was also serve to consumers to order hart-to-find books as easily as best sellers (Postrel, 1996; cited in Mellahi and Johnson, 2000; 448). Then Amazon was built the systems; such as 'Search Inside the Book' and '1-click® Shopping' (Amazon, 2012) which made the Amazon the pioneer e-commerce innovations.

eBay is founded by Pierre Omidyar in 1995 and first product had been sold at the same year. He utters that 'it was a damaged laser pointer, I was about to throw into the scrap' (eBay, 2012). meanwhile collector bought it and this leads to a new way of the commerce.

C.INTERNET AND ONLINE SHOPPING:

By using internet, we are able to buy products and services online conveniently. In Internet community, online shopping is going to be very fashionable (Bourlakis et al., 2008). One the major advantage of E-shopping is that it renders to the consumers with detailed information and multiple choices, so they could find the comparison of products and price online. The lot of choices with comfort, it is easy to find your desired product or services online (Butler & Peppard, 1998).

Monsuwe et al. 2004 designed a framework to work through their study that would help the consumer's attitude toward online shopping. The attitudes and beliefs are different from the consumer psychological characteristics and mainly

preserving by the learning and prior experience. Sensitive consumers are mostly intended to spend less price and aspire to get high value, e-shopping can also entertain that kind of consumers by offering adequate pricing (Bellenger, 1980). According to Vesterby & Chabert, 2001 the internet can be helpful for make easier for businesses to share information of their products and services to their potential customers. A company could fulfill the individual needs and wants of their customer information at a lower cost per report to the dispatch of product catalog. Vesterby & Chabert, 2001 described that without physical presence businesses can considerably, create their image in consumer's minds.

Changchit, Douthit, and Hoffmeyer, 2005 Conducted a study on online shopping, they had got some fascinating factors which was about to effect of online shoppers that was the feedback on the websites about the products even more or less when a purchase made any individual, these factors have had the ability to attract and retain the customers.

D. E-SATISFACTION:

Satisfaction, according to Oliver 1997 is the "consumer's fulfillment response". Customer satisfaction can be brief as a consumer's contentment or disappointment in result of comparing a product's perceived performance or outcome according to his/her expectation. Anderson and Srinivasan, defined that satisfaction is the feeling of gratification of the customer with the respect to his/her prior purchasing experience with a given service firm. Customer satisfaction could be ensured by providing high-quality products (David and Stanley). E-Satisfaction in online marketing is customer intuition towards E-shopping experience as compared to the traditional offline service provider or retail stores experience.

The subject of satisfaction has been largely discussed in term of services and traditional retailing literature (Anderson, Fornell, & Lehmann 1994; Bitner, Brown, & Meuter 2000; Caruana, Money, & Berthon 2000; Cronin & Taylor 1992; Oliver 1981; Parasuraman, Zeithaml, & Berry 1988; Zeithaml, Berry, & Parasuraman 1996), the research of directions and determinations of satisfaction in the e-commerce atmosphere is still a question that needs to be answered as compare to traditional settings, because there are not obvious steps are taken to evaluate e-satisfaction so far. (Anderson & Srinivasan 2003; Bitner et al. 2000; Janda, Trochhia, & Gwinner 2002; McKinney, Yoon, & Zahedi 2002; Meuter, Ostrom, Roundtree, & Bitner 2000; Parasuraman & Grewal 2000).

Now web technology is growing very rapidly even day by day, E-commerce is emerging more and more prosperity and trending. Here, the new problem has come up, because of the business model is changed comparatively traditional business therefore way of interaction with customer is also changed. Customer now customer has multiple choices as compare to traditional way of business, now the competitors are available in just a click, customers wants quick customer services and they are not intended to wait (Korper, and Juanita 2001). So the customer satisfaction in E-commerce is definitely separate from other businesses.

However, several dimensions of e-commerce activity, especially consumer perceptions and attitudes towards Internet use, consumer acceptance and adoption of Internet technologies, and consumer satisfaction and loyalty to Websites, have been less scrutinized in global comparative studies.

Akshay 2007 found that the five factors those put the impact of E-satisfaction which were convenience, merchandising, site design, security and serviceability. There are multiple components consist in each factors

Convenience: It includes that satisfy the customer perception, and utilitarian dimensions i.e. easy to use, usefulness, customer's emotions, save the customer time and effort. (Akshay, 2007). Merchandising: It consists of exclusive products combination, product quality, number of offerings, variety of offerings, quality of information, quantity of info. (Akshay, 2007). Design: An impressive web portal design could lead towards positive customer perception and satisfaction of the business (Lam & Lee, 1999). It contains fast navigating and well contented web portal; it can make easy to the customer browse the products effortlessly. (Akshay, 2007). Security: Security is one of the key element of E-satisfaction. This factor procures the financial security, safety of consumer's personal information etc. (Akshay, 2007.). Serviceability: The serviceability is also one of the crucial content for E-satisfaction. Serviceability factors of this context are complaints redress, customer support, packaging of the product, transit time of delivery, post-sale services. (Akshay, 2007).

The most transparent difference between traditional and electronic retail services is the interaction with human-to-human and interaction with human to-machine so that is why some new ways to conceive the satisfaction level might be needed for e-commerce settings.

III.METHODOLOGY

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered.

A.SAMPLING TECHNIQUE:

This study was conducted in the city of Faisalabad. It's a commercial and educational city. Data was gathered through different commercial areas, educational institutes, and towns in Faisalabad. In determining felicitous sample size, Shah and Goldstein (2006) define that small samples are associated with bias and low reliability. In this research simple random technique were used. The data collection was obtained with the help of close ended questionnaire from 200 respondents of Faisalabad city. Education level was limited up to graduation and above because they have know-how about online shopping and could gave the valid response about online shopping. Some responses were also collected from online survey. Job holders, students, businessman, house wife, and retired who had minimum bachelor's degree were the targeted population for this research.

B.DATA COLLECTION METHODS:

The questionnaire was the main source of collecting data. The primary data was collected from the field by guiding the questionnaire to the respondents and by explaining in detail. The questionnaire was pre-tested and valid. Simple random method was used in this study for distribute the questionnaire among the target population. Simple random sampling is the basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Questionnaire was prepared with 4 sections and 29 questions in which the first section there were multiple choice questions were asked about the demographic factors. The demographic factors in the survey comprised of gender, employment, age, income, qualification. In next section there were also close ended questions based on yes, and no also included multiple choice questions. In third section, R.A Likert (1932) developed a scaling format. Likert scale was used for determined the satisfaction level of the consumers about the online shopping. Which was based on the strongly agree, agree, neutral, disagree, and strongly disagree. In last question there were also close ended question about the hurdles during online shopping. Which are inquired about consumer behavior, purchase knowledge, confidence, quality interest, materialism and social consciousness.

C.RESEARCH DESIGN:

Quantitative research measures the data using descriptive statistics. SPSS software was used for calculation of each question and transforms the raw data from the results of the questionnaires in to numerical form. Then data were presented in the form of tables and following a detailed explanation of the figures. While analyzing the respondent's data descriptive analysis i.e. frequency distribution, percentage, charts and tables analysis were used for finding the results. The descriptive research design was employed because there are specific group of people who could defined the main issues about the main determinants of the study. We used descriptive research design and the population of my study was students, and working people of Faisalabad. This design was chosen on the basis of our objectives and research question. So the design was suitable for this research because the objective of study was to identify the relation between the variables.

IV.RESULTS AND DISCUSSIONS

Table (4.1) exhibits that total of 200 samples of Faisalabad's participants, the percentage of male and female respondents are 59 percent and 41 percent respectively, participated in the survey of online consumer behavior.

Gender	Frequency	Percentage
Male	117	58.5
Female	83	41.5
Total	200	100

Table 4.1: Distribution of respondents according to gender

Table (4.2) shows that respondents who participated in the survey of online consumers are mostly fall between the age limit of 20-30, which is 75.5% of the total sample size. Afterwards second highest percentage securing class falls between the 30-40 age limit, i.e. 17% of the total sample size. While remaining respondents 6% and 1.5% drop into the category of 40-50 and above 50 years respectively. The results of the survey disclose that on online shopping attracting generally young population age group of 20-30 years old.

Table 4.2: Distribution of respondents according to age

Age	Frequency	Percentage
20-30	151	75.5
30-40	34	17
40-50	12	6
Above 50	3	1.5
Total	200	100

Table (4.3) discloses that maximum respondents (65%) who participated in this survey are master degree holders in different disciplines. Afterwards rest of the participants drop in section of Bachelor's level (22%), and above means M.Phil. and PhD holders (13%) respectively. It means that participants have knowledge about the online shopping. It also helps us to get the factual responses from them.

Table 4.3: Distribution of respondents according to qualification

Qualification	Frequency	Percentage
Bachelor's level	44	22%
Master level	130	65%
Above	26	13%
Total	200	100%

Table (4.4) reveals that maximum respondents who participated in this survey are jobholders in various government and private institutes (47%), followed by students (41%), Businessman (8%), housewives 3% and only1% are retired. All respondents belong to different areas of Faisalabad.

Table 4.4: Distribution of respondents according to occupation

Occupation	Frequency	Percentage
Student	81	40.5
Businessman	16	8
Job holder	95	47.5
Housewives	6	3
Retired	2	1
Total	200	200

Table (4.5) shows that income of our participants which falls in five category according the survey results the most 28% of participants are those who fall on 10000-20000 category and over 13% are those who are earning more than 50000 per month. However, 18% people have 20000-30000 income level. More than 10% are come under the 30000-40000

thousand category and 24% are those participants not mentioned their salary because they are students. All respondents were belonging to different occupation i.e. job holder, business man, housewives, retired etc.

Table 4.5: Distribution of respondents according to income

Income	Frequency	Percent%
10000-20000	56	28
21000-30000	36	18
31000-40000	18	10.5
41000-50000	11	5.5
Above 50	27	13.5
Total	151	75.5
Missing	49	24.5

A. LINKING OF ONLINE SHOPPING

Figure 4.1

The figure (4.1) demonstrates that how many people are like and dislike the online shopping in region of Faisalabad. In accordance the survey results above 54% of respondents are like to online shopping on the other hand 45% respondents are dislike the online shopping due to various factors that will be mentioned later in this study and will also be mentioned that what factors are encourage the people towards the online shopping.

B.CONVENIENCE IN ONLINE SHOPPING

The figure (4.2) is depicting that how many respondents are think either the online shopping is convenient or not. According to the survey results out of total 66% people are agreed with the statement the online shopping is convenient and rest of factors that are 34% people are opposed to this statement. Whatever which encourage to consumers towards online shopping ultimately directed to the convenience.
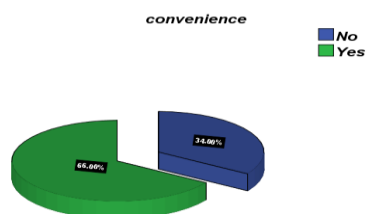

Figure 4.2

C.DECLINE OF TRADITIONAL SHOPPING FREQUENCY:

The figure (4.3) shows the responses of above mentioned statement that which demonstrate that more than 50% people who purchased online products ever, they support to this statement that online shopping reduces their traditional shopping behaviour. And other more than 49% respondents are say that online shopping is not decline their traditional shopping behaviour because they never go for online shopping. That is why they cannot share their experiences in concern of this statement.

Figure 4.3

D.ONLINE PURCHASED ITEMS

From the figure (4.4) it is revealed that what kind of products that people are purchase online, in which most of the respondents (31%) purchased garments, 13% of the respondents have purchased mobile & computer and accessories, 5% and 4% and 3.5% and 1.5% of the respondents purchase other items (i.e. home appliances, travelling, kitchen accessories) respectively more than 4% people are those who purchased all kind of products which are mentioned in above table 39% of the respondents are never purchased any kind products online it doesn't mean that they are not like the online shopping, might be they do like the online purchase but never try to do it yet. According to overall results of this section garments are most purchasing item in online shopping in Faisalabad. It means that varieties of garments are available on online therefore peoples tend to purchase online.
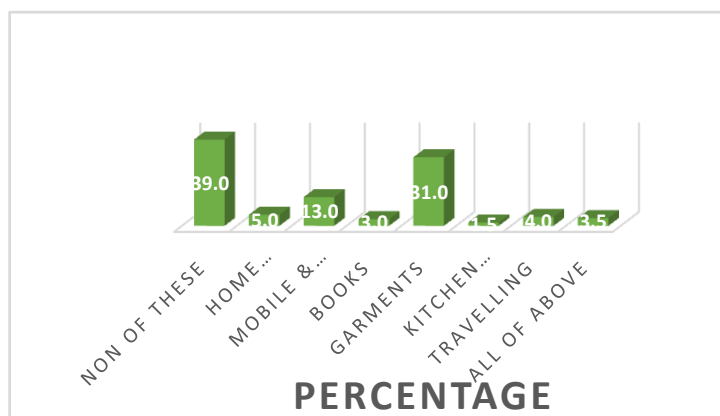

Figure: 4.4

E.ONLINE PURCHASE FREQUENCY

Online shopping is becoming trendy in Faisalabad. In accordance the results of survey, figure (4.5) shows that people are now attracting towards online shopping. About 51% of the respondents answered that they have purchased different sort of things via
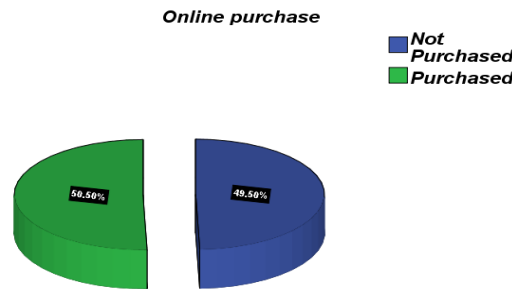

Figure 4.5

online shopping and 49% of the respondents acknowledged that they have never experienced online shopping at all. According to results people of Faisalabad are now becoming trendy towards the online shopping it means online shopping frequency can be rise in future.

F.REASONS TO SHOP ONLINE

In according to results of figure (4.6) that major response of the respondents covers the area of time saving segment and slice is about to 46%. Means people are attracting towards the online shopping for save their time. More than 11% of the consumers are drag towards online shopping because of all above mentioned factors in which includes time saving, variety of products, affordable prices and convenience, and product reviews. 10% people are go for online shopping due to the convenience factor. Only 5.5% customers are move towards online shopping due the variety of the products and affordable prices respectively.

Price is the major concern that people in Pakistan takes in consideration before purchasing online and people have mixed fear that cost is usually high. Price factor involves checking the respondent's attitude to save money when shopping online.

The result of the option named "none of these" comprises of those people who either never purchased online or the people who never bother about any encouraging factor. They just follow their heart. If they want to purchase online, they just go for it. Factors can be change according to consumer emotional, mental circumstances. Sometime time saving is encouraging the consumers to shop online some other time the affordable prices are encouraging same consumer toward shop online products. For example, one person usually purchases online products due to time saving factor but at the end on every year daraz.com is celebrating the black Friday and gives the huge discounts on the all products but on the other hand in physical market such discounts are not offered. In this situation same online shopper might purchase the products due to the factor of affordable prices this time. So we can say that factors can be change according to the different circumstances and consumer's mental perception.

Figure 4.6

Code No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A1	Online shopping is satisfactory.	25 (12.5)	63 (31.5)	52 (26.0)	52 (26.0)	8 (4.0)
A2	Satisfied with quality of products which are provided through online shopping.	31 (15.5)	80 (40.0)	38 (19.0)	47 (23.5)	4 (2.0)
A3	Claim policies are also favorable for me.	21 (10.5)	61 (30.5)	75 (37.5)	42 (21.0)	1 (0.5)
A4	Satisfaction with after sale services of online products	26 (3.0)	66 (33.0)	59 (29.5)	44 (22.0)	5 (2.5)
A5	Delivery of product on time and on specific date.	16 (8.0)	45 (22.5)	53 (27.0)	75 (37.5)	10 (5.0)
A6	Safety during online transactions	23 (11.5)	50 (25.0)	59 (29.5)	50 (25.0)	18 (9.0)
A7	Reasonable prices are offered as compared to physical shopping.	26 (13.0)	51 (25.5)	58 (29.0)	57 (28.5)	8 (4.0)
A8	It is very easy to place an order.	12 (6.0)	35 (17.5)	38 (19.0)	87 (43.5)	28 (14.0)
A9	Online shopping is more secure than classical shopping.	26 (13.0)	58 (29.0)	58 (29.0)	43 (21.5)	15 (7.5)
A10	Online shopping enhances my knowledge about products.	17 (8.5)	32 (16.0)	47 (23.5)	84 (42.0)	20 (10.0)

Table 4.6: E-Satisfaction

G.FINDINGS: -

The study found that, most of the customers are dissatisfied with online shopping in city of Pakistan named Faisalabad. The distribution of customers with accordance to their individual perception with regarding to different attributes/statements which are exhibit in (Table-4.6):

1. It is disclosed that customers are dissatisfied with total of 6 statements out of 10 and remaining 4 statements are concern with satisfied and neutral responses.
2. The statement A1 (overall satisfaction towards online shopping) people are negatively reacted towards this statement. 32% respondents are just dissatisfied with statement.
3. In statement A2 (Satisfied with quality of products which are provided through online shopping.) Identifies that 40% of respondents are sensibly dissatisfied with the quality of the products which are available for online shopping.
4. 33% of respondents are also dissatisfied with the statement A4 (After sale services satisfaction).
5. More than 37% of respondents are shown neutral response regarding A3 statement (claim policies) and also above 30% are dissatisfied on the same statement as compare to 20% of satisfied people.
6. In above of 37% are satisfied with the statement of A5 (Delivery of products on specific date & time).
7. From total respondents, more than 29% are nor totally satisfied not totally dissatisfied with the statements A6, and A7 (Safety during online transaction), (reasonable prices are offered) respectively.
8. More than 43% of respondents are agreed with the statement of A8 (easy to place an order).

9.   29% of respondents are just dissatisfied and also shown neutral directed towards the statement of A9 (Online shopping is more secure than traditional shopping) here it means the risk of fraud.

10.   Out of total respondent, over 42% respondents are satisfied with the statement of A10(online shopping enhances the knowledge about the products)

H.CONSTRAINTS DURING ONLINE SHOPPING

This table demonstrates that why people don't like the online shopping and what factors make them reluctant to shop online. According to above mentioned table more than 27% people are believed that quality of products which are provided by online websites are not good. And second factor that is threat in online shopping is fear of imitating products its means copy of genuine products 23% people said that they are hesitate to online shopping because the threat of imitating products. Out of total 200 respondents15% respondents are reluctant to buy online goods because security and privacy risk is there, it might involve the fraud and leakage of their private information i.e. credit card information, bank account information etc. 13% people think that prices of the online products are usually high as compare to retail
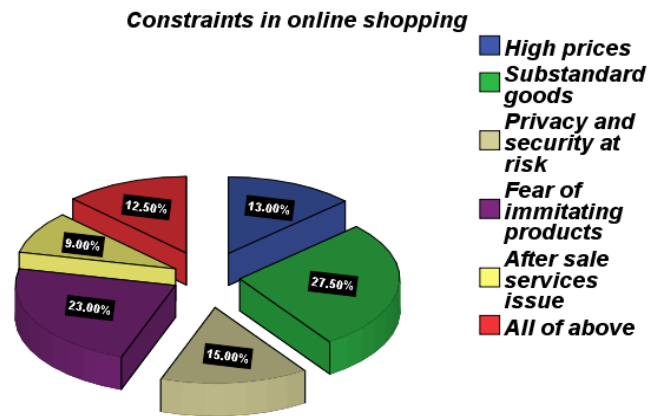

Figure 4.7

stores therefore they don't like the online shopping. However more than 12% perceive that all above mentioned factors are make them hesitant to purchase online products so that is why they don't like shopping.

Table 4.7: Have you ever faced any problem regarding online shopping?

	Frequency	Percent%
Yes	96	48
No	104	52
Total	200	200

Table (4.7) demonstrate the frequency of those respondents who ever faced any problem during online shopping as well as frequency of those respondents who never faced the problems in online shopping. In results of the survey 48% of the respondents have faced different sort of the problems during online shopping on the other hand 52% of those respondents who never faced the problems in online shopping in this percentage all those respondents are included who never done online shopping.

I.PROBLEMS IN ONLINE SHOPPING

This figure is displaying that what sort of problems that ever faced by online shoppers regarding quality, security satisfaction and so on. 54% of the respondents utter that they do face problem regarding the quality of the products they also comment that quality that is depicted in the ads of online products is not actually presented, the quality of the products is poor in actual.

17% of respondents are comment that they never face any problem in online shopping because they don't like the online shopping and also they never bought any kind of product through online. 10% of the people respond that they are encountered from the factors of satisfaction of all the procedure of the online shopping. Over 7% of the respondents have faced the late delivery issue they said that products are not delivered on the specific date and time. However more than 5 percent people shown their responses in term of all above, it means that they have face all issues that are mentioned in figure.
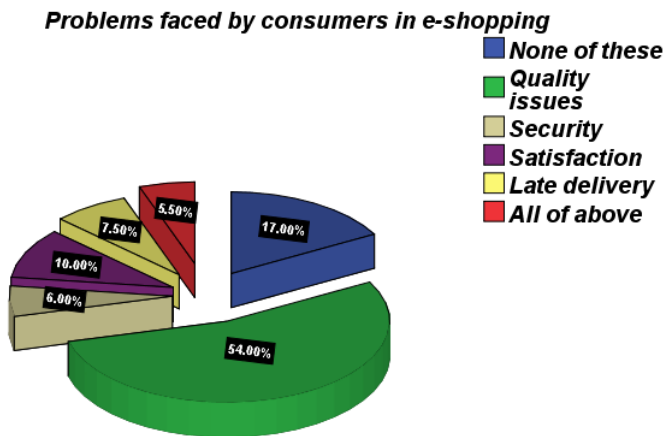

Problems faced by consumers in e-shopping

- None of these
- Quality issues
- Security
- Satisfaction
- Late delivery
- All of above

Figure 4.8

Table 4.8 is express the response of participants either they apply for refund or not, whenever they faced any problem regarding purchased items. According to the survey results more than 30% respondents have applied for refund from online vendors or sellers and rest more than 68% people are those who never applied for the refund policy either they have faced any problem regarding products or not.

Table 4.8: Did you ever apply a refund for online purchase?

	Frequency	Percent%
Yes	61	30.5
No	137	68.5
Total	198	99
Missing	2	1

Table 4.9 demonstrates the responses of those customers whoever applied for refund against online shopping but either they got the refund or not. According to the survey results more than 62 % respondents didn't get the refund whenever

they applied for. On the other hand, 38 % respondents are acknowledged that they got the refund whenever they applied for.

Table 4.9: Did you get the refund you applied for?

	Frequency	Percent%
Yes	23	37.70
No	38	62.29
Total	61	100

Table (4.10) is depicting the level of agreement of the respondents with the statement of online product reviews are hurdle in online purchase. Products reviews put the significant impact on the consumers buying behavior. On the behalf previous defined statement, it was need to know the response of the people towards the online shopping. More than 57% respondents are agreed with above mentioned statement. They think that online products reviews are hurdle in purchase of online products. They deem that suggestions from other peoples are very helpful to purchase and not purchase the goods. However, over 42% people are shake their head in reference of above mentioned statement. They think that products reviews are not create any type constraints in the way of online shopping.

Table 4.10: Do you think online products reviews hurdle in online purchase?

	Frequency	Percent%
Yes	115	57.5
No	85	42.5
Total	200	100

V.CONCLUSION & RECOMMENDATIONS

This study concludes that online shoppers in Faisalabad are mostly attracted towards the online shopping due to the convenience as well as time saving factors. It is also determined that all those consumers who do online shopping ever claims that they are dissatisfied from the online shopping due to some underlying reasons which includes the poor quality of the products and after sale service issues. On contrary, people are satisfied with some factors, it consists of the delivery on time, and convenience factor follow by easy to place an order. However, there are some other factors that make people reluctant to go for online shopping, which comprises of imitating products and mostly quality issues, these are the foremost obstacles in online shopping that affect the people satisfaction level. Nevertheless, respondents are also don't go for online shopping because they think that threat of fraud is there and not secure enough in terms of the privacy.

This study also exhibiting the negative tendency in online shopping in Faisalabad most of the respondents never tried online shopping due some rumors. Mostly these rumors are prevailing in the online products reviews therefore people are encountered from them and as a result they hesitate to purchase online. If this situation remains prevail it will affect the consumers online purchase frequency in Faisalabad.

Despite all the facts people are still tend to do for online shopping due to the convenience and time saving factors because now these days every person every person is busy in their routine matters and they don't have enough time to go elsewhere to find the specific products in this situation e-commerce is facilitating a lot to those consumers because variety of products are available when you go for online shopping and that products are available to you on your one click. Therefore, now a day the purchasing frequency of online shopping is going upward only majorly due to convenience factor. It saves your time and reduce your physical efforts.

A.LIMITATION OF THIS STUDY:

There are some limitations in this research.
The sample size is not large enough, because of short time and limited resources. So findings might not be comprehensive in wider perspective.

B.RECOMMENDATIONS

On the behalf of this study results there are some recommendations that author wants to discuss. These are as follows:

✓ Online business community should focus on the Faisalabad market because there are huge percentage of potential customers are available in Faisalabad they have to capture them by assure them the online shopping is safe and secure.

✓ They should have to focus on the satisfaction of the customers and should eliminate all those issues that make people dissatisfy. E.g. bring improvement in quality of the products which offer online.

✓ They should have to build at least one outlet of their brand in every city that will make sure risk of fraud is not exist as well as aftersales services issue resolve there.

✓ Business should make their websites more secure it will help to reduce the risk of hacking and increase the privacy factors that will ensure the customers feel safe while online shopping. Government should also take the steps towards stop the cybercrimes. This will ultimately affect the customer's tendency towards the online shopping.

✓ Claims and refund policies should be explicitly defined and also define the claim and refund procedure.

✓

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