

"An Examination of factors affecting customers' preferences for online shopping: A case of textile sector in metropolitan areas of Pakistan"



By:

Name : *Muhammad Furqan Ali* Enrolment #: *01-122142-037*

MBA

Supervisor:
Umar Chaudhary

Department of Management Sciences

Bahria University Islamabad
2016.

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voice Examination

Date 25/5/2016

Topic of Research: An Examination of factors affecting customers' preferences for online shopping: A case of textile sector in metropolitan areas of Pakistan.

Names of Student(s):

Name: Muhammad Furqan Ali **Enrollment No:** 01-122142-037

Class: MBA

Approved by:

Umar Chaudhary
Supervisor

Examiner-I

Examiner-II

Dr. Sarwar Zahid
Research Coordinator

Dr. Nadia Tahir
Head of Department - Management Sciences

DEDICATION

To my parents, siblings, whole family, friends and teachers as they were the one who always supported me and never let me down.

Thank you for all your love and support.

ABSTRACT

Online shopping is becoming a vital part of the daily lives of the people especially for those who do not have enough time to go out to shop from physical retail outlets from their busy and hectic lives. The research is being conducted for the metropolitan areas of Pakistan that includes Islamabad, Rawalpindi, Multan, Faisalabad, Lahore, Peshawar and Karachi because these peoples have internet access. The research problem was identified on the basis of which research model was developed for the research purpose with three independent variables i.e. website quality, website content and security, and four independent variables i.e. time saving, cost saving, brand familiarity and trust. The data was collected through online questionnaire because of its ease and then results were derived from SPSS via MS excel. Correlation and multiple linear regressions tests were run using the data from the questionnaires to test the hypothesis. Reliability test (Cronbach Alpha) is used to test the reliability of items of the variables used for the collection of the data. The results were achieved by the use of statistical package SPSS which shows that the hypothesis H1, H3 and H4 were accepted while H2 was rejected.

ACKNOWLEDGEMENT

I wanted to thank all mighty "ALLAH" who enable me and has given me strength to achieve my goals and objectives.

I am grateful to my parents and my whole family who supported me unconditionally all the time and they were always there to support me in all the difficult times. They are my real strength. I am also grateful to all my friends who have helped me all the way in this and given me support wherever it was required.

I am also grateful to all my teachers, specially my supervisor Sir Umar Chaudhary, who have provided me guidance and shown me the right path to do the right things. Without their help and support it would have been impossible to do all the things.

Table of Contents

Chapter # 01	1
1.0 Introduction.....	1
1.1 Online Shopping:.....	1
1.2. Online Shopping and Textile Industry:.....	3
1.3 Online shopping and International perspective:.....	8
1.4 Online Shopping and Pakistan Perspective:.....	12
Chapter # 2	15
2.0 Literature Review.....	15
2.1 Independent Variable.....	15
2.1.1 Website Quality.....	15
2.1.2 Website Content.....	18
2.1.3 Security.....	21
2.2 Dependent Variable.....	22
2.2.1 Customer Preferences.....	22
2.2.2. Time Saving.....	24
2.2.3 Cost Saving.....	26
2.2.4 Trust.....	27
2.2.5 Firm's Reputation.....	29
Chapter # 03	32
3.0 Research Methodology.....	32
3.1 Problem Statement:.....	32
3.2 Research Objectives:.....	33
3.3 Research Framework.....	33
3.4 Research Hypothesis.....	34
3.5 Population.....	34
3.6 Sampling.....	34
3.7 Questionnaire and Measure.....	34
3.8 Data Collection.....	35
Chapter # 04	36
4.0 Results, Interpretations and Discussion.....	36
4.1 Frequency Table.....	36

4.2 Reliability Test.....	39
4.3 Correlation.....	42
4.4 Regression.....	45
Chapter # 05	50
5.0 Conclusion and Recommendations.....	50
5.1 Conclusion.....	50
5.2 Limitations.....	51
5.3 Suggestions for Future Research.....	51
Chapter # 6	53
6.0 Bibliography.....	53
7.0 Appendix.....	60
7.1 Questionnaire.....	60