

# Thesis

*by* Javeria Wahab

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# **Exploring the Impact of Gender on Website Preferences – E-Commerce in Pakistan**

A thesis submitted to the Department of Management Sciences, Bahria University  
Karachi Campus, in fulfilment of the requirement for the MBA degree Thesis



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**Supervisor-Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1.	15 <sup>th</sup> Feb 2016	Bahria University	Discussion about the literature review, term papers and the referencing style.	
2.	25 <sup>rd</sup> Feb 2015	Bahria University	Discussed some areas of the study as to which term paper to consider, length of the literature and APA referencing errors were discussed.	
3.	15 <sup>th</sup> Mar 2016	Bahria University	Completed work of 2 chapters was discussed and corrections were discussed.	
4.	26 Mar 2016	Bahria University	Discussed first 3 chapters and any errors in the work were removed.	

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	27-April-2016	Bahria University	Overall topic discussion, how data will be collected, and how much literature study it will require and discussed about	
6	5-May 2016	Bahria University	Discussed about Questionnaire. Methodology and research questions.	
7	20-May 2016	Bahria University	Overview of draft, Critical analysis of completed work and additional requirements that should be included in the study as well as discussion about correction that should be made prior to submission.	

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**APPROVAL FOR EXAMINATION**

Candidate's Name: \_\_\_\_\_ Registration No. \_\_\_\_\_

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Thereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

\_\_\_\_\_

## **DEDICATION**

I dedicate this report to my beloved parents.

**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

**Signatures:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## ACKNOWLEDGEMENT

All thanks to Allah, the most gracious, merciful and the source of all knowledge, for providing me this magnificent opportunity to conduct this research.

Secondly, I thank my parents and my friends who have always encouraged me in my life.

I also appreciate my supervisor, sir Khurram Adeel Shaikh for guiding me throughout my research project.

Finally, I thank all my respondents and my teachers including Sir Naveed Mohammad Khan and Sir Mansoor Zakir for giving me feedback and ideas regarding my research.

**Purpose** – The purpose of the study is to analyze and explore the impact of gender on website preferences. E-Commerce has been taken under review to study the change in perception and preferences of men and women belonging to different age groups.

**Design/Methodology/Approach** – This is an exploratory study, which aims to analyze and evaluate the impact of gender on website preferences. The behavior of both men and women towards online purchasing and the factors that influence and affect their perception and preferences has been studied during this research. Both secondary and primary methods are used to gather relevant data and information, which has been statistically analyzed to form the results.

**Findings** – The findings of the study suggest that there is no impact of age and gender on consumer website preferences. The online purchasing decisions are influenced by personal needs, experience, knowledge, and intentions to purchase a product. Gender and age are not influencing the decisions. People tend to make their decisions on the basis of their personal thoughts, ideas, feelings, and needs.

**Research Limitations** – This study is academic in nature and is carried out in a limited time frame. A small sample size has been used to conduct this study, which has restricted the results and findings.

**Practical Implications** – To satisfy customers and consumers, it is essential to focus on quality, delivery timings, needs of consumers, and prices offered by other online firms. Daraz.pk and Kaymu.pk should focus on technical assistance, quality of products, and customer satisfaction.

**Key Words:** Website Preferences, Purchasing Decisions, Purchasing Intentions, Gender, E-Commerce, Internet

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## CHAPTER 1

### INTRODUCTION

#### 1.1 OVERVIEW

Javadi, Dolatabadi, Nourbakhsh, Poursaeedi, and Asadollahi (2012) stated that, internet has steadily integrated into the daily lives of human beings, which has resulted in making people more actively using internet to carry out their daily tasks. From reading a news update to taking advantage of online banking, or from communicating online or writing an online blog to share thoughts, everything has become a part of life. People are involved in different activities over the internet, which involves learning and decision making. According to Bashar and Wasiq (2013), the usage of internet requires a lot of information, which is shared through a medium confirming that people are learning different things. This information is shared for different purposes. Ansary and Roushdy (2013) argued that, internet has not only influenced the lives of human beings only, in fact, it has become an important part of businesses, societies, international forums, and communities. Internet is being used worldwide for different purposes. Today, internet is no more considered as a medium to share information and knowledge. In fact, internet has become an ultimate source of information, which influences different aspects of life (Delafrooz, Paim, & Khatibi, 2010).

Masoud, (2013) suggested that, people belonging to different age groups use internet differently. The use depends on their level of intelligence, need, and understanding. There is no restriction on internet, which limits its usage. It depends on people how they make use of it and how they have made internet a part of their lives. With the passage of time, the use and impact of internet has changed commendably. As stated by Cheema, Rizwan, Jalal, Durrani, and Sohail (2013), internet is no more considered as a medium of communication or sharing information. It has turned into a source of information, which has influenced different aspects of human life as well as businesses. Today, internet has become an important part of life. It has helped people in communicating across the world. Similarly, people can stay updated with the world using internet. It has become an essential part of businesses too, where it is being used to communicate with the customers. It has become an essential aspect of marketing

and has also helped in attracting new customers while retaining the existing ones (Al-Maghrabi, Dennis, Halliday, & Ali, 2011).

According to Wong, Lee, Lim, Chua, Chal, and Tan (2012), this is the era of internet where online shopping has taken over traditional shopping. People have become so addicted to internet that they are willing to use it for everything. There are a number of businesses that provide their customers with online shopping facilities. These websites use different features and aspects to attract both men and women belonging to different age groups. The products and services offered at these sites have an impact on the choice and preferences of consumers (Zendehdel & Paim, 2013).

In this study, the impact of gender on web site preferences has been analyzed and reviewed. It is based on studying the preference of men and women towards online shopping considering Daraz.pk and Kaymu.pk. The preferences have been analyzed using different variables that have an impact on the perception and choice of men and women towards online shopping. Since, online shopping has become a growing trend; this study has used it as a measure to consider the impact of gender on web site preferences.

## **1.2 BACKGROUND AND HISTORY**

The growth of internet is backed by the changing needs and demands of consumers along with the continuous advancement in technology. In the past, internet was only used as a source of communication, which helped individuals and businesses in sharing information from one place to another. With the passage of time, the use of internet evolved. People belonging to different age groups, genders, profession, background, and nations tend to use internet differently (Delafrooz, Paim, & Khatibi, 2010). The needs and demands of consumers have an impact on their behavior, perception, and attitude towards the services and products offered on different web sites. Many businesses have shifted their business cycle from traditional to advanced using technology and internet. Now, businesses are taking advantage of e-commerce where they are able to provide their customers with the facilities to purchase products and services through internet. Shopping has become as easier as sitting at home and using your phone to place an order, which is delivered at your door-step (Singh & Kashvan, 2015).

## **1.3 PURPOSE STATEMENT**

The purpose of this study is to analyze the impact of gender on website preferences. Gender and age have been taken as the dependent variables while the preference of consumers and online purchasing decisions are taken as the dependent variable.

#### **1.4 AIM OF RESEARCH**

The aim of the study is to analyze and evaluate the impact of gender on web site preferences. To conduct this study, data was gathered from both primary and secondary sources. E-Commerce has helped businesses in gaining attention of consumers and increasing their sales and profitability. This study tends to find out that which features and aspects of the e-commerce websites influence people, and how it has a different impact on men and women.

#### **1.5 RESEARCH HYPOTHESES**

This study aims to analyze and evaluate the impact of gender on web site preferences. The analysis of previous literature and the research objectives have helped in developing the research hypotheses statements, which are presented below:

**H<sub>1</sub>:** Gender has an impact on website preference

**H<sub>2</sub>:** Age influences the preferences towards websites

**H<sub>3</sub>:** Gender has an impact on online purchasing intentions that is influenced by information and privacy of websites

**H<sub>4</sub>:** Gender attitude towards online purchasing is influenced by ease and benefits offered through websites.

The overall study is carried out with the aim of finding out that whether the hypotheses statements are accepted or rejected.

#### **1.6 ETHICAL CONSIDERATIONS**

This is an academic research, which was carried out as a part of degree program. Throughout the study, ethics and norms were valued and followed. During the data collection process, relevant information was shared with the respondents and their personal information was kept confidential. The collected data was solely used for the study. The secondary sources were cited in the research to ensure that original authors and researchers are given credit for their work.

#### **1.7 KEY DEFINITIONS**

The definitions of the key terms used in the study are presented below:

### 1.7.1 E-Commerce

E-commerce refers to the business transactions being conducted over the internet. These transactions take place through computer-mediated network channels. It focuses on transferring the ownership of products and goods through the use of internet (Sharma, Mehta, & Sharma, 2014).

### 1.7.2 Attitude

The internal evaluation conducted by an individual related to anything being offered is known as the attitude.

### 1.7.3 Internet

A network of computers, which is being used worldwide and has connected people, places, and nations with each other (Masoud, 2013).

### 1.7.4 Internet Purchase

Obtaining a product or service online through a web page is known as internet purchasing (Al-Maghrabi, Dennis, Halliday, & Ali, 2011).

### 1.7.5 Purchase Intention

The willingness of an individual or a consumer to buy a product or good offered by the companies is known as purchase intention (Zendehdel & Paim, 2013).

## 1.8 OUTLINE OF THE STUDY

This study comprises of six chapters that present the overall research.

**Chapter 1** is the introductory chapter, which presents an overview, background, significance of the study, and research aims. It includes a purpose statement and the research hypotheses along with ethical considerations. This chapter provides an introduction of the research topic along with the context and purpose of the study.

**Chapter 2** presents the review of previous literature conducted in the same area of context. It includes an analysis of all the recent research journals, peer-reviewed articles, published articles, and internet sources. All the relevant and reliable sources of information are used to form a base of the study.

**Chapter 3** provides the research methodology used to conduct the study. It includes the nature and type of research, sample size, sampling technique, data collection methods, and statistical techniques used to analyze and evaluate the data.

**Chapter 4** is based on the data integration, which involves the use of a statistical software, SPSS, to integrate, analyze, and evaluate the data collected through the use

of questionnaires. The test and technique applied on the data and its results are included in this chapter.

**Chapter 5** presents a discussion on the data analyzed and evaluated using statistical tests and techniques. The analysis and discussion is based on comparison between the literature and findings of the study. The review on acceptance and rejection of the hypotheses is included in this chapter.

**Chapter 6** presents the conclusion and recommendations based on the overall study. The conclusion section provides an overall summary of the research findings and analysis. The recommendations are based on the findings of the study.

## CHAPTER 2

### LITERATURE REVIEW

There have been a number of studies conducted on the differences in perception, preferences, and attitude of men and women towards web sites and online shopping. The studies suggest that men and women have different perception towards different things, and they use internet for different purposes. The study also suggests that gender and age are not the only factors that influence and affect the choices and preferences of consumers. The literature explores different factors that have an impact on the perception and preferences of consumers towards online shopping and different websites. There has been immense study on online shopping and consumer attitude. This study will reduce the gap and explore the impact of gender on website preferences.

According to Sharma, Mehta, and Sharma (2014), internet has brought a lot of changes in the life of people. It has made life easier, simple, and innovative. Many people are involved in doing online business and internet has helped them in making high profits. Internet has provided businesses and individuals with new ways to promote their business. It is known that internet has become a vital part of human life. People all over the world spend a lot of time on internet. This involves searching information, socialising, communicating, and online shopping. In this era of technology, online shopping has taken over the traditional shopping where people have to visit stores, malls, and shops to purchase products and goods. Since, it has been proved that people in the 21<sup>st</sup> Century are involved in a number of tasks on a daily basis. They keep themselves busy in different things, and this has made their lives difficult and busy. On one hand, people enjoy shopping and spending time visiting malls and shopping centers. On the other hand, there are people who are so busy that they do not have time to visit malls or do any shopping. Busyness is only of one of the reasons that have influenced people to shop online (Singh & Kashvan, 2015).

The study conducted by Javadi et al. (2012) proved that, men and women react differently on internet. Their usage depends on their choices, but is influenced by their gender and age too. Women tend to spend more time communicating and socializing,

while men prefer surfing net to explore information about different things. Women are more likely to do online shopping for branded stuff or products that are not easily available in their nearby stores. On the contrary, men prefer online shopping as they usually do not prefer visiting malls and wasting time finding the right products. This again might be a stereotype, where the choices made by men and women are presumed and studies are conducted accordingly. It is believed that the choices and preferences of individuals vary according to their age, gender, attitude, personality, style, background, and other factors. Some might be influenced by effective marketing and promotional techniques implemented by the businesses, while some might not. It is all a part of business where it is important to target the target customers considering the factors that they might find appealing (Delafrooz, Paim, & Khatibi, 2010).

As stated by Cheema, Rizwan, Jalal, Durrani, and Sohail (2013), businesses have achieved strong global presence using internet as a source of interaction and reaching more customers. Many people have started small online businesses where they are promoting and trading their products on different forums and social media to gain attention and attract customers. Online presence has undoubtedly helped the businesses in gaining high customer attention. E-commerce has gained a lot of attention in the past few years. Many businesses have started providing online purchasing options to their customers, which is one of the facilities that customers prefer these days. It has become easier for the businesses to promote and sell their products online to people in different countries across the world. It is one of the effective ways that has helped businesses in achieving success, growth, and development (Masoud, 2013).

Al-Maghrabi, Dennis, Halliday, and Ali (2011) claimed that online consumers always seek for innovative, unique, and attractive products. Internet has helped people in saving their time as well as money. They have so many options that provide a wide range of products. The people can easily manage their purchasing according to their budget. The price comparison options are provided by many web sites, which help the people in making their choices accordingly. The wide use of internet has made online shopping and e-commerce a growing trend of the societies. People these days are more involved in using internet for making different choices. Whether it is purchasing

electronics or buying clothes, internet has provided with a wide range of options. The food industry is also providing people with a chance of ordering their food items online, which are delivered at the doorsteps. Customization is also not a big problem in today's advanced world. People can simply get their required products and goods customized according to their choice and preferences (Wong et al., 2012).

Ansary and Roushdy (2013) suggested that the preferences and opinion of people have changed with the passage of time. There are a number of factors that have influenced the changes in individual's behavior and attitude. The purchasing decisions of individual is generally based on the needs of individuals and how it can be satisfied through the quality, benefits, and values offered by the company. It is believed that though online purchasing has become a trend, businesses have failed to satisfy customers. Many people have faced bad experience in terms of quality, product delivery, timings, and value. Either the businesses have failed to deliver quality products that can meet the needs of customers or they have delayed the delivery resulting in dissatisfaction of consumers and customers. Quality has been one of the most common issues faced by customers during online purchasing. In some cases, wrong products have been delivered at wrong addresses, which have resulted in creating problems. The online businesses are facing a tough time in meeting the needs and expectations of customers and consumers. For a long time, businesses are facing this problem and they are trying to deal with it by bringing changes in their supply terms, products, and services (Keisidou, Sarigiannidis, & Maditinos, 2011).

Online shopping has provided its customers and consumers with a wide range of options. People can now carry out unlimited and unrestricted shopping according to their needs and requirements. There are a number of online websites that offers a wide range of products. From groceries to electronics, books to gadgets, and from food items to clothes everything is available on the internet. Some of these websites are offering products and goods internationally. People can simply view the product and check out all the options, features, and benefits offered by the website. They can check the prices and also compare it with other products being offered by other online stores. The growing trend of online shopping has influenced businesses to use internet and e-commerce models to attract customers and satisfy their needs. Businesses have

faced a number of challenges in dealing with these threats and issues (Ali, Khan, Ahmed, & Shahzad, 2011).

Rehman and Ashfaq (2011) believed that the consumers preferences and choices related to online shopping varies according to the past experience and knowledge. If a consumer has a good experience, they are more likely to purchase products or goods online again. On the contrary, if the products and goods purchased online fail to satisfy the customers, they will not be using these services again. The experience of individuals is one of the main factors that influence their perceptions and perspectives related to products and the businesses that are offering those products and goods. Ramayah and Ignatius (2010) argued that social influence also has an impact on the purchasing behavior and attitude of individuals belonging to different segments and sectors. The influence of peer-groups and families motivate an individual to purchase certain products and goods. This might be because the products are socially accepted in the societies. In such cases, the individuals make their purchasing decisions after taking opinions and suggestions from others. This is not dependent on the age and gender of individuals (Karim, 2013).

Mir (2012) stated that the consumer behavior and attitude towards online shopping is defined as the way they think about making a purchasing decision. These decisions are influenced and affected the by the purchasing intention. It depends on the needs and requirements that vary from individual to individual. People belonging to different age groups have different likes and dislikes. Some tend to like some products while others have no interest in it. This is very common all over the world as it is not possible to satisfy consumers belonging to different age groups using the same approach or method. The businesses are commonly using different approaches and marketing techniques to attract customers belonging to different segments according to the target market chosen. In terms of online business, the businesses are using online marketing strategies to promote their products and goods (Yousuf, Altaf, Sarwar, & Shah, 2012).

Attia, Aziz, and Friedman (2012) claimed that the education and knowledge of a consumer has a strong impact on their purchasing decisions. The consumer behavior is highly dependent on the knowledge and information gained through different sources. People tend to analyze and evaluate the information regarding different

products and goods using the information present on different web pages. The purchasing decision is based on the decision making process, which involves an analysis and evaluation of information gathered related to different alternatives available. The decision can be taken after interpreting the information and choosing the best product that can meet the needs and demands. Every individual has a different set of need, and this is influenced by various factors. The intrinsic and extrinsic needs affect and influence the purchasing decisions (Safeena, Date, & Kammani, 2011).

Saeed, Wahab, Cheema, and Ashraf (2013) concluded that <sup>15</sup> people belonging to different age groups have different perceptions and perspectives related to the online shopping and purchasing. Young people are more involved in online shopping as they are more involved in using advanced technology. These days' the school students use advanced gadgets to stay online and socialize all the time. Analyzing their behavior and attitude towards online shopping, it has been seen that they tend to order new and innovative products. Online shopping has become a trend in Pakistan, and youngsters are more involved in online purchasing. Mohammed and Alkubise (2012) stated that, on one hand youngsters are more likely to purchase products online, while there are men belonging to the middle age group who are more likely to purchase products online. Men prefer online shopping as they do not have enough time to visit malls and choose items. This is often a stereotypical statement that men do not like shopping. It depends on their preferences and perceptions. They might not like purchasing clothes, but they like buying gadgets, electronics, and other stuff. All this is available on different web portals that offer high quality products with warranty Karbasivar & Yarahmadi, 2011).

According to Awan and Rehman (2014), online business has been influenced by many factors in Pakistan. People have different opinions and attitude towards online businesses and online purchasing. Many people have not even tried online shopping because of their negative views. There are people who prefer traditional methods of shopping, which involve visiting malls or stores and then purchasing. People find it more satisfactory as compared to online purchasing. They might opt for online purchasing in the cases when they are unable to find the products in stores. In the case of shortage of products or placing an order for an international brand, which is not

available in Pakistan, people choose online purchasing. As compared to other countries, online shopping has become a growing trend in Pakistan, but the level of satisfaction and perceptions of people regarding online businesses vary from individual to individual (Dost, Illyas, & Rehman, 2015).

Chandra and Sinha (2013) stated that gender, income, and age have an impact on the purchasing decisions of consumers. People make their choices on the basis of the benefits and value offered by the products. Gender influences the choices as people purchase products according to their needs and requirements. While income is another important factor that influences the purchasing decisions. People with low income generally compare the prices and purchase items that can meet their needs. Customer satisfaction can be achieved by marketing and promoting products according to the segments which are being targeted. It is not possible to satisfy each and every individual with the same products and services (Khan, Anjum, Sohail, & Fatmi, 2014).

According to Qureshi, Fatima, and Sarwar (2014), a major issue that online businesses are facing in today's era is privacy and security. They are facing a tough time in ensuring the privacy and security of their customers and consumers. The online purchasing requires customers and consumers to share their personal details and information. This has an impact on the perception of consumers. Despite continuous advancement in technology, people are facing trusting issues when it comes to online purchasing. They often avoid online purchasing as they do not want to share their personal information on a website. In such cases, many online businesses have made use of effective and secured database and systems. They provide surety to the consumers and customers that their privacy will be maintained. In these many years, technology has advanced up to a great extent. This has motivated individuals to purchase products and goods online (Zeb, Ali, and Iqbal, 2016).

Amjad and Jaskani (2015) claimed that, with the passage of time, online businesses have gained immense popularity and fame. Businesses have successfully managed to attract consumers and build a long-term relationship with the customers. They are using advanced strategies and approaches to attract customers and motivate them to purchase online products and services. With time, people have started trusting online businesses and are more likely to place their orders. Still, many people tend to believe

that online businesses do not provide quality products and it is better to visit an outlet, store, or a mall to make a purchase. In the future it is expected that the perception and attitude of people will change. This is because internet is taking over the world and has become a major part of human life. It is expected according to studies that in future it will become compulsory for the businesses to have online presence. Since, the level of competition in industries is increasing with the passage of time, it is becoming important for businesses to use advanced methods and techniques to achieve competitive advantage (Sheikh & Basti, 2015).

**RESEARCH METHODOLOGY****3.1 NATURE OF THE RESEARCH**

This research is deductive and descriptive in nature, and primary purpose of the study is to collect, gather, analyze, and evaluate data. The purpose of the study is to analyze and evaluate the impact of gender on the web site preferences. It aims to study the behavior, perception, and attitude of men and women towards the e-commerce websites that are offering a wide range of products and goods to consumers. For this purpose, data has been collected and analyzed statistically. The descriptive research is based on relating two things on the basis of particular condition given. In such studies, the researchers focus on explaining the situation using factual details rather than interpreting and making judgments. The deductive nature of the study presents the general and specific understanding of the relationship developed between the dependent and independent variables. This is a quantitative and qualitative study where data is collected through both primary and secondary sources.

**3.2 SAMPLE SIZE**

This study is academic in nature and is based on primary data. To collect and gather primary data, survey method has been used. The sample size of this study is 230 respondents, which is based on convenience sampling method. The research is not targeting any particular segment or group; in fact, it is based on convenience sampling. The questionnaires are distributed among the people who can conveniently fill it out without any problem. Since, this study is carried out in a limited time frame and is academic in nature; a small sample size was used. Primarily, 250 questionnaires were distributed, but only 230 were collected. For the secondary data, peer-reviewed journals, books, published articles, and online sources were used. The gathered data was published after 2010, which means that the study only used recent data and information to ensure the validity, reliability, and relevance of the study.

### 3.3 SAMPLING TECHNIQUE

The convenience based sampling technique is used while carrying out this research. The study involves non-probability sampling, which is based on collection of data through primary data using this technique, the data and information is collected and analyzed. The non-probability sampling provides a chance of collecting data according to the research objectives. Using survey methods, the data has been gathered for the study.

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### 3.4 DATA COLLECTION METHODS

This research is based on primary data. The primary data is collected through survey method where questionnaire was designed specifically considering the research aims and objectives. The questionnaire was designed using Linkert Scale, which comprised of a scale of 5 points including 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree and 5. Strongly Agree. The respondents were given with statements where they were able to show their acceptance on the statements choosing any one of the options. Questionnaire comprised of 24 questions related to the hypotheses statements and objectives of the study. The questions included in the questionnaire were closed-ended where respondents were supposed to make a choice from the given options. Google Form was used to develop and design a questionnaire. This eased the job as the link of Google Form was shared with all friends, university fellows, relatives, and people over the internet. Social media websites helped in gathering data easily on the basis of convenience sampling technique.

### 3.5 STATISTICAL TECHNIQUES

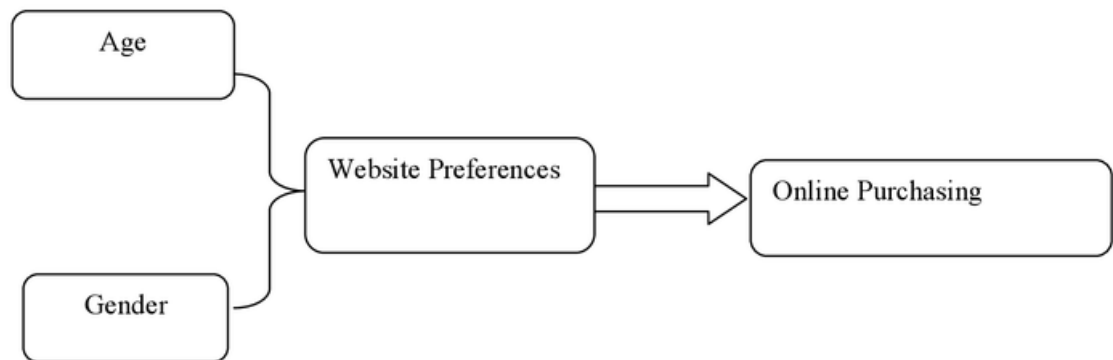
35

This study is based on non-probability sampling technique, which is known as convenience based sampling. The data gathered through questionnaires was inserted on SPSS. The data integration involved an insertion of data on SPSS using scales and measures. First, the reliability of the data was analyzed and evaluated. Once it was finalized that the collected data was reliable and valid, Regression Analysis Model was used to statistically analyze the data. The results of the study are based on the regression model and technique applied to analyze the data on the basis of the research model and hypotheses statements.

### 3.6 RESEARCH MODEL

This study is based on an empirical model designed using dependent and independent variables. The study aims to analyze and evaluate the impact of gender on web site preferences and online purchasing. To study the relationship, gender and age are taken as independent variables while web site preferences and online shopping are taken as dependent variables. The empirical model of the study is presented below:

FIG 3.6.1 EMPIRICAL RESEARCH MODEL



The model presented above shows the relationship developed between the dependent and independent variable considering the research hypotheses statements. Website preference is taken as the moderate variable, which forms a connection or a relationship between the dependent and independent variable. The study was carried to analyse and explore that whether this relationship is valid or not. On this basis, the acceptance and rejection of the hypotheses statements has been proved.

## CHAPTER 4

### DATA INTEGRATION

#### 4.1 DATA

The sample size of the study is 230 respondents, which filled out the questionnaire that was specifically designed according to the aim and objective of the study. Age and gender were the compulsory questions of the questionnaire as this study is based on analyzing and exploring the impact of gender on website preferences. The questionnaire comprised of closed-ended questions. There were 24 questions developed according to the hypotheses statements used for this study. Using the Likert Scale, the opinion of respondents was collected. Out of 230 respondents, 115 were females and 115 were males. Using non-probability convenience based sampling the opinions and responses were gathered and inserted on SPSS. SPSS is a statistical package and software that helps in analyzing and evaluating the data using statistical tests, techniques, and tools. Checking the reliability of the data, it has been seen that the data is 85% reliable.

#### 4.2 STATISTICAL ANALYSIS

The data gathered using questionnaires was inserted on SPSS, which is statistical software. Using this software, reliability test was applied on the data. The table below shows the reliability statistics:

**TABLE 4.2.1 RELIABILITY STATISTICS**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.859	29

The table above shows that the Chronbach's Alpha value is 85.9%, which shows that the data is 85.9% reliable. This is a fairly good reliability score, which suggests that the data used to carry out this study is reliable, relevant, and valid.

After checking the reliability of the data, the Regression Analysis test was applied on the data to study the relationship between the dependent and independent variables. The regression analysis is a statistical process, which helps in estimating and analyzing the relationship between different variables. The dependent variable of the

study is website preferences and online purchasing. The independent variable of the study is gender and age.

To check the first Hypothesis i.e.

H<sub>1</sub>: Gender has an impact on website preference

**TABLE 4.2.2 VARIABLES TABLE FOR GENDER AND PREFERENCE OF WEBSITES**

**2**  
**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gender a		. Enter

a. All requested variables entered.

b. Dependent Variable: Pref

**14**  
The Table 4.2.2 shows the variables entered into the regression model for analysis. The independent variable taken is gender and dependent variable taken is website preferences.

**TABLE 4.2.3 MODEL SUMMARY FOR GENDER AND PREFERENCES OF WEBSITES**

**6**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.048 <sup>a</sup>	.002	-.002	.49746

a. Predictors: (Constant), Gender

**45**  
To analyze the relationship between gender and preferred websites, the regression model was applied on the collected data. The table 4.2.3 shows the model summary where R value is 0.48 and R-square is 0.002. Considering R-Square, it is known that it is inversely proportional to Standard Error of the Estimate. Higher the R-square value lower would be the standard error. The adjusted R-square is negative, which shows that the control of variables is negative. According to the adjusted R-Square value i.e. -0.02 it shows that there is no relationship between the dependent and independent

variable. Gender has no relationship with website preference, which means that  $H_1$  is rejected on the basis of adjusted R-square.

**TABLE 4.2.4 ANOVA FOR GENDER AND PREFERENCES OF WEBSITES**  
ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.125	1	.125	.504	.478 <sup>a</sup>
	Residual	55.184	223	.247		
	Total	55.309	224			

a. Predictors: (Constant), Gender

b. Dependent Variable: Pref

The table 4.2.4 shows that after applying regression model, while studying the impact of gender on website preferences is 0.478, it shows the rejection of hypothesis. When sig is greater than 0.05 it shows that the tested hypothesis is not true. Hence, it is proved that gender has no impact on website preferences.

**TABLE 4.2.5 COEFFICIENTS FOR GENDER AND WEBSITE PREFERENCES**

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.523	.105		33.637	.000
	Gender	.047	.066	.048	.710	.478

a. Dependent Variable: Pref

The above table 4.2.5 shows the unstandardized coefficients, which are the regression coefficients. The value of coefficients helps in estimating the impact of independent variables on the dependent variable. The t-value shows the ratio of simple regression coefficient B to its standard error. Sig value is the observed significance level. Estimating the relationship between gender and website preferences, it has been seen that the sig value is 0.478. Again, it proves that the tested hypothesis ( $H_1$ ) is rejected.

To check H<sub>2</sub>: Age influences the preferences towards websites

**TABLE 4.2.6 VARIABLES TABLE FOR AGE AND WEBSITE PREFERENCE**

**2**  
**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Age <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Pref

**14**  
The Table 4.2.6 shows the variables entered into the regression model for analysis. The independent variable taken is age and dependent variable taken is website preferences.

**TABLE 4.2.7 MODEL SUMMARY FOR AGE AND WEBSITE PREFERENCE**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.068 <sup>a</sup>	.005	.000	.49685

a. Predictors: (Constant), Age

Analyzing the relationship between age and preferred website using the regression model as presented in the Table 4.2.7, it has been seen that adjusted R square is 0.000. This shows that the variance in independent variable will not affect the dependent variable. Hence, it is stated that age does not have an impact on the website preferences. On the basis of the statistical analysis, H<sub>2</sub> is also rejected.

**TABLE 4.2.8 ANOVA FOR AGE AND WEBSITE PREFERENCE**

26  
ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.259	1	.259	1.050	.307 <sup>a</sup>
	Residual	55.050	223	.247		
	Total	55.309	224			

According to Table 4.2.8, when exploring the relationship between age and website preference, sig value is 0.307. This suggests that there is no significant impact of age on website preferences.

**TABLE 4.2.9 COEFFICIENTS FOR AGE AND WEBSITE PREFERENCE**  
Coefficients<sup>a</sup>

Model		21 Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.671	.083		44.438	.000
	Age	-.032	.031	-.068	-1.025	.307

a. Dependent Variable: Pref

Table 4.2.9 shows that estimating the relationship between gender and website preferences, it has been seen that the sig value is 0.000. Again, it proves that the tested hypothesis (H<sub>2</sub>) is rejected.

To check H<sub>3</sub>: Gender has an impact on online purchasing intentions that is influenced by information and privacy of websites

**TABLE 4.2.10 VARIABLES FOR H<sub>3</sub>**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gender <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: H3

The Table 4.2.10 shows the variables entered into the regression model for analysis. The independent variable taken is gender and dependent variable taken is purchasing intentions taking information and privacy of the websites as the moderate variables.

**4.2.11 MODEL SUMMARY FOR H<sub>3</sub>**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.040 <sup>a</sup>	.002	-.003	.52950

a. Predictors: (Constant), Gender

Analysing the relationship between gender and purchasing intentions using the regression model as presented in the Table 4.2.11, it has been seen that adjusted R square is -0.03. this shows that the variance in independent variable will not affect the dependent variable. Hence, it is stated that gender does not have an impact on the purchasing intentions. On the basis of the statistical analysis, H<sub>3</sub> is also rejected.

TABLE 4.2.12 ANOVA FOR H<sub>3</sub>ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.094	1	.094	.336	.563 <sup>a</sup>
	Residual	58.037	207	.280		
	Total	58.132	208			

a. Predictors: (Constant), Gender

b. Dependent Variable: H3

According to Table 4.2.12, when exploring the relationship between gender and purchasing intentions, sig value is 0.563. This suggests that there is no significant impact of gender on the purchasing intentions of consumers.

TABLE 4.2.13 COEFFICIENTS FOR H<sub>3</sub>Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.028	.115		34.927	.000
	Gender	-.042	.073	-.040	-.580	.563

a. Dependent Variable: H3

Table 4.2.13 shows that estimating the relationship between gender and purchasing intentions, it has been seen that the sig value is 0.563. Again, it proves that the tested hypothesis (H<sub>3</sub>) is rejected.

To check H<sub>4</sub>: Gender attitude towards online purchasing is influenced by ease and benefits offered through websites.

**TABLE 4.2.14 VARIABLES FOR H<sub>4</sub>**  
**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gender <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: H4

14

The Table 4.2.14 shows the variables entered into the regression model for analysis. The independent variable taken is gender and dependent variable taken is purchasing intentions taking ease and benefits offered through websites as the moderate variables

**TABLE 4.2.15 MODEL SUMMARY FOR H<sub>4</sub>**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.008 <sup>a</sup>	.000	-.005	.48385

a. Predictors: (Constant), Gender

Analyzing the relationship between gender and purchasing intentions on the basis of ease and benefits offered by the website using the regression model as presented in the Table 4.2.15, it has been seen that adjusted R square is -0.005. This shows that the variance in independent variable will not affect the dependent variable. Hence, it is stated that gender does not have an impact on the purchasing intentions. On the basis of the statistical analysis, H<sub>4</sub> is also rejected.

**TABLE 4.2.16 ANOVA FOR H<sub>4</sub>** <sup>9</sup>  
ANOVA <sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.003	1	.003	.013	.911 <sup>a</sup>
	Residual	50.100	214	.234		
	Total	50.103	215			

a. Predictors: (Constant), Gender

b. Dependent Variable: H4

According to Table 4.2.16, when exploring the relationship between gender and purchasing intentions, sig value is 0.911. This suggests that there is no significant impact of gender on the purchasing intentions of consumers considering the ease and benefits offered through the websites.

**TABLE 4.2.17 COEFFICIENTS FOR H<sub>4</sub>**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.934	.103		38.090	.000
	Gender	-.007	.066	-.008	-.112	.911

a. Dependent Variable: H4

Table 4.2.17 shows that estimating the relationship between gender and purchasing intentions, it has been seen that the sig value is 0.911. Again, it proves that the tested hypothesis (H<sub>4</sub>) is rejected.

## CHAPTER 5

### DISCUSSION AND CRITICAL DEBATE

#### 5.1 DISCUSSION

Internet has become a vital part of human life, which has affected and influenced almost all the aspects of life. With the passage of time, the use of internet has changed. People belonging to different age groups use internet differently. The use is also dependent on the level of knowledge and experience of the individuals. The world has gone through various changes, and internet has played an important role in bringing changes in the world. People use internet for different purposes, some use it to search information while some use it for socializing. Some people make educational projects, while some conduct online businesses. In this era of technology, internet has significantly contributed in connecting people with each other. The use of smart phones has helped people in using internet anywhere and anytime. With the growth in use of internet, e-commerce has majorly taken over the market. Many firms and organizations have started their operations online so that they can easily communicate with their customers and clients and facilitate them accordingly.

On the basis of this study, it has been seen that the websites offer their customers with a wide range of products. Considering the needs and demands of customers, online purchasing has increased up to a certain extent in Pakistan. More and more people are ordering products online, and their purchasing intentions are influenced by a number of factors. It is general assumed that women are more likely to shop online as they like shopping. Although, as a matter of fact, this study has proved that gender has no impact on website preferences. People are more influenced by their satisfaction, experience, social influence, and by their likes and dislikes. People make their purchasing decisions on the basis of their needs, which vary from person to person. Similarly, it has been seen that age has no impact on the purchasing decisions of individuals or on the website preferences. People belonging to different age groups purchase different things, which is solely dependent on their needs and preferences. It is not possible that all people belonging to a similar age group have similar level of understanding, needs, and likes and dislikes. People are different and their preferences

vary from situation to situation. Education and their level of knowledge and experience have an impact on their purchasing intentions and decisions.

## 5.2 CRITICAL DEBATE

Analyzing Daraz.pk and Kaymu.pk, it has been seen that these two online portals are offering customers with a wide range of products. They have products for each age group and gender. They are facilitating customers by offering market compatible prices and efficient delivery process. In this era of technology, Pakistan is moving forward to facilitate its people. Online purchasing and online shopping has become a growing trend these days. People belonging to different age groups are involved in ordering products online, which are delivered at their door-steps.

The literature review proved that e-commerce has gained immense popularity. Previously, different researchers have focused on different factors that influence people to purchase products online. Their purchasing decisions are affected and influenced by a number of factors. Some of these include age, gender, experience, knowledge, personality, and social influence. People tend to make a purchase when the product meets their needs and demands. It is not necessary that everyone has the same opinion regarding online purchasing. People have different needs and wants, and this keeps on changing with the passage of time. Despite the fact that online shopping has become a trend and almost everything can be purchased online, there are some people who do not prefer online purchasing.

Critically comparing the literature with the findings of this study, it has been seen that there is a difference in the viewpoints and findings. Literature suggests that age and gender has an impact on the website preferences and online purchasing decisions. The critical analysis suggests that people are more influenced by the product features, prices, and other attributes that has an impact on their needs and requirements. The purchasing decisions of individuals are generally based on their preferences, needs, knowledge, and acceptance. It is not possible that everyone likes everything. People tend to have different tastes and preferences that influence their attitude, behaviour, and intention while purchasing products.

## CHAPTER 6

### RECOMMENDATIONS AND CONCLUSION

#### 6.1 RECOMMENDATIONS

On the basis of this study, it is recommended that in Pakistan, people need to trust the e-commerce sites. This is only possible when the websites like Kaymu.pk and Daraz.pk focus on delivering high quality products at reasonable rates having market compatible prices. It is suggested that they focus on enhancing their quality of products offered and use competitive pricing strategy. Targeting people belonging to different segments is essential, and it requires focusing on the individual needs. It is not effective for the websites to make their decisions on the basis of assumptions and stereotypes. They need to focus on the changing needs and demands of consumers and should develop their plans and strategies accordingly.

#### 6.2 CONCLUSION

The study concludes that website preferences are not influenced by gender and age. Today, internet has become an important part of life. It has helped people in communicating across the world. Similarly, people can stay updated with the world using internet. It has become an essential part of businesses too, where it is being used to communicate with the customers. It has become an essential aspect of marketing and has also helped in attracting new customers while retaining the existing ones. In Pakistan, e-commerce has gained immense popularity. People are purchasing different types of products from the online stores, which include grocery, clothes, accessories, and many more. Their purchasing decisions are mainly influenced by their needs and demands. Their previous experience and knowledge are two main factors that have an impact on the purchasing decisions and website preferences. It is proved that all the proposed hypotheses statements of the study are rejected. This is because people have their own set of preferences, taste, and likes and dislikes. They are more likely to make a purchasing decision when the product meets their needs and demands. When considering online shopping or purchasing, people are concerned about the privacy and security of the data being shared. Quality and price concerns also affect the decisions of consumers. It is not possible for the websites like Daraz.pk and Kaymu.pk to satisfy all their customers using the same tactics. The demands and

needs vary from individual to individual depending on their preferences and perceptions.

### **6.3 PRACTICAL IMPLICATIONS**

Practically, it is important for the online businesses to play their role effectively and monitor the needs and requirements of people on a continuous basis. To satisfy customers and consumers, it is essential to focus on quality, delivery timings, needs of consumers, and prices offered by other online firms. Since, the level of competition is increasing continuously, it is essential for the businesses to set goals and play their role efficiently and effectively. Daraz.pk and Kaymu.pk should focus on technical assistance, quality of products, and customer satisfaction. This will help them in building trust among the consumers that will lead to developing a long-term relationship.

### **6.4 FUTURE RESEARCH**

This study is academic in nature and was restricted by time and resources. It was carried out in a limited time frame and this restricted the sample size. Non-probability convenience based sampling technique was used where no specific group was targeted. E-Commerce, online shopping, and website preferences of consumers is a vast area for research. In future, this research can be carried out on a larger scale using a larger sample size. This will help in getting more appropriate results.

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## APPENDIX

File Edit View Data Insert Window Help																			
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	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19
1	Female	24-25	Agree	Agree	Neutral	Neutral	Agree	Agree	Neutral	Disagree	Neutral	Strongly A.	Strongly A.	Neutral	Neutral	Agree	Neutral	Disagree	Neutral
2	Female	Above Strongly D.	Strongly D.	Neutral	Disagree	Disagree	Neutral	Neutral	Disagree	Strongly A.	Neutral	Disagree	Agree	Neutral	Strongly A.	Neutral	Neutral	Neutral	Neutral
3	Female	24-25	Neutral	Agree	Agree	Strongly A.	Neutral	Strongly A.	Neutral	Disagree	Neutral	Neutral	Agree	Strongly A.	Agree	Strongly D.	Agree	Agree	Agree
4	Female	24-25	Agree	Disagree	Disagree	Disagree	Strongly A.	Neutral	Strongly D.	Agree	Agree	Strongly D.	Agree	Strongly A.	Agree	Disagree	Strongly A.	Agree	Agree
5	Female	24-25	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Neutral	Strongly D.	Strongly D.	Neutral	Neutral	Disagree	Strongly A.	Strongly A.	Strongly D.	Agree	Strongly A.	Strongly A.
6	Female	24-25	Agree	Neutral	Agree	Strongly A.	Agree	Strongly A.	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Strongly A.	Strongly A.
7	Male	31-35	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
8	Female	24-25	Strongly A.	Disagree	Neutral	Disagree	Agree	Agree	Disagree	Neutral	Neutral	Neutral	Agree	Agree	Agree	Disagree	Strongly A.	Neutral	Strongly A.
9	Female	24-25	Agree	Strongly D.	Neutral	Disagree	Neutral	Disagree	Disagree	Agree	Agree	Strongly A.	Agree	Strongly A.	Agree	Neutral	Strongly A.	Agree	Strongly A.
10	Male	31-35	Disagree	Neutral	Neutral	Agree	Agree	Disagree	Neutral	Neutral	Neutral	Disagree	Agree	Neutral	Agree	Agree	Disagree	Neutral	Disagree
11	Female	24-25	Agree	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree
12	Female	24-25	Strongly A.	Strongly A.	Strongly A.	Neutral	Neutral	Neutral	Neutral	Neutral	Agree	Disagree	Agree	Strongly A.	Agree	Neutral	Strongly A.	Agree	Agree
13	Male	26-30	Neutral	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Neutral	Agree	Disagree	Agree	Strongly A.	Strongly D.	Strongly A.	Agree	Strongly A.
14	Male	26-30	Neutral	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Neutral	Agree	Disagree	Agree	Strongly A.	Strongly D.	Strongly A.	Agree	Strongly A.
15	Male	24-25	Agree	Strongly A.	Neutral	Strongly A.	Agree	Agree	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.
16	Female	24-25	Agree	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Neutral	Neutral	Strongly D.	Strongly A.	Agree	Strongly A.	Agree	Neutral	Agree	Agree	Agree
17	Female	24-25	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Disagree	Agree	Agree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
18	Female	26-30	Agree	Neutral	Disagree	Neutral	Neutral	Disagree	Disagree	Neutral	Neutral	Neutral	Neutral	Agree	Agree	Disagree	Strongly A.	Agree	Agree
19	Female	26-30	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Neutral	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
20	Female	24-25	Agree	Agree	Neutral	Agree	Agree	Agree	Disagree	Agree	Agree	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Strongly A.	Strongly A.
21	Female	26-30	Strongly A.	Agree	Agree	Agree	Agree	Agree	Neutral	Neutral	Agree	Agree	Agree	Agree	Agree	Neutral	Strongly A.	Strongly A.	Neutral
22	Male	24-25	Agree	Agree	Strongly A.	Neutral	Agree	Disagree	Neutral	Agree	Agree	Agree	Agree	Strongly A.	Agree	Strongly A.	Strongly A.	Agree	Strongly A.
23	Male	24-25	Agree	Agree	Strongly A.	Neutral	Agree	Disagree	Neutral	Agree	Agree	Agree	Agree	Strongly A.	Agree	Strongly A.	Strongly A.	Agree	Strongly A.
24	Male	24-25	Neutral	Agree	Strongly A.	Neutral	Agree	Disagree	Neutral	Agree	Agree	Agree	Agree	Strongly A.	Agree	Strongly A.	Strongly A.	Agree	Strongly A.
25	Male	Above Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Neutral	Disagree	Strongly D.	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.	Strongly A.
26	Male	24-25	Agree	Agree	Agree	Neutral	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Agree	Agree	Strongly A.
27	Male	26-30	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
28	Female	24-25	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
29	Female	31-35	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
30	Male	26-30	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
31	Female	24-25	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
32	Female	24-25	Strongly A.	Agree	Agree	Disagree	Neutral	Disagree	Strongly D.	Disagree	Disagree	Strongly D.	Disagree	Agree	Agree	Strongly D.	Neutral	Strongly A.	Strongly A.
33	Male	31-35	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Strongly A.	Disagree	Strongly A.	Strongly A.	Strongly A.
34	Male	26-30	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Disagree	Agree	Agree	Disagree	Neutral	Neutral	Neutral
35	Female	24-25	Agree	Neutral	Disagree	Agree	Agree	Neutral	Disagree	Disagree	Neutral	Agree	Neutral	Strongly A.	Agree	Agree	Agree	Agree	Agree
36	Female	31-35	Neutral	Disagree	Agree	Agree	Agree	Agree	Neutral	Agree	Strongly A.	Neutral	Agree	Agree	Agree	Strongly A.	Strongly A.	Strongly A.	Agree
37	Female	24-25	Strongly A.	Agree	Neutral	Neutral	Strongly A.	Neutral	Neutral	Strongly A.	Agree	Agree	Strongly A.	Strongly A.	Strongly A.	Neutral	Agree	Agree	Agree

File Edit View Data Insertion Analysis Graphs Utilities All Open Window Help																			
Table Sort 24 Variables																			
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	
37	Female	21-25	Strongly A.	Agree	Neutral	Neutral	Strongly A.	Neutral	Neutral	Strongly A.	Agree	Agree	Strongly A.	Strongly A.	Strongly A.	Neutral	Agree	Agree	Agree
38	Female	31-35	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
39	Male	Above	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
40	Male	26-30	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
41	Male	26-30	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
42	Female	26-30	Disagree	Agree	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly D.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree
43	Female	26-30	Agree	Agree	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Disagree	Agree	Neutral	Agree	Strongly A.	Agree	Strongly A.
44	Male	26-30	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
45	Male	21-25	Agree	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
46	Female	21-25	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree
47	Male	15-20	Neutral	Agree	Agree	Neutral	Agree	Agree	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Neutral	Strongly A.	Agree	Agree
48	Male	21-25	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Agree	Agree	Agree	Agree	Agree	Neutral	Agree	Agree	Strongly A.
49	Female	15-20	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Strongly A.	Strongly A.	Agree	Agree
50	Male	21-25	Neutral	Agree	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Agree	Strongly A.
51	Male	21-25	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Neutral	Agree	Agree	Strongly A.	Agree	Agree
52	Female	31-35	Agree	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Agree	Strongly A.
53	Male	15-20	Agree	Agree	Strongly A.	Strongly A.	Neutral	Agree	Agree	Agree	Agree	Agree	Neutral	Agree	Strongly A.	Neutral	Strongly A.	Agree	Agree
54	Female	26-30	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Strongly A.	Agree	Agree
55	Female	26-30	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
56	Male	21-25	Agree	Neutral	Agree	Strongly A.	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Strongly A.
57	Male	15-20	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Strongly A.	Strongly A.	Strongly A.
58	Female	26-30	Agree	Agree	Neutral	Agree	Strongly A.	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Agree	Strongly A.	Agree	Agree	Agree	Agree
59	Female	31-35	Neutral	Neutral	Neutral	Neutral	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Neutral	Neutral	Disagree	Neutral	Disagree
60	Female	21-25	Agree	Disagree	Disagree	Agree	Neutral	Strongly A.	Neutral	Neutral	Neutral	Agree	Disagree	Disagree	Agree	Agree	Neutral	Agree	Agree
61	Male	26-30	Agree	Disagree	Disagree	Agree	Agree	Neutral	Disagree	Agree	Strongly A.	Strongly A.	Agree	Agree	Agree	Neutral	Agree	Agree	Agree
62	Female	26-30	Agree	Agree	Agree	Agree	Agree	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Agree	Strongly A.
63	Male	21-25	Neutral	Disagree	Disagree	Neutral	Neutral	Agree	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree
64	Male	21-25	Neutral	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Neutral	Agree	Neutral	Agree	Strongly A.	Strongly A.	Agree	Agree	Neutral
65	Female	26-30	Agree	Agree	Strongly A.	Strongly A.	Neutral	Disagree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Strongly A.	Agree	Strongly A.
66	Male	15-20	Disagree	Disagree	Disagree	Neutral	Neutral	Agree	Disagree	Neutral	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree
67	Male	26-30	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
68	Male	26-30	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
69	Male	15-20	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
70	Male	31-35	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
71	Male	21-25	Disagree	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly D.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree	Agree
72	Female	15-20	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
73	Female	15-20	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree

8 Per																			Table 24 of 24 Items
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19
73	Female	15-20	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
74	Male	25-30	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
75	Female	31-35	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Strongly A.	Agree	Agree
76	Male	21-25	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
77	Male	Above	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
78	Male	25-30	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
79	Female	15-20	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
80	Female	31-35	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
81	Male	31-35	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
82	Male	Above	Disagree	Strongly A.	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly D.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree
83	Female	21-25	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
84	Male	15-20	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
85	Female	25-30	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
86	Male	15-20	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
87	Male	31-35	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
88	Male	25-30	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
89	Male	21-25	Disagree	Agree	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly D.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree
90	Male	25-30	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
91	Male	31-35	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
92	Male	21-25	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
93	Female	15-20	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
94	Female	15-20	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Neutral	Disagree	Strongly D.	Disagree	Disagree	Disagree	Agree	Agree	Agree	Strongly A.	Strongly A.	Strongly A.
95	Female	21-25	Agree	Agree	Agree	Neutral	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Agree	Agree	Strongly A.
96	Male	21-25	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
97	Male	31-35	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
98	Male	25-30	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
99	Male	25-30	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
100	Female	15-20	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
101	Female	21-25	Strongly A.	Agree	Agree	Disagree	Neutral	Disagree	Strongly D.	Disagree	Disagree	Strongly D.	Disagree	Agree	Agree	Strongly D.	Neutral	Strongly A.	Strongly A.
102	Female	21-25	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Strongly A.	Disagree	Strongly A.	Strongly A.	Strongly A.
103	Female	21-25	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Disagree	Agree	Agree	Disagree	Neutral	Neutral	Neutral
104	Female	15-20	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
105	Female	25-30	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
106	Female	25-30	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
107	Female	15-20	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
108	Female	25-30	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
109	Female	25-30	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree

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	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19
109	Female	26-30	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
110	Female	21-25	Agree	Agree	Agree	Neutral	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Agree	Agree	Strongly A.
111	Female	21-25	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
112	Male	15-20	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
113	Male	21-25	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
114	Male	26-30	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
115	Male	21-25	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
116	Female	15-20	Strongly A.	Agree	Agree	Disagree	Neutral	Disagree	Strongly D.	Disagree	Disagree	Strongly D.	Disagree	Agree	Agree	Strongly D.	Neutral	Strongly A.	Strongly A.
117	Female	26-30	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Strongly A.	Disagree	Strongly A.	Strongly A.	Strongly A.
118	Female	21-25	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Disagree	Agree	Agree	Disagree	Neutral	Neutral	Neutral
119	Female	21-25	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
120	Female	15-20	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
121	Female	26-30	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
122	Female	21-25	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
123	Male	Above	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Agree	Agree	Agree	Disagree	Disagree
124	Female	26-30	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
125	Female	21-25	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
126	Female	21-25	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
127	Female	21-25	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
128	Male	15-20	Disagree	Neutral	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly D.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree
129	Male	26-30	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
130	Male	21-25	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
131	Male	15-20	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
132	Male	21-25	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
133	Female	15-20	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
134	Female	15-20	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
135	Male	15-20	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Agree	Agree	Agree	Agree	Disagree
136	Male	26-30	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Strongly A.	Agree	Agree
137	Male	26-30	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.
138	Female	21-25	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.
139	Female	21-25	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly D.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
140	Female	15-20	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
141	Female	15-20	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
142	Female	15-20	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
143	Female	26-30	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
144	Female	21-25	Disagree	Agree	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly D.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree
145	Female	21-25	Agree	Strongly A.	Agree	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Neutral	Neutral	Neutral	Neutral

Data View Variable View

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9 Post																			
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19
145	Female	31-35	Agree	Strongly A.	Agree	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Neutral	Neutral	Neutral	Neutral
146	Female	26-30	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Strongly A.	Agree	Agree
147	Male	26-30	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
148	Male	21-25	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
149	Male	15-20	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
150	Male	21-25	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
151	Male	26-30	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
152	Male	21-25	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
153	Male	15-20	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
154	Male	31-35	Disagree	Agree	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly Di.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree
155	Male	26-30	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
156	Male	31-35	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
157	Male	26-30	Neutral	Agree	Agree	Strongly A.	Strongly A.	Agree	Agree	Neutral	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Strongly A.	Agree	Agree
158	Female	26-30	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
159	Female	21-25	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
160	Female	21-25	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
161	Male	31-35	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
162	Male	26-30	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
163	Female	21-25	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
164	Male	26-30	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree
165	Female	21-25	Disagree	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly Di.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree	Agree
166	Female	21-25	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.
167	Male	15-20	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
168	Female	31-35	Agree	Agree	Agree	Neutral	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Agree	Agree	Strongly A.
169	Female	26-30	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
170	Female	26-30	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
171	Male	21-25	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral
172	Male	15-20	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree
173	Male	26-30	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree
174	Male	21-25	Strongly A.	Agree	Agree	Disagree	Neutral	Disagree	Strongly Di.	Disagree	Disagree	Strongly Di.	Disagree	Agree	Agree	Strongly Di.	Neutral	Strongly A.	Strongly A.
175	Male	31-35	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Strongly A.	Disagree	Strongly A.	Strongly A.	Strongly A.
176	Female	26-30	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Disagree	Agree	Agree	Disagree	Neutral	Neutral	Neutral	Neutral
177	Female	21-25	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.
178	Female	21-25	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree
179	Female	15-20	Agree	Disagree	Agree	Disagree	Agree	Agree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Disagree	Agree	Agree	Agree
180	Female	15-20	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.
181	Male	Above	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree





Q. Ref		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	
199	Female	21-25	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree		
200	Male	15-20	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree		
201	Male	15-20	Strongly A.	Agree	Agree	Disagree	Neutral	Disagree	Strongly Di.	Disagree	Disagree	Strongly Di.	Disagree	Agree	Agree	Strongly Di.	Neutral	Strongly A.	Strongly A.	S	
202	Male	31-35	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Strongly A.	Disagree	Strongly A.	Strongly A.	Strongly A.	S	
203	Male	26-30	Agree	Strongly A.	Strongly A.	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Disagree	Agree	Agree	Disagree	Neutral	Neutral	Neutral		
204	Female	21-25	Disagree	Strongly A.	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly Di.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree		
205	Female	Above	Neutral	Neutral	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Neutral	Neutral	Neutral	Neutral	Agree	Agree	Agree	Agree		
206	Female	15-20	Strongly A.	Strongly A.	Strongly A.	Strongly A.	Agree	Neutral	Disagree	Strongly Di.	Disagree	Disagree	Disagree	Agree	Agree	Agree	Strongly A.	Strongly A.	Strongly A.		
207	Male	21-25	Agree	Agree	Agree	Neutral	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Agree	Agree	Strongly A.	S
208	Male	31-35	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.		
209	Male	26-30	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree		
210	Female	21-25	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral		
211	Female	15-20	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree		
212	Male	15-20	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree		
213	Male	31-35	Strongly A.	Agree	Agree	Disagree	Neutral	Disagree	Strongly Di.	Disagree	Disagree	Strongly Di.	Disagree	Agree	Agree	Strongly Di.	Neutral	Strongly A.	Strongly A.	S	
214	Male	21-25	Agree	Agree	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly A.	Strongly A.	Strongly A.	Agree	Agree	Strongly A.	Disagree	Strongly A.	Strongly A.	Strongly A.	S	
215	Female	21-25	Agree	Agree	Strongly A.	Agree	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Disagree	Agree	Agree	Disagree	Neutral	Neutral	Neutral		
216	Female	31-35	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree		
217	Female	26-30	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.		
218	Female	21-25	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree		
219	Female	26-30	Neutral	Neutral	Agree	Strongly A.	Agree	Agree	Disagree	Disagree	Agree	Agree	Neutral	Strongly A.	Agree	Disagree	Agree	Agree	Strongly A.	S	
220	Male	21-25	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree		
221	Male	15-20	Neutral	Disagree	Agree	Agree	Agree	Agree	Disagree	Neutral	Neutral	Disagree	Neutral	Agree	Agree	Disagree	Agree	Agree	Agree		
222	Male	26-30	Disagree	Strongly A.	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Disagree	Strongly Di.	Disagree	Neutral	Disagree	Neutral	Strongly A.	Neutral	Agree		
223	Male	21-25	Agree	Neutral	Neutral	Agree	Agree	Agree	Strongly A.	Agree	Strongly A.	Agree	Agree	Agree	Agree	Strongly A.	Strongly A.	Strongly A.	Strongly A.		
224	Male	Above	Strongly A.	Strongly A.	Neutral	Neutral	Neutral	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree		
225	Male	31-35	Agree	Agree	Agree	Neutral	Disagree	Agree	Disagree	Disagree	Disagree	Strongly A.	Agree	Neutral	Agree	Disagree	Agree	Neutral	Neutral		
226	Female	21-25	Strongly A.	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree	Disagree	Neutral	Disagree	Agree	Neutral	Neutral	Disagree	Agree	Agree	Agree		
227	Female	15-20	Neutral	Neutral	Agree	Strongly A.	Neutral	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Neutral	Strongly A.	Strongly A.	Agree	Agree	Agree		
228	Female	21-25	Neutral	Agree	Strongly A.	Strongly A.	Agree	Neutral	Strongly Di.	Agree	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral	Strongly A.		
229	Male	15-20	Disagree	Disagree	Disagree	Agree	Agree	Disagree	Disagree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Neutral	Agree	Agree	Agree		
230																					
231																					
232																					
233																					
234																					
235																					
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	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure
1	Q1	Numeric	8	2	Gender	{1.00, Male}..	None	8	Right	Nominal
2	Q2	Numeric	8	2	Age	{1.00, 15-20...	None	8	Right	Scale
3	Q3	Numeric	8	2	I believe that men an...	{1.00, Stron...	None	8	Right	Nominal
4	Q4	Numeric	8	2	Women typically rep...	{1.00, Stron...	None	8	Right	Nominal
5	Q5	Numeric	8	2	Men are more likely ...	{1.00, Stron...	None	8	Right	Nominal
6	Q6	Numeric	8	2	Men use internet mo...	{1.00, Stron...	None	8	Right	Nominal
7	Q7	Numeric	8	2	Gender differences a...	{1.00, Stron...	None	8	Right	Nominal
8	Q8	Numeric	8	2	Female Internet use ...	{1.00, Stron...	None	8	Right	Nominal
9	Q9	Numeric	8	2	Male internet use is ...	{1.00, Stron...	None	8	Right	Nominal
10	Q10	Numeric	8	2	Male internet use is ...	{1.00, Stron...	None	8	Right	Nominal
11	Q11	Numeric	8	2	Male internet use is ...	{1.00, Stron...	None	8	Right	Nominal
12	Q12	Numeric	8	2	Communication is c...	{1.00, Stron...	None	8	Right	Nominal
13	Q13	Numeric	8	2	There are platforms t...	{1.00, Stron...	None	8	Right	Nominal
14	Q14	Numeric	8	2	Age has an impact o...	{1.00, Stron...	None	8	Right	Nominal
15	Q15	Numeric	8	2	Gender differences h...	{1.00, Stron...	None	8	Right	Nominal
16	Q16	Numeric	8	2	Men are more active ...	{1.00, Stron...	None	8	Right	Nominal
17	Q17	Numeric	8	2	Today's teenagers g...	{1.00, Stron...	None	8	Right	Nominal
18	Q18	Numeric	8	2	Generation and occu...	{1.00, Stron...	None	8	Right	Nominal
19	Q19	Numeric	8	2	Education affects th...	{1.00, Stron...	None	8	Right	Nominal
20	Q20	Numeric	8	2	Have you ever purch...	{1.00, Stron...	None	8	Right	Nominal
21	Q21	Numeric	8	2	Security and privacy ...	{1.00, Stron...	None	8	Right	Nominal
22	Q22	Numeric	8	2	Online shopping is a...	{1.00, Stron...	None	8	Right	Nominal
23	Q23	Numeric	8	2	The online assistanc...	{1.00, Stron...	None	8	Right	Nominal
24	Q24	Numeric	8	2	Information can easil...	{1.00, Stron...	None	8	Right	Nominal
25	Q25	Numeric	8	2	Well-organized web ...	{1.00, Stron...	None	8	Right	Nominal
26	Q26	Numeric	8	2	The logical informati...	{1.00, Stron...	None	8	Right	Nominal
27	Q27	Numeric	8	2	The quality of inform...	{1.00, Stron...	None	8	Right	Nominal
28	Q28	Numeric	8	2	Web-designing has ...	{1.00, Stron...	None	8	Right	Nominal
29	Q29	Numeric	8	2	You give preference t...	{1.00, Stron...	None	8	Right	Nominal
30	Q30	Numeric	8	2	Online purchasing d...	{1.00, Stron...	None	8	Right	Nominal
31	Q31	Numeric	8	2	Your decisions are i...	{1.00, Stron...	None	8	Right	Nominal
32	Pref	Numeric	8	2		None	None	10	Right	Nominal
33	H3	Numeric	8	2		None	None	10	Right	Nominal
34	H4	Numeric	8	2		None	None	10	Right	Nominal
35										
36										
37										
38										
39										

Data View Variable View

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**Reliability Statistics**

Cronbach's Alpha	N of Items
.859	29

H1 gender on pref

Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gender <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Pref

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.048 <sup>a</sup>	.002	-.002	.49746

a. Predictors: (Constant), Gender

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.125	1	.125	.504	.478 <sup>a</sup>
	Residual	55.184	223	.247		
	Total	55.309	224			

a. Predictors: (Constant), Gender

b. Dependent Variable: Pref

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.523	.105		33.637	.000
	Gender	.047	.066	.048	.710	.478

a. Dependent Variable: Pref

5

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Age <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Pref

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.068 <sup>a</sup>	.005	.000	.49685

a. Predictors: (Constant), Age

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.259	1	.259	1.050	.307 <sup>a</sup>
	Residual	55.050	223	.247		
	Total	55.309	224			

a. Predictors: (Constant), Age

b. Dependent Variable: Pref

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.671	.083		44.438	.000
	Age	-.032	.031	-.068	-1.025	.307

a. Dependent Variable: Pref

**5 Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gender <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: H3

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.040 <sup>a</sup>	.002	-.003	.52950

a. Predictors: (Constant), Gender

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.094	1	.094	.336	.563 <sup>a</sup>
	Residual	58.037	207	.280		
4	Total	58.132	208			

a. Predictors: (Constant), Gender

b. Dependent Variable: H3

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.028	.115		34.927	.000
	Gender	-.042	.073	-.040	-.580	.563

a. Dependent Variable: H3

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gender <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: H4

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.008 <sup>a</sup>	.000	-.005	.48385

a. Predictors: (Constant), Gender

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.003	1	.003	.013	.911 <sup>a</sup>
	Residual	50.100	214	.234		
	Total	50.103	215			

a. Predictors: (Constant), Gender

b. Dependent Variable: H4

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.934	.103		38.090	.000
	Gender	-.007	.066	-.008	-.112	.911

a. Dependent Variable: H4

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