

CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING OF ELECTRONICS IN PAKISTAN

**BY
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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



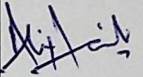
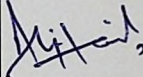
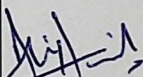
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MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

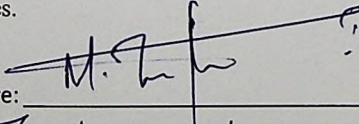
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Sig.
5	2 nd -May-2014	Teacher's cubicle	Discussed about research methodology, sample size, and variables	
6	24 th -May-2014	Teacher's cubicle	Discussed about results and hypothesis	
7	27 th June-2014	Teacher's cubicle	Discussed about conclusion, recommendation and future implications	

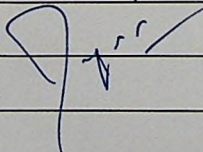
APPROVAL FOR EXAMINATION

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I hereby 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 19% 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.

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ABSTRACT

Purpose-Major Aim of this thesis is to recognize and get understanding into consumer behavior for virtual spending on electric gears in relation to economy of Pakistan; discover the cause of fewer devotion of consumer towards virtual buying of electric gears in Pakistan.

Methodology/sample- A survey was executed which involves a questionnaire. This survey was mainly focused on two big cities Karachi and Lahore. The questionnaire was directed towards 357 individuals. The respondent belonged to different age groups having different educational background and income distribution as well. In order to analyze the data, standard deviation, associations, means, and Correlation tests were applied. To form indulgent and deliver worthy effort in this topic we steered starting study on e-commerce literature on consumer behavior. Similar studies and theories are also considered in order to gain a deep understanding of their findings and consequences.

Findings- The analysis and comparative results clearly reveals that majority of individuals in Pakistan are not inclined towards online shopping of electronic product. Their main concerns comprises of but not limited to confidentiality of personal details, non-accessibility of credit cards, purchase and return policies and trust deficiency. It can also be concluded that majority of the respondents who do shopping online are young.

Practical Implications- The outcomes of the research may help the online seller to adopt better approaches and strategies in order to persuade the perceptions of individuals in Pakistan. It will enable them to self-appraise their online stores and amend the deficiencies in order to boost the sales.

Keywords: Consumer behavior, Online shopping, Electric Gears,

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