

Factors Determining the Purchasing Intentions towards Online Shopping: An Evidence from Twin Cities of Pakistan

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Abstract : Technology in the recent times is available for everyone in the world that no one is left behind. After getting technology into our daily routine, there is a need to study the different factors regarding online shopping. This study examines the impact of online reviews, mobile shopping and computer literacy on online purchasing intention. The sample size was 200 from which 167 complete questionnaires were collected from students and employees of twin cities. SPSS programming software was used to analyze the impact of different factors on purchasing intention. The results of this study showed that those websites which have good ratings and have online shopping application will attract more customers towards them whereas the results showed that the computer literacy has no impact on online purchasing intention. Findings may help for those who want to increase their sales or to start a new online business. Future research, limitations, and implications are discussed.

Keywords : computer literacy, mobile shopping, online purchase intention, online reviews, theory of planned behavior

Conference Title : ICCBS 2018 : International Conference on e-Commerce, e-Business and e-Service

Conference Location : Madrid, Spain

Conference Dates : March 26-27, 2018