

DETERMINANTS OF ONLINE SHOPPING AND CUSTOMER SATISFACTION DURING COVID 19: AN EMPIRICAL EVIDENCE FROM KARACHI, PAKISTAN

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Abstract. *Online shopping is gaining popularity in both the developed and developing countries during COVID-19. As people feel happy to purchase the products online instead of going to the market due to the execution of lockdown. The purpose of this study was to examine the effect of online shopping factors like website presentation, product quality, and product price on customer satisfaction. A quantitative type of research was used in order to collect data from the respondents at one point in time-based on their availability. The questionnaire was used for the collection of the data. While the collected data was analyzed using SPSS version 20. The results of the study specified that a positive relationship exists between website presentation, product quality, and product price, and customer satisfaction. Besides, the result of the study revealed a significant positive effect of website presentation, product quality, and product price on customer satisfaction. This study outcome is of significance for marketers to establish a strategy by considering the important factors particularly for online shopping like website presentation, product quality as well as product price because it is crucial for customer satisfaction particularly during a period of Covid 19.*

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Introduction

The Covid 19 Pandemic has drastically affected every sector of business together with that it has also transformed the way people purchase and consume products and services as well (Grashuis, Skevas, & Segovia, 2020). As technology is changing on one side while the preference for shopping is also changing from traditional shopping to online shopping on the other side. Therefore, marketers have been employing online shopping in order to make things further easy and simpler to facilitate customers. Now a day's people can shop for their favorite things within a minute while staying at their home is viewed as online shopping (Mehmood & Najmi, 2017). Correspondingly, we are living in an era of modern technology where the technological aspect is changing at a fast pace. Furthermore, Grashuis et al. (2020) found that the shopping preferences of consumers have been changed due to the COVID-19 as they prefer to order products using technology while they are less willing to shop by going to the stores.

According to Bashir, Mehboob, and Bhatti (2015), there are numerous benefits linked with online shopping because it is associated to attract customers to purchase the products through the internet. As outdoor shopping consumes a lot of time, therefore, online shopping demand is increasing day by day due to the convenience associated with it. Fundamentally, in online shopping, the delivery of preferred products along with services reached home with the help of logistics services, which results in creating greater satisfaction among customers. Primarily, Bashir et al. (2015) and Mehmood and Najmi (2017) demonstrated that organizational success is greatly affected by the performance of their available services in terms of availability of the quality product as online shopping is the most convenient way of buying products and services through using the website of an organization to select their desired products from home. Consequently, the online availability of quality products has now become an effective tool to gain a competitive edge over others as it leads to creating happy customers.

Online shopping has become one of the most used tools for convenient shopping. It has become popular among both developed and developing countries to buy products through using digital tools like the internet and mobile devices (Bashir et al., 2015). It has made the life of people easier and convenient to shop and buy by sitting at home, offices or from different cities or countries. Like other countries, online services are growing day by day in Pakistan. Yet, online shopping has both consequences including positive and negative on the satisfaction level of customers. For instance, online shopping has made it easy for their customers to get the customized products which eventually fallouts into the satisfied customer as a result these customers used

to repurchase the product, that aids towards expanding the business due to positive feedback. As highlighted by Mehmood & Najmi (2017) when the needs of customers are fulfilled according to their preference result in having satisfied customers and this is possible due to innovation in e-commerce to provide the best products and services through utilizing the digital medium. On the other side, Tahir, Maqsood, Jabeen, Sandhu, and Qadeer (2019) have demonstrated that when customers are not happy with the performance of an online store in terms of product quality, price, and presentation of products than it could lead to creating dissatisfaction among customers.

In today's world, online shopping has taken a vast place in society. It has become a very convenient practice for people to get what they want with one touch instead of going to the market while this trend has gained momentum day by day due to the emergence of COVID-19. Still, in developing countries like Pakistan people are also feeling hesitant towards online shopping because they do not want to waste their time and money only to return or wait for the exchange purchase to arrive in the end. As the product presented on the website is not received in the same quality which eventually results in creating dissatisfaction among customers. Due to the above-mentioned issue, people are too stressed over additional expenses they have to pay for the products when buying online. So, limited studies exist regarding how the different aspects of online shopping including website presentation, product quality, and product price affect the satisfaction level of customers. Therefore, our study is contributing to the extant literature in several ways: firstly, the component of online shopping from the perspective of website presentation, product quality, and product price have been not investigated earlier concerning COVID-19. Secondly, how the above-mentioned factors affect customer satisfaction especially in a country like Pakistan. Keeping in view the above-mentioned gap, this study attempts to determine the effect of website presentation, product quality, and product price on customer satisfaction of people in Karachi, Pakistan who prefer online shopping. Therefore, the following research objectives have been framed for this study.

- To find out whether the website presentation affects the satisfaction level of customers.
- To find out in what way product quality affects the satisfaction level of customers.
- To find out how product price affects the satisfaction level of customers.

Literature Review

Customer Satisfaction

Satisfied customers are the key factor in the success of an organization. So, the term satisfaction is demarcated differently in every field. In the field of marketing, for illustration, satisfaction is defined as the perception of the customer he or she feels about a product after purchasing, or after using the purchased product or service (Tahir et al., 2019). Therefore, based on this argument it has become evident that customer satisfaction is primarily contingent on consumer's perception as well as evaluation. Correspondingly, Jahanshahi, Gashti, Mirdamadi, Nawaser, and Khaksar (2011) defined customer satisfaction as the outcome of a customer's perception of the value received after purchasing or using the product because perceived value received due to the provision of quality service. In line with this, customer satisfaction is one of the essential aspects considered by marketers in order to maintain the availability of quality products as presented on the website at a reasonable price during online shopping.

Accordingly, Tahir et al. (2019) explicated that after getting to know the customers' feedback and beliefs, the gaps that exist in the product quality can improvise that eventually leads to greater satisfaction among customers. So, customer satisfaction is fundamentally linked with the website presentation, product quality, and product price available at online stores because when the performance of the online store is at the highest level can lead to creating positive impact whereas if performance is below the level then it could lead to creating dissatisfaction for customers.

Online Shopping

According to Khalifa & Liu (2007), online shopping is principally defined as the buying and selling of products through using the internet or mobile devices. Customers can select the desired product by simply going to the website where they can easily select and choose what they want as per their preference that eventually reached easily at their doorstep. Moreover, Dost, Khyzer, Illyas, and Rehman (2015) specified in their study that online shopping becomes an emerging trend among marketers as well as for customers of being able to buy what you need while sitting at home. Therefore, this trend has made the life of consumers easier around the world.

Likewise, Katawetawaraks and Wang (2011) have asserted that online shopping offers numerous benefits including convenience, availability of information regarding products and services on the website along with the cost and time efficiency. Consistently, Zhou, Dai, and Zhang (2007) demonstrated that online shopping has taken off as an increasing number of consumers

purchase as well as the increasing availability of diversified products on the company's website. Furthermore, in online shopping, the storefront is where the customer can purchase products directly from the website while the shopping cart permits the customer towards selecting multiple products at a time along with the payment related to the purchased product, and lastly, the ordered product has been delivered to the customer (Rudansky-Kloppers, 2014), results in tracking information regarding the ordered product.

Due to the ease associated with online shopping, most people move towards online shopping because it is easier than traditional shopping (Zaidi, Gondal, Yasmin, Rizwan, & Urooj, 2014). Consumers have been found using more digital tools for making their demands related to products, services, and brands than ever before towards articulating their needs and its fallouts in improving the satisfaction level of customers due to secure the swiftest convenience. In the current study, three factors of online shopping i.e., website presentation, product price, and product quality are considered and how these factors affect customer satisfaction are described in the subsequent section.

Website Presentation and Customer Satisfaction

The first component of our study is website presentation. As it is the most crucial aspect of online shopping because when customers want any product, they first visit the company website to see the availability of products and services (Rasli, Khairi, Ayathuray, & Sudirman, 2018). So, in the current literature, a website presentation is considered as a virtual presentation of products and services using graphics and visual images including the material, color, and price of the product instead of using floor and heavy investment on hoardings to advertise their products. Thus, it is more convenient for marketers to advertise their products on websites from where customers can select the product as per their desires (Thomas, Kavya, & Monica, 2018).

In the same vein, for any online store, the quality of website presentation is very important for the reason that the well-presented website creates a good image and perception in the customer's mind. Accordingly, Tandon, Kiran, & Sah (2018) emphasized in their study that in online shopping the most significant factor is website presentation together with its effective functionality which results in making more satisfied customers. According to Vasić, Kilibarda, and Kaurin (2019), website presentation and design can lead to improving customer satisfaction. The reason behind this is that customers feel serene to purchase products online as they get maximum information regarding the product while it is easy to compare the products with other products that are displayed on the website. Thus, the succeeding hypothesis was anticipated:

H1: Website presentation affects customer satisfaction.

Product Quality and Customer Satisfaction

The second component of our study is product quality. As the quality of the product is very important because it is linked with the contentment level of customers. According to Shapiro (1982), the quality of the product creates a good image of the online store as the customer prefers the quality which is provided to them with variety as per their expectation which in turn creates the repurchase intention, loyalty, and satisfaction among the customers. Therefore, product quality is a fundamental factor that cannot be ignored by any online store to gain customer satisfaction. Furthermore, Suchánek, Richter, and Králová (2015) defined quality as the perceived level of customers regarding the products available to them whether it is meeting their expectations or not.

Product quality is linked directly to customer satisfaction and associate positively with the loyalty of the customer. As the study of Ishaq, Bhutta, Hamayun, Danish, and Hussain (2014) elaborates that high quality refers to satisfaction which further enhances the loyalty of the store for maintaining the quality products which in turn enhances the repurchase intention of the customer. It is shown that reputations are maintained because of a high-quality product. Therefore, the quality of products, as well as service, have become the priority of both manufactures and service providers in the increasingly intensified competition among marketers because it is linked to the satisfaction of customers. The study of Ishaq et al. (2014) unveiled the direct impact of product quality on the satisfaction level of customers. Thus, the subsequent hypothesis was projected:

H2: Product quality affects customer satisfaction.

Product Price and Customer Satisfaction

The third component of our study is the product price. Product price is the main factor to gain customer intention to buy because customers need quality products at a reasonable price. Bei and Chiao (2001) defined price as a way of exchange to acquire the desired product and service. The online store offers the best product price according to the customer needs then it will convert into customer satisfaction as most of the customer choose online shopping because the online store might perhaps give low price product since they do not have to bear the cost associated with the store maintenance (Andreti, Zhafira, Akmal, & Kumar, 2013). Price is one of the elements intricate in the marketing mix which results in affecting the customer buying decision in an online store for the reason that customers have the opportunity to compare prices from different websites and find the products with lower prices than buying from local retailing stores (Katawetawaraks & Wang, 2011).

Price is an important factor for customer satisfaction which leads to marketing manager's decision complexity nowadays as markets are becoming more and more complex and overloaded (Dapkevičius & Melnikas, 2011). So, online shopping can be done easily due to the availability of various products which in turn provide a platform for customers to buy a variety of products at one store at the best product price which fallouts in creating satisfaction (Razak, Nirwanto, & Triatmanto, 2016), while it has been specified that product price has a positive link with customer satisfaction. But if the product prices are at a higher level then it will also cause dissatisfaction for customers. In line with this argument, product price is a significant factor for the creation of customer satisfaction on their purchase that eventually leads to business success. Based on the arguments, the following hypothesis was anticipated:

H3: Product price affects customer satisfaction.

Research Framework

The research framework of our study is indicated in figure 1 in which there are three independent variables related to online shopping such as website presentation, product quality, and product price whereas there is one dependent variable i.e., customer satisfaction.

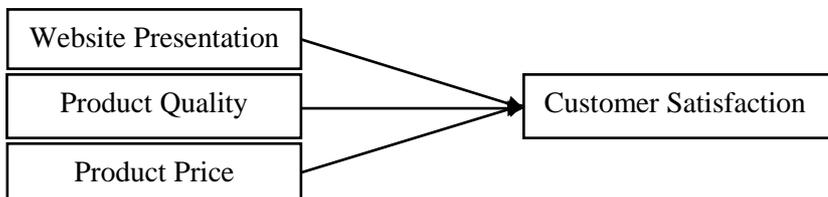


Figure 1: Research Framework

Research Methodology

A quantitative type of research was employed as the numeric data was collected using a questionnaire from the respondents. According to Newman (2000), quantitative research is specified as a process in which numeric data was used to demonstrate the proposed link. In the current study, the deductive approach was used because hypotheses were developed. To test the hypotheses, first-hand information was obtained from the respondents based on their accessibility (Baker et al., 2013), with a sample of 150 who prefer online shopping with the help of a questionnaire. The questionnaire is encompassed of two sections: The first section was based on demographic information. The second section was based on a 5-point Likert scale related to study variables for

the data collection to determine the agreement and disagreement level of respondents from strongly disagree to strongly agree. Besides, collected data was analyzed using SPSS version 20 for assessing the mean and standard deviation of the variables, the consistency of the items, the relation between two or more variables, and regression analysis was used for assessing the impact of the independent variables (website presentation, product quality, and product price) on the dependent variable (customer satisfaction).

Research Findings

Descriptive Statistics and Reliability Analysis

Table 1 indicates the descriptive statistics related to variables. Based on the results, the product price variable has the highest mean value of 3.97 with the standard deviation value =1.064. Besides, customer satisfaction has a mean value of 3.84 with a standard deviation of 1.136 whereas the website presentation has a mean of 3.79 with a standard deviation of 0.924. While the product quality has a mean value of 3.71 with a standard deviation of 1.084. Moreover, the reliability of each construct within the research instrument was >0.70 which meets the criteria. Thus, the questionnaire used in the current study was considered reliable.

Table 1 *Descriptive Statistics (Product Quality, Product Price, Website Presentation and Customer Satisfaction)*

Variables	Mean	Std. Deviation
Website Presentation	3.79	0.92
Product Quality	3.71	1.08
Product Price	3.97	1.06
Customer Satisfaction	3.84	1.14

Correlation Analysis

In the current study, the Pearson correlation was run to determine the relationship between website presentation, product quality, and product price with customer satisfaction. Correlation outcomes are displayed in table 2. Based on the outcomes of the analysis, there is a significant relationship exists between website presentation and customer satisfaction as the r-value is 0.345 with a p-value of 0.000. Besides, a significant relationship exists between product quality and customer satisfaction as the r-value is 0.458 with a p-value of 0.000. In addition, a significant correlation also exists between product price and customer satisfaction as the r-value is 0.345 with a p-value of 0.000.

Table 2 Correlation Statistics (N = 150)

Variables	(1)	(2)	(3)	(4)
WP (1)	1.00			
PQ (2)	.379**	1.00		
PP (3)	.307**	.387**	1.00	
CS (4)	.345**	.458**	.345**	1.00

** Correlation is significant at the 0.01 level (2-tailed).

Note. WP (Website Presentation), PQ (Product Quality), PP (Product Price), CS (Customer Satisfaction).

Regression Analysis

Table 3 indicates the modal summary of regression analysis. Based on the outcomes, R-value is 0.516 which indicates the simple correlation among the variables. Moreover, the R2 value is 0.266 which indicates that 26.6% variability in the dependent variable (customer satisfaction) is explained by the independent variables (website presentation, product quality, product price).

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.516 ^a	0.266	0.251	0.983

ANOVA

Table 4 indicates the ANOVA table to specify the model fitness. Based on the results of an analysis it is evident that there is a good fit of the model to the data as the P-value is <0.05 with the value of F statistics $F(3, 146) = 17.665$.

Table 4 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	51.17	3	17.06	17.67	.00 ^a
Residual	140.99	146	0.97		
Total	192.16	149			

Coefficient

Table 5 indicates the coefficients table containing study variables. Based on the outcomes of analysis, there is a significant impact of website presentation on customer satisfaction as beta value is 0.207 with P-value is 0.032 which is less than 0.005. While on the other hand there is a significant impact of product quality on customer satisfaction as the beta value is 0.345 with P-value is 0.000 which is less than 0.005. Moreover, there is a significant impact of the product price on customer satisfaction as the beta value is 0.177 with P-value is 0.035 which is less than 0.005. Hence, the three independent variables including

website presentation, product quality, and product price are significant predictors of customer satisfaction during COVID-19.

Table 5 *Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.07	0.412		2.604	0.01
Website Presentation	0.21	0.096	0.169	2.163	0.032
Product Quality	0.35	0.084	0.329	4.092	0
Product Price	0.18	0.083	0.166	2.122	0.035

a. Dependent Variable: Customer Satisfaction

Regression Equation

As per the regression equation variables are specified below:

Y: Customer Satisfaction (Dependent Variable).

X1: Website Presentation (Independent Variable).

X2: Product Quality (Independent Variable).

X3: Product Price (Independent Variable).

Therefore,

The regression equation for the current project is as follows:

$$Y = a + BX_1 + BX_2 + BX_3$$

Customer Satisfaction = 1.072 + 0.207(Website Presentation) + 0.345 (Product Quality) + 0.177 (Product Price).

Discussion

This study is focused on the effects of online shopping on consumer satisfaction during COVID-19. Three hypotheses were developed. Based on the results of the collected data, the first hypothesis of this study is website presentation affects customer satisfaction. The proposed hypothesis is accepted because the result is showing a positive and significant effect as P-value is less than 0.05. It has become evident that website presentation plays a crucial role in creating a satisfied customer especially during the COVID-19. The outcomes are consistent with the current literature that website presentation is related to customer satisfaction (Vasić et al., 2019).

The second hypothesis of this study is product quality affects customer satisfaction. The framed hypothesis is also accepted because there is a significant and positive effect of product quality on customer satisfaction as P-value is less than 0.05. Therefore, during COVID-19 product quality is an important factor in creating satisfied customers in online shopping. The results

are consistent with the current literature and studies of authors like (Ishaq et al., 2014; Shapiro, 1982).

The third hypothesis of this study is product price affects customer satisfaction. The above-mentioned hypothesis is also accepted because there is a positive effect of the product price on customer satisfaction as the P-value is less than 0.05. Therefore, it has become apparent that during COVID-19 product price plays a crucial role in online shopping for creating satisfied customers. The results are per the current literature (Andreti et al., 2013; Razak et al., 2016).

Conclusion, Limitations, and Recommendations

The current study has assessed the impact of online shopping determinants such as website presentation, product quality, and product price on customer satisfaction level during COVID-19. Based on the analysis, a positive as well as the significant influence of website presentation, product quality, and product price on customer satisfaction has been unveiled in the current study. The online stores should develop new strategies regarding their product in terms of how to market a quality product with better prices along with an effective presentation of products on the website during a catastrophic health event like COVID-19 because in turn it is linked with satisfaction level of customers. Also, marketers should develop strategies and practices to manage the above-mentioned factors towards embracing the changes through attracting, as well as retaining loyal customers by fulfilling the needs of the customer.

This study has few limitations including that the study is conducted only in Karachi, Pakistan. Secondly, due to time constraints and limited resources, we have not collected data on a large sample size, and the stated time allows us to include a small size which may fairly differ the findings of the study. This research is conducted in the context of Karachi consumers only. Therefore, there is more chance for future research to conduct a study in different regions and countries with a larger sample size to expand the horizon. Besides, the probability sampling technique can be used by future researchers to understand customers' attitudes toward online shopping. On the other hand, future researchers should investigate the impact of online shopping determinants on organizational performance. The researchers should add other relevant variables that affect customer satisfaction such as product variety, delivery time, product image, goodwill, customer loyalty, and security.

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