ANALYZING CONSUMER EXPECTATIONS FROM E-RETAILERS: "A STUDY IN PAKISTAN"

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Abstract: **The research took place to highlight connection in different variables that influence the customer behavior and approach towards web-based shopping. This research focuses mainly on five factors that contribute to building up a connection between customer and E-retailers. The factors are known as time management, trust maintenance, item assortment, accommodation, and protection. For this purpose, a self-created instrument and method were used. As a result, it is noticed that trust and accommodation play a dominant role to let the customer choose either to do it or not. Trust variable has statistical importance in male and female with respect to consumer expectation from e-retailer. There is no statistically significant difference between male and female in term of consumer expectation from e-retailer. Thus, it rejects the alternative hypothesis and accepts the null hypothesis that male and female do not have any significant difference in consumer expectation from e-retailer with respect to the time variable. , there is a significant difference in trust with respect to age level on consumer expectation from e-retailer. There is a significant difference in consumer expectation with respect to age level on consumer expectation from e-retailer. Accepting the developed hypothesis, meaning that, privacy differs significantly with respect to age level on consumer expectation.**

Keywords: **E-Retailors, Trust, Privacy, Time, Product variety.**

I. INTRODUCTION

Main Purpose of the study is to analyze consumer expectation while buying online in Pakistan. The study relies on the basis of repliers'(online buyers) awareness and perception towards E-retailing. Many websites such as food, household things, garments, and grocery, etc. and worldwide renowned like eBay and Amazon are functioning in Pakistan.

The Internet has become into consideration with an undeniably essential station for directing commercial and attract customers. In February 2005, it was evaluated that 817.5 million Internet users, that is, 12.7% of the worldwide populace (Nielsen, Nitrating's, 2005). Internet oversaw $65 billion of trade just in the US in 2005. Seeing such a view of site 'quality' is basic to the understanding of web fulfillment, conduct, and faithfulness (Marimon and Cristóbal, 2006).

Pakistan is experiencing different kinds of challenges while adopting E-retailing. For example, the infrastructure of Pakistan was deficient, such as the landline infrastructure all over Pakistan was not up to the mark, the frequent load shedding of electricity, and lack of trust in the government have made online transaction not as per satisfaction. Security and privacy are one of the main factors in Pakistan and the Pakistani government is also trying to overcome the issues related to it. The consumer expects a better platform with secure payment method while buying and selling of goods and services online. In 2005 the number of online users increased up to 5

million. There is a lot of danger of cybercrime in Pakistan. A lot of hackers are trying to hack the user's personal data, and this has been affecting online business in Pakistan terribly. It creates hesitant in people to make an online transaction.

II. LITERATURE REVIEW

This chapter discusses the critique and contribution to the study of e-marketing and E retailing. It elaborates the hurdles and problems linked with this study. It further draws attention to the possible challenges faced. The objective of this literature review was basically to provide and gain an understanding of the existing research and debates, which could be helpful in finding an answer to the research question. The sources of information in this literature review include scholarly articles, peer-reviewed journals, non-peer-reviewed journals, and scholarly books.

A. Trust Factor:

To gain people's trust is not an easy job no matter what field it is. Same was with e retain. People weren't in the position to trust online shopping the way they do now.

B. Security Hurdles:

The most important factor to keep the trust of a customer is to have a healthy connection between the consumer and seller (Kim and Tadisina, 2007)

C. The Quality Design of Website:

Cho and Park (2001) claimed that one of the prominent factors in the making of a customer's mind is the standard of a website. The quality and conditions play leaves an impact. According to a study people buying products online feel comfortable dealing technically without the involvement of any employee so buying process highly depends on the quality of the website.

D. Trust hurdles:

To carry out an effective web-based shopping system a lot of researches need to be carried out. To understand what consumers, want from the website, how they feel comfortable in operating the website, to understand this researcher need to work on the behavior of consumers towards E retailing. According to various researchers' researchers (Lian & Lin, 2008; Peterson et al., 1997; Bhatnager et al., 2000; Liao & Cheung, 2001),

E. Time:

The biggest problem faced by people is managing time. (Settle and Aleck) (1991). Most people have less time these days. It could be due to their family or practical life. People often are too busy in setting their priorities.

G. Range of products:

In some countries, online shopping has taken a rise. In order to make new customers companies need to satisfy old customers first. They need to understand their requirements and expectations. They need to work on the complaints from the customers.

H. Privacy:

A customer needs a sense of security while shopping online. The safer they feel, the more they would prefer online shopping. By providing one's own image name like Amazon is a clever way to gain the trust of the customers (Korgaonkar and Karson, 2007) ...

Hypothesis Development

H_{a1}: Male and Female significantly differ in terms of the trust

H_{a2}: Male and Female significantly differ in terms of consumer expectation

H_{a3}: Male and Female significantly differ in terms of Privacy

H_{a4}: Male and Female significantly differ in terms of Product Variety

H_{a5}: Male and Female significantly differ in terms of Time

H_{b1}: Trust differs with respect to age level on consumer expectation from e-retailer

H_{b2}: Consumer Expectation differs with respect to age level on consumer expectation from e-retailer

H_{b3}: Privacy differs with respect to age level on consumer expectation from e-retailer

H_{b4}: Product Variety differs with respect to age level on consumer expectation from e-retailer

H_{b5}: Time differs with respect to age level on consumer expectation from e-retailer

H_{c1}: Trust differs with respect to education level on consumer expectation from e-retailer

H_{c2}: Consumer Expectation differs with respect to education level on consumer expectation from e-retailer

H_{c3}: Privacy differs with respect to education level on consumer expectation from e-retailer

H_{c4}: Product Variety differs with respect to education level on consumer expectation from e-retailer

H_{c5}: Time differs with respect to education level on consumer expectation from e-retailer

H_{d1}: Trust differs with respect to occupations on consumer expectation from e-retailer

H_{d2}: Consumer Expectation differs with respect to occupations on consumer expectation from e-retailer

H_{d3}: Privacy differs with respect to occupations on consumer expectation from e-retailer

H_{d4}: Product Variety differs with respect to occupations on consumer expectation from e-retailer

H_{d5}: Time differs with respect to occupations on consumer expectation from e-retailer.

III. METHODOLOGY

A. Research Setting:

The research setting utilized as a part of my exposition is non-devised. All examination is led in common habitat and my investigation and perceptions are gathered in one short at the same time from. This is considering the non-created field study.

B. Examination Method:

The success of the examination depends upon the accuracy of data collection. The accumulation of precise information relies on the right decision of overview technique. For the present study poll was the utilization. This system was utilized as a device for information accumulation. Along these lines, individual visits were made by the specialist to get the reactions from the Consumers in Pakistan. Analyst likewise went from individual to individual, made inquiries; clarify the reason for implications of such inquiries which did not see totally.

C. Sample Population:

The Population which I desired to produce implication which sample information was taken place is known as the targeted population. My aim was to take out the desired information from the targeted population who are into selling and buying of goods and services through the internet.

D. Data Analysis Aproach:

This chapter will deal with the respondent's demographic analysis along with its frequency analysis. Further, the researcher will analyze the descriptive statistics along with normality and reliability. Moreover, this chapter will attempt to answer the developed hypotheses with the help of relevant methodologies in order to reach some conclusion.

The demographic analysis attempts to explain about the respondent's attributes such as gender status, educational level, age level, and their personal characteristics. The descriptive analysis concentrates about the maximum value, minimum value, mean value and standard deviation of each item and mean variable.

It is important for the researcher to conduct a reliability analysis before going to see and analyze the data. Reliability analysis will help to ensure the internal consistency of the questionnaire which is desired. In order to see the internal consistency, the researcher has used Cronbach's alpha test to measure the reliability of each variable.

The Kolmogorov-Smirnov and Shapiro-Wilk test have been used to see the normality of each variable. Both tests confirmed that none of the variables is normally distributed. Therefore, the researcher will use the non-parametric test to compare the mean value of each variable against the categorical variables.

E. Results' Findings:

the total number of respondents for current investigation is 250, out of which male is represented by 127 which accounted for 50.8 percent while female representation is 123 that accounts for 49.2 percent. Therefore, male and female are almost equally represented in this empirical investigation. There are four categories which represent the respondent's age level. The frequency is 74 for the age level between 18-22 which accounts for 29.6 percent. The 23-26 level has a frequency of 65 with 26 percent weight. However, respondents who have an age between 27 and 30 has a frequency of 81 which accounts for 32.4 percent. Finally, respondents falling 31 or above has the lowest frequency level which accounts for 12 percent only. Their graphical representations have been shown in bar column as below. Thus, respondents between 27-30 have the highest representation in the study.

The respondents who have a compute availability represented by 98.4 percent with a frequency level of 246. However, those who don't have a computer availability has a frequency level of 4 which accounted for 1.6 percent only. The same has been presented in the graphical analysis as well. The whole response indicated that all the respondents use the internet for some purpose, therefore, making it a more suitable sample for the current analysis in order to make the conclusion about the developed hypotheses. There are four items measured by consumer expectations. All these items have a mean value above than 4 which represent that respondents agree with respect to consumer expectation. It indicates that respondents are agreed that their expectations are fulfilled by the e-retailer thereby respondents agree to do the online shopping because it helps to fulfill their consumer expectation from the e-retailer. Overall, respondents are agreed with the consumer expectation.

The Kruskal-Wallis results are provided in the above table along with the chi-square and p-value. The result of the Kruskal-Wallis test for the variable of product variety with respect to age level. The value of Chi-square is 29.434 and p-value is $0.000 < 0.05$ therefore, there is a significant difference in product variety with respect to age level on consumer expectation from e-retailer. As the p-value is less than from 0.05, it indicates that the alternative hypothesis has been accepted by rejecting the null hypothesis where no significant difference exists with respect to age level on consumer expectation. Thus, it can be concluded that there is a significant difference in term of age level for the variable of consumer expectation.

Table 1: Hypotheses Status

Hypothesis	Status
H_{a1}: Male and Female significantly differ in terms of the trust	Accepted
H_{a2}: Male and Female significantly differ in terms of consumer expectation	Rejected
H_{a3}: Male and Female significantly differ in terms of Privacy	Rejected
H_{a4}: Male and Female significantly differ in terms of Product Variety	Rejected
H_{a5}: Male and Female significantly differ in terms of Time	Rejected
H_{b2}: Consumer Expectation differs with respect to age level on consumer expectation from e-retailer	Accepted
H_{b3}: Privacy differs with respect to age level on consumer expectation from e-retailer	Accepted

H_{b4}: Product Variety differs with respect to age level on consumer expectation from e-retailer	Accepted
H_{b5}: Time differs with respect to age level on consumer expectation from e-retailer	Accepted
H_{c1}: Trust differs with respect to education level on consumer expectation from e-retailer	Accepted
H_{c2}: Consumer Expectation differs with respect to education level on consumer expectation from e-retailer	Accepted
H_{c3}: Privacy differs with respect to education level on consumer expectation from e-retailer	Accepted
H_{c4}: Product Variety differs with respect to education level on consumer expectation from e-retailer	Accepted
H_{c5}: Time differs with respect to education level on consumer expectation from e-retailer	Accepted
H_{d1}: Trust differs with respect to occupations on consumer expectation from e-retailer	Accepted
H_{d2}: Consumer Expectation differs with respect to occupations on consumer expectation from e-retailer	Accepted
H_{d3}: Privacy differs with respect to occupations on consumer expectation from e-retailer	Accepted
H_{d4}: Product Variety differs with respect to occupations on consumer expectation from e-retailer	Accepted
H_{d5}: Time differs with respect to occupations on consumer expectation from e-retailer	Accepted

IV. RESULTS, LIMITATIONS AND CONCLUSION

Results of research on a study to Analyzing Consumer Expectations from E-Retailers in Pakistan stipulated the following conclusions: -

After going through the results of this dissertation it is concluded that there are certain expectations from E retailers and if they are fulfilled to the maximum, it actually helps to enhance and flourish E-shopping. This research is carried out to determine the impact of different elements on E retailing. Different factors help to design human behavior. People usually go for easier activities. Similarly, people have a particular mindset towards shopping. Different people have different priorities when it comes to shopping. Some people prefer quality over quantity and so on. Same is the case with online shopping. The research basically shows that the factors such as time, trust, variety, and convenience have a productive result on the behavior of people towards e retailing.

The study did not target a particular gender or age group. The researcher of this study conducted a survey of 282 people. 51% of the total sample population was male. The collected information was later entered in software (SPSS). As a result, it is shown that the age group of 30.9% of the audience was between 18-22years, 31.6% age between 27-30 years. 11.3% of respondents' age was more than 30 years, however, 26.2% of the participated candidates' age between 23-26 years. Talking about the occupation it is seen that 37.5% of the participants were students, while 34.7% of respondents were employed. 18.4% of the samples were answered by business persons. Whereas 9.4% of respondents were unemployed.

The research emphasis on the shift in purchasing behavior towards online is significant due to various reasons like variety, privacy safety, time and convenience. This study can contribute positively to understanding the perspective of people towards online shopping. E retailers can understand in a better way the elements that can contribute to making e retailing effective. This research shows that people of Pakistan are greatly concerned regarding the price and variety. e retailers need to pay attention to giving a wider range when it comes to variety to gain maximum results.

Like most of the researches, this study has some limitations as well. This study was conducted mainly on youth, including all age groups could provide a wider perspective. Moreover, this research was basically conducted on the factors affecting the behavior of Pakistani people towards the E retailing; further studies could be carried on a wider scale. Cross country research could bring out more results on how behavior changes when dealing amongst other countries.

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