

Buyer Benefits in Creation of Online Buying

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Abstract

The main aim of this study is to examine the effect of convenience, product variety, knowledge, and ease of use on online buying in Pakistan. In this time online buying is increasing fast. The current study model developed on the basis of prior literature to determine the effect of convenience, product variety, knowledge, and ease of use on online buying. Data for this study was collected from online users by using simple random sampling. Sample size is 200. structural equation modeling (SEM) methods used for analysis. Findings of this study demonstrate that convenience and product variety have positive influence on online buying and ease of use and knowledge have no effect on online buying. Some limitations and future recommendations are mentioned in end of paper.

Keywords: convenience, product variety, knowledge, ease of use, online buying

I. Introduction

In current situation of pandemic that global facing this time online buying is proving best alternative for people (Bhatti, Akhter, Qurashi, & Shaheen, 2020). The internet uses have increases day by day in worldwide. Internet is very suitable for today life. It provides lot of benefits to consumer and businesses as well people save their time because of this technology (A. Bhatti & S. U. Rehman, 2019a; Ofori & Appiah-Nimo, 2019). Furthermore, it provides 24/7 services to people and people not only can buy even they can chat with retailers and get satisfaction regarding specific brand or product. Mostly youngsters avail this technology in use because they are more aware than older. Moreover, in USA, China, and Europe online buying is most popular than Asia. In Asia, China has massive progress in internet as compared to other countries such as Singapore, Malaysia, Thailand, Pakistan but all other countries better than Pakistan. In Pakistan only 3% of whole population buying online (Bhatti, Saad, & Gbadebo, 2018). Other 97% preferring traditional buying. Hence in this time of pandemic Pakistan facing problem in lockdown situation because people are addicted to buy traditionally and now they are facing inconvenience rather than advantages (Bhatti, Saad, & Salimon, 2019). On the other hand, such as Malaysia, Singapore and other developing countries are facing less problems than Pakistan now these days because they are already buying online. Moreover, retailers trying to grab

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consumers and retain them (Kumar, Anand, & Mutha, 2016). Still many people moving towards online (Bhatti, Akram, Khan, Basit, & Jahangir, 2020). Online buying provides wide product variety, ease of use, and easy to operate. Furthermore, in few second and with few clicks consumers can buy their desired product at home. Hence, there is need to explore the benefits of online buying in front of consumers so that they can aware of this and can use by making ease their busy times. Especially in Pakistan need to focus and explore this area. Because beside it country cannot survive in global market and cannot compete. hence, Prior studies suggested to explore more (Bhatti, 2018)

II. Literature Review

Convenience risk and online buying

The internet changes our life quick and easy to get desired things with single click of mouse. Internet provides us to buy anything four opportunities such as firstly search the product, access that product, possession of product and buy that product. The main reason of the popularity of online shopping is that, it is very convenient for all (A. Bhatti & S. u. Rehman, 2019b). They can purchase their desired product when they want rather they are at home or at office just click and buy the product (Ahmad, 2002). Furthermore, it is very vital predictor during buying (C. L. Wang, Zhang, Ye, & Nguyen, 2005). Consumers do not essential to leave their work and home they can buy easily due to its 24 hours' services. Consumers feel very convenient at the present time of pandemic. When people cannot go outside. They are in isolation in their homes so, they can easily buy their desired product (Chaudary, Rehman, & Nisar, 2014). Online shopping is very risky but still they buy online because of its benefits and advantages. This is influence online shopping and peruse consumers to buy online. It convenience is main advantage of this buying.

H1: convenience positively influence online buying

Product variety and online buying

Online buying has lot of benefits as compare to conventional buying. Consumers visit markets and malls physically and decide their desired product by touch and bargaining for price. This way of buying is also interesting for customers because in Pakistan collective culture (A. Bhatti & S. u. Rehman, 2019b). But despite all these online buying' advantages cannot be ignoring. Because in online buying there is no need to go in market visit, no need to touch product and no need for bargaining for price (Kim, Ferrin, & Rao, 2008). Furthermore, internet provides several options for buying and consumers can easily search things, evaluate the things, comparing thing with other brands and can chose their desired thing with desired price. It provides wide range of variety and retailer at one place (Sin & Tse, 2002). Moreover, there is no issue of limited stock and lot of range of products. Moreover, it plays an important role to create intentions in consumer 'mind for buying online that it provide vast variety of products with their description how to use and material information that manufacture used in it. Meanwhile, there is strong association between product variety and online buying.

H2: product variety positively influence online buying

Ease of use and online buying

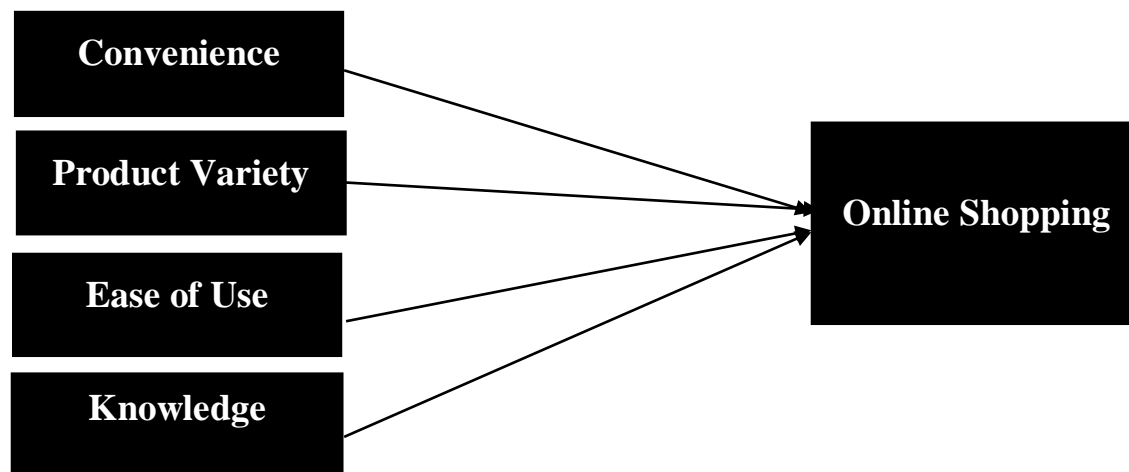
In online buying consumer's perception that the e-commerce website is easy to use, operate such as searching, evaluating, buying, feedback, aftersales services, up to date regarding placed order. According to prior research it is found that buying through the website is considered very easy and interesting task for customers. Its easiness makes it usefulness for people (Guritno & Siringoringo, 2013). Furthermore, easiness of website operating make it most popular around the world. It also positively influences intentions of consumers that directly affect decision of consumers. Because, when customer scroll the website the products makes their intentions to buy (Van der Heijden, 2004). Consumers face easiness in order placing and most importantly they can see all information of product on screen and can directly contact with retailer in any case of less satisfaction. It is also associated with hedonic factors. Meanwhile, now-a- days people moving towards making more complex and different websites but if customer face easiness to operating it, they will prefer to use and try to use it again. Hence, it is found that ease of use has significant influence on buying (Cheema, Rizwan, Jalal, Durrani, & Sohail, 2013).

H3: ease of use positively influences online buying

Knowledge and online buying

Knowledge is important element to influence consumers. The consumer's knowledge about seller is very important to indicate the risks and uncertainty that might be they can face during online buying. Furthermore, knowledge of any brand or retailer reduces the consumer's doubts and uncertainties. Usually, non- buyers shocked to hear the uncertainties of online buying but, similarly if buyers are knowledgeable and they know about internet buying they can easily take decision about buying particular product of specific brand (C.-C. Wang, Chen, & Jiang, 2009). Previous studies found that knowledge influence consumers towards buying. Knowledge is very important for consumer. So that they can understand that non-store buying is risky and infrequent (Katawetawaraks & Wang, 2011). If consumer is knowledgeable they know that how they can avoid risk and they can find the secure way to buy (Hoffman, Novak, & Peralta, 1999; Warkentin, Gefen, Pavlou, & Rose, 2002). Hence, consumer's knowledge is very important to enhance sales.

H4: knowledge positively influences online buying



III. Methodology

Methodology is a strategy or structure that is followed to obtain the solution of a research problem. Mostly, researchers give importance to this portion in empirical studies (Bhatti, Bano, & Rehman, 2019; A. Bhatti & S.-U.-. Rehman, 2019). In every type of research, we need a specific plan to accomplish the research objectives and answer the research issue that is the major reason to conduct research (Bhatti, Saad, & Gbadebo, 2020; S. U. Rehman, Bhatti, & Chaudhry, 2019). Many kinds of surveys conducted to research; present research was quantitative in nature and cross-sectional. Furthermore, data was collected from 200 internet users. In this study, we make a hypothesis to solve the problem and test the research objectives. The unit of analysis of the study is internet buyers that includes students, lecturers, corporate people and parents etc. In the present study, a questionnaire was used to accumulate data so that it saves time. Meanwhile, the measurement that was used in this study was adopted from literature such as convenience was measured by 6 items by (Clemes, Gan, & Zhang, 2014; Swilley & Goldsmith, 2013; To, Liao, & Lin, 2007). Moreover, product variety was measured by 4 items adopted by (Forsythe, Liu, Shannon, & Gardner, 2006; Ramus & Nielsen, 2005; Swinyard & Smith, 2003). In addition, ease of use was examined by 4 items by (Davis, 1989). Furthermore, knowledge was measured by 4 items by (C.-C. Wang et al., 2009).

Demographic profile

In the present study, data was gathered from internet buyers. In table 1, the total number of respondents were 200. 177 (88.5%) were male and 23 (11.5%) were female. Furthermore, 113 (56%) were less than 25 years old, 20 (10.0%) were 26 to 30 years, 23 (11.5%) were 31 to 35 years, 29 (14.5%) were 36 to 40 years and 15 (7.5%) were more than 41. In addition, 88 (44%) were employed and 112 (56%) were unemployed that included students etc. moreover, 146 (73.0%) had credit cards and others 54 (27.0%) had not credit cards.

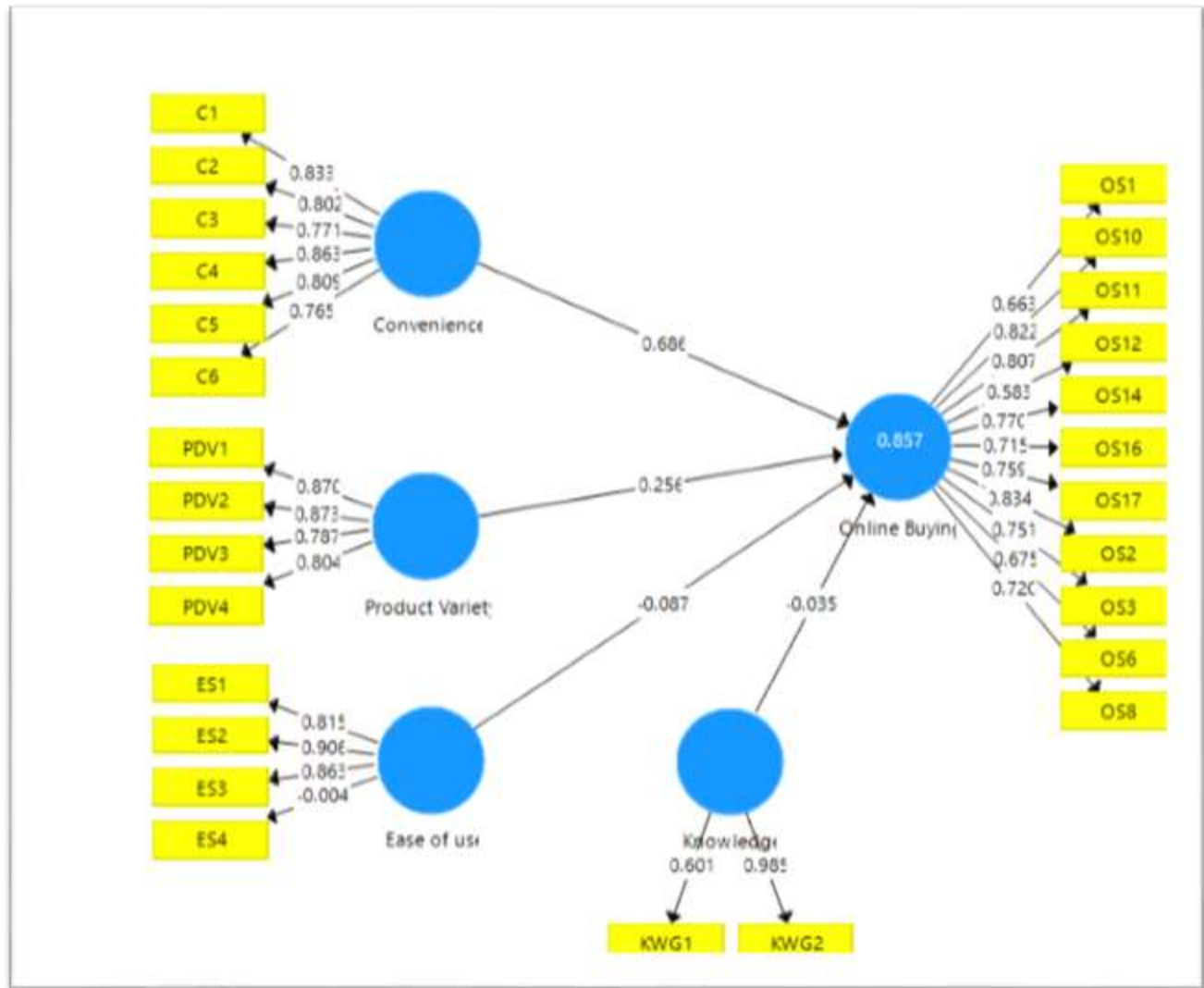
Construct	Category	Number of cases	Percentage
Gender	Male	177	88.5
	Female	23	11.5
Age	Less than 25 years	113	56.5
	26 to 30 years	20	10.0
	31 to 35 years	23	11.5
	36 to 40 Years	29	14.5
	More than 41	15	7.5
Occupation	Employed	88	44
	Unemployed	112	56
Card	Have credit card	146	73.0
	No credit card	54	27.0

IV. Statistical analysis results

In present study we use Smart PLS to analyze framework. It is considered best for all type of models. Moreover, this study using both models of Smart PLS, like measurement model and structural model (Bamgbade, Kamaruddeen, & Nawi, 2015; Hair Jr, Hult, Ringle, & Sarstedt, 2014).

Measurement Model

We need three type of validity to measures specific measurement model like content, discriminant and convergent validity (Hair, Ringle, & Sarstedt, 2013). In the present study, three standards achieve and meet essential criteria.



Measurement Model 1

Table 2 Factor Loadings, Average Variance Extracted (AVE), and Composite Reliability (CR)

Variables	Items	Factor Loading	AVE	CR	R2
Convenience	C1	0.833	0.653	0.918	
	C2	0.802			
	C3	0.771			
	C4	0.863			
	C5	0.809			

	C6	0.765			
Ease of use	ES1	0.815	0.558	0.790	
	ES2	0.873			
	ES3	0.787			
	ES4	0.804			
Knowledge	KWG1	0.601	0.666	0.790	
	KWG2	0.985			
Online buying	OB1	0.663	0.547	0.929	0.857
	OB10	0.822			
	OB11	0.807			
	OB12	0.583			
	OB13	0.770			
	OB12	0.715			
	OB14	0.759			
	OB16	0.834			
	OB17	0.751			
	OB2	0.834			
	OB3	0.751			
	OB6	0.675			
	OB8	0.720			
Product variety	PDV1	0.870	0.696	0.901	
	PDV2	0.873			
	PDV3	0.787			
	PDV4	0.804			

Table 2 validates that the prerequisite standards for CR and AVE obtained that was CR standards must be greater than 0.60, and AVE standards greater than 0.50 as suggested (Hair et al., 2013).

Table 3 Discriminant validity

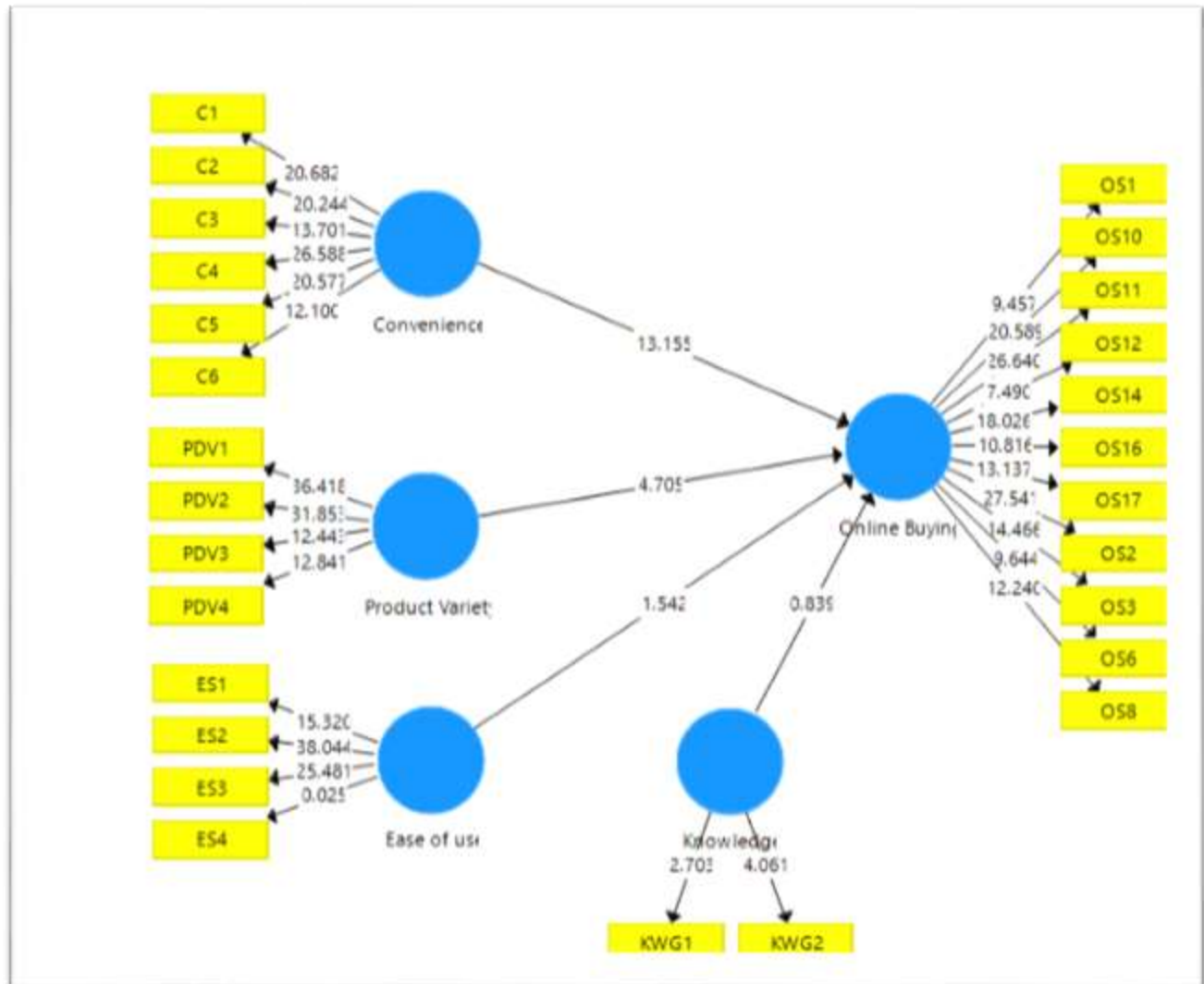
Variable	C	ES	KWG	OB	PDV
convenience	0.808				
Ease of use	-0.570	0.747			
Knowledge	-0.050	0.032	0.816		
Online buying	0.900	-0.591	-0.059	0.740	
Product variety	0.634	-0.437	0.054	0.727	0.834

Table 3 displays that discriminant validity obtain the threshold standard that was (less than 0.85) as recommended (Hair et al., 2013).

Structural Model

In structural model (inner model) is use to analyze the relationship between independent convenience, ease of use, knowledge, product variety and online buying dependent variable.

Significant values of path-coefficient authors suggested that perform bootstrap with 5000 subsamples (Hair Jr, Hult, Ringle, & Sarstedt, 2016). Table 4 demonstrations the outcomes of the structural model.



Structural Model 2

Table 5 relationships

Hypotheses	Paths	T-values	P-values	Results
H ₁	C--> OB	13.15	0.000	Supported
H ₂	ES --> OB	1.542	0.124	Not-Supported

H3	KNG --> OB	0.839	0.402	Not- Supported
H ₃	PDR --> OB	4.705	0.000	Supported

V. Results

Table 5 validates, present study has four hypotheses in which two hypotheses supported and other two not supported. Such as, convenience (C) has positive relationship with online buying as (t-value=13.15, and p-value>0.00) and H₁ is supported. Moreover, ease of use (ES) has insignificant influence on online buying as (t-value=1.542, and p-value<0.124) and H₂ not supported. Meanwhile, knowledge (KNG) has insignificant and influence on online buying as (t-value=0.839, and p-value<0.402) and H₃ not supported. Product variety (PDV) has significant positive effect on online buying as (t-value=4.705, and p-value<0.000)

VI. Discussion and conclusion

The main purpose of the current study is to determine the effect of convenience, ease of use, product variety, knowledge and online buying. This study was cross- sectional in nature and deductive approach used to obtain the objectives of the study. Convenience has positive effect on online buying. The study match with (A. Bhatti & S. u. Rehman, 2019b; S. Rehman, 2018) and H₁ is supported. Furthermore, perceived ease of use has no effect on online buying and H₂ rejected by a line finding of this study with (Athapaththu & Kulathunga, 2018). Moreover, knowledge also has no effect on online buying H₃ also rejected. In addition, product variety has positive effect on online buying and match with (A. Bhatti & S. u. Rehman, 2019b). The present study validates that convenience and product variety changes the consumer's decisions they attract customers as well. But, ease of use and knowledge does not matter for consumers in online buying

Theoretical implication

Convenience, knowledge, product variety, ease of use and online buying are main factors of the study. But majority of previous studies on this area in diverse culture and content. Mainly this study examines these variables that were deliberated from buying that was ignored. This study will be reference for future researcher who will be fascinate to explore this area of study.

Practical Implication

The current study can be proving helpful for retailers, suppliers, and planners to make their system wise. Current study demonstrates the benefits of online buying and if retailers enhance and maintain the quality of this system then the profits from online business and be enhance and expand business. It is very important to deliver this

positive thought to consumers that they online buying is secure and safe and easy to use. Although, buyers and retailers will be enjoying high quality benefits of buying.

Limitations and Suggestions

This study is not perfect and have many limitations due to distinctiveness that should be overcome in future. It is suggested that test the similar topic in other developing countries and developed countries and need to consider mediator and moderator with these variables. Furthermore, future studies should consider banking sector and grocery for online buying. This study covers only online buyers and in future should focus on retailer's point of view about internet buying and selling.

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