



## AN ANALYSIS OF THE IMPACT CONSUMER'S BUYING INTENTION TOWARDS AUGMENT ONLINE SHOPPING

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### Abstract

*The purpose of this study was to investigate the factors that affect online purchasing behavior of the people in Pakistan. In order to close the gap, the study was carried out to identify the primary factors that influence Pakistani consumers' buying online. Buying intention is measured with the help of Attitude of the Customers which is influenced by the different factors like culture, group relations, social class differences, family, level of income and independency of salary, gender, age, occupation. WOM (Electronic Word of Mouth), Convenience in Online shopping, Media Credibility, Entertainment, and Informativeness as the Independent Variables, Consumers attitude towards online shopping is playing a role as Mediator, and the dependent variable is Intent to buy online. Data was gathered of 300 populations by questionnaire survey method. Target population of current study was the professors and lecturers in HEC recognized universities, and banks employees and customers of banks form Punjab, Pakistan. Data was analyzed through SPSS (v 20). Reliability analysis is conducted to check consistency and internal reliability of the scale. Croanbach's alpha measure is used to check the reliability of an instrument. The study ended with few contributions and findings; E. WOM, media credibility, convenience, entertainment, and informativeness has positive effect on the consumer's attitude towards online purchase intentions.*

**Key Words: Electronic Word of Mouth, Convenience, Media Credibility, Entertainment, Informativeness, Consumer's attitude towards online shopping, Intent to buy online**

### INTRODUCTION

Another way to interact with people in the global economy is through online marketing media, whose significant utilization of social technology is still largely unexplored. (Manyika and Chui, 2012). Further Online marketing has become a good marketing channel across the world. Generic model of consumer acquiring actions that illustrates the phases patrons take to choose what to purchase (Vrender, Citation 2016). Routinely people are eager to convey marketing of viral messages through social media s (Al-Qaysi et al., 2019; Almufaraj and Issa, 2018; Alqahtani, 2016; Bano and Zaman, 2020; Chen et al., 2019). People got the sense of brand awareness by using online marketing that bounce message reliability increased in the eyes of consumer in COVID ([bint AbdulAziz Al-Khanini 2021](#)). Online marketing communications may reach thousands of individuals in a matter of seconds, increasing the tendency of customers to make a purchase. Conventional media's main upside is its quick delivery of vastly customized and targeted messages, as well as its capacity to measure and predict behavior (Bampo, et al, 2008). Information creation, management, and interchange are made simple by technology while online shopping encourages the people Al-Rawi, A. G. A. (2019) by spreading the viral word to others through social media. Over 2512400 billion people use the



internet globally these days, according to the World Bank and International Communication Union (March 26, 2013, World metres, at 4:25:28 PM ).There were 360,985,492 internet users in 2000, about seven times as many as there were in ( June, 2011, Internet World States,). Today, according to data from the previous year, there were more than two billion internet users worldwide, or 30% of the world's population. Every day, 100,000 tweets are sent, 2 million searches are made on Google, 684.478 content pieces are shared on Facebook, 48-hour videos are uploaded on YouTube, 571 websites are created, and 3600 photos are shared on Instagram. (James 2012). In addition, 5% of people's time is devoted to using the internet to stay in touch and purchase online (We are social, 2012). Likewise, based to the 2016 estimate, 192 million consumers will prefer shopping online over traditional brick-and-mortar retailers by this further consumer behavior motivated online e business (Lotte, et al, 2008).

### **Online shopping**

Online shopping will always use e-commerce as a platform for consumers to purchase and sell goods and services. (Korper & Ellis, 2001). From traditional brick-and-mortar establishments, many businesses have shifted their focus to online platforms (e.g websites of E.commerce) (Gondwe, 2010). With the use of internet shopping, anyone may purchase and sell anything at any time, from any location (Ko, et.al, 2004.) Conversely, the efficiency and availability of internet purchasing throughout the day impacts both online and offline consumers. (Karayanni, 2003) The buyer's purchasing behavior is influenced by perceptions and product quality (Buschps and Szymanski,DM 1987). (Pan and Siti), (Lindley and Collins Dodd, 2003), and (Dick,A, Jain, A.K, Richardson,P.S, 1996) Identify the three primary elements influencing the attitudes of consumers: demographic, extrinsic cue, and intrinsic cue aspects. Perceived worth, value perceived, and perceived danger are examples of physical features that are included in intrinsic cue, whereas perceived price, brands, and advertisements in media belong to extrinsic cues related to products. Customers' UCC and OIBB are positively impacted by the quality of online purchasing websites, and these factors in turn positively influence their OCBB (Rahman, et. al, 2023.) Internet clients acquire plenty of goods online (Hride et al., 2022).

### **Convenience**

Websites accessed through online sources are extremely beneficial for retail establishments due to their features, which include convenience anywhere at any time and without regard to location, order processing, affordability, and customer feedback (Machleit, Davis and Eroglu, 2001, Chen and Chang, 2008). The primary determinants of a customer's online purchase habit are convenience and trust Rupp and Smith (2003). Comparing traditional modes of buying to online shopping makes it easier and more convenient to get the desired item (Monsuwe et al., 2004) Jeong *et al.* (2003) Customers may access more information on the internet that is convenient for them and can be gathered with the least amount of work and time stated Ebrahimi, et al.,(2023). User engagement in social network platforms: what key strategic factors determine online consumer purchase behaviour? *Economic Research-Ekonomska Istraživanja*, 36(1), 2106264. That it's likely that some people had heard of the internet term previously Hofacker (2001). Individuals are becoming more informed about and absorbed in purchasing goods via the internet (Hride et al., 2022). Suhan (2015) claims that internet grabbing has become more and more popular among Bangladeshis. People seek superior customer service from online retailers (Hossain et al., 2021). It was Jeong et al. (2003) that established the concept of "website quality" to the hotel sector.

H2: Online purchase intent is positively impacted by convenience.



H2a: Consumer attitudes on internet buying are positively impacted by convenience.

### **E. Word of Mouth**

To spread word of mouth, always share things that are true. WOM is a means for friends, relatives, and other people to share ideas, beliefs, and experiences (Baltes, 2004). WOM is extremely powerful than radio, print, and personal selling commercials. (Kegerreis, Engel, and Blackwell, 1969; Spencer and Feldman, 1965; Lazarsfeld and Katz, 1955). Organizations should communicate messages that could be passed along and heard by others if they hope to engage consumers Kearns and Diffley (2011). Social media messages that are captivating, convincing, and memorable attract people's interest and inspire action. (Bolls and Eckler 2011). Azhar et,el, (2023) People have been using online media platforms all the time to share information and look for information from customer discussions about the goods. (Manyika and see Chui, 2012) WOM is more influential than radio and television advertisements, personal selling, and other forms of advertising (Blackwell, Kegerreis, and Engel, 1969; Spencer and Feldman, 1965; Lazarsfeld, 1955; Lilien and Bulte, 2001) In addition, companies that use social networks are able to find future clients (Volinsky C; Hill .S; Provost F, 2006, Vol, 21.) Francis,et,al (2023). WOM may be supportive of the chosen brand, (Kathy Hammond, Wendy Lomax and Robert East, 2008) they discover a high degree of danger when making decisions, (Voyer and Bansal, 2000; Layton and Kiel, 1981), WOM The mediation effect of customer participation and attitudes regarding online ads Mishra (2023). Those which are actively involved in the decision-making process are more likely to ask others for guidance or their opinions on the products (Gasawneh et, al 2023). Social capital has a significant role in the process of word-of-mouth communication. Lehmann and Stephen (2008) satisfies a variety of needs, including maintaining current relationships, confirming information, and establishing new ones. Electronic word-of-mouth in online media has an impact on consumers, which eventually ends up in repurchases and organizational viability (Sullivan and Oliveira, 2003) Munandar, D. (2023).

H1: The intention to purchase online has been positively affected by electronic word of mouth.

H1a: Consumer attitudes on online commerce are positively impacted by electronic word-of-mouth

### **Media Credibility**

An essential component of social relationships is trust (Chan and chow 2008) (Saoula et al; 2023) Information sharing is facilitated by trust thanks to its high perceived credibility Khir, & Salim (2023). When other clients are trusted in the context of social relationships (Ahuja, Robert, and Dennis 2008). (Bolls and Eckler, 2011) When more consumers respond favorably to an advertisement, the source's trustworthiness increases. (kamran and Muzaffar 2011)(Gasawneh et al; 2023). However, a high correlation was found between the message's believability and its impact on consumers' reactions to marketing media. Customers' perceptions and trust of an online shop are predicated on their ability, honesty, and friendliness (McKnight and Chervancy, 2001), (Wang, & Wang and Guo, 2012). In the realm of internet commerce, the degree of perceived trust is crucial (Uchenna,Ndubisi and Chai, 2011) (Mardiani, et,al 2023) , and (Sreenivasan and Mohseni, 2014). Trust is crucial because there was some face-to-face interaction between customers and sellers in an online environment (Bampo et al; 2008). Haenlein and Kaplan (2010), selection of the right mediums important to convey the message (Purnamasari et, al. 2023).

H3: Consumer intention to buy online is positively impacted by media credibility.

H3a: Customers' perceptions of online buying are positively impacted by media legitimacy.

#### **Entertainment**

According to Palka et al. (2009) and Gangadharbatla (2008), entertainment is the single most important factor in determining a customer's willingness to receive a digital marketing message. Fun is a very reliable indicator of internet technology acceptability, which in turn influences the desire to make an online purchase (Mandilas et al., 2013). When a client experiences happiness when buying, this might potentially aid an online merchant in keeping their customers loyal (Sosa and Koufaris, 2004). Shopping on a particular website that is entertaining will draw in more customers (Carson, Peck, Childers and Carr, 2001; Monsuwe, Dellaert and Ruyter, 2004). According to (Nielsen and Boyd, 2006), the number of networking sites that were developed into the top 10 sites rose over time, and the number of users or customers climbed from 46.8 million to 68.8 million. Thaichon & Srivastava, 2023.

H4: Entertainment has positive effect on Intent to buy online.

H4a: Entertainment has positive effect on consumer's attitude towards online shopping.

#### **Informativeness**

The effective capacity to deliver pertinent information about a certain product is guided by informativeness. 2010 saw Austria and Chung. Information gathered from websites must be utilized to convey to all clients the qualitative aspects of the product, such as promptness, validity, and usefulness. In 2003, Shen and Siau (Cai and others, 2023). According to Gordon and Milne (1993), the message's expectations are that the information will be pertinent to them. Informativeness is a key component of advertising effectiveness (Zhang et al., 2023; Hosseini and Saadeghvaziri, 2011). In addition, an informative marketing advertisement informs consumers about a new product while also suggesting that it may be superior to offerings from competitors (Haghirian et al., 2005). Customers prefer to receive messages that are pertinent to their interests. Informativeness is influencing consumers' attitudes on internet media advertising, according to studies by Kamran and Muzaffar (2011) and Tsang and al. (2004). Globally, online shopping is expected to increase (Oinas, 2002). The expansion of company greatly depends on electronic methods (Anil, 2000). For this reason, the majority of businesses have departments that are in charge of their social media accounts and rely on professional consulting services (Harvard Business Review, 2013). It has several advantages and works well. Internet security is the most important element impacting advertisements (Fill, 2005). One of the numerous things to keep in mind while utilising websites on the internet is that they either lack complete proof or are only somewhat secure (Fills 2005). Companies' websites have a significant advantage in that their target audience uses a variety of programmes, many of which are free (Fills, 2005). These programmes also have an impact on consumers' purchasing decisions (Nofirda & Ikram 2023)

H5: Informativeness has positive effect on Intent to buy online.

H5a: Informativeness has positive effect on consumer's attitude towards online shopping.

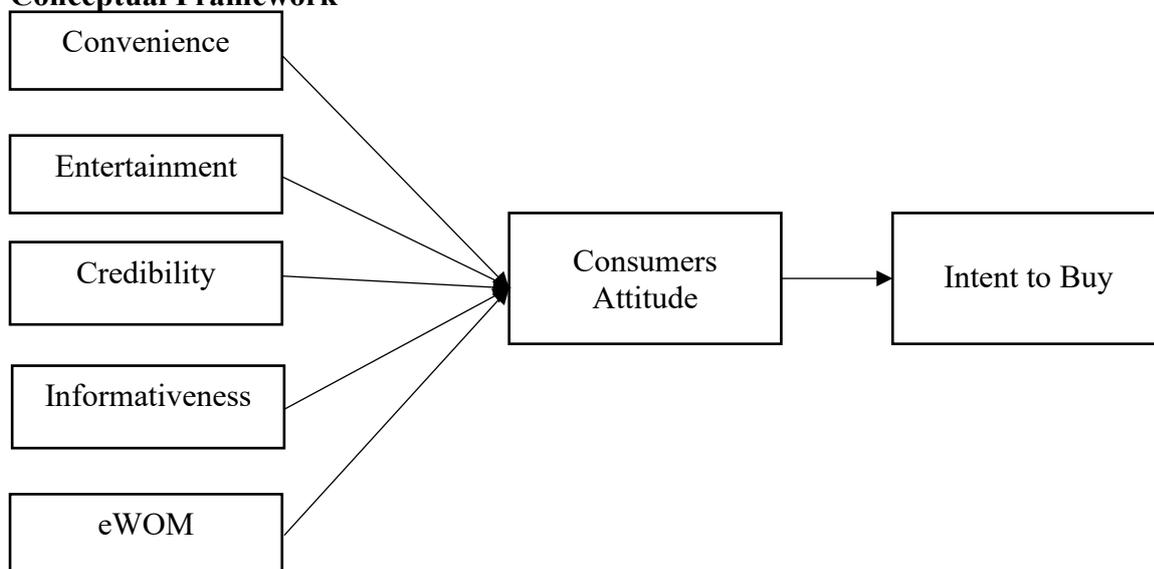
#### **Intention to buy online**

When using the internet as a tool for the purchase process, perceived usefulness directly influences the propensity to buy (Siringoringo and Renny, 2013). A persuasive commercial affects consumers' interest in a certain product. (Muhammad and Hashim, 2013). Advertisement on social media has a significant impact on consumers' decisions to buy. Aronkar and Bhakuni (2012). However, other characteristics such as demographics, education, age, and income level as well as fashion awareness, ethical judgment, self-ambiguity, and value conciseness also had an impact on purchases (Fernandes, 2013). Additional factors that

impact purchasing intention include one's own perception of oneself, the store's reputation, fashion, styles, and pricing (Nofirda & Ikram 2023). Social media assists customers in deciding whether to shop online Ahmad Bashar and waqas (2012). When buyers weigh the product's quality against other options before making a purchase, their propensity to make the purchase improves (Schuchert Guler, and Eisend, 2006). (Wee et al, 1995 concentrated on product attributes and psychographic aspects. Earlier studies have established a connection between consumers' attitudes about counterfeit goods and their behavioral purchasing intentions (YÜZGENÇ 2023) (Teah and Phau, 2009. (Schuchert Guler, and Eisend, 2006).

H6: The relationship among independent and dependent variables is mediated by the consumer's attitude toward online buying.

### Conceptual Framework



### Methodology

Utilizing an exploratory research approach, data were gathered via questionnaires. The research analysis method employed was the qualitative approach. By using linear regression modeling, hypotheses were examined. A standardized qualitative survey instrument was employed to collect data regarding consumers' intentions to make purchases online.

### Research Methods/ sampling Measurement and Scaling

In this study, the approach of quantitative research is being applied. A pre-existing survey questionnaire is employed. The five rating scales are used to record replies to the closed-ended questions on the questionnaire. The questionnaire is divided into three sections: the first part gathers demographic data about the respondents; the second section gathers information about general inquiries; and the third section gathers information about research variables that were employed in the current study. There are seven variables in the questionnaire. There were forty total items on the questionnaire. There were five things in the first section, five general questions in the second variable part, and thirty items in the third part. Convenience comprised five elements, eWOM included five, media credibility included four, entertainment included four, and informativeness included four. These were the independent variables. Four items were included in the mediator measurement of consumers' attitudes regarding online shopping, and four items were included in the dependent variable of consumers' intentions to purchase. Individual bank clients, individual banking employers, and individual university faculty members serve as the study's units of analysis. This thesis is directed toward bank clients,



banking employers, and instructors at HEC-accredited colleges. Since they are the primary customers that purchase the goods online and are primarily active on social media. Non-probability sampling is employed in this study. From among the relevant population's groupings, the researcher can choose respondents at random. Examples of such groups include corporate officers, medical professionals, students, and engineers. In quantitative research, the non-probability sampling method works better when survey research is conducted on an unknown population. Out of the 300 questionnaires that were delivered to banks and universities, only 150 were received; of those, only 135 were fully completed, 15 were partial, and 150 were missed due to time constraints and geographic distance.

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### Reliability of Results

The current study used SPSS version 21 to get the results after testing the instruments' reliability analysis. The reliability investigation involved verifying the Croanbach's alpha value, which ranges from 1 to 0. Croanbach's alpha coefficient quantifies the instrument's internal consistency. Internal consistency provides information about the interrelated elements that are utilized to measure the variable. Internal consistency provides information about the elements that are used to assess the variable and their relationships with one another.

Sr. No.	Variable Name	Alpha Value	No. of Items
1	Convenience	.752	5
2	e.WOM	.821	5
3	Media Credibility	.636	4
4	Entertainment	.789	4
5	Informativeness	.686	4
6	Consumer's Attitude	.816	4
7	Intention to buy	.716	4

According to Nunnally & Bernstein (1994), Bland & Altman (1997), and DeVellis (2003), alpha values varied from .7 to .90. When two elements are connected with one another, the alpha value increases. .7 is the lowest alpha value that has been recommended (Nunnally, 1978). The data used in this study was obtained from the respondents using a questionnaire survey, and it was then easily entered into SPSS (v 21).

### Results:

#### Demographic Analysis (135 respondents)

	Demographic	Frequency	Percentage (%)
<b>Gender</b>	Male	69	51.1
	Female	66	48.9
<b>Age</b>	Under 18	5	3.7
	18 – 24	43	31.9
	25 – 34	57	42.2
	35 – 44	19	14.1



	Above 44	11	8.1
<b>Education</b>	Intermediate	13	9.6
	Bachelor degree	46	34.1
	Masters/above	76	56.3
<b>Occupation</b>	Student	36	26.7
	Employee	61	45.2
	Business man	27	20.0
	Others	11	8.1
<b>Income</b>	20,000-40,000 PKR	46	47.4
	50,000-70,000 PKR	25	18.5
	80,000-100.000 PKR	20	14.8
	More than 100,000	26	19.3

The respondents' demographics are displayed in Table 1, which indicates that 69 men, or 72.6 percent of the sample, contributed their opinions, while 66 women, or 48.9 percent of the sample, participated in the research. Five respondents, or 3.7 percent, are under the age of 18. There were 43 respondents, or 31.9 percent, who were between the ages of 18 and 24; 57 respondents, or 42.5 percent, were between the ages of 25 and 34; and 19 respondents, or 14.1 percent, were between the ages of 35 and 44. When asked about their level of education, the majority of respondents—34.1%—were well-educated, with 56.3% having completed postgraduate work and 13.6% being intermediately educated. Out of the 135 respondents in total, 36 participants were students, making up 26.7 percent of the sample. The remaining 61 individuals were full-time employees of the company. That accounted for 45.2% of the sample. There are 27 responders who run their own company. They make up 20.0% of the sample population. However, 11 individuals, or 8.1% of the sample, do not have a job. The respondents' income is also displayed in the table. This indicates that 47.4% of them made between 20,000 and 40,000 PKR. In terms of monthly income, 18.5 percent of the sample as a whole made between 50,000 and 70,000 rupees, 14.8 percent made between 80,000 and 100,000 rupees, and 19.6 percent made more than 10,000,000.

#### Correlational Table

	E.WOM	C	MC	E	I	CA	IB
E.WOM	1						
Convenience	0.680**	1					
Media Credibility	0.580**	0.560**	1				
Entertainment	0.637**	0.548**	0.480**	1			
Informativeness	0.620**	0.579**	0.422**	0.549**	1		
Consumer's attitude	0.620**	0.615**	0.624**	0.542**	.572**	1	
Intent to buy	0.210*	0.196*	0.232**	0.196*	0.187*	0.302**	1

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

\* . Correlation is significant at the 0.05 level (2-tailed).

For every variable that was observed in the research model, Table 2's correlation matrix provided bi-variate correlations and coefficient among variable pairings. The correlation coefficient indicates a linear relationship between the corresponding variables. Since there is a perfect correlation between every variable and itself,  $r = 1$  runs along the table's diagonal. With

a significant value of less than .001 and a Convenience coefficient of  $r=0.68$ , E.WOM has a positive correlation. We can therefore be more certain that those two variables actually have a link. Nonetheless, there is a positive correlation between media credibility and E.WOM, as seen by the value of (0.580,  $p < .01$ ). Additionally, there is a positive correlation between convenience and media trustworthiness, with a value of (0.560,  $p < .01$ ). The values of 0.637, 0.548, and 0.480 for entertainment, convenience, and media credibility, respectively, show a positive relationship between these variables and suggest that increasing one will also raise the other two. Informativeness and E.WOM, Convenience, Media Credibility, and Entertainment are positively correlated; their respective values are 0.620, 0.570, 0.422, and 0.549. The correlation between consumers' attitudes about online purchasing and E.WOM, Convenience, The media Credibility, which is Entertainment, and Informativeness is favorable. These factors are expressed by the values of 0.615, 0.624, 0.542, and 0. Online shopping intent is positively correlated with E.WOM, convenience, The values of 0.210, 0.196, 0.232, 0.196, 0.187, and 0.302 for Media Credibility, Entertainment, Informativeness, and Consumer Attitude Toward Online Buying, respectively, show that an increase in one variable will likewise raise other variables.

**Mediation through PROCESS (Entertainment)**

Dependent variable	Intent to Buy
Mediator	Consumer's Attitude
Independent variable	Entertainment
PMX	0.615*(.082)
PYM	0.178*(.063)
Direct effects (PYX)	0.033*(.072)
Indirect effects (PYM PMX)	0.109*(.048)
Total effects (PYX + PYM PMX)	.142**

Table PMX refers to paths from Entertainment to the mediators (i.e. Consumer's Attitude), PYM refers to paths from the mediator to the outcome variable (i.e., Intent to Buy). \*  $P < .05$  \*\* $P < .0$

The outcome was displayed in Table 4. As expected, there were statistically significant results in the correlations between the independent factors (entertainment) and dependent variable (intent to buy), as well as the mediators (customer's attitude). According to Baron and Kenny's (1986) hierarchical regression technique, there is a positive correlation between entertainment and customers' attitude ( $b = .142$ ,  $p < .01$ ). The positive connections of entertainment ( $b = .033$ ,  $P < .01$ ) and representative partial mediating effects for customer attitude ( $b = .178$ ,  $p < .01$ ) are displayed in Table 4 when the domain-specific mediator (the customer's attitude) is included in the equation. Given that the partial mediation effects of the customer's attitude were supported, the regression coefficients for entertainment fell after the effects of the customer's attitude.

**Mediation through PROCESS (Credibility)**



<b>Dependent variable</b>	Intent to Buy
<b>Mediator</b>	Consumer's Attitude
<b>Independent variable</b>	Credibility
<b>PMX</b>	0.860*(.0934)
<b>PYM</b>	0.165*(.068)
<b>Direct effects (PYX)</b>	0.063*(.094)
<b>Indirect effects (PYM PMX)</b>	0.142*(.064)
<b>Total effects (PYX + PYM PMX)</b>	.205**

Table PMX refers to paths from Credibility t to the mediators (i.e. Consumer's Attitude), PYM refers to paths from the mediator to the outcome variable (i.e., Intent to Buy). \* P< .05 \*\*P< .0

The outcome was displayed in Table 4. As expected, there were statistically significant results in the correlations between the independent factors (credibility) and the dependent variables (intent to buy), as well as the mediators (customer's attitude). Credibility and consumer attitude are positively correlated, according to a hierarchical regression technique (Baron & Kenny, 1986) (b =.205, p <.01). The positive connections of Credibility (b=.063, P<.01) and representational partial mediation effects for customer's attitude (b=.165, p<.01) as demonstrated (Table 4) are retained when the domain-dependent mediator (the customer's attitude) is included in the equation. Given that the partial mediation effects of the customer's attitude were supported, the coefficients of regression for reliability fell after the effects of the customer's attitude.

**Table 4.5 Mediation through PROCESS (In-formativeness)**

<b>Dependent variable</b>	Intent to Buy
<b>Mediator</b>	Consumer's Attitude
<b>Independent variable</b>	In-formativeness
<b>PMX</b>	0.668*(.083)
<b>PYM</b>	0.187*(.065)
<b>Direct effects (PYX)</b>	0.015*(.076)
<b>Indirect effects (PYM PMX)</b>	0.125*(.052)
<b>Total effects (PYX + PYM PMX)</b>	.140**

Table PMX refers to paths from In-formativeness t to the mediators (i.e. Consumer's Attitude), PYM refers to paths from the mediator, to the outcome variable (i.e., Intent to Buy). \* P< .05 \*\*P< .0

The result showed in (Table 4) predicted, the correlations between independent variables (In-formativeness) and dependent variable (Intent to Buy), and the mediators (customer's attitude),

showed statistically significant results. A hierarchical regression approach (Baron & Kenny, 1986) concluded that In-formativeness has a positive relationship with customer’s attitude ( $b = .140, p < .01$ ). When the domain-specific mediator (customer’s attitude) is entered into the equation, the positive relationships of In-formativeness ( $b = .015, P < .01$ ), representative partial mediating effects for customer’s attitude ( $b = .187, p < .01$ ) as shown (Table 4). Since the regression coefficients for In-formativeness were decreased after the effects of customer’s attitude were partial mediation effects for customer’s attitude were supported

**Table 4.5 Mediation through PROCESS (Convenience)**

Dependent variable	Intent to Buy
Mediator	Consumer’s Attitude
Independent variable	Convenience
PMX	0.768*(.085)
PYM	0.188*(.067)
Direct effects (PYX)	0.013*(.084)
Indirect effects (PYM PMX)	0.144*(.055)
Total effects (PYX + PYM PMX)	.157**

Table PMX refers to paths from Convenience to the mediators (i.e. Consumer’s Attitude), PYM refers to paths from the mediator to the outcome variable (i.e., Intent to Buy). \*  $P < .05$  \*\* $P < .0$

The outcome was displayed in Table 4. As anticipated, statistically significant results were obtained from the correlations between the independent factors (convenience) and dependent variables (intent to buy), as well as the mediators (customer's attitude). Convenience and customers' attitudes are positively correlated, according to a hierarchical regression technique (Baron & Kenny, 1986) ( $b = .157, p < .01$ ). The positive connections of convenience ( $b = .013, P < .01$ ) and meaningful partial mediation effects for customer attitude ( $b = .188, p < .01$ ) as indicated by Table 4 are retained when the domain-dependent mediator (the customer's attitude) is included in the equation. Given that the partial mediation effects for the customer's attitude were validated and the coefficients of regression for convenience fell following the effects of the customer's attitude

**Table 4.5 Mediation through PROCESS (eWOM)**

Dependent variable	Intent to Buy
Mediator	Consumer’s Attitude
Independent variable	eWOM
PMX	0.657*(.072)
PYM	0.180*(.068)
Direct effects (PYX)	0.025*(.072)



<b>Indirect effects (P<sub>YM</sub> P<sub>MX</sub>)</b>	0.118*(.047)
<b>Total effects (P<sub>YX</sub> + P<sub>YM</sub> P<sub>MX</sub>)</b>	.143**

Table PMX refers to paths from eWOM to the mediators (i.e. Consumer's Attitude), P<sub>YM</sub> refers to paths from the mediator to the outcome variable (i.e., Intent to Buy). \* P < .05 \*\*P < .0

The outcome was displayed in Table 4. As expected, there were statistically significant results in the correlations between the independent factors (WOM) and the dependent variables (intent to buy), as well as the mediators (customer attitude). According to Baron and Kenny's (1986) hierarchical regression technique, there is a positive correlation between E.WOM and customers' attitude (b = .143, p < .01). Upon inclusion of the customer's attitude as the domain-specific mediator in the equation, Table 4 displays the positive connections of E.WOM (b = .180, P < .01) and indicative partial mediation effects for customer's attitude (b = .188, p < .01). Given that the E.WOM regression coefficients declined following the partial support of the customer's attitude mediation effects,

### Conclusion

The primary goal of this research is to determine whether consumers have a good or negative opinion toward internet shopping. Thus, the findings demonstrate that, across a range of age groups, customers' propensity to make a purchase is largely impacted by the remarks and opinions of others. Most people rely more on advertisements than on word-of-mouth, but a thorough investigation revealed that customers place a higher value on recommendations from friends and family when they shop online—a practice known as electronic word of mouth, or (e.WOM) for short. Negative word-of-mouth and a poor impression can be created in the brains of consumers via poor advertising. Positive word-of-mouth (WOM) nevertheless, has the power to make a magical effect on the goods or services. Customers desire simplicity when shopping online, therefore convenience is another important consideration when making a purchase. In a same vein, entertainment and informational content have a direct and favorable impact on consumers' attitudes about making purchases. As a result, I have achieved my study goal and all of my hypotheses have been confirmed.

The findings demonstrate that the ease of shopping online, as well as WOM, medium credibility, entertainment, and informativeness, positively influence consumers' attitudes on their intents to make online purchases. (Dellarocas, 2003), (Burton and Fong, 2006), (Hosseini and Saadeghvaziri, 2011). Because trust has a significant and beneficial effect on influencing consumers, marketers should therefore always maintain stable online websites that are accessible from wherever at any time (Tsang et al; 2004). Marketing managers ought to promote the items they sell in a way that avoids introducing diverse cultures into the community and gives accurate information about the range of products; they should never mislead customers about the characteristics of the products and the culture of the company.

Future researchers can conduct their studies with a combined method (qualitative and quantitative) to get better findings. Because customers are price sensitive, pricing has a significant impact on purchasing decisions made in online media. As a result, price may be a variable in future research studies. A tiny number of samples was employed in comparison to the population when data collection was done using a quantitative approach. Bias risk, which results from a general disadvantage during the time that data is being collected from the targeted group, is another constraint of this study. As an illustration, consider the possibility



that participants won't be ready to ask researchers for help when they need it to complete the questionnaire.

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