

**EFFECTS OF BRAND AWARENESS AND WEBSITE QUALITY
ON PAKISTAN CONSUMERS' PERCEIVED RISK AND
PURCHASE INTENTION**



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ABSTRACT

The purpose of this study is to investigate the relationship between the level of a consumer's familiarity with a brand and the quality of the website they plan to use when making a purchase in the PAKISTAN market. Before making a purchase at an outlet for a certain brand, there are many customers who prefer to first do research in the relevant market on the goods in question. According to the assessment of the relevant research, the brand awareness that was generated by the firms via the use of social media, the distribution of leaflets, and online commercials has had a significant effect on the way that customers think about their purchasing decisions. The information was obtained from the buyers at the PAKISTAN market, and it has been entered into the relevant cells of the Excel sheet. A regression is performed on the data using the SPSS program, and the outcome of the regression indicates that the quality of the website and the level of brand awareness both have a substantial influence on the purchase choices made by customers in the PAKISTAN market. This suggests that both of the independent factors are having a significant influence on the variable that is being looked at (the dependent variable). As a result, the findings of the study are a perfect fit with the fact that was discussed in the previous section. According to the data from the regression analysis, all of the independent variables have a positive correlation with the consumer's decision to make a purchase. This means that an increase in any of these variables would lead to an increase in the consumer's intention to make a purchase as well as a reduction in the risk associated with the consumer's choice of products from the PAKISTAN market. However, the researcher has to exercise extreme caution while collecting data from clients in order to prevent any kind of inconsistency in the data source.

CHAPTER 1 INTRODUCTION

1.1 Background

Customers are more likely to make purchases from stores that have a strong brand image, therefore it stands to reason that consumers' knowledge of brands has a significant influence on their purchasing choices. Prior to making the actual purchase, the customers do research about the items and the brands that they are considering purchasing (Srinivasan, Anderson and Ponnayolu, 2002). According to the findings of the research, the process of making a purchase may be broken down into three distinct phases: pre-buy, during the purchase itself, and after the purchase. At order for customers to determine their overall degree of contentment, it is vital for them to participate in every stage of the purchasing process (Bowen and Chen, 2001).

The organization uses a number of different approaches to the sales process, including selling their wares in physical stores as well as engaging in business through the internet to sell their items. According to Mintel (2014), the value of online retail sales climbed to 38.3 billion pounds in 2014, representing a growth of 14.7% from the previous year, and it is anticipated that this value will continue to grow in the years to come. In addition, businesses choose to build brand recognition online rather than offline since, by following the steps outlined online, they may capture the attention of millions upon millions of clients all over the globe. On the other hand, the online portals that are released by firms are also an essential part of the process of attracting customers. Customers are drawn to the colorful portals because they include vital information about their preferred brand.

1.2 Importance of the Study

According to the findings of the research, the promotional techniques that firms use in order to raise consumers' knowledge of their brands play a significant part in attracting the attention of consumers. The firms make an effort to communicate their ideas via advertising and marketing, in addition to making use of the respective brand emblems (Caruana, 2004). Consumers are able to

make informed purchasing choices thanks to the information that is made available to them by businesses on the online portals of those businesses, and they are also better able to foresee the risks that are involved with the purchase plan. As a result, there is a pressing need to investigate the effect that the methods used by businesses in Pakistan have had on their clientele.

1.3 Aims and Objectives

- This study's objective is to investigate the impact, on individual customers, of the strategies that businesses operating in the PAKISTAN market use in order to raise consumers' knowledge of their brands (Caruana, 2003). The companies create web portals in order to inform consumers about new products that have been put into the global market and that would be of great use to those customers. The researcher will investigate the following issues, which will serve as the goals, in order to accomplish the goal.
- To acknowledge the significance of establishing a good name for the product within the target audience.
- To analyze the effect of the tactics that firms in the PAKISTAN market have undertaken for the purpose of increasing brand recognition and to report our findings.
- To forecast the potential for future development of the firm as a result of the brand image that competing companies cultivate.
- To conduct an investigation on the effects of creating web portals with the goal of disseminating information about businesses all over the world..

1.4 Research Questions

- What impact, if any, does the creation of brand awareness among PAKISTAN's target consumers by the nation's businesses and the online portals built by those businesses have?
- What degree has the consumers in the PAKISTAN market been made aware of the firms' brands as a result of the tactics that have been implemented by the companies?
- What extent have the web-portals developed by the firms been successful in luring a client base from the international market?

- What are the factors firms positioned themselves to take advantage of future growth opportunities as a direct consequence of the increased brand recognition that they have cultivated?

1.5 Research Gap

According to Kotler (2011), the majority of businesses believe that it is more effective to first raise consumers' knowledge of their brand before introducing a new product that they have made. The businesses are under the impression that if they raise consumers' awareness of their brands, they would be able to attract a sizable number of customers in the global market.

According to Lasserre (2012), customers often have a preference for a certain brand, making it challenging for new companies to break into the market and establish themselves. In addition, customers who make purchase decisions online are unable to personally inspect the product's quality and cannot base their choices on psychological considerations.

According to L Pakistanen and Stares (2005), the gap in the study is caused by the fact that businesses in PAKISTAN have begun conducting operations online and are building brand awareness among their target consumers via the use of web portals hosted on their own websites. Local PAKISTAN consumers prefer online purchasing than visiting businesses directly. This leads to the distribution of customer-unrequested products.

1.6 Problem Statement

According to Kotler (2011), most companies try to build brand recognition before launching a new product. Companies believe that if they can establish brand recognition, they can collect a vast worldwide client base. The organizations' aims are to convey information about their goods and to attract the attention of consumers. Some firms deceive clients by giving them asymmetric information, which leads to unwise judgments. According to Lasserre (2018), brand prejudice makes it harder for new enterprises to get into the market. Online shoppers can't immediately check product quality, thus they must rely on psychological aspects.

1.8 Organization of Research

In the last part of this section, I will provide a synopsis of the chapter that will be studied. This research consists of a total of five chapters.

In the first chapter, which serves as an introduction, we will talk about the history of the issue as well as the relevance of the research. The issue is broken down into its component parts, and the variables are operationalized.

In the second chapter, provide an overview of the research that were conducted on behavioral finance, as well as the factors that impact investing choices. It provides a synopsis of the work done by others in this subject and constructs a theoretical framework based on their work.

The research technique is discussed in Chapter 3, which includes the research strategy, the study design, the method for acquiring data, and the methods for analyzing the data.

The results and interpretations of the research are reported in this chapter, which is referred to as Chapter 4.

In Chapter 5, you'll find a summary of the whole project, along with a discussion of the limitations of the study, as well as some conclusions and suggestions for more study.

CHAPTER 2 LITERATURE REVIEW

2.1 Brand Awareness

According to Back and Parks (2003), the concept of "brand awareness" relates to the extent to which customers are acquainted with the firm and the products that it offers on the international market. The process of successfully gaining brand awareness indicates that the brand has been recognized by the brand's loyal consumers and that it assists the customers in differentiating the items from those of the brand's rivals. In addition, the process indicates that the brand has been successful in gaining the attention of new customers.

According to Aaker (1990), the capacity of a consumer to recognize the significance of a brand is an essential component of what constitutes "brand awareness." Because brand awareness has the power to distribute information among customers all over the world, there is a link between the brand and the product quality. This is one of the reasons why there is a correlation between the brand and the product quality.

According to Ambler (2005), some of the factors that might have an effect on the image of the brand are the pricing of the product, the after-sales service provided, the positioning of the product, and the quality of the product itself. There is a possibility that a firm may lose part of its market share if it is unable to successfully build a favorable image for its brand.

Cultivating a positive brand image is crucial to the expansion of a company's client base. Because there is so much rivalry in the global market, businesses have come up with a variety of methods for increasing brand recognition (Barkhi and Wallace, 2007). One of these methods is the promotion of a brand via social media, which is used by millions of consumers in various parts of the world. In the event that the brand strengthens its equity, customers have a one-of-a-kind link with the specific brand in the worldwide market (Bai, Law and Wen, 2008). Because there is a greater risk involved with purchasing a brand of a certain firm that does not market for its goods,

the idea of brand awareness effects the consumer's perceived risk awareness measures linked to the product (Batey, 2012).

The methods that businesses use to entice clients are directly responsible for the influence that brand awareness has on the consumers' mental states since these methods are what consumers associate the brands with (Bai, Law and Wen, 2008). For instance, if a firm makes a product that is aimed towards children, the corporation would design the brand logos and the commercials to include brightly colored characters that are popular among children. According to the findings of the study, however, consumers who are devoted to a brand believe in the brand even without the involvement of promotional activities. There are many different standards that may be used to evaluate a company's brand awareness, as stated by Bai, Law, and Wen (2008). Brand awareness is seen as an asset that is not just long-lasting but also sustainable. A consumer's likelihood of being aware that a certain brand's offerings are available elsewhere in the world is referred to as that country's "brand awareness." It is determined by the percentage of the specific market segment that is familiar with the brand in question (Bai, Law and Wen, 2008).

According to Barkhi and Wallace (2007), the idea of brand awareness is connected to the notion of brand loyalty, which is something that consumers create in relation to a certain brand if the information is effectively disseminated among the customers. The process of customer loyalty to a brand also results in an increase in the regularity of purchases made in overseas markets. Customers get product-related information, either from the information brochure or from the websites, and then base their purchasing selections on the information that they have gathered via their research (Barkhi and Wallace, 2007). Some businesses are now offering their clients the opportunity to engage in electronic commerce, which entails that consumers may do necessary research prior to making product purchases online (Barkhi and Wallace, 2007). On the other hand, there are businesses in the global market that use promotional methods to coerce people into purchasing their items. This creates customer favoritism toward the products being sold by the organizations. The majority of businesses in the country of PAKISTAN raise awareness of their brands by using internet portals that they have built specifically for the purpose of luring clients from all over the globe (Batey, 2012). People who live in Pakistan and the nations that are nearby are the ones who are most likely to be influenced by this factor, and as a result, they are more likely to purchase items offered by the firm.

2.2 Purchase Intention

Churchill (2009) defines a person's purchase intention as the possibility that they will buy a relevant product, which is the actual percentage of buyers. If the product quality satisfies the consumer, they will return to the brand outlets often (Churchill, 2009). Commercials and promotions affect behavioral and emotional consumers differently. Behavioral consumers make rational choices based on brand familiarity, whereas emotional consumers make decisions based on their emotional connection to a product, according to Bennett, Wood, and Previte (2013).

For instance, buyers often buy things because they seem to have more appealing aesthetics rather than giving consideration to the benefits offered by the products. According to the findings of several studies, the customers' feelings as well as their own personal impulses play a role in the decision-making process. In the event that businesses provide customers items that are of high quality at prices that are affordable, customers are going to be drawn to those products, and those customers are going to develop some kind of brand loyalty towards those products (Bingi and Khamalah, 2000). Because of this, they are more likely to make many trips to the retail locations of the company in order to make product purchases. Some of the corporations run campaigns to advertise their new goods on foreign markets in order to generate client interest in such items. These campaigns are intended to attract customers' attention. In addition to being an efficient method for drawing consumers' attention to a company's offerings and enabling sales representatives to persuade them to buy those offerings, customer relationship management (CRM) is one of the most important aspects of every successful marketing campaign (Chen, Gillenson and Sherrell, 2002). On the other hand, businesses favor soliciting input from consumers about the things they sell, since this allows them to improve the overall quality of the products that they distribute.

On the other hand, Bingi and Khamalah (2000) state that brand equity gives the organization a competitive edge in the market, and that the firm may gain a significant profit, which in turn enables them to develop their business. These are all benefits that come from having a strong brand.

A customer's purchase intention may be defined as the buyer behavior that the consumer exhibits in the event that they are content with their level of brand knowledge about the goods. Churchill

(2009) asserts that the consumers' intents to acquire a product are influenced by their familiarity with the brand, and this familiarity is what draws the customers' attention. Therefore, the literature advises that the sellers should place a strong focus on the buy intention of the customers in order to raise the overall quality of their wares. The consumers' expressed desire to make future purchases is indicative of an increase in demand on the global market, which, in turn, would lead to an expansion of the company's sales volume (Churchill, 2009).

According to Joseph (2011), the quality of the product that is produced by the business is vital for developing the brand image among the customers, and this, in turn, produces the brand loyalty that is necessary for the firm to flourish in the competitive market. Individuals' perspectives on the products and services offered by a corporation in the global market might be said to have formed an association with a specific brand when they became familiar with the brand in question

According to (Creswell and Miller, 2000). Consumers form a connection with a specific brand based on the services that the firm offers, as well as the interaction that is maintained between the customers and the sales professionals of the company.

According to Etzel, Walker, and Stanton (2004), the associations of customers with certain goods and services raise the quality of the products with new features, which in turn boosts the brand equity of the product. [Citation needed] The material assets of a brand are the advantages, both institutional and legal, that the state provides for the brand in order to protect its equity. These advantages are awarded by the state to the brand. On the other hand, material assets are related to institutional assets in some way.

2.2.1 Online Purchase

According to Hastings (2009), in order for businesses to remain competitive in the face of the rapidly expanding economy, they are transitioning into the online retail industry. This allows them to service a huge number of clients at the same time. The majority of businesses now conduct some portion of their operations online, and consumers have access to an increasingly diverse selection of goods and services from which they may choose and purchase items while also taking advantage of expanded online banking options (Hastings, 2009).

According to the published research, conducting business online results in a significant increase in the amount of brand awareness that a company possesses because customers are kept up to date

on new offerings and discounts, and because the online shopping experience eliminates the need for customers to physically visit a store (Hastings, 2009).

According to Fill (2006), the term "brand recognition" describes the capacity of customers to affirm that they have already interacted with a certain brand, while the term "brand recall" describes the capability of customers to recover the brand from their memories. There are situations in which a brand could be seen as trustworthy, despite the fact that the brand might have a relatively low degree of brand awareness (Hastings, 2009). There are two categories of brands that compete for the attention of consumers: local brands and international brands. Both of these categories include both national and international companies. Consumers in the same region are the most likely to choose a local brand, but customers in other parts of the globe are more likely to go with a globally recognized brand (Hastings, 2009).

Gardner (2006) is of the opinion that businesses make an effort to promote both their domestic and their international brands by utilizing online databases and social media. In these venues, the company's sales executives respond to questions raised by customers, and the business also gives customers the option to shop for products on the internet. Word-of-mouth publicity among customers' friends and family members in reference to a newly introduced product in the market is another method that may be used to increase consumers' familiarity with a certain brand (Gardner, 2006).

The recently introduced product is causing some unfavorable reactions on the global market since consumers are sceptical about both the product's quality and its longevity due to the product's recent introduction. The word-of-mouth publicity that is generated by the consumers is an efficient means of disseminating information among the target customers who are present in the market (Gardner, 2006). On the other hand, the brand awareness contributes to the formation of the brand image in the worldwide market in relation to a specific product.

According to Hastings (2009), the uniqueness and quality of the product, which consumers may or may not purchase depending on the availability of the items, are also important factors in the construction of a brand image.

According to (Hof, 2001) It is dependent on the readiness to purchase a product of a specific brand as the brand image becomes stronger, and the brand value is the association of consumers with the

products and services that are provided. In the past, there was a scenario in which buyers chose a larger brand value in the market, and the items that have effectively built the brand value were picked from the local market (Hof, 2001).

The performance/price ratio measures a brand's value. This ratio measures the Organization's employees' price-sensitivity (Hof, 2001). E-commerce firms in PAKISTAN and other nations may run financially due to enhanced brand awareness through offering online information about the company and the products it produces (Hof, 2001). The company's internet portals express its vision. E-commerce businesses also provide cash-on-delivery, credit/debit card, and internet banking payment options.

According to Johnson 1997, the key variables that impact the buy intents of consumers are the quality of the items, the durability of the products, the colors and the logos that the brand utilizes in order to differentiate themselves from the other brands, and so on. The quality of the goods is still another significant consideration to take into account.

The businesses are making an effort to improve a variety of elements in the hopes of enhancing performance and gaining a competitive edge in international markets (Hausman and Siekpe, 2009). For instance, the hospitality sector in Pakistan has opened a huge number of hotels with the brand names and logos that define their mission statements; as a result, these establishments have captured the attention of a big number of clients, who have subsequently visited their locations (Hausman and Siekpe, 2009).

According to (Lasserre, 2012) There is word of mouth publicity among the local consumers, and the colors that are utilized in the items as well as in the receipts that are supplied to the customers by the firm play a significant part in gaining the attention of the customers towards the products.

In the event that the product is intended for children, the colors often entice children, who then convince their parents to become devoted buyers of the merchandise (Johnson, 1997).

2.3 Perceived Risk

According to Joseph 2011, there are many risk factors linked with the brand awareness established by firms in the worldwide market, which in turn has a negative influence related to the customers' choices to make purchases. The most significant danger is that businesses can often make use of

the online portals that they develop in an effort to disseminate asymmetrical information (Joseph, 2011). They have the goal of attracting the attention of clients by constructing the web portals in a professional style in which they cite a large number of policies that the firm does not really follow in practice. In addition, the majority of companies employ well-trained sales executives who are responsible for raising awareness of the brand among the target customers. These sales executives do this by promising the customers the features that they require at prices that are reasonable; however, there is no evidence that these features are included (Joseph, 2011). The decline in the quality of the services provided by the firms presents another danger associated to the company's further expansion in the future.

Customers in Pakistan prefer to make their purchases of products and services over the internet rather than going to physical stores, since the majority of retail establishments in the country have begun offering online shopping options. This results in a risk component being associated with the things that are bought online, since it includes a significant amount of unpredictability about the goods that are sent out for delivery (Keller, 1993).

If the goods being sold are things like clothes, shoes, and other accessories, then the buyers will not be able to personally inspect the products' quality, and they will be required to place their orders based on how they perceive the products to be. This view may lead to a negative consequence, which is that the product that is supplied may not fit the needs that have been set by the consumers.

According to Joseph (2011), the choice of the customer to make a purchase online is the most significant component that plays a role in determining the level of risk connected with brand awareness.

When corporations provide poor customer service, it results in the spread of bad information about such companies, which in turn puts those organizations in danger of losing their consumer base (Chu and Lu, 2007).

2.4 Website Quality

Kotler and Keller (2012) assert that consumers' perceptions of a website's quality have a significant impact on their decision to make an online purchase. For instance, hotels build websites in various

parts of the globe to identify who their prospective customers are and to develop a plan for competition that will enable them to enhance the quality of their websites, gain the confidence of the users, and entice them to become devoted customers (Kotler, 2003). According to the brand awareness hypothesis, customers' increasing expectations drive them to acquire a product based on the knowledge they have received from the useful information offered on a business website. This is because consumers rely their purchasing decisions on the knowledge they have acquired (Kotler, 2003).

The businesses in PAKISTAN use advertising methods similar to those used online to attract a big number of consumers from all over the world. These clients are also offered the opportunity to purchase online via the websites owned and operated by the respective firms. According to Kotler (2003), the facility is of such a nature that the enterprises are able to provide discounts on the items and utilize novel strategies in order to meet the ever-increasing need of their clients. According to the research, the internet and the many E-commerce facilities that are used by clients contribute to an increase in the level of trust that online buyers have. According to Joseph (2011), many businesses provide online services, which may include a feedback system in addition to the ability to swap products that have been acquired in the event that the product has a flaw.

On the worldwide market, customers' levels of confidence in a brand or product are a major factor in determining whether or not they will buy that brand or product (Joseph, 2011). In the event that customers have an excessive amount of brand loyalty, it is the responsibility of the corporation to solicit input and build the goods in accordance with it.

Customers of all different ages are drawn to the store by the company's diverse logos and product designs, which encourages them to make purchases that will provide them with the highest possible amount of happiness (Joseph, 2011). Because of this, the findings of the study suggest that there is a considerable connection between the quality of a company's website and the level of trust that it inspires in its clientele. According to Joseph (2011), the linkage is further strengthened if the web portals are updated on a regular basis. This is because the web portals provide valuable information regarding the company's net sales as well as the profit earned, which attracts the customers toward the products that are manufactured by the company.

2.5 Literature and Hypothesis development

2.5.1 Brand Awareness and consumers' purchase intention

A consumer's level of familiarity with a brand plays a role in the purchase choice they make regarding a product. A customer will take into consideration a brand whenever he is going to make a purchase (Wu & Ho, 2014). If a customer is knowledgeable about his or her brand, then that customer will have more opportunity to purchase, and that customer will always make economically sound decisions. There are now on the market many new brands that are developing, all of which are competing equally with existing established companies (Pullig, Simmons, & Netemeyer, 2006). In this scenario, customers' knowledge and awareness of the presence of the brand in a product category is not necessarily a strong enough reason to directly alter purchase intention. This is because of the fact that (Burnett & Hutton, 2007). This may also be connected to the progression of technology as well as the large differences in costs and tools that are supplied based on the product model that is being sold. As a result, it causes the customer to place a greater emphasis on the Awareness of the brand.

H1: Brand Awareness has a significant impact on the consumers' purchase intention.

2.5.2 Website Quality and consumers' purchase intention

Website features such as hyperlinks, navigation bars, and sitemaps provide flexible features by allowing users to browse the website in a manner that is not linear and by providing users with the ability to jump to different parts of the website without having to backtrack (Rosen & Purinton, 2004). These features also provide users with the ability to find information on the website more quickly. Users of the website will now have access to a greater variety of information as a result of this change. The fact that this makes the website more confusing and makes it more difficult for the user to learn and remember how to navigate the website is one of the reasons why this has a negative influence on the user experience (Dehbashi & Nahavandi, 2007). Due to the fact that the sections of the website are often updated, returning visitors will need to familiarize themselves with the structure of the website once more in order to navigate their way around. Additionally, as the size and complexity of websites continues to grow, they need to be designed in a way that minimizes the amount of work required of the user to navigate the site and complete the task at

hand. This is because the size and complexity of websites will continue to grow in the future. Hence, it is hypothesized that:

H2: Website Quality has a significant impact on the consumers' purchase intention.

2.5.3 Perceived Risk and consumers' purchase intention

In addition, consumers are hesitant to give personal information, particularly data on their financial status and credit facilities, to websites on the internet because there is no direct eye-contact between the parties involved. Furthermore, consumers are concerned about the unauthorized use of their private information, which could result in significant monetary loss for the individual (Grabner-Krauter & Faullant, 2008). Therefore, in order to lessen this unfavorable view and attitude, airline service providers need to have an understanding of many components of perceived risk from the perspective of its customers in respect to their desire to acquire an e-ticket. As a result, the following hypothesis is made:

H3: Perceived Risk has a significant impact on the consumers' purchase intention.

2.6 Research Model

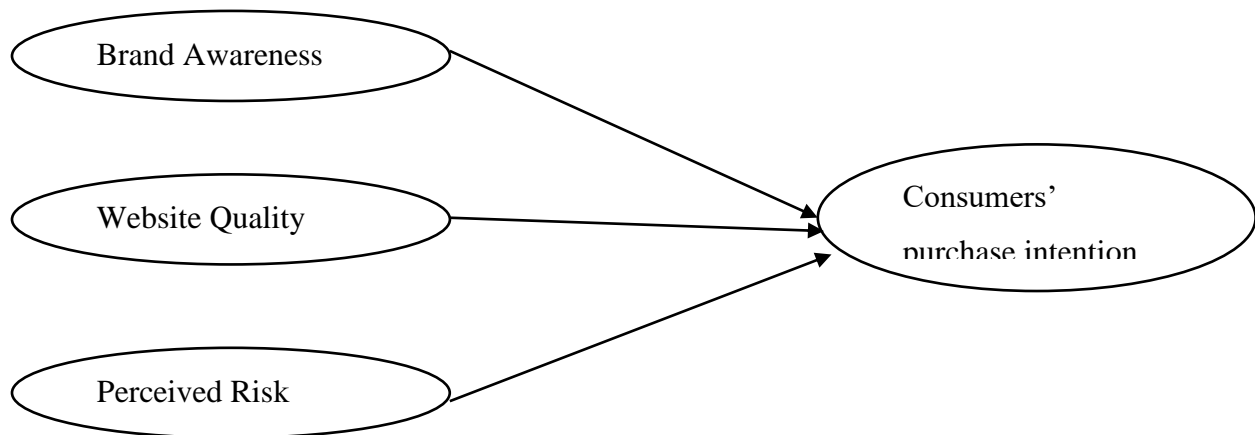


Figure 2.2 Model 1

2.7 Summary

A examination of the relevant literature indicates that increasing brand recognition is the most important step for businesses to take in order to broaden their client base and develop new avenues for revenue generation. A great deal of information on a certain brand and the items sold under that brand may be obtained through having brand awareness. Customers who are swayed to a great extent by the marketing tactics used by the firm are drawn to the specific product that is produced by the brand. The firm makes use of a variety of marketing approaches, including the organization of promotional campaigns and the promotion of its products and services via online web portals, on which the companies collaborate to provide useful information for their clients. Customers become loyal to a certain brand because of the high-quality services provided by the firm, and as a result, they have a preference for the goods produced by that brand in particular. Nevertheless, there is a gap that often exists between the business and its consumers, and this gap is due to the asymmetric information that is provided by the firm to its customers. Customers of some businesses make poor choices as a direct result of the inadequate information offered by such businesses, which in turn has a detrimental effect on the psychological state of mind of the consumers. As a direct consequence of this, there is a chance that the firm may lose some of its clientele in the foreign market, which would result in the company posting a loss.

CHAPTER 3 RESEARCH METHODOLOGY

The procedures that are going to be used to carry out the study in a way that will provide the most accurate findings are what are known as the research methodology. The assessment process for this study is rather comprehensive, and it makes use of data and information obtained from reliable sources. Quantitative and qualitative research methods are the two primary techniques to study, and each of these methods have their advantages and disadvantages (Joseph, 2011).

The information that was gathered in relation to the subject at hand is the primary focus of the qualitative research method (Ahmad, 2010). Information on brand awareness's effects on customers is acquired from two businesses' management. The researchers then study the managers' responses and make a conclusion. The quantitative approach collects data from relevant sources or designs surveys for clients so their replies may be examined using statistical tools and procedures. This is the "scientific approach" (Van der Heijden, Verhagen and Creemers, 2003). It is necessary to conduct an exhaustive analysis of the replies in order to get rid of the flaws that are related with the assessment process. In this study, the researcher mostly relied on quantitative methods.

3.1 Research Approach

A strong awareness of the company's brand is one of the most successful strategies that businesses may use to entice clients in foreign markets to buy the things those businesses create (Lasserre, 2012). The majority of businesses nowadays sell their wares on the internet since it allows them to reach a greater number of clients located in various parts of the globe. E-commerce enterprises conduct their commercial operations online because they provide their clients with a diverse selection of items (Chu and Lu, 2007). Despite the fact that online shopping has been more popular in recent years, particularly in the PAKISTAN market, the majority of consumers still choose to do their shopping online; nonetheless, there are certain drawbacks connected with doing business online (Lasserre, 2012). There are risks linked with having asymmetric information in the worldwide market that are related with doing business online (Hausman and Siekpe, 2009).

Consumers are led to make poor choices as a result of the dangers, which results in the customers' decreased loyalty to the company.

Because of this, the influence of brand awareness may be analyzed based on the reactions of the consumers, and the research strategy in this scenario would just be the quantitative approach, which is analyzing the affects based on the data that was acquired (Phau and Meng Poon, 2000). The methodology would be a deductive strategy, in which a researcher would need to infer the conclusion based on the analysis carried out using the data from the questionnaire survey technique. Specifically, the researcher would need to derive the probability of each outcome (Lafferty, Goldsmith and Newell, 2002). The questionnaires will be made for those clients who have been faithful to the business in the foreign market, and the question pattern will be designed in such a way that it will cover the aim of the study that is being conducted. The methodology is referred to as a deductive technique due to the fact that the conclusion of the study will be predicated on the in-depth analysis that will be performed by the researcher.

3.2 Research Methods

3.2.1 Qualitative Research Method

It is possible to carry out research using a wide variety of strategies and procedures, including both qualitative and quantitative approaches. Collecting data from relevant sources without putting it via statistical analysis is at the heart of qualitative research, which is why it's sometimes referred to as "informal" research (Lasserre, 2012). The information that was gathered is examined by the study from a logical point of view, and the conclusion is reached on the basis of what the evidence indicates (Njite and Parsa, 2005).

The qualitative research approach offers a few benefits, but it also has a few drawbacks to consider. In qualitative research, one of the advantages is that it does not require a detailed analysis of the data, and the outcome is generated from a rational perspective based on the information collected from the relevant source. In quantitative research, the requirement for a detailed analysis of the data is absent. "One of the drawbacks of qualitative research is that it does not need in-depth study of the data. " (Babin and Babin, 2001). When compared to quantitative research, qualitative research requires much less time investment due to the fact that it does not need an in-depth analysis of the data obtained from reputable sources (Jayawardhena and Foley, 2000). The material

is not assessed using statistical tools, thus there is a risk of mistakes developing in the approach of the qualitative research. On the other hand, the study is quite thorough. As a consequence of this, the researchers intend to employ the quantitative research technique since it entails the process of assessing the data using statistical methods that are well-defined (Van Slyke, Belanger, and Comunale, 2004)".

3.2.2 Quantitative Research Method

The accuracy of the data that is acquired from the appropriate sources is guaranteed by the use of the quantitative research approach. The information is obtained via the use of a survey technique called questionnaire surveying, which was developed specifically for the clients of the business operating in the worldwide market (Baker, et al., 2002). The information is entered into an Excel spreadsheet, and an analysis is performed with the use of statistical software, tools, and methods. This ensures the accuracy of the information by determining whether or not it can be trusted (Baker, et al., 2004). "This kind of assessment is used, as stated by Lasserre (2012), if there is a need to carry out a critical study of the data. The tools are employed in order to indicate the usefulness of any data that has been gathered from the survey that was carried out on the people who are now shopping in the market. (Turnbull, Leek and Ying, 2000)".

3.3 Data Collection Method

The quantitative research sheds light on how consumers in foreign markets make their purchase decisions and how much that decision-making is impacted by the customers' level of brand awareness (Lasserre, 2012). Interviews and online questionnaires are two of the many ways that quantitative research may be conducted. There are other more ways that quantitative research can be conducted. The questionnaire survey can be carried out in a variety of locations; however, in order to carry out this research, the survey will need to be carried out with the devoted customers of a specific company (Martin and Bush, 2000). This will allow the researchers to evaluate the effects of brand awareness and the quality of the web portals designed by the businesses in order to attract customers (May, Danny Wong and Sculli, 2005). The researcher believes that this strategy is a beneficial way since it assists in the collection of pertinent information from consumers about the brands that they purchase. The process entails the preparation of questionnaires for around 180 consumers, which are then prepared in such a manner that the

customers can comprehend the questions. According to the table, the majority of those who participated in the poll were women (68 percent), while males made up just 29 percent of the total. The majority of those who participated in the survey were between the ages of 22 and 26 (89.2 percent), while just 28.6 percent of those who participated were between the ages of 18 and 21, and only 5.2 percent were younger than 17.

3.4 Types of Survey and its Application

According to Lasserre (2012), there are two main kinds of surveys that may be utilized in various research procedures. These are open-ended surveys and close-ended surveys. Both of these sorts of surveys can be found online. In this specific piece of study, the researcher has decided that it would be most beneficial to employ a closed-ended survey. This means that all of the available possibilities will be shown with the questions, and the respondent will be required to choose only one of those options. Customers in PAKISTAN are given the questionnaire to fill out, and they are encouraged to answer the questions so that data may be collected for an analysis to be carried out based on the results of the questionnaire. However, in order for the responders to be able to offer replies that are relevant to the questions, they will need to carefully analyze the questions.

3.5 Questionnaire Design

It is necessary to put up the questionnaire in such a way that it addresses the reasons for carrying out the study. The questions need to be formulated in plain language that can be easily understood by the customers, and the data may be compiled based on the replies provided by those consumers who have been loyal to the business (Chen, 2007). The researcher believes that the quantitative research approach is the ideal way since it enables the researcher to do the required analysis. The survey is formatted in the form of a Likert scale, and the consumers are asked to provide their replies using a variety of ratings depending on the preference patterns they have indicated.

The questions need to be based on the impacts of brand awareness on the purchase intention of the consumers, as well as the efficacy of the web-portals developed by the firms in order to draw the customers towards the items introduced by the companies (Carrington, Neville and Whitwell, 2010). The questions need to go in the direction of the conclusion that has to be reached, which is the relevance of the impact that website quality and brand recognition have on customer purchasing

choices. The influence of the strategies implemented by the management of the firm on the global market is the topic of the questions that are covered in the questionnaire.

3.6 Sampling

The method of sampling that is used in this scenario is known as the simple random sampling, and it involves selecting a sample from an extremely large population (Maxham, 2001; Yen and Lu, 2008). In this particular instance, the sample consists of the devoted clients of a certain business. These clients are impacted by the methods used by the company's management in an effort to raise brand recognition in the global market. The sample also includes consumers whose purchasing decisions are affected by the web-portals that were built by a seasoned expert working for an organization (Lau and Ng, 2001; McCarthy, et al., 2003). In order to gather the replies of the loyal customers and carry out the analysis in accordance with the hypotheses that were examined in the study, the loyal customers are chosen at random from the population. Since there is only a quantitative approach to the study, the only acceptable sampling technique to use is simple random sampling. This is because the research solely consists of quantitative approaches (Lau and Ng, 2001; McCarthy, et al., 2003).

3.7 Data Analysis

The clients in the PAKISTAN market who like to base their purchasing choice on the ads provided by the firms are the ones who provide the information that is gathered for this study. The information is gathered in the form of ratings that are provided by clients of the PAKISTAN market, and these ratings are recorded in the excel sheet. The survey was given to approximately 180 customers, but because only 163 of the questionnaires were filled out in their entirety, the responses from those customers could not be recorded. Instead, the regression analysis had to be performed using the SPSS software because only those 163 questionnaires contained all of the necessary information. It is generally accepted that SPSS is a statistical technique that may be used to test whether or not an independent variable has a significant impact on a dependent variable. Additionally, in this particular piece of research, the consumer's choice to make a purchase is considered to be the dependent variable, while the level of brand awareness among consumers as well as the development of high-quality web portals by businesses are considered to be the

independent variables. It would be possible to assess the influence of the two independent factors on the dependent variables with the assistance of the SPSS program.

3.8. Ethical Consideration

During the course of the study, the researcher is required to adhere to a number of ethical guidelines. The questionnaire that will be used for the survey has to be written in clear and straightforward English so that it can be readily understood by the consumers (Faiers, Cook and Neame, 2007). The questions that are asked ought to be pertinent to the subject matter of the study as well as the overall objective of the investigation. In addition, the clients shouldn't be pressured into giving their responses to the surveys, and the researcher should have an attitude that is believable (Binsardi and Ekwulugo, 2003). The information obtained from the clients should be treated as private and stored away for possible use in the future. In order to prevent mistakes in the analysis of the data, the researcher has a responsibility to make certain that the client delivers suitable replies to the questionnaires. In addition, the SPSS program is used to evaluate the dependability of the data in order to ascertain an exact conclusion about the importance of the independent variables in comparison to the variable that is being investigated (Makatouni, 2002).

CHAPTER 4 FINDINGS AND DISCUSSION

An investigation into the effect that the customers' knowledge of the firms' brands and the websites developed by those companies have on the consumers' perceptions of the dangers involved in making purchases in international markets has been the subject of an examination. The questionnaires cover the goal of carrying out the research analysis, and the researcher has confirmed the kind of sample selected for the analysis before carrying out the analysis. The questions were structured according to the respondent's gender, age, work position, educational qualification, number of hours spent shopping, the reason for shopping online, total amount spent shopping in the previous year, and the number of hours spent shopping. The survey was conducted with a total of two hundred respondents, and fundamental information on the sample was compiled. Following the completion of the data collection, a reliability test and a correlation analysis were carried out in order to offer in-depth information pertaining to the collected information. The final analysis was that of the regression analysis, which showed the influence of the independent variables on the variables that were being studied.

4.2 Preliminary Analysis

4.2.1 Data Coding and Entry

To get things rolling, the information that was gleaned from the responders was put into a spreadsheet created in Microsoft Excel. In order to do further analysis, the contents of the Excel file were imported into the corresponding data file of the SPSS program. After initially being noted on the data sheet, the demographics, which comprised the personal characteristics of the respondents such as gender, age, education level, and job experience, were input into the SPSS program. These personal characteristics were.

4.2.2 Screening of Data

Before going on to any further studies, researchers in the past have insisted on confirming the data and examining it to ensure that it is normal and free of any outliers or missing statistics (Coakes, 2006). Out of a total sample size of 200, 196 people answered the questionnaires for this study,

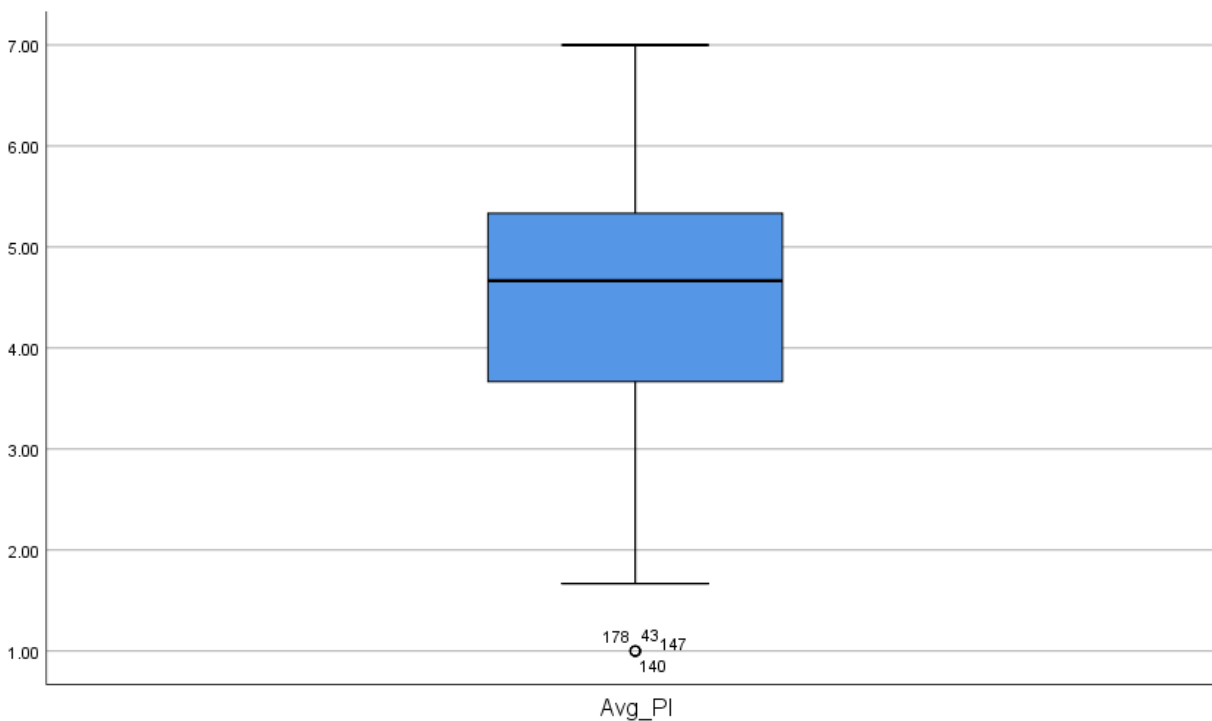
making the total number of participants that provided responses 196. The study gathered a total of 200 replies, and each and every one of them was selected for further investigation.

4.2.3 Missing Values

It is typical practice for answers to offer missing value information, according to Hair et al (2010). The most prevalent reason for missing data is because respondents did not answer all of the questions because they were either hesitant to do so or forgot to do so (Meyers, Gamst & Guarino, 2006). No matter what the conditions are, missing values in the data have the potential to have a negative impact on the findings of an investigation, which is why they need careful handling on the part of the investigator. It is really essential to recognize the pattern in the event that you are lacking any of the numbers that were acquired for the data (Tabachnick & Fidell, 2001). Within the scope of this specific piece of study, there were no missing values. The reason for this is because the respondents themselves filled out the pencil and paper questionnaires, but the online questionnaire featured obligatory ticks next to each item (*). This explains why the results were different.

4.2.4 Outliers

Outliers are replies to data questions or values that are much higher or lower than the value that the bulk of the data collection has (Pallant, 2011). Experts such as Tabachnick and Fidell (2011) state that data outliers have the potential to have an impact on the fitness of a model, standard errors, and other metrics. When searching for and removing outliers from a dataset, one may make use of a wide number of approaches and processes. In this particular investigation, the identification of outliers in the data was accomplished via the use of the stem and leaf approach. The method known as "stem and leaf" was used in order to analyze the research's dependent variable, which was investment decision making. All of the other replies, on the other hand, were included into the analysis since this particular research had four outliers.



4.2.5 Data Normality

The normality of the data was analyzed using a number of different approaches, such as the Skewness and Kurtosis test, the P-plot, and the Histogram. The data are often distributed in a manner that is consistent with each of these methodologies. In order to ensure that our findings can be applied to a wider audience, we need to confirm the normality of our data using several approaches. We put it to the test in three distinct methods, and the findings demonstrated that the data follows a predictable pattern. This provides us with a hint as to the relevance of the results of our study for more research to be conducted. To determine whether or not the data is normal, one should look at the skewness, kurtosis, histogram, and the P-plot frequency bar.

4.2.5.1 Skewness and Kurtosis

“The Skewness and Kurtosis test has two groups: (1 or 3) and (3 or 10). The resultant values fall into the first group, (1 or 3), which indicates that all skewness values between +1 and -1 and all kurtosis values between +3 and -3 fall into this category”. The second group, (3 or 10), contains the values that are considered to be extreme. The second category, "3 or 10," is divided into two subcategories: "1 or 3" and "10 or " The fact that the data adhere to a normal distribution is

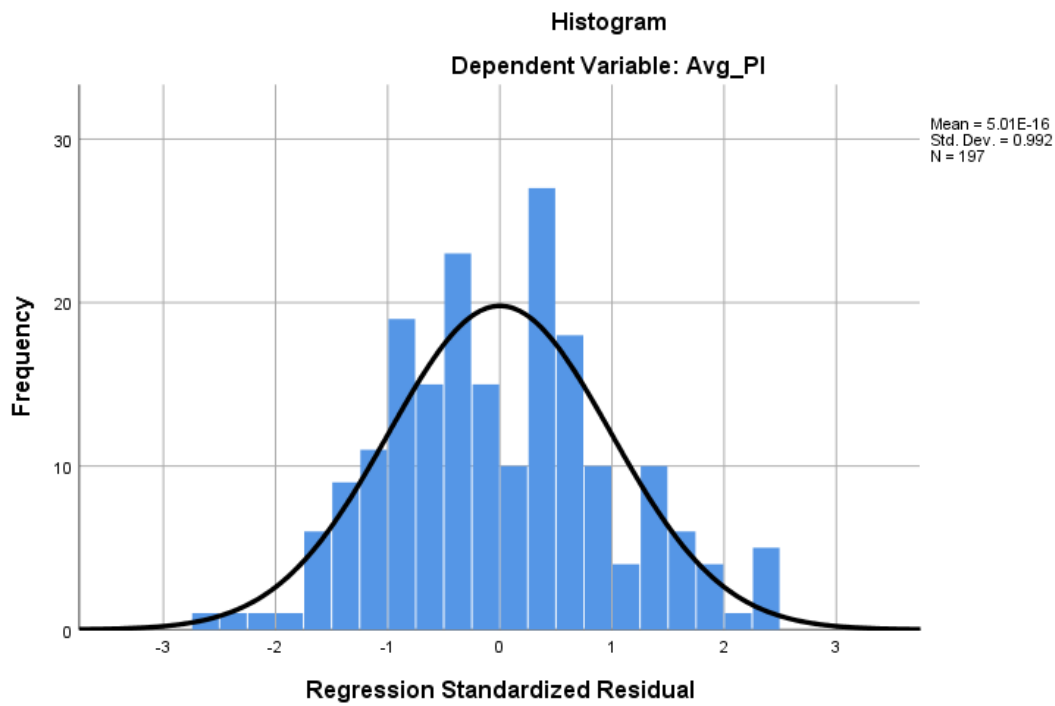
supported by the values for skewness and kurtosis that are shown in the table that can be seen below.

Table 4.1: Skewness and Kurtosis

Variables	Skewness	Kurtosis	Variables	Skewness	Kurtosis
WQ1	0.231	-0.21	BA1	-0.111	-0.741
WQ2	0.312	0.174	BA2	-0.034	-0.781
WQ3	0.12	0.173	BA3	-0.036	-0.843
WQ4	0.369	0.173	PI1	0.033	-0.705
PQ1	0.018	-0.62	PI2	-0.044	-1.11
PQ2	-0.154	-0.937	PI3	-0.029	-0.848
PQ3	-0.034	-0.741			

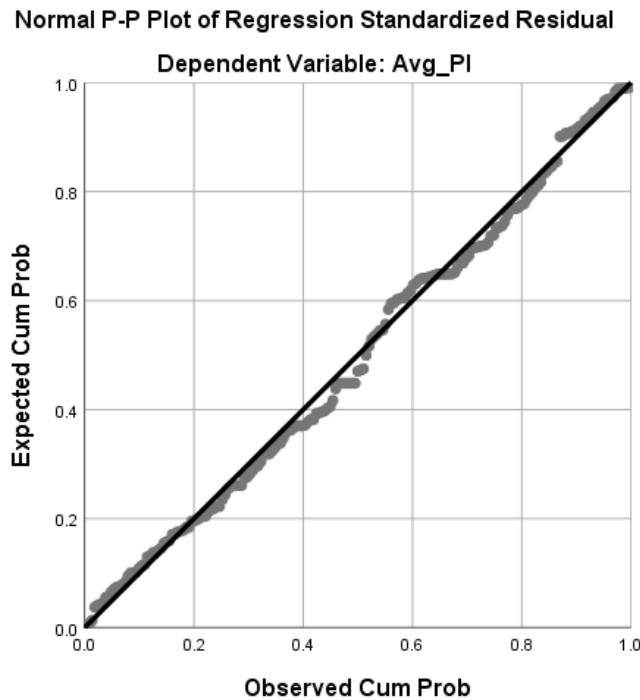
4.2.5.2 Histogram

The histogram's location inside or outside of the story provides evidence on the normality of the data. If there is an opportunity for the knowledge to be shared inside the narrative, then it will most likely be shared. The vast majority of the frequencies shown in this Histogram chart are located inside the bell-shaped tail; if the data displayed in this chart is spread out within the tail, it is regarded as having a normally distributed distribution.



4.2.5.3 P-Plot

Within a p-plot, the normalcy is shown via a frequency bar. When the frequencies inside the bar are aligned, it is stated that the data has a regularly distributed distribution. The P-plot regression test was the third method, and it was the one in which the majority of the scale frequencies were aligned with in the plot.



4.3 Demographic Analysis

For the purpose of the study, the demographics of the respondents were analyzed by taking into account their gender, family income, education level, age, and job status in order to determine the factors that influence brand equity. Table provides comprehensive frequency data for all demographics, allowing for easy access and reference whenever necessary. According to the table, the majority of those who participated in the poll were women (68 percent), while males made up just 29 percent of the total. The majority of those who participated in the survey were between the ages of 22 and 26 (89.2 percent), while just 28.6 percent of those who participated were between the ages of 18 and 21, and only 5.2 percent were younger than 17. The majority of respondents had bachelor's degrees (45.8 percent), followed by master's degrees (40.8 percent), then others (6 percent), and lastly intermediate or A-levels (0.6 percent) (7.4 percent). At 7.4 percent, respondents had a family income that was over 250,000, at 18.6 percent, respondents had a family income that was between 201,000 and 250,000, while at 27.6 percent, respondents had a family income that was between 151,000 and 200,000, and at 25.8 percent, respondents had a family income that was between 101,000 and 150,000.

Demographical Characteristics of Respondents

	Demographics	N	%
Gender	Female	131	68.23
	Male	57	29.69
	Prefer not to say	3	1.56
Age	18-21	55	28.65
	22-26	89	46.35
	Above 26	38	19.79
	Below 17	10	5.21
Education	Bachelors	87	45.31
	Intermediate/A-levels	15	7.81
	Masters	78	40.63
	Other	12	6.25
Experience	2-3 years	57	29.69
	4-5 years	73	38.02
	Above 5 years	25	13.02
	Less than 1 year	37	19.27
Income	101,000-150,000 PKR	48	25.00
	151,000-200,000 PKR	52	27.08
	201,000-250,000 PKR	35	18.23
	51,000-100,000 PKR	25	13.02
	Above 250,000 PKR	15	7.81
	Below 50,000 PKR	16	8.33
Occupation	Employed	68	35.42
	No Experience	17	8.85
	Self Employee	66	34.38
	Student	40	20.83

4.4 Construct Reliability

The dependability of the things that are being measured is one of the characteristics of the research technique that is considered to be among the most significant. It is argued that a variable is trustworthy when the answers to it match each other when they are examined in a range of different situations and circumstances (Carmines & Zeller, 1979; Bollen, 1989). Calculating the instrument's internal dependability is the first step in ensuring that it can be relied upon, which must be done before the hypothesis can be tested using the variables. The most frequent method for assessing the level of internal consistency a set of variables has is to compute and analyze its value using the Cronbach Alpha statistic. In the present study, the same procedure is used to assess whether or not the measuring tools that were used by previous researchers to measure the same variables are also valid in the context of this study's population and the environment in which it was conducted. The reliability of the constructs has been evaluated in the past by a number of scholars via the use of the Cronbach Alpha statistic (Al-bdour et al., 2010; Cheruyot & Maru, 2014). The reliability of the scale is determined by the total number of responses received in each research. This figure has the potential to be enhanced by increasing the number of replies received. According to Haier et al (2010) findings, the reliability of the scale need to be more than 0.07. It was determined by examining the Cronbach Alpha of each variable.

Table. Reliability Analysis

Variables	Items	α
WQ	4	0.780
PQ	3	0.732
BA	3	0.764
PI	3	0.763

4.5 Descriptive Statistics

The raw data that was supplied in the form of responses was analyzed using SPSS in order to create descriptive statistics, which provide meaning to the data. These descriptive statements provide an overview of the characteristics of the data. The mean may be thought of as the replies' "average"

value, while the standard deviation can be seen as a measure of how much individual responses vary from the mean. The mean values of everything in this investigation are higher than 2.5.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Avg_PI	197	1.00	7.00	4.4822	1.40187	1.965
Avg_WQ	197	1.00	7.00	4.1058	1.26947	1.612
Avg_PQ	197	1.00	7.00	4.3782	1.38376	1.915
Avg_BA	197	1.00	7.00	4.5008	1.40067	1.962
Valid N (listwise)	197					

4.6 Correlation Analysis

Correlation is one of the most common statistical methods that is used to evaluate the strength and importance of a connection between different study variables. It reveals not only whether the link between the variables is strong or not, but also the direction of the relationship, which may be positive or negative depending on the circumstances. In addition to this, it sheds light on the significance of the partnership. The Pearson correlation coefficient, denoted by "r," may take on values everywhere from minus one to plus one. If the value of "r" is zero, then there is no association between the variables; however, if the value is one or close to one, then it indicates that the variables are highly correlated, which can lead to a multi-collinearity problem, which can have a negative impact on the results. If the value is zero, then there is no association between the variables. If you want to avoid the issue of multi-collinearity, you need to make sure that the value of "r" is less than 0.8. If the value of "r" is positive, it indicates that the variables have a positive relationship, which indicates that the relationship is parallel, and if one variable increases, the other variable also increases. If the value of "r" is negative, it indicates that the variables do not have a positive relationship. If the value of "r" is negative, this implies that the two variables move in opposing directions, so that an increase in one variable causes a decrease in the other variable. For the purpose of determining whether or not the association is significant, the p-value, which must be lower than 0.05, is used. If the value of p is more than 0.05, then the relationship between the

hypothesized variables cannot be considered significant. Because correlation scores in this investigation are lower than 0.8, it may be concluded that multicollinearity was not a problem. (Fidell, Ullman & Tabachink, 2007).

Correlations

		Avg_PI	Avg_WQ	Avg_PQ	Avg_BA
Avg_PI	Pearson Correlation	1	.405**	.366**	.666**
	Sig. (2-tailed)		.000	.000	.000
	N	197	197	197	197
Avg_WQ	Pearson Correlation	.405**	1	.500**	.400**
	Sig. (2-tailed)	.000		.000	.000
	N	197	197	197	197
Avg_PQ	Pearson Correlation	.366**	.500**	1	.332**
	Sig. (2-tailed)	.000	.000		.000
	N	197	197	197	197
Avg_BA	Pearson Correlation	.666**	.400**	.332**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	197	197	197	197

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

4.7 Regression Analysis

Table: Regression Analysis

Hypothesis	β	R	P	Results
BA-->PI	0.447	0.159	0.00	Accepted
WQ-->PI	0.371	0.366	0.00	Accepted
PQ-->PI	0.666	0.666	0.00	Accepted

Hypothesis Testing

H1: Brand Awareness has a significant impact on the consumers' purchase intention.

H2: Website Quality has a significant impact on the consumers' purchase intention.

H3: Perceived Risk has a significant impact on the consumers' purchase intention.

The information was obtained from the consumers in the PAKISTAN market via the collection of their data. The information is presented as ratings on a scale ranging from 1 to 5. The data was recorded in the excel sheet based on the questions that were asked in the questionnaires, and the pie charts under the regression output showed that the majority of customers in the PAKISTAN market base their purchase decisions on the advertisements that are created by the companies in order to spread brand awareness. After the data have been obtained, they are organized in an Excel sheet in preparation for a regression analysis to be performed using the SPSS program. There were a total of 200 people that filled out the survey, and there was one dependent variable and three independent factors. The consumer's choice to make a purchase is regarded to be the dependent variable, while the consumer's knowledge of the brand, the attractiveness of the web-portals developed by the businesses, and their perception of risk are the independent factors. The equation for the regression is presented in the following form.

$$\gamma = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \epsilon$$

Where

γ = dependent variable (Consumer's Purchase Decision)

α = Slope parameter

$\beta_1, \beta_2, \beta_3$ = Intercept Parameters,

ϵ = error term

x_1 = independent variable (Brand awareness)

x_2 = independent variable (Attractive Web Portals)

x_3 = independent variable (Perceived Risk)

It is necessary to conduct out the regression in order to carry out the research that investigates the effect of the independent factors on the variables that are being studied. The p-values, which indicate the risk of making a type-I error (also known as the rejection of the right hypotheses), are the outcome of the regression, and they are provided as part of the output of the regression (Birtwistle and Tsim, 2005). If the p-value is lower than 0.05, then it may be concluded that the null hypothesis should not be accepted. This suggests that the independent variable had a significant amount of impact on the variable that is being studied. The fact that the p-value for both of the independent variables in this particular piece of research is less than 0.05 implies that quality web-portals and perceived risk concerns have a major impact on the consumer's desire to make a purchase in the PAKISTAN market. However, the fact that the p-value for brand awareness is greater than 0.05 suggests that the regression equation is willing to accept the null hypothesis. As a consequence of the fact that this result demonstrates that the p-value for both the quality of the website and the perceived threat has been lower than 0.05, the null hypotheses have been disproved, and the alternative hypotheses have been accepted.

This regression study was carried out based on a confidence interval of 95 percent, which means that the investigation was carried out at a level of significance of 5 percent. In addition, the value of r-square was stated to be 94%, which indicates that the fit is excellent, that is, the regression analysis was carried out effectively. This can be inferred from the fact that the fit was good. For the purpose of conducting this specific regression analysis, the SPSS program is being used since it is anticipated that it will provide a useful result for the study and lessen the likelihood of making mistakes over the course of the research process. The findings of the regression indicate that the investigation was carried out well, and that the quality of the website and the customers' perception of the level of risk both have a significant impact on the customers' propensity to make a purchase. This is evidence that the high quality of the web-portals is successful in attracting clients in the international market.

Some businesses may pay professionals to design their web portals in accordance with the specifications provided by their clients in order to make the portals more appealing to those consumers. Consumers will only be interested in acquiring things from certain websites if the portals on those websites have been designed to seem appealing to the customers. The organizations are also able to generate new brand images with the help of the information that they

provide in the web-portal, which is tailored to meet the requirements of the customers. When designing their brand logos, corporations often reflect their company's goal statement for the purpose of appealing to consumers in foreign markets. The third independent variable that plays a role in determining the customers' purchasing intention is the perceived risk factor. This variable has a considerable influence. Due to the fact that there is a danger of their personal information being hacked, customers are dissuaded from making purchases of things online because of the risk concerns. In addition, there are risk considerations involved with the purchase of the items since customers are unable to choose the products in an appropriate manner, which may discourage certain customers from purchasing the products online. However, the consumers' efforts to develop brand awareness do not have a substantial influence since it is dependent on the many methods that are utilized in the process of promoting the brands. Customers who are not computer smart and have a lack of technological expertise may choose to ignore the marketing that is done via social media. Additionally, the inclination of businesses to communicate asymmetric information with customers has resulted in a decrease in the consumers' desire to make a purchase, and there are instances in which people buy things without being influenced in any way by marketing.

4.8 Discussion

The first inquiry in the survey concerns a website that was developed by a large organization. The researcher is really interested in finding out whether or if the consumers have any prior information about this firm. Due to the fact that they lack technical understanding, ten percent of the clients have vehemently disputed to the fact that it is true. On the other hand, 10% of consumers are ambivalent about the fact, while 35% of customers have firmly agreed that the website the business uses is effective. The second question was about the brand, and its purpose was to evaluate the level of expertise had by the consumers in relation to a certain brand. In spite of this, twenty-five percent of the clientele have argued against the assertion that they are familiar with the brand. Twenty percent of the consumers have provided a resounding endorsement with respect to the brand, while ten percent of the customers are unsure of their level of expertise with relation to the specific brand. The quality of a certain brand's website is the topic of the third question, which is presented below.

45 percent of consumers believe that the website quality of the brand has been successful in developing a brand image in the worldwide market, whereas 15 percent of customers disagree with

the statement that the website quality of the brand has a good reputation. This suggests that the vast majority of consumers approve of the brand awareness that the firm has established for itself via the use of the web-portals, while some of the customers disapprove of the brand awareness that the company has produced. The next inquiry is also about the quality of the website, and its purpose is to determine whether or not, in the opinion of the consumers, the website of the brand is attractively created. 35 percent of consumers agree that the website of the company is well-designed, which suggests that they would like to buy from that specific brand. This indicates that customers would prefer to purchase from the brand in question. However, there are some consumers who choose not to make purchases from that specific brand, and there are also those customers who are unsure about the choices they have made about their purchases. The next inquiry is another one pertaining to the specific website in issue, which is being covered in this questionnaire. The inquiry focuses on whether or not the organization has provided in-depth information about the things that it offers to its customers. Twenty percent of the consumers have voiced their dissatisfaction with the company's failure to provide pertinent information about the items that are being introduced. As a consequence of this, the consumers often make judgments about the purchase of the items that are not optimal; yet, thirty percent of the customers are satisfied with the information that the firm offers, and they base their purchasing decisions on the information. 10 percent of the consumers do not have a strong opinion either way on whether the firm discloses all relevant information or if the management have a propensity to reveal asymmetric knowledge in order to maximize profits. Customers with more advanced technological skills almost always choose to do business online since it is the most efficient method to send and receive payments. The following inquiry is centered on the financial transaction that took place on a certain website. 25 percent of consumers have a good understanding of technology, and as a consequence, they are supportive of doing business on the internet as a means of economic exchange. 15 percent of consumers believe that human labor is more effective than the online form, whereas 10 percent of customers have no opinion one way or the other about this fact. The poll has placed a specific emphasis on a website attribute that was identified by the respondents as being highly desired by the customers.

As a result of the propensity of certain cybercriminals to gain personal information via web-portals, conducting financial transactions online is not without its share of inherent dangers. The following

inquiry will thus focus on the customers' personal information and whether or not the website is competent to safeguard the customers' personal information. Thirty percent of the clients have validated the website's status as a dependable and acceptable resource for the customers by giving it their stamp of approval. 15–20 percent of consumers have voiced their disagreement with the fact that it is true on the grounds of the probable danger factors that they have encountered. Five percent of the people surveyed were unaware of the quality of the website; as a consequence, they were unable to form either a favorable or a negative opinion about it. The next inquiry is very much like the one that came before it in that it concerns the quality of the website. If the risk factors can be reduced as much as possible, there will likely be an increase in the customers' desire to make purchases in overseas markets. Again, forty percent of consumers are in agreement with the statement that they would like to do the transactions, while ten percent are opposed to basing purchase choices on the quality of the website.

In most cases, the transactions are carried out with the assistance of a credit card or a debit card, and the following issue is about the extent to which the credit card information will be protected inside the website that is being discussed. Between thirty and thirty-five percent of respondents are certain that the website in question would be able to keep their credit card data private and that making a purchase online would not expose them to any dangers. 10–15 percent of users are hesitant to do business online because they are unsure of the quality of the website and do not want to face the associated risks. According to the results of the poll, there are certain individuals who are unable to evaluate the quality of the goods based on the website.

One of the most significant drawbacks of internet shopping is that customers are unable to make personal purchases by going to physical stores to buy the items they want. Therefore, the clients are required to choose the items via an online platform, which is a convenience that is favored by certain customers while others are opposed to it. 35 percent of the clients strongly agreed with the statement that they are unable to pick the items well, whereas 20 percent of the clients disagreed with the statement. There are several more questions relating to the perceived risk factors by the consumers, and these questions address the customers' worries about their privacy.

There are clients who do not like the option of purchasing online since there is a possibility that their personal information may be disclosed to other parties. However, customers have developed a trust related to particular websites because the survey result showed that 25 percent of customers

disagree to the fact that the website would not protect their privacy and that customers have developed brand loyalty toward the website. In addition, customers have shown that they have faith in the website as a brand. However, since they are concerned about their privacy, 15% of consumers choose not to shop online for products and services. This indicates that they do not trust the security of the online environment. There are situations in which customers establish objectives about the acquisition of items via the use of the internet, and the inquiry is based on the consumers' desire to make a purchase. 30% of customers are in agreement with the statement that they have future intentions to acquire a certain product from the worldwide market. On the other hand, 10% of respondents did not have any opinion and so remained neutral.

On the worldwide market, there are some buyers who would rather pick their items thoughtfully in accordance with their particular necessities and prerequisites. As a result, the question has been formulated in such a way that it may determine whether or not the clients prefer to choose their items from the website. Thirty percent of the consumers have said that they would buy the items from the websites only if it was their first choice to do so. Fifteen percent of the customers, on the other hand, do not have this option and make all of their product purchases from online web-portals. It illustrates the buying choice made by customers, which is influenced by a number of different circumstances. There are a number of customers who often make purchases from online portals with the intention of keeping the items for themselves. They decided to make it one of their long-term objectives to buy the things online at some point in the future when they would be able to afford to do so.

There are around 25 percent of customers who follow this plan in order to make a future purchase of the items for themselves, but there are also 15 percent of customers who do not follow this strategy, and there are 10 percent of consumers who are ambivalent about the fact. The last question in the survey is also about whether or not the customers plan to make their purchases of the items through the internet. According to the findings of the poll, almost one third of all customers plan to visit a certain website in the near future in order to fulfill their wants and requirements. Twenty percent of consumers are opposed to the choice to make purchases online, whereas five percent of customers have no major perspective about the online purchase selections.

In addition, the clients are in agreement with the requirement that the businesses must first publicize the items before making them available for purchase. This would entice a significant

number of potential buyers to purchase the items that have just been introduced by the firms. In addition, the online portals that are developed by the firms need to be made appealing in order to pique the customer's interest in acquiring items from the worldwide market. However, there are some customers who do not like to shop online and view this as a factor that poses a risk to them. This is due to the fact that customers have to choose the products they purchase online, which increases the likelihood of customers selecting faulty items and lowers the level of satisfaction experienced by customers.

In addition to this, the firms could not be able to provide the items on time, and if they aren't successful in their online company, they can end up losing clients. Customers in the PAKISTAN market make their purchase decisions based on the brand awareness created through social media as well as distribution of the leaflets. However, the attractive web-portals also have an impact on the minds of customers in this market. This is depicted by the larger sectors in the pie charts. In addition, the excel sheets provide the amount of responders from each category who are either strongly in agreement with the fact or strongly in disagreement with the statement..

4.9 Practical, theoretical and Research implications

This study provides online stores with the information they may find useful while participating in activities linked to electronic commerce. A previous study suggests that many online retailers are still susceptible to numerous threats connected with doing business online. As a result, this will influence retailers' capacity to conduct business and their overall performance. To allow enhanced e-commerce, it is hoped that the findings would aid online retailers in creating methods to lower risks in the online purchase environment, notably security issues. The outcomes of this study provide a variety of helpful contributions to the field as a whole.

First, it refers customers to online retailers, who may provide particular information about their company and the considerations that go into their choices on their security policy to protect customers from online fraud. For example, Zalora, one of the most successful online retailers of women's clothing, is aware of the perceived risk associated with conducting business via the internet, which may dissuade potential customers from purchasing from the company's website. This perception of risk may discourage consumers from making an online purchase. They gave their customers peace of mind regarding the security of their shopping accounts by detailing on

their website the numerous safety precautions that they take, such as adhering to the PCI Security Standard, providing cardholder protection, and utilizing encrypted networks. This was done to reassure their customers. To protect their customers' credit card and debit card information, firms that conduct a portion of their operations online are required to enhance the security and privacy implementation procedures they use. Second, online retailers may decrease the financial risks that customers experience by acknowledging the risks incurred and then providing customers with trade-in choices for products that do not fulfill the consumer's requirements. In addition, they need to ensure that the prices they charge are comparable with the rates other online retailers give.

The next step that online marketers should take to encourage more people to shop online is to decrease the financial risk for customers by providing a guarantee or warranty for the things that customers buy. This step is intended to encourage more people to shop online and increase revenue for online retailers. It is important for businesses who sell items online to avoid delivering late products after being bought via their websites. Because customers are impatient, online businesses should be able to give a money-back guarantee for damaged or malfunctioning items to attract and keep customers. Due to this, the time risk that comes with doing business online will be reduced.

CHAPTER 5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The purpose of the study was to assess the effect that having a customer be familiar with a brand and having an appealing web portal has on their intention to make a purchase, in addition to reducing the number of risk factors that are present in the worldwide market. The researcher anticipates that the quantitative approach will be the approach that will prove to be the most suitable for carrying out this research because the responses that are provided by the customers will be helpful in determining the strategies that they use when making decisions regarding their purchases.

Customers are required to react using the Likert scale in order for them to be able to rate the information that is provided in the surveys. After that, the ratings are entered into the appropriate cells in the Excel sheet, and the SPSS program is used to do the analysis. The results of the multiple regression analysis show that the independent variables have a substantial influence on the purchase intentions of consumers in the PAKISTAN market. These independent variables include brand awareness, the quality of the website, and perceived risk considerations. The SPSS program was used to do a reliability check on the data source, and the results indicate that the null hypothesis and all alternative hypotheses are to be rejected. On the other hand, the accepted hypotheses are those that challenge the null hypothesis. In addition to the regression analysis, a few additional tests, such as the reliability test, have also been carried out, and the results of the Cronbach's Alpha test have shown that they are extremely significant. The examination of the variables' correlations shows that they are strongly associated with one another, and that an increase in the value of one variable would also result in an increase in the value of another variable. However, there are several challenges that the researcher encounters when carrying out the research process. For example, consumers are often hesitant to reply to the questionnaires, and as a consequence, they have a tendency to offer comments that are incorrect. In addition to this, there is the possibility of making mistakes in the interpretation of the regression result, which would lead to the whole research endeavor being unsuccessful.

5.2 Future Recommendations

This study procedure has been carried out effectively; nonetheless, the researcher is responsible for paying attention to the ethical considerations. Before beginning the process of doing research, the researcher has to make a plan that details the numerous actions that will be done as well as the amount of time necessary to complete each of the activities that will be carried out. It is strongly advised that the researcher should do an in-depth study of the market in PAKISTAN, as well as the behavior of clients toward newly introduced items.

This researcher is expected to interact with a huge number of individuals in the PAKISTAN market in order to have an understanding of their viewpoint about the various worldwide brands and the methods that are used by these firms. Nevertheless, throughout the course of the research process, the researcher has to have an attitude that is compelling towards the respondents in order to have them give valuable information in the questionnaires. The data that has been obtained has to be taken care of by the researcher, and it also needs to be maintained for use in the future. The researcher has to utilize the SPSS program in order to verify the dependability of the data source. Additionally, the researcher needs to have patience when collecting the data since they need to choose clients at random from a huge population.

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APPENDIX

Appendix 1 Survey

Gender
Female
Male
Prefer not to say
Participants Age
18-21
22-26
Above 26
Below 17
Level of Education
Bachelors
Intermediate
Master
Other
Work Experience
2-3 years
4-5 years
Above 5 years
Less than 1 year
Income Bracket
101,000-150,000 PKR
151,000-200,000 PKR
201,000-250,000 PKR
51,000-100,000 PKR
Above 250,000 PKR
Below 50,000 PKR

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
WQ1 The website of this brand has a good reputation	1	2	3	4	5	6	7
WQ2 The website of this brand is well designed in order not to waste my time	1	2	3	4	5	6	7
WQ3 The website provides in-depth information	1	2	3	4	5	6	7
WQ4 It is quick and easy to complete a transaction on this website	1	2	3	4	5	6	7
PQ1 I can recognize this brand among other brands.	1	2	3	4	5	6	7
PQ2 I am aware of this brand.	1	2	3	4	5	6	7
PQ3 Some characteristics of this brand come to my mind quickly.	1	2	3	4	5	6	7
BA1 I am aware of my favorite brand.	1	2	3	4	5	6	7
BA2 I can recognize this brand among competing brands.	1	2	3	4	5	6	7
BA3 I know what my favorite brand looks like.	1	2	3	4	5	6	7
PI1 It is likely that I will transact with brands website in the future	1	2	3	4	5	6	7
PI2 Given the chance, I intend to use brand's website	1	2	3	4	5	6	7
PI3 Given the chance, I predict that I should use brand's website in the future	1	2	3	4	5	6	7