



Mediation Analyses of Website Features On Online Purchasing Behavior

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Abstract

With the growing numbers of digital natives, the businesses have increasingly shifted towards online business. Young adults between the age 16 – 35 years has been witnessed with more decision making power. Therefore it becomes imperative to find the factors that affect the online purchasing pattern of a young consumer. The target population of this study included young consumer. Data collection was done from University going students based on convenience sampling. A descriptive study was conducted with a sample size of N= 269, based on Base Model: Intention, Adoption and Continuation of Cheung et al., 2005. The results indicate that there exist a significant relationship between Peer Influence, Website Attractiveness and Website Services on Online Buying Behavior. It has also been analyzed that Website Services and Website Attractiveness mediates the effect between Peer Influence and Online Buying Behavior, hence showing partial mediation between the variables. This study contributes in understanding the relationship between Peer Influence and Online Buying behavior and how website attributes helps to attract consumers towards making final purchase. It also helps companies to devise strategies for effectively increasing their online sales. The contribution of this study is applying and finding the mediation impact of website features (website attractiveness and satisfaction) on base model of Cheung (2005) especially in Pakistani Context.

Keywords: Online Buying Behavior, Peer Influence, Website Attractiveness, Consumer Behavior, Website Services, Young Consumers

Introduction

The internet has not only evolved as an essential marketing channel but it is also regarded as an important element for companies to indulge, with rapid internet growth business are now moving towards online medium for creation of a competitive edge in the market (Lee & Lin, 2005; Lian & Yen, 2014). Adolescents have created a great market for online buying. Indeed, researchers and marketers have since a long time ago perceived the rise of juvenile shoppers furthermore their consumption practices (Niu Han-Jen, 2013). Business who have moved towards online environment and are enjoying success, customer trust (Pappas, 2016) have realized that success does not remains in moving online, but also analysis of other e-service dimensions (Lee & Lin, 2005). An increasing number of young buyers have easy access to internet which is acting as a driving force to connect to the online world and this ends up in increasing the sales generated through online expenditure (Niu, Chiang, & Tsai, 2012). 21st century witnesses a breakthrough in the field of e-business, the growth of business over internet is emerging, most businesses have moved towards seeking benefit from online buyers, while new business enterprise are exploiting the prospects of entrance. It witnesses the prospective for generation of tremendous new wealth which is mostly the result of corporate ventures and entrepreneurial startups. It has facilitated small entrepreneurs to start up their business on a small scale, as it is both cost effective and efficient. It is also being developed as a source of transformation of competition in exceptional manner (Amit & Zott, 2001). Strategic moves are being aggressively laid out by online shopping sites which motivate consumers to purchase online (Niu Han-Jen, 2013).

Researchers have been attempting to dig the concept of global teens (Arnett, 2002; Lin & Lee, 2005; Kamaruddin & Mokhlis, 2003; Alam et al., 2008) as current fashion, peers and other

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consumption practices easily affect the adolescent buyers and their purchase decisions (McAlister & Pessemier, 1982). Nevertheless, adolescents are also effecting the family decision making, as they have gained influence on the decision making process (Arnett, 2002; Kamaruddin & Mokhlis, 2003; Beaudoin & Lachance, 2006). It is most important to study the e-business dynamics therefore to help e-retailers to design and incorporate suitable strategies (Swarnakar, Kumar & Kumar, 2016; Pappas, 2016).

Internet has reformed the approach how organizations transform themselves towards online medium and are providing service and quality to the customers (Carlson & Cass, 2010). Online shopping which is a complex process has many other sub processes involved in it; such as trust, ease of navigation, availability of information and trust in quality of product / service being provided (Lee & Lin, 2005; Smidts, Pruyn & Van Riel, 2001). The pattern of physical stores reaching out to virtual ones offers extraordinary business development potential and subsequently youths' web acquiring practices can't be disregarded.

Young adults who are a golden segment aged between 16 – 35 years (Vij, 2007) are being developed as a synonym with technology and online world (Gupta & Gupta, 2008). They comprise of majority of online users; therefore advertising campaigns are mostly focused on these personages (Vij, 2007). Young and internet technology are made for each other (George, 2007). Young consumers have started possessing buying and decision making power (Matic & Vojvodic, 2017). These consumers who are categorized as savvy user, spends a considerable amount of time online doing different activities; navigation, chatting, purchasing (McMillan, 2004). The approach being adopted by the teens towards making decisions is changing; factors like media, peers, parents and the educational places they go are playing a vital role towards their decision making arrays (Niu, 2013). Owing to the different needs that is being prevailing in

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young consumers currently are being given due importance by the marketers as it is regarded as one of the distinct segment. Young consumer expectations regarding interaction are on a boom, as they not only require interactive elements that are a source of entertainment, engaging or speed up of the process; but they also require greater control over the system (Sahdeo & Srivastava, 2016)

Teens are now playing an active part in Online World, by actively taking part in the purchasing process (Niu, 2013). For marketers it is essential to study teen's role, as they are not only representative of sizeable market size but also influence decision making of their family members and peer group. These factors are not only transforming e-commerce as a mainstream business but is also making business getting focused on the importance and urgency of customer-oriented approach (Constantinides, 2004). The young market is a vibrant and growing market; they spend much of their time surfing on the internet. This research will give a reflection towards the changes that needs to be adopted by the online merchants so as to increase their traffic ratio and in turn their acceptability ratio in this fast emerging market (Swarnakar, Kumar & Kumar, 2016).

Research Objectives

Among the wide array of available literature in the field of e-business and internet much work is not available on Pakistani market. As the young market is a vibrant and growing market; they spend much of their time surfing on the internet, therefore the authors have proposed the following research objectives to study within Pakistani context:

1. To analyze the factors that helps in young consumers in online decision making process.
2. To find the variables that help towards the changes that needs to be adopted by the online merchants so as to increase their traffic ratio and in turn their acceptability ratio in this

fast emerging market.

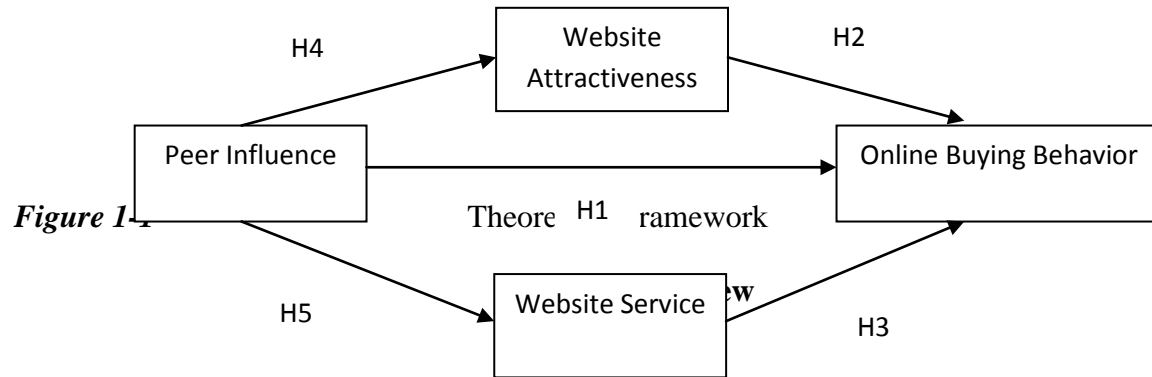
Theoretical Framework of Research

There exists a pool of theories on the topic of consumer behavior. Many theorists have presented their theories to better understand the given concept. Prior theories have emphasized on adoption and usage of online medium (Cheung et al., 2005). However companies have now realized that developing long term customer relationship is an important element that needs to be focused into. Based on the work of Fishbein's attitudinal theoretical model (Fishbein, 1975) and the expectation-confirmation model (Oliver, 1980), the present study focuses on integrating the elements of Base Model; Intention, Adoption and Continuation (Cheung et al., 2005).

The research framework of this study discusses three areas of the given model; Medium Characteristics (Website Attractiveness), Environmental Influence (Peer Influence) and Merchant and Intermediary Characteristics (Website Service). Engel et al. (1968), discusses that environmental influence such as peer influence, social influence affects a consumers decision making process, therefore studying this variable is important. Researches carried out by Spiller and Lohse and Spiller (1998) and Hoffman and Novak (1996) have greatly emphasized on web features and the services that are provided to the customers online.

With the young consumers having decision making power and authority and knowledge of operating this new medium the trend is increasing. Many factors affect the online purchasing pattern of a young consumer which has increased the importance to understand this topic. The framework developed for the research is:

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Technology helps two way communications to take place; it provides companies an arena to move strategically by increasing mediums of communication for them. Online medium helps to build brands and develop strong customer relationship (Duroy, 2014; Hudson, 2016). Website as compared to the traditional media helps in creating stronger, long-term and more profitable relationship with customers (Dahlen et al., 2003). Internet therefore provides the marketers space which is not time and space bound to interact with the end-user at any time in the day (McMillan, 2004).

Online purchasing is increasing with the passage of time. Scholars and marketers today are much interested in the study of young buyers and what motivates their purchase behavior (Niu Han-Jen, 2013; Sin et al., 2012; Kim, Sung, Lee, Choi & Sung, 2016). Increasing internet usage trend are helping in creation of foreseeable business potentials to show presence in the online world, in response to which online shopping sites are aggressively laying down strategic moves and focusing on consumer requirement to attract a greater market share towards online purchasing (Niu Han-Jen, 2013). Internet has made the life of the consumer easy by providing on time information, comparison of products and services, wide range of products / service available for the consumer and information review anywhere and anytime (Dabholkar & Sheng, 2013). The number of internet users has increased in the country, at present there are

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approximately 25 internet users in Pakistan (Internet Facts, 2014). According to the research conducted by Niu Han-Jen, 2013, it reveals that great deals of online shopper's occupation are students of adolescent age (particularly under the age of 30)

Factors Effecting Decision Making of Consumer

The decision making process of consumer is associated with their needs, wants, attitudes, beliefs and behaviors (Hunjra et. al. 2012; Seo & Moon, 2016). Sproles and Kendall (1986) describes that decision making style of consumer depends on gender, income, age, lifestyle, personality, and perception, geographic and psychographic characteristics. Consumer behavior has been defined as a combination of complex exercises and strategies together with the actions, which are administered by the choices of a single person. Behavior is also influenced by external factors comprising of environment, interactions, ambience, etc (Lee, 1983; Alavi et al., 2016).

For marketer it is important to analyze decision making styles which are significant for market segmentation (Hunjra et. al. 2012; Seo & Moon, 2016). This approach plays an important role for the companies to devise strategic marketing activities.

Large number of factors effects every decision towards the use of particular good or service, therefore consumer decision making has been regarded as a complex phenomenon. Sproles and Kendall (1986) and Seo and Moon (2016) explained that there exist three categories of approach towards consumer decision making that consist of: lifestyle approach, the consumer characteristics approach and the consumer typology approach. Some scholars detailed them as psychological orientations of consumers that last in final purchase decision. In spite of the fact that shopper choice making conduct is centered around the particular example of cognitive and full of feeling responses (Bennett & Kassarian, 1972; Khare, 2012), national society and mentality (Hofstede, 1980) made the highlighting impact.

Peer Influence

Peer influence is a significant component of individual's behavior (Bearden et al., 1989; Mishra, Maheswarappa, Maity & Samu, 2017). One cannot fully study consumer behavior unless consideration is given to effect of interpersonal influence on development of attitudes, norms, values, beliefs and aspirations (Stafford & Cocanougher, 1977). The influence of peer and interpersonal group is studied as a general trait that varies across individuals (Bearden et al., 1989). Previously various articles from psychological and consumer research has emphasized upon the influence peer has on consumer decision making (Co-hen & Golden, 1972; Mohammad, 2014; Mishra *et al.*, 2017). Most of these researches have shed light upon the propensity of subjects to comply with gathering standards or to alter their judgments based upon others' assessments, but lack discourse among the innumerable categories of interpersonal influence on a given state. Deutsch and Gerard (1955) theorized that interpersonal influence is an outcome of either informational or normative influence.

H1: *Peer Influence significantly impacts Online Buying Behavior.*

H4: *Peer Influence significantly impacts Website Attractiveness.*

H5: *Peer Influence significantly impacts Website Service.*

Normative Influence

Normative Influence has been defined as the propensity towards conforming towards other expectations (Burnkrant & Cousineau, 1975; Zhao, Stylianou & Zheng, 2017). Normative influence has been further bifurcated through consumer research into value expression: backed by individual's aspiration towards enhancement of his self-concept based on referent identification (Kelman, 1961), and utilitarian influences: reflection of one's intention to comply with others expectations for achievement of reward or punishment (Burnkrant & Cousineau,

1975; Park & Les-sig, 1977; Kuan, Zhong & Chau, 2014).

Informational Influence

Informational influence is described as a propensity towards acceptance of information from others as evidence about reality (Deutsch & Gerard, 1955; Kuan, Zhong & Chau, 2014). It has been found effecting the decision making process of the consumer with regard to product assessments (Burnkrant & Cousi-neau, 1975) and product/brand selections (Park and Lessig, 1977). Informational social influence refers to one's tendency to conform to the opinions of others, based on information obtained as evidence in judgment (Kuan, Zhong & Chau, 2014)

Website Attractiveness and its implication towards Online Purchase

Researchers have discussed website attributes that develops satisfaction and creates enjoyable experience among the online users (Belanger, 2002; Akincilar & Dagdeviren, 2014; Kim & Peterson, 2017). Lohse and Spiller (1998) explain that is incumbent to have attractive designs, personalization of the website and ease of use for the visitor who visits the website. Sacharow (1998) and Gao and Bai (2014) further elaborates that online comfort is a balance between the control of users' information which lies with the user themselves and give the customers what they want according to their requirements. It is important that the website interface to be developed such that it helps in transforming the first time user into a loyal customer (Y.D. Wang, H.H. Emurian, 2005; Park et al., 2012). According to the research carried out by Karvonen (2000); it has been studies that online users make and intuitive and emotional decision regarding the merchant before making a final purchase from the website. An interactive interface which is appealing will facilitate in online shopping and hence will help increase in company's profitability (Scheffelmaier & Vinsonhaler, 2002; Hajli, 2013).

Product websites that are expressive provides tremendous opportunities for companies

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towards their advertising efforts, as consumers wish to interact with brands and enjoy its feelings (Dahlen et al., 2003). An attractive website can create positive relationship and strong brands (Matic & Vojvodic, 2017).

H2: *Website Attractiveness significantly impacts Online Buying Behavior.*

Effect of Website Service on Online Purchase Behavior

Service quality judges the superiority of service that is being provided to the consumer. Service quality is a result of expectation of the consumer and performance of the product or service (M.K. Chang et al., 2005). According to Parasuraman et al. (1988) there are five dimensions for achievement service quality which includes: reliability, tangibility, empathy, assurance and responsiveness; which may differ for consumers purchasing online (M.K. Chang et al., 2005). Quality is related to customer satisfaction; which can be achieved through both product and services, therefore quality is an important element for online consumers as well (Wolfenbarger & Gilly, 2003; Parasuraman, Zeithaml & Malhotra, 2005).

Santos (2003) defines e-quality as a total summation of customer's perception, judgments and evaluations which they expect and receive from a virtual environment. Zeithaml (2002) further defines e-service quality as the extent to which a website shopping experience of the customer and also the delivery of goods and services done to the customer. Rowley (2006) further emphasizes that the definition and understanding of e-service quality is still in infancy and efforts needs to be exerted to analyze the meaning of it. Service quality has given a new dimension to IS for the measurement of success DeLone and McLean (2003). Perceived risk, web content and convenience are the three dimensions of service quality (Udo et al., 2010). Nevertheless, less perceived risk not only leads to favorable perception of web service quality (Parasuraman, Zeithaml & Malhotra, 2005) but PC skills also effect for consumers feel

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convenient in using a web for making purchase (Udo et al., 2010).

H3: *E-Service quality has significant impact on Online Buying Behavior.*

Methodology

Descriptive Research is carried out for analysis of the relationship and its properties between the properties of the variables under study (Huczynski and Buchana, 1991). The target population of this study includes young consumer. Hair et al., (2005) elaborates that for a study the adequate sample size is 50 to 400 observations; in the given study the sample size is N= 269 which is adequate as per the requirement. It is also accepted that "in case of having three or more indicators per factor, a sample size of 100 will usually be sufficient for convergence" (Anderson & Gerbing, 1984). Data has been collected from University going students.

Data has been collected through self-administered questionnaire using convenience sampling, method consistent with previous studies in behavioral sciences (Frooghi, R., Waseem, S. N., Khan, B. S., 2016). The questionnaire included four variables namely; Online Buying Behavior, Peer Influence, Website Attractiveness and Website Service. The item for Online Buying Behavior has been extracted from Niu (2013), Peer Influence has been extracted from Niu (2013) and Bearden et al. (1989), Website attractiveness has been extracted from Srinivasan et al. (2002) and Website Service has been extracted from Wolfinbarger (2003). The value of Cronbach Alpha has been used for testing the reliability of the instrument used as suggested by Sekaran (2006). For an instrument to be reliable the Cronbach Alpha value is suggested to be equal to or greater than 0.6 (Nunnally, 1978). Table 1.1 presents the results of construct, convergent and Discriminant validity including Cronbach Alpha and composite reliability (CR) and Average Variance extracted (AVE). Furthermore the recommended criteria for CR state that a scale is considered reliable CR above 0.7 and AVE above 0.5 (Bagozzi & Yi, 1988).

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Variable Name	Cronbach Alpha	CR	AVE
Online Buying Behavior – OBB	0.606	0.721	0.528
Peer Influence – PI	0.734	0.716	0.516
Website Attractiveness – WSA	0.664	0.737	0.560
Website Services – WSS	0.706	0.709	0.501
Table 1-1 <i>Reliability of items used</i>			

Findings & Results

SPSS 21 and AMOS 21 has been used analyze the data and find out the results of the data under study. A sample size of N = 269 has been used. Initially multivariate outliers have been removed using Mahalanobis Technique. The composition of the respondents profile is given in Table 1-2.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	142	52.8	52.8	52.8
Female	127	47.2	47.2	100.0
Total	269	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16-18	6	2.2	2.2	2.2
19-25	233	86.6	86.6	88.8
26-30	28	10.4	10.4	99.3
Above	2	.7	.7	100.0
Total	269	100.0	100.0	

Occupation

Cumulative

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		Frequency	Percent	Valid Percent	Percent
Valid	Student	220	81.8	81.8	81.8
	Employed	43	16.0	16.0	97.8
	Unemployed	6	2.2	2.2	100.0
	Total	269	100.0	100.0	

How regularly do you purchase Online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Always	19	7.1	7.1	7.1
	Often	73	27.1	27.1	34.2
	Sometimes	125	46.5	46.5	80.7
	Seldom	52	19.3	19.3	100.0
	Total	269	100.0	100.0	

Table 1-2

Descriptive Statistics

Initially SEM assumptions have been carried out so as to check and validate the data for data analysis; sample size used in the study, normality check of the variables, removing outliers, validity and reliability of the scales used and multicollinearity (Hair et al., 2005; Fotopulos & Psomas, 2009). For a study to be properly conducted the adequate sample size is 50 to 400 observations (Hair et al., 2005), in the given study sample size is $N = 269$ which is appropriate as per the requirements. According to Fotopulos and Psomas (2009) for a data to be normal the acceptable range of Skewness and Kurtosis is calculated to be ± 1 , which shows a symmetric distribution of data. The illustrations of normality are shown in Table 1-3 which indicates that the data is normal as per the requirements of SEM.

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Variable	Mean	Standard Deviation	Skewness	Kurtosis
PI	3.109	0.526	-.109	.044
WSS	2.828	0.434	.012	-.285
WSA	2.632	0.296	.236	.264
OBB	2.663	0.355	-.352	.211

Table 1-3

Test for Normality

Confirmatory Factor Analysis – CFA

The measurement model has been tested and results analyzed using AMOS 21. The measurement model comprises of 20 items which describes 4 factors namely; Online Buying Behavior, Peer Influence, Website Attractiveness and Website Services. Construct Reliability as compared to Cronbach Alpha is a more suitable indicator for measurement of the reliability of the scale being used in the study (Fornell & Larcker, 1981). Composite Reliability for each variables used in the research has been illustrated in Table 1-2, the values indicates that the model is a good fit model. As suggested by Hair et al. (2010) no issues of multicollinearity exists as the Pearson r value is below threshold point i.e 0.9, Table 1-4.

	PI	WSS	WSA	OBB
PI	1.000			
WSS	.182	1.000		
WSA	.422	.077	1.000	
OBB	.668	.032	.612	1.000

Table 1-4

SEM Correlation

The CFA model is a projection of the relationship between Measure and Latent Variables (Byrne, 2013). The efficiency of CFA measurement model lies on the assessment of model fitness. Tabachnik and Fidell (2007) elaborated that for a model to be good fit the CMIN/DF

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value should be less than 2. In our case the value is 1.042 which indicates a good fit model.

Furthermore, our CFI (Comparative Fit Index) value also indicates an appropriate model as it is ≥ 0.95 as suggested by Bagozzi and Yi (1988). TLI (Tucker-Lewis coefficient) as suggested by Bentler (1990) is also above the threshold point ≥ 0.95 . The Root Mean Square Error of Approximation (RMSEA = 0.013) is also below the desired level ≤ 0.05 (Browne & Cudeck, 1993). Thus the model developed is a good fit model as suggested by different authors, Table 1-5.

	CMIN/DF	TLI	CFI	RMSEA
Recommended Value	< 2	$\geq 0.95^b$	$\geq 0.95^c$	$\leq 0.05^d$
Null Model	5.025	0.000	0.000	0.123
One Factor Model	3.046	0.492	0.545	0.087
Two Factor Model	2.113	0.724	0.754	0.064
Hypothesized Model (1st Order)	1.042	0.989	0.991	0.013

Table 1-5

Measures of Goodness of Fit

a = Tabachnik and Fidell (2007); b = Bentler (1990); c = Bagozzi and Yi (1988); d = Browne and Cudeck (1993)

Path Analysis and Hypothesis Testing

Path Analysis has been carried out for testing the hypothesis developed for the study finding out results of the study conducted. Table 1-6 illustrates the result of the model under study.

Hypothesis	Hypothesized		Estimate	S.E.	C.R.	P	Result	
		Path						
H1	OBB	<---	PI	.357	.030	11.749	***	Accepted
H2	OBB	<---	WSA	.493	.053	9.279	***	Accepted
H3	OBB	<---	WSS	-.078	.034	-2.319	.020	Accepted
H4	WSA	<---	PI	.238	.031	7.618	***	Accepted
H5	WSS	<---	PI	.150	.050	3.037	.002	Accepted

Table 1-6

Path Analysis Results

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The model shows a significant impact of Peer Influence (PI) on Online Buying Behavior (OBB) ($\beta = 0.357$, $p < 0.05$), hence accepting H1. When PI increases by one standardized unit OBB increases by 0.36 standardized units. The model explains 58.7% variation in OBB. Furthermore, Website Attractiveness (WSA) significantly impacts OBB ($\beta = 0.493$, $p < 0.05$), hence accepting H2. One standardized unit increase in WSA effects OBB to increase by 0.493 standardized units. The model accounts 17.8% variation in OBB. Website Service (WSS) significantly impact OBB ($\beta = -0.078$, $p < 0.05$). When WSS increases by one standardized units OBB decreases by -0.078 standardized unit, hence accepting H3. The model explains 3.3% variation on OBB. PI significantly impacts WSA ($\beta = 0.238$, $p < 0.05$) and WSS ($\beta = 0.15$, $p < 0.05$), hence accepting H4 and H5.

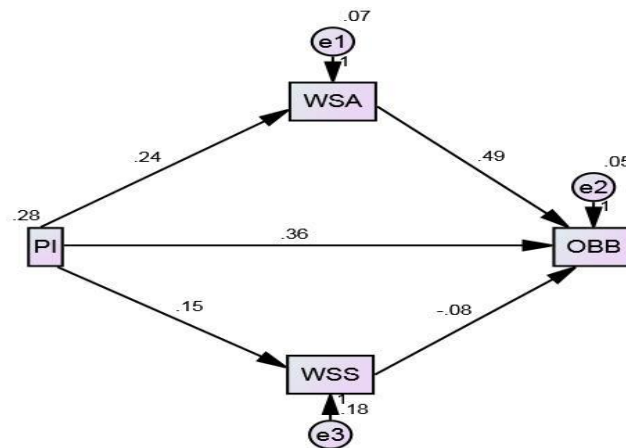


Figure 1-2

Path Analysis Model

Mediation Analysis Using AMOS

AMOS 21 has been used to test the mediation effect of Website Attractiveness (WSA) and Website Services (WSS) on Peer Influence (PI) and Online Buying Behavior (OBB).

Mediation hypothesis developed to test the mediating impact are:

H6: *WSA mediates the impact between PI and OBB*

H7: *WSS mediates the impact between PI and OBB*

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Table 1-7 indicates the mediation impact of WSS and WSA on PI and OBB. It has been analyzed that there exists partial mediation on both hypothesized given paths. WSS positively mediates ($\beta = 0.44$, $p < 0.05$) the impact between PI and OBB, hence showing partial mediation. Furthermore, WSA ($\beta = -0.096$, $p < 0.05$) negatively mediates the impact between PI and ODD, hence showing partial mediation.

Hypothesized Path	Direct Effect without Mediator	Indirect Effect with Mediator	Total Effect	Mediation Type
PI -> WSA -> OBB	0.367***	-0.096***	0.46***	Partial Mediation
PI -> WSS -> OBB	0.44***	0.022**	0.462***	Partial Mediation

Table 1-7
Mediation Analysis Results

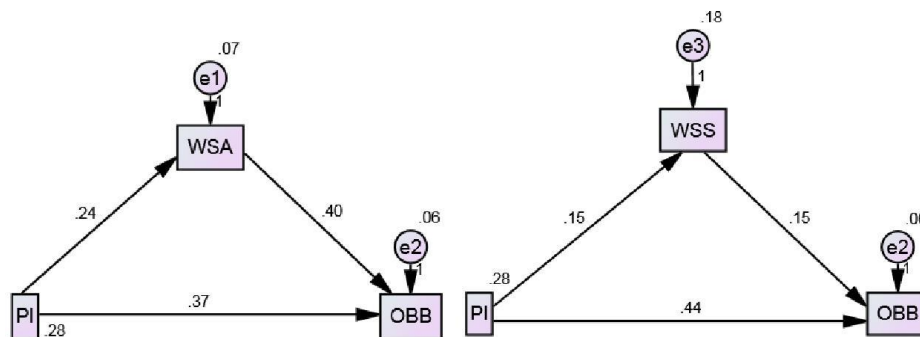


Figure 1-3
Path Analysis Model

Discussion

This study investigates an emerging research topic on the value of website features in consumers online purchase decision. The model indicates that website features can form strong social and informational influence that impacts consumers' decision-making in online shopping. The study has helped to analyze the factors that impact online buying pattern of young consumers. It has been found out that Peer Influence positively influences online buying behavior, supporting the research conducted by (Cheung et al., 2005; Hunjra et al., 2012; Yeh,

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Goh, & Rezeai, 2017). Young consumers before making the final purchase seek advice from their peer group for the product purchase, the findings in line with Kuan, Zhong and Chau (2014). Their decision making is also affected by the number of people who have used and purchased the service. For young consumers word of mouth and the experience shared by their friends help in shaping their decisions. They not only rely on their friend circle but also on internet teens that leave their comments and share their experience online. They prefer to purchase those products and services which leave an everlasting and positive impact on their peer group. Young consumers to be acceptable in their peer group try to buy and consume those brands that make them acceptable within their desired peer group. Young consumers mostly consult their peer groups if any doubts are present before making final purchase. They don't carry purchase based on incomplete knowledge, but put effort in collecting data before finalization of any activity to be performed.

Website features and its attractive also positively impacts young consumer's online buying behavior. Young consumers are mostly inclined towards those website that are not only user friendly but also have extensive features which makes its use easy and enjoyable, supporting the work done by previous authors (Belanger et.al, 2002; Kim & Peterson, 2017). Young consumers try to visit and prefer those websites that are attractive and appealing towards them. The element of fun needs to be present for the young consumers which help in development of their decision towards purchase from a given website, as discussed by (Cheung et al., 2005; Flavian, 2006; Yeh, Goh, & Rezeai, 2017).

Better and enhanced website services increases the inclination of the consumers to buy through online medium. For young customers responsive websites play a significant role. Consumers require that their problems to be quickly solved, queries immediately answered and

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needs fulfilled.

As young market is an emerging one and young consumers are being regarded as an important agent towards decision making, marketers need to focus more on this fast increasing potential market. These groups of people are more prone towards online world; therefore companies should shift themselves from traditional marketing medium like TV ads, newspaper ads towards online medium and explore more ways and means of expansion through this medium.

For young consumers interactivity plays an important and significant role. Marketers should develop portals that give an interactive experience to these consumers, so that they not only spend quality time on shopping online but also revert back for re-purchase to be carried out. Online comparisons and easy navigation system should be present which will make the shopping experience an unforgettable one. It is not only important to create first-time consumers, but focus needs to be made for development of long term customer relationship with customers, hence the shopping experience on internet needs to provide joy to the young market.

Marketers need to focus on prompt response of queries and online help available, so that the purchase process can be made easier and faster. The navigation system should be developed such which is easy and user friendly.

Further Areas of Research

To tap young consumer market is becoming an important concern for the marketers and much focus needs to be made on analysis of changing trends and requirements of these groups of consumers. Further this research can be carried out towards other areas of the region by increasing sample size for data collection. Focus needs also to be made on other variables which motivate young consumers towards conduction of online purchase. Different antecedents and

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consequences of various influences on online purchase decision shall also be studied.

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