



The Moderating Impact of Perceived Risk on the Relationship of Website Experience and Online Purchase Intention

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ABSTRACT

It is crucial to develop an understanding of the factors of customer purchase intention. It is also imperative to study these factors in the context of online purchasing. The reason its dissemination among consumers. Therefore, the present study developed a theoretical model and test by exploring the attributes of website experience such as information quality, security and service, and website credibility and its effect on online purchase intention in the presence of perceived risk as a moderator. The study opted quantitative method through survey application. PLS methodology was adopted to evaluate the measurement and structural model. The study adds knowledge to the literature through the support of empirical shreds of evidence in the context of Pakistan's retail sector. The indication of findings points out the meaningful association among constructs that maximize the profitability of the online retail service sector if addressed carefully and may also create greater competition for online retailers. The study also showcases Implications, limitations, and future recommendations that were also canvassed at the end of the paper.

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1. Introduction

Marketing as a discipline calls for the understanding and application of the principles of behavioral psychology to the profession. Doing so provides in-depth insights into the causal relationship between marketing efforts and their success. Such endeavors open new horizons into the complex yet fascinating domain of the decision-making process (Arora & Aggarwal, 2018). It is with this thought that the study explores the domain of customers' purchase intentions. At present, purchasing behavior of consumers has evolved especially in the retail industry. From the traditional concept, such as physical store buying behavior, to the modern concept which involves technology has changed the perceived behavior, thus can be considered a notable "directional change" (Hanjaya, Kenny, & Gunawan, 2019). Moreover, the current situation of Covid-19 has resulted in a boom in e-commerce, the study hence aims to explore the same in the context of online purchases. The factors and dynamics of this sector are very much different from the traditional market, moreover, the crowd that is attracted to make such transactions and purchases belongs to a considerably younger generation, who require online endorsements to gauge the authenticity and quality of anticipated service (Hansen, Saridakis, & Benson, 2018).

The factor that has drawn the considerable attention of the researchers in the recent past is website experience, which increasingly demands endorsements for online purchase intention (Hansen et al., 2018). Study represents the online retail sector, which is considerably influenced by the technological advancements (Gajanova, Nadanyiova, & Lazaroiu, 2020). The number of online consumers keeps climbing consistently. In 2019, around 192 billion people preferred to shop online, with estimated global sales of over US\$ 3.5 trillion (Poudyal & Adhikari, 2021). Furthermore, the sales forecast reports the worldwide retail sales growth at

7.2% for the year 2021. In 2020, Pakistani online purchase revenue crossed US\$ 1.2 billion projected at CAGR of 16% from 2020-24. The country's retail market size is currently estimated to be around US\$ 42 billion out of which only US\$1.2 billion online retail sales with an annual growth rate of 8% (Project & Policy Research Wing, 2020).

Pakistan's online purchase market size is expected to exceed US\$ 1.5 billion in 2022 especially in last months of year, due to new online payment merchants and broadband penetration (The Express Tribune, 2021). Retailing is expected to see a swift recovery post Covid-19 pandemic. Sales will benefit from an expected rapid return to economic growth (Euromonitor, 2021). This provides a reason for the researchers to undertake present study and examine the factors accounted for of consumer intentions to make purchases online. With 10th largest population of internet users (61 million) and 4th largest population of broadband users, Pakistan's share of online retail purchase stands at US\$ 1.2 billion. It is a missed opportunity. This situation is obviously not encouraging, and we need to find out reasons as to why Pakistan is unable to capitalize on its potential and improve her share of the world's e-commerce revenue.

Researchers have tried to study several factors and one particular aspect that attracted their interest is the use of website interfaces. It is to be noted that the figure is only 1.94% when it comes to make decision to buy when visit website. The value depicts that 1 in 51 visitors actually purchase goods (Angon, Khan, Islam, & Parvin, 2022). It implies that only by converting the purchases rate to 4%, the sales and profits can be doubled. In general, growth of online purchase is connected with technological advancements and its use (Janavi, Soleimani, Gholampour, Friedrichsen, & Ebrahimi, 2021; Phongsath & Jirawoottirote, 2018). However, research is needed to examine why does the actual potential of technological use for online purchase is not fully realized. This implies that consumers consider certain factors important for making or breaking their online purchase choices.

Although numerous factors have been identified in prior literature which affects the purchase intention of consumer in e-commerce, but the question arises that are these factors independent of demographics especially in a country like Pakistan. In particular, the interface of websites facilitates the growth of online purchase as consumers consider it as convenient thereby making it widely popular among them (Pénard & Perrigot, 2017). However, the questions arises that when we consider the growth of online purchase, whether or not the credit is given to the actual contributions of large segments of society i.e. youth; that comprises an estimated 65 percent of population. The economic indicators of online purchase generalize the contributions made by different consumer segments (Dharmesti, Dharmesti, Kuhne, & Thaichon, 2019). Therefore, further investigation is required aimed at youth consumers to find out the role of determinants considered important by them.

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The growth in online purchase can be attributed to the diffusion and adoption of technology as new security and protection measures, wide range of services, credibility of sources, information quality and comfort are introduced to facilitate the current and new online users (Chetioui, Butt, & Lebdaoui, 2021). Several studies Chetioui et al. (2021), Ferreira, Fernandes, Rammal, and Veiga (2021) and Kong, Wang, Hajli, and Featherman (2020) examine the range of mentioned constructs and their relationship with online purchase intention. However, the several studies conducted on investigating the role of different factors in modeling online purchase intentions and presented contradictory statements (Balabanis & Siamagka, 2017; Chin & Goh, 2017; Fard & Marvi, 2019; Ismagilova, Rana, Slade, & Dwivedi, 2020; Kühn & Petzer, 2018; Kushwah, Dhir, & Sagar, 2019; M.-J. Thomas, Wirtz, & Weyerer, 2019). Therefore, this study examines the four dimensions of website credibility to make recommendations for Pakistani online retail consumer. Although a detailed investigation of the

reasons behind this is beyond the scope of this study, yet the study of moderators such as perceived risk used for this research may uncover some interesting insights so far untapped in the Pakistani context.

2. Literature Review

2.1 Online Purchase Intention

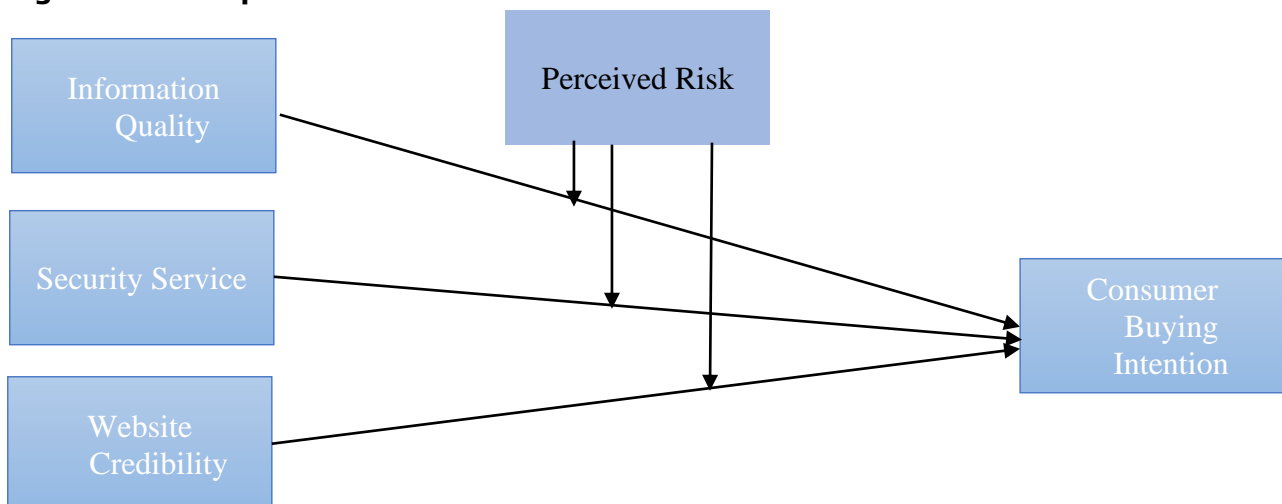
Buying intention of a consumer can be gathered from learning process and thinking process that emerging any perceived feeling against particular product and service. Kotler (2005) stated that consumer buying intention is placed in the phase of evaluation of alternative in buyer decision process. Kotler (2005) discussed that there are two factors which involves in the establishment of consumer buying intention. It consists of attitude of others and unanticipated situation. Schiffman and Kanuk (2005) stated that the consumer's buying decision can be affected by numerous factors. These factors can be consisting of marketing activities of various firms or the information from those customers who share their experience related to products services they availed.

Moreover, the websites provide a technological platform to access the information. The Technology Acceptance Model (TAM) that was put forward by Davis, Davis, Bagozzi & Warshaw in 1989, helps explaining how people accept and use technology in accessing the information systems for online purchase intentions (Taherdoost, 2018). One particular use of technology is social media which is considered as an important marketing tool in the current era. An array of the organizations from a variety of industries are utilizing the social media platforms as a proactive means to reach to their current and potential customers on a global level (Adeola, Hinson, & Evans, 2020). It is known that social media usage can have a significant impact on the intention to purchase (Al-Jaafreh, 2020). The rationale behind trusting the social media is that the comments and opinions are from customers comprising of general public and therefore, it is recommended that marketers all over the world should take benefits of credible social media platforms.

There could be many reasons that have stopped Pakistan from realizing its full potential of online purchase. The literature review forms the basis of current study in proposing firstly, to establish certain factors that may contribute in bridging this gap from the digital representation viewpoint in general and retail sector in particular. Secondly, it brings up the issues relating to the factors that may hamper the development of online purchase in retail sector. Thirdly, it supports the inclusion of moderating variables. Careful and detailed examination and testing of the said variables may provide further insight into resolving the issues pertaining to retail consumers' online purchase intentions. Additionally, the overall study of the discussed factors forms the basis of the proposed conceptual framework and hypothesis.

2.2 Theoretical Framework

Figure 1: Conceptual Framework

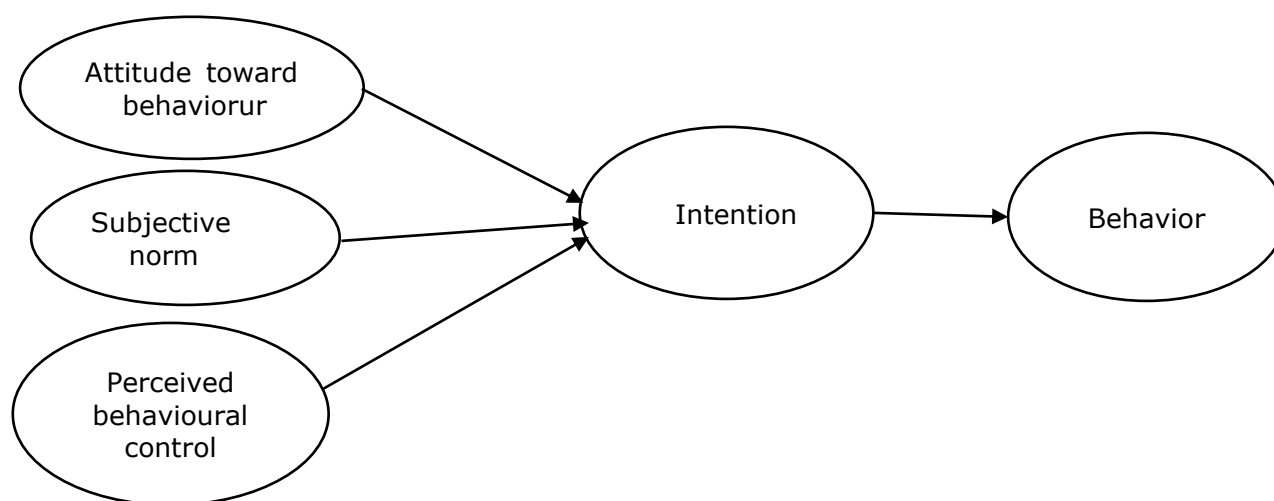


Consumers buying intention through internet is an important phenomenon in the world of marketing. It is not easy to evaluate the consumer behavior virtually that how much they

are willing to buy the specific product especially in an online platform. The core theory specifically on the individual's intention to perform a specific behavior was introduced by Ajzen in 1985. This theory is known as theory of planned behavior (TPB). It is an extension of two theories, information integration theory (ITT) and theory of reasoned action (TRA). According to TPB, attitude and subjective norms towards a targeted behavior influence an individual's intention to perform the particular task. Ajzen (1985) stated that attitude toward behavior can be favorable or unfavorable which influence the intention of an individual to perform the specific behavior. Ajzen (1991) further discussed the three main factors which influence the individual's intention toward targeted behavior.

The first factor is attitude which refers to personal opinion of a person. It can be positive or negative. The second factor is subjective norms which can be defined as norms or social pressure or others' perception which influence the intention of a person. The last one is behavioral control which can be internal and external control to perform specific behavior. These factors together or individually motivate a person to perform targeted behavior.

Figure 2: TPB Model



N. Hajli (2015) stated that there are two core theories in e-commerce studies which can be used to test and predict an individual's intention to utilize information system. These two theories are theory of planned behavior (TPB) and technology acceptance model (TAM). In this research, intention to buy is defined as consumer buying intentions which is our main dependent variable and selected to explore the influence of information quality, security service, website credibility on it as well as examine the moderating effect of perceived risk and social media usage on the relationship between them (N. Hajli, 2015). Subjective norms can be considered as the main factor which influence the consumer buying intention. The platforms where consumers have social interaction, can be known to each other which establishes trust between them, thus providing honest reviews and recommendations of products. This increases the purchasing intention of a user (M. N. Hajli, 2014).

2.3 Research Hypotheses

2.3.1 Information Quality and Online Purchase Intention

Perceived information quality referred to as the comparisons of various products online is considered to be the most beneficial element in context of online shopping (Grewal, Iyer, Krishnan, & Sharma, 2003). The value of Product and its attributes are to be investigated or examined by the consumers given by the websites (Milan, Bebbber, Toni, & Eberle, 2015). The fact which cannot be denied that the quality information reflects the service or product quality of brands, hence they have a power to influence purchase intention. Due to the fact, one can assume that perceived information quality affects the consumer buying intention (Bebber, Milan, De Toni, Eberle, & Slongo, 2017; Ghasemaghahi & Hassanein, 2019; Mohd Sam & Tahir, 2009). The websites which are equipped with quality information give opportunity to consumers to examine the attributes of product/ services thoroughly, it further helps e-vendors to make a smooth delivery and innovate something valuable to enhance the characteristics of certain product (Wei, Wang, Zhu, Xue, & Chen, 2018). Thus, it concludes that

the valuable information given by websites increase the likelihood of consumer to buy the product or at least attract them enough to buy in future. Halim, Rianto, and Hebrard (2020) stated that quality websites have the tendency to retain customers. Furthermore, Atika, Kusumawati, and Iqbal (2016), argued that information quality must include several elements such as relevant data, up to date information, well designed infrastructure, user friendly website so that it may facilitate properly and increase the buying intention of consumers.

H1: *The information quality has a significant impact on shaping online purchase intention*

2.3.2 Security & Services and Online Purchase Intention

Security may be defined as "defensive the information of transactions and clients from internal and external fraud/crook utilization" (Dhingra, Gupta, & Bhatt, 2020). It is a universal fact that people get worried and be careful when it comes to make online transaction. The reason is that they have this fear of losing their personal data. Therefore, we can say that security is a key driven factor in research domain and needs to be examined properly (Meskaran, Ismail, & Shanmugam, 2013). The concerns arise within network security makes it mandatory to be improvised so that the trust can be built-up on online systems (Indiani & Fahik, 2020).

Ling, Chai, and Piew (2010) argued that a higher level of online trust and higher assessment of website features such as payment procedures and protocols, quality information, privacy concerns are needed to be addressed in order to achieve higher traffic. The present literature attempts to recognize the safety concerns of consumers and how much it impacts on the adoption of payment. It is to be noted that most of the consumers try to find a convenient protocols and procedures of payments while doing online shopping which must be safe and secure in parallel (Chen, Hsu, & Lin, 2010). Silva, Pinho, Soares, and Sá (2019) argued that security is entirely associated with the guarantee of monetary assets as well as personal information of consumers. If there is a risk in losing monetary and confidential information than it may create hindrance in acceptance of internet (Hui, Teo, & Lee, 2007). It is recommended in one of the studies that the concerns related to security and privacy are crucial factors and play a key role in development of trust and purchase intention of online users (M. R. Thomas & Monica, 2018). Kadhiwal and Zulfiquar (2007) stated that the youth of Pakistan is highly concerned with technology usage and its security.

H2: The security and protection have a significant impact on shaping the online purchase intention

2.3.3 Website Credibility & Online Purchase Intention

For organizations, social sites or website are the key elements in terms of sharing useful information. The reason is that this useful knowledge further links with potential buyers, thereby, highlighting the website credibility (Cho et al., 2015). Credibility refers to the "consumer's evaluation of what performance is expected and what it actually performed" (Parasuraman & Grewal, 2000). The traditional concept of credibility was proposed by, he defined credibility as "fitness for a purpose".

However, as the time passing by, the concept has evolved and now it is viewed as "the ability of a product to satisfy the want and needs of consumers" (Brophy & Coulling, 1996). If it is to be viewed in terms of website credibility that it can be explained as the evaluation of online consumers of website so that their needs could be fulfilled by purchasing the product or availing the service (Aladwani & Palvia, 2002; Chang & Chen, 2008). Jeong, Oh, and Gregoire (2003), describes website credibility as "the effectiveness and efficiency of the social web site in carrying intentional messages to viewers". Previously, Bai, Law, and Wen (2008) stated that "e-sellers should focus on the quality of the website so that the customers can buy and search according to their needs."

Research done by Liao and Cheung (2002) found that in an online platform, the hopes of customers are high and they expect are transparent system so that they can enjoy the shopping. The empirical evidence shows that customer satisfaction increased by effective and efficient service which ultimately will increase the buying intention of consumer (Yang & Jun, 2002; Zhu, Mou, & Benyoucef, 2019). Various scholars stated that website credibility is the

crucial factor for e-business technique and has a significant impact on online purchase intention (Loiacono, Watson, & Goodhue, 2007). Similarly, another literature explained that website appearance is directly linked with consumers' emotions hence affecting their purchase intention (Shiekh & Aziz, 2021).

H3: Website's credibility helps to modify online purchase intention

2.3.4 Perceived Risk as a Moderator

The perceived risk is a fundamental issue to researchers because it directly affects the buying behavior of consumer in e-retail sector behaviors (Ariffin, Mohan, & Goh, 2018). The effect of risk is negative in manner when it comes to online purchase intention (Almoussa, 2011). It is obvious that consumers always experience a certain risk threat when he or she intends to shop online. Still, the perceived risk in online shopping is not completely identified due to other dominant factors. Ventre and Kolbe (2020) referred perceived risk as "an expectation of losses". According to him, the larger the expectation losses, the higher the degree of risk perceived by customer.

Research done by Lin, Featherman, Brooks, and Hajli (2019) perceived risk as negative factor in buying decision of consumer. Similarly, Samadi and Yaghoob-Nejadi (2009) defined the phenomenon as "the perception of consumer on changeable and contrary outcomes of buying a product or service." According to him the risk contains two consequential elements; indecisions and consequences. Indecisions referred to "the probability of unfavorable outcomes", whereas consequences are associated with "importance of losses (Lin et al., 2019). Another researcher argued that the changeable outcomes of consumers' belief are derive from online transactions (Kim & Park, 2013). Perceived risk plays a significant role in online purchase intention and in an online environment it is expected that consumer might perceive greater risk in comparison with physical shopping. It is stated that greater risk perceived by consumer decrease their purchase intention (Aghekyan-Simonian, Forsythe, Kwon, & Chattaraman, 2012). Iqbal, Hunjra, and Rehman (2012) stated that perceived risk factor has a greater tendency to weaken the relation of website experience and online purchase intention. It shows that risk factor minimizes the chances to shop online no matter what the quality or security given by e-vendors (Rosillo-Díaz, Blanco-Encomienda, & Crespo-Almendros, 2019).

H4: Perceived Risk plays a moderating role to predict relationship between Information quality and online purchase intention

H5: Perceived Risk plays a moderating role to predict relationship between security and protection, and online purchase intention.

H6: Perceived Risk plays a moderating role to predict the relationship between website credibility and online purchase intention.

3. Research Methodology

3.1 Methodology

This chapter covers the methodology of present study. It provides details related to research method and approaches, population, sampling technique and methods, sample size and also explain the process through which data is being collected and analyzed. The study adopted quantitative research approach because the objective of research aims to assess a pretesting theory. The questionnaire was adapted and filled by those retail consumers who prefer to shop online.

3.2 Population

The population of the study is online retail consumers of Karachi, Pakistan. But the target population of the study include Businessmen, Students, Salaried Person. The reason is to target those consumers who are the frequent users of e-commerce. Hence, the aforementioned target population includes the businessmen, student and salaried person residing in karachi and have experience of online shopping.

3.3 Sampling

The technique opted for current study was non probability sampling and it implied snowball sampling technique of non-probability to collect data from those individuals who are best suited for the study. A sample size 377 was drawn with the help of Krejcie and Morgan sample method in which confidence level and error is assumed as 95% and 5% respectively.

3.4 Measurement of Variables

The variables are tested on Likert scale, adapted from already published paper. The table given below exhibits the items and sources of adapted instrument.

Table 1: Measurement of Variables

Construct	Source	Operationalization
Information Quality	Ajay Kaushik & Potti Srinivasa (2017)	3 items
Security Service	Chen, Han & Yu (1999) Gefen (2000) Swaminathan, Lepkowska-white & Rao (1999)	12 items
Website Credibility	Ohanian's (1990)	10 items
Perceived Risk	Bianchi & Andrews (2012)	4 items
Online Purchase intention	Crespo & Bosque (2008) Lin (2007)	8 items

3.5 Data Collection

The sample size drawn for present study was 377. An electronic version of survey was distributed among participants through emails and made request to fill them out. As the sample size is 377 but author increased the participant rate to avoid any hindrance. From 380 questionnaire, 350 responses were received out of which 345 were useful and valid. The frequency rate of valid responses can be seen in table 2.

4. Data Analysis and Findings

4.1 Demographics

The purpose of the current study is to evaluate the factors which influences the purchase intention of consumer in online retail sector, Thus, the demographic profile includes gender, age, income and experience of online shopping. The following table depicts the percentages and frequency of respondent with respect to age, income, experience, income level and gender.

Table 2: Respondent Profile

Summary of Respondents	Frequency	Percentage
Gender		
Male	129	37.39%
Female	186	53.9%
Prefer not to say	30	8.6%
Age		
22-32	200	57.97%
33-43	130	37.68%
43-onwards	15	4.3%
Income level		
20,000-30,000	160	46.37%
31,000-40,000	145	42.02%
41,000-50,000	25	7.2%
Above 50,000	15	4.3%
Experience of Online Shopping		
0-1 Years	80	4.34%
2-4 Years	250	72.46%
5- onwards	15	4.347%

4.2 Data analysis approach

To study and evaluate the conceptual model, Smart PLS is used which often use in the studies and researches related to management (Henseler, Ringle, & Sarstedt, 2015). Ringle, Sarstedt, Mitchell, and Gudergan (2020) indicated in literature that PLS is used by researchers when data sample is small in size. Furthermore, it is more suitable to have more accurate and confined results.

4.3 Measurement model

4.3.1 Reliability

The stability of measures in a survey is ensured by assessing its internal consistency. This assessment confirms the reliability of survey and ensures the model is reliable. There are number of methods available to test the internal consistency of questionnaire. Since, the present study used smart PLS method, composite reliability and chronbach alpha tests were performed for assessing model. The results of composite reliability can be seen in Table 3 which indicates that all the construct items' value is more than 0.7 which means all the values has an acceptable rate. Similarly, the values of chron bach alpha are also satisfactory as they are greater than 0.6.

4.3.2 Validity

To examine the validity of the questionnaire, average variance extracted (AVE) parameter was used in the study. Table 3 of study depicts that AVE of all constructs is greater than 0.5 which indicates that the instrument used for the study was valid and achieved the criteria.

Table 3: Construct Reliability & Validity

Constructs	Cronbach's Alpha	CR	AVE
OPI	0.762	0.840	0.516
IQ	0.790	0.878	0.707
SS	0.882	0.927	0.809
WC	0.801	0.869	0.625
PR	0.685	0.809	0.590

4.3.3 Structural Model

To test the proposed hypothesis, a bootstrap technique in Smart PLS was used. Gefen, Straub, and Boudreau (2000) recommended that t-values should be above 1.96 to support a hypothesis with 0.05 significant levels. The summarized results of the proposed hypotheses are described in table 4.

Table 4: Path Coefficients

	Coefficient	t-value	p-value
IQ -> OPI	0.203	4.222	0.000
SS -> OPI	0.057	1.713	0.044
WC -> OPI	0.096	0.587	0.557
IQPR Mod -> OPI	0.359	1.093	0.065
SSPR Mod -> OPI	-0.186	2.512	0.012
WCPR Mod -> OPI	-0.267	3.006	0.003

In order to check the statistical significance of construct path coefficients, bootstrapping was performed. From table 4 estimation results can be gauged. The results indicate that Information quality and online purchase intention share a positive association as the p-value is less than 0.05. The p-value of security service also indicates a positive correlation with online purchase intention. However, no association could be found between website credibility and online purchase intention as the p-value crosses the threshold.

4.3.4 Moderating Effect

To investigate the moderating impact of Perceived risk on the relationship between website experiences factor and online purchase intention. three moderated hypotheses were proposed and tested. The two-stage PLS is recommended for moderation effect(Henseler & Chin, 2010) . The moderating variable (Perceived Risk) and latent variables (Information Quality, Security Services, Website Credibility) were taken as the independent variable. The moderation effect of each hypothesis was analyzed separately. The result of the moderation analysis is described in Table 5.

The result shown in table 5 describes social security and website credibility relationship with online purchase intention is perfectly moderated by perceived risk in a negative manner. hence showing the more the risk exists, the less the relationship exists between the constructs.

However, the relationship between information quality and online purchase intention is not moderated by perceived risk. This shows that the relationship between constructs doesn't get affected in the presence of perceived risk

Table 5: Hypotheses Testing

Hypotheses	Hypothesized Relationship	Decision
H1	IQ ->OPI	Supported H1
H2	SS ->OPI	Supported H2
H3	WC ->OPI	Not supported H3
H5	IQPR Mod ->OPI	Not Supported H5
H6	SSPR Mod ->OPI	Supported H6
H7	WCPR Mod ->OPI	Support H7

5. Conclusion

The main purpose of the study was to analyze whether website experience factors vary the purchase intention of consumers in the context of the retail industry. The study model highlighted three different website experiences factors and their association with online purchase intention. The study also highlights the moderating effect of perceived risk on the relationship between constructs. The finding of this research shows that the overall model is significant, hence proving the consistency with previous research (Abrazhevich, 2004; Adeola et al., 2020; Aggarwal & Rahul, 2017; Al-Jaafreh, 2020; Brucks, Zeithaml, & Naylor, 2000; Chiu, Wang, Fang, & Huang, 2014; Kadhiwal & Zulfiquar, 2007; Loiacono et al., 2007).

The TPB model in the context of online purchase intention provides theoretical support in order to assess its value and role in the website experience. The no significant relationship between website credibility and online purchase intention implicates that sometimes users just evaluate the quality information and relies on security. If they find insurance in this regard, then they may not investigate further to check the credibility. Moreover, it has also been observed that the lack of information regarding the concept in Pakistan also makes user less curious and therefore, they may not be bother about it. At times, the positive ratings and referrals of particular brand on social networking sites also might be enough to make the decision abruptly and convert the purchase intention in to actual purchase (N. Hajli, 2015)

This research helps the marketing professionals working at all levels whose goal is to maximize the online sales and performance of the organizations by serving their customers successfully, the study would help predict the consumer behavior and thereby consider the aspects that might be considered failures for all the stakeholders involved in online purchase. Once managed effectively, the financial performance of online retailers will raise.

In Pakistan, the service sector is growing rapidly and among others, it is due to the role of its major player i.e., the retail sector. If we manage to consider the importance of different factors, we will be able to design and develop websites that offer the desired response from online consumers. At the moment there is inconsistent delivery of service by the service providers. Therefore, as mentioned in the above problem statement, the major contribution of this research would be to guide the online businesses and the persons involved in running them, to deal with online consumers by engaging them, making their interest in each task, and using their online purchasing power positively towards boosting the online retail sales.

This research may be the start of the thought-provoking debate in the Pakistani online retail sector asking the question whether or not the website experience can have a relationship with online purchases. And how significant are the roles of perceived risk, social media in determining the said relationship in the small yet increasingly expanding and evolving Pakistani e-retail sector.

This study provides the authenticity or seek the information to resolve the basic enigma behind that. This research will enhance the knowledge of consumer behavior and in addition may help build the strategies by the practitioners and academics in transforming the Pakistani e-retail sector in particular and overall, a developing economy in general. The extraction of the moderating role would help marketers and management of current and new entrants to

understand and effectively manage the danger of perceived risk and can utilize social media to ensure the level of customer experience for the website. Last but not the least; based on the currently available statistical data; the study might consider developing a scientific model or a framework in setting the right direction for the businesses or the economies interested in transforming their future growth through online purchase intention.

6. Limitations and Future Research

The current study highlighted numerous contributions related to website experience and online purchase intention, however, the study contains several limitations as well. The first limitation is using the cross-sectional design as the data was collected from the e-retail sector. The adopted instrument was based on closed-end items to examine the relationship. Moreover, items in the adapted instrument used a five-point Likert scale. The study also used convenience sampling due to the easy accessibility of participants. As the focus of the study was mainly Karachi population, hence other regions were excluded.

With some limitation, several recommendations have also been offered to provide aid in studies related to purchase intention literature. It is recommended to use probability sampling technique to gauge focused results. The role of mediator can also be added in order to examine the indirect relationship between variables and add crucial knowledge to literature.

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