Impact of Efficient Logistics and E-WOM regarding Online Purchase Intentions of University Students in Karachi

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Abstract. The study aimed to determine relationship among trustworthiness, reverse logistics, relevance, quality, timeliness and customers purchase intention. The online outline had been scattered to 15 universities in Pakistan with electronic long range informal communication framework and email. The study samples were Pakistanis who were general online purchasers. The selected respondents were online buyers who usually did shopping online in Pakistan. The respondents were from different universities from Karachi which included students from various faculties. Information was used factual procedures of variable investigation, relapse and connection. The factual system was used SPSS programme. The descriptive analysis was used to analyse statistical research. Meanwhile, total of 200 different questionnaires were presented to target population. The result showed reverse logistics, trustworthiness and timeliness had significant influenced on buyer purchase intension. Besides, quality and relevance had no significant with buyers purchase intention. The substantial investment is needed by policy makers to ensure that reverse logistics is developed in an effective manner.

1. INTRODUCTION
The pleasing means chase around the general open for searching for suppositions about any affiliation or thing is depicted as verbal. In the time individuals around the globe are turning upward to web based shopping in light of their feverish calendars and they favour internet shopping [1]. This pattern resulted several organizations are beginning and giving internet acquiring alternative without the existence of many shops as a general rule and it has given customer different choices in form and contraptions industry [1]. There are some disconnected customers who want to go to shopping centers and do shopping since they accept this open door to shop as a trip with friends and family.

The malls are awesome cases of this reality where one can see individuals appreciating and shopping in the meantime because of the basic certainty that huge brands are there with wonderful air so a few people are additionally eager to appreciate that moreover [2]. Furthermore, their bustling ways of life and frenzied calendars individuals think that it’s hard to try and accept this open door of shopping so admire innovation since it has given them opportunity however on the other hand it likewise has some of its own plausible obstructions.

The uncertainty sensations are a standout amongst the most imperative marvels for the internet shopping brands and shops since this uncertainty sensation peril prompts to the reducing of inclinations [3]. This attitude illuminated the response such as carriage peril or danger, fulfilment danger and devotion danger. This sort of thing lead to the uncertainty marvels in the buyers to buy online due less demanding approach to shop without covering separation and going physically yet consider the danger of as a result of mentality.
Due to the human furious way of life there is the inconvenience come transversely over to concentrate some individual time notwithstanding for the dire thing and trade on the commence of thing ambiguity and thing determinations [2]. In any case, rise in innovation made this thing return and trade much less complex then going by yet this easy to understand prepare has reduced certain risks. A review expounds the impact of peril on association between treatment of things return and client dedication [2]. Moreover, clearly effective limit and coordination execution in internet business which smooth treatment of things return and conveying high administration in thing return procedure to clients are the genuine drivers of consumer loyalty, client dedication and client maintenance.

Purchasing goals of buyers or utilization administration utilization is solidly impacted by the term informal [4]. The essential part that persuades the client more towards is the authenticity of others [5]. The ability to buy the objective on obtaining/purchasing a thing or utilization of administration is solidly impacted and characterized by overhearing people's conversations [6].

In Pakistani setting, most by a wide margin of the customers are the contingent customers especially for electronic shopping [6]. This truth is the clear illumination that isolated customers are more prominent when contrasted with associated customers in perspective of the danger of transport, quality and trust. These dangers are under the umbrella of peril and trust which is the helper and are an immediate consequence of the unwillingness to satisfy change. These inclinations acknowledge fundamental part in making the entire risk and another reason of unwillingness to satisfy change is the absence in the customers has a place with old examinations [6].

In Pakistan there is need of exploring on the Pakistani customer's animosity for web shopping rather than disengaged shopping [6]. This reluctance occurs in perspective of danger section which prompts trademark limitation under customer's buy inclines which is on an exceptionally essential level adequately showed off kilter. One of the key drivers saw recalling a definitive goal to shop separated as opposed to online in is seen danger which touchier worries at the customer’s end [6]. The study aimed to determine relationship among trustworthiness, reverse logistics, relevance, quality, timeliness and customers purchase intention.

2. METHODOLOGY
The specialist was utilized quantitative technique to determine the relationship between timeliness, relevance, reverse logistics, trustworthiness, quality and consumer’s purchase intention. The online outline had been scattered to 15 universities in Pakistan with electronic long range informal communication framework and email. The study samples were Pakistanis who were general online purchasers.

The selected respondents were online buyers who usually did shopping online in Pakistan. The respondents were from different universities from Karachi which included students from various faculties. The examining strategy was non-likelihood examining technique. The standard sampling was non-likelihood inspecting which utilized in this specific review.

The questionnaire survey was piloted in several areas in Pakistan. The samples were focused on online buyers who were aged between 20 years old and 40 years old. Meanwhile, total of 200 different questionnaires were distributed to target population. Information handling was method of information arrangement of checking, altering, coding, and interpreting and indicated any extraordinary or uncommon treatment information. Information was used factual procedures of variable investigation, relapse and connection. This factual system was used SPSS program.

The descriptive analysis was used to analyze statistical research. This analysis involved the frequencies evaluation with respect o the responses that were generated with respect to a particular variable. Pearson’s correspondence was used to measure straight relationship between autonomous and indigent variables.
3. RESULT AND DISCUSSION

3.1. Result
The reliability analysis indicated that the record which had gathered for study was reliable as the value of Cronbach Alpha was 0.9.

Table 1. Reliability analysis.

| Cronbach’s Alpha | N of items |
|------------------|------------|
| 0.933            | 30         |

The first part of demographic analysis was related to scrutiny of the gender of the respondents that were part of this study. In Table 2, there were 137 respondents (68.5%) were males and 63 respondents (31.5%).

Table 2. Respondent gender.

| Frequency | Percentage | Valid percentage | Cumulative percentage |
|-----------|------------|------------------|-----------------------|
| Male      | 137        | 68.5             | 68.5                  |
| Female    | 63         | 31.5             | 100.0                 |
| Total     | 200        | 100.0            | 100.0                 |

The second part of demographic analysis was related to respondent academic qualification. In Table 3, there were 56 respondents (28%) were undergraduate and 52 respondents (26%) had master degree. There were 47 respondents (23.5%) had bachelors and 45 respondents (22.5%) had PhD.

Table 3. Respondent academic qualification.

| Frequency | Percentage | Valid percentage | Cumulative percentage |
|-----------|------------|------------------|-----------------------|
| Bachelors | 47         | 23.5             | 23.5                  |
| Masters   | 52         | 26.0             | 49.5                  |
| Undergraduate | 56 | 28.0             | 77.5                  |
| PhD       | 45         | 22.5             | 100.0                 |
| Total     | 200        | 100.0            | 100.0                 |

The third part of demographic analysis was related on respondent age. In Table 4, there were 78 respondents (39%) aged between 20 years old and 24 years old and 61 respondents (30.5%) were aged between 25 years old and 30 years old. Meanwhile, 61 respondents (30.5%) were aged more than 30 years old.

Table 4. Respondent academic qualification.

| Frequency | Percentage | Valid percentage | Cumulative percentage |
|-----------|------------|------------------|-----------------------|
| 20-24     | 78         | 39.0             | 39.0                  |
| 25-30     | 61         | 30.5             | 69.5                  |
| 30 and above | 61 | 30.5             | 100.0                 |
| Total     | 200        | 100.0            | 100.0                 |

Table 5. Regression analysis.

| Model            | B      | Std. Error | Standardized coefficient | t     | Sig.  |
|------------------|--------|------------|--------------------------|-------|-------|
| (Constant)       | 0.465  | 0.276      |                          | 1.683 | 0.094 |
| Reverse logistics| 0.331  | 0.066      | 0.297                    | 5.047 | 0.000 |
| Quality          | 0.037  | 0.033      | 0.033                    | 0.512 | 0.609 |
| Trustworthiness  | 0.240  | 0.066      | 0.270                    | 3.620 | 0.000 |
| Relevance        | 0.056  | 0.056      | 0.056                    | 0.702 | 0.483 |
| Timeliness       | 0.240  | 0.266      |                          | 3.823 | 0.000 |

The result had been presented through regression analysis application indicated that factors of reverse logistics, trustworthiness and timeless were found significant impact on the purchase intention of the customers. The summary of the assessment of the hypothesis had been presented in Table 6.
Table 6. Hypothesis assessment summary.

| Hypothesis                                           | Status  |
|------------------------------------------------------|---------|
| Trustworthiness had impact on consumer purchase intention | Accepted|
| Reverse logistics had an impact on consumer purchase intention | Accepted|
| Timeliness had an impact on consumer purchase intention | Accepted|
| Quality had an impact on consumer purchase intention   | Rejected|
| Relevance had an impact on consumer purchase intention | Rejected|

The rationale for accepted hypothesis of reverse logistics, timeliness and trustworthiness was related to the fact that customers provided great value toward services and the sources through which the products were delivered to the customers. Therefore, the factors such as reverse logistics, timeliness and trustworthiness had encouraged effect on the purchase intention of the buyers.

Besides, the rationale behind the hypotheses related to quality and relevance was due to the fact that customers provided more value to the services, convenience and the ways in which these products were delivered to the customer rather than worried on the actual quality. Therefore, the hypotheses related to quality and relevance had been rejected.

3.2. Discussion

The hypotheses were developed on the basis of the identification of the impact of quality, timeliness, trustworthiness, reverse logistics and relevance on the purchase intention of the buyers. However, the analysis that was undertaken in this respect indicated that reverse logistics, trustworthiness of the services along with timeliness had significant impact on reverse logistics; whereas, the variables of quality and relevance were not found to be significantly associated with the purchase intention of the buyers. The reverse logistics plays an important part in transferring of goods back to their origin in case of need [7].

The issue of timeliness illustrated that customer provide great value to the convenience with which goods are provided [8]. The convenience to the customers was considered as one of the primary sources through which organizations achieved competitive advantage. Similarly, the element of trustworthiness in electronic word of mouth shows a significant role in enhancing the trust and confidence of the customers while purchasing products.

4. CONCLUSION

In conclusions, reverse logistics, trustworthiness and timeliness had significant influenced on buyer purchase intention. Besides, quality and relevance had no significant with buyers purchase intention. The substantial investment is required by policy makers to ensure that reverse logistics is developed in an effective manner. Moreover, information technology is used in an effective manner to ensure that the electronic word of mouth is being carried out in an appropriate manner.

ACKNOWLEDGMENTS

I would like to thank to all respondents for unconditional support.

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