Role of Young Consumers' Perception in Purchase Intention Mediated by Attitude Towards Online Shopping

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This study examines the factors influencing an inclination of young customers in Pakistan to buy things online. Pakistan, a developing country with a significant number of young consumers, faces issues related to limited internet access and the variety of online information sources. Understanding the factors that affect purchase intentions and the importance of consumer perception is crucial for online retailers to successfully market their platforms and convert awareness into actual purchases. Information was collected from internet users in particular areas of Pakistan, such as Sukkur, Larkana, Hyderabad, and Mirpur Khas. Data was collected using a structured questionnaire. Statistical methods like descriptive statistics, correlation analysis, regression analysis, and Structural Equation Modelling were used to analyze the data and evaluate the study hypotheses. The study shows that the attitude of young customers towards internet shopping acts as a mediator between their perception and purchasing intentions. The questionnaire consisted of 57 items covering characteristics including Purchase Intention, Fashion Involvement, Price Consciousness, Value Consciousness, Past Experience (PE), and Attitude. The results show strong connections between variables, confirming six hypotheses and refuting three others.

1. Introduction

The relationship between how young consumers view products and their willingness to buy them, influenced by their opinions on internet shopping, is a significant subject in consumer behaviour and marketing studies. Understanding the factors that influence young consumers' purchase intentions is crucial for businesses looking to engage this important consumer group due to the rapid growth of e-commerce and the increasing use of online platforms for buying. Perception is a fundamental factor in influencing consumers' attitudes and behaviors.

Perception, according to Kotler and Armstrong (2021) is the process through which individuals choose, arrange, and analyze information to create a coherent understanding of the world. Youth's perspective of online buying involves their subjective evaluation and interpretation of different aspects related to the online purchasing experience, including product quality, website usability, and security, convenience, and customer service. Attitude towards online purchasing refers to individuals' general evaluation or tendency to participate in online shopping activities. Various elements such as perceived rewards, hazards, trust, and societal norms impact this attitude (Kim & Kim, 2017).

Venkatesh et al. (2012) emphasized the importance of consumers' attitude towards online shopping as a crucial factor in predicting their purchase intention, indicating the probability of future purchases. The mediating function of attitude towards online shopping indicates that young consumers' views on many aspects of online shopping affect their willingness to participate in these activities, ultimately affecting their intention to make purchases. It is essential for marketers and businesses to comprehend the mechanisms and specific aspects that influence the relationship in order to develop effective strategies and interventions to increase young consumers' intention to purchase online. Numerous aspects have been examined in the past in relation to young customers' attitudes, perceptions, and intentions about internet purchasing.

The elements encompass website design, trust and security, product information, social impact, and personal innovativeness. Additional research is required to fully grasp the impact of young customers' perception on purchase intention through their attitude towards online shopping. This study intends to enhance the current literature by analyzing the particular aspects of young customers' perspective that impact their attitude towards online shopping and their intention to make a purchase. This research will provide significant insights for marketers and businesses to successfully target and engage young customers in online buying by identifying critical characteristics and their interrelationships. E-commerce progress has led to the rise of social commerce on digital platforms. Online platforms, including social networks, allow users to generate, distribute, and trade content. A social network service enables users to establish profiles and interact with friends and family by sharing information, as stated by Tan Pei Kian & Goh Hong Help (2017).

1.1 Background of the Study

E-commerce's exponential rise has significantly altered the shopping behaviors of customers, especially among the younger age group. Online purchasing has become increasingly popular due to its exceptional convenience and accessibility. Understanding the elements that influence the purchasing intents and attitudes of young consumers towards online shopping is crucial for businesses and marketers in Sindh, Pakistan. This study aims to investigate how young consumers' beliefs influence their purchasing intentions, specifically focusing on their attitude towards online shopping as a mediating factor. Perception, in this sense, is the cognitive process through which individuals evaluate and extract meaning from the information in their surroundings.

Young customers' impression greatly influences their tendency to make purchases in the area of internet shopping. Previous studies have shown how consumers' views on different aspects of online shopping influence their likelihood of making a purchase. Product quality, affordability, convenience, security, and trust are seen as significant factors influencing consumer behavior (Kim & Lennon, 2013; Suh & Han, 2002). Further investigation is required to examine how perceptions influence attitudes towards online shopping and impact purchase intentions, especially among young customers in the evolving market of Sindh, Pakistan.

The current study aims to investigate the complex interaction between the viewpoints of young customers, their attitudes towards purchasing via the internet, and their intents to make purchases. Understanding these relationships allows companies and advertising agencies to gain helpful knowledge to customize their tactics or products and effectively connect with and meet the growing online shopping habits of young people in Sindh, Pakistan.The precise influence of these beliefs on intentions to buy among young customers in Sindh, Pakistan, has not been thoroughly investigated. Attitude towards online shopping pertains to consumers' general evaluation and emotional response to the online shopping process. It includes elements including perceived enjoyment, perceived utility, and perceived risk (Liang & Huang, 1998).

Young customers' attitudes towards internet shopping mediate the relationship among their views and purchasing intentions. Positive perceptions of online shopping typically enhance the likelihood of making a purchase, whilst negative perceptions can hinder it. Studying how attitude towards online shopping mediates the relationship between young consumers' perceptions and their purchase intentions provides a more profound insight into their link. Sindh, which is the second most populous province in Pakistan, has a significant number of youthful buyers who are continually adopting internet shopping. The province has seen substantial advancements in internet infrastructure and e-commerce platforms, leading to a rise in online buying activity. Studying on the perceptions and buying intentions of young consumers in Sindh is scarce.

Conducting this study in Sindh would provide important insights into the factors that influence online purchase behavior among young customers in the region. E-commerce's quick growth has boosted the attractiveness of online buying, particularly among young consumers.

Understanding the factors that influence young consumers' decision to buy products online is essential for companies to create successful marketing plans. This study intends to investigate how young customers' beliefs influence their purchasing intentions, focusing on how their attitude towards online shopping mediates this relationship. The present research focuses on how young customers' perceptions of internet shopping impact their buying intentions. What are the main factors affecting young consumers' views that influence their intention to make purchases in the online buying environment? How does the attitude towards internet shopping affect the connection between young consumers' impressions and their intents to make a purchase? Do certain demographic or psychographic aspects influence the connection between perception, attitude, and purchase intentions of young consumers in the online shopping setting? The results of this research will help companies customize their advertising strategies in order to effectively draw in and keep young consumers in online purchasing by explaining the factors influencing their decision to buy.

1.2 Problem Statement

Due to the rapid expansion of e-commerce, online shopping has become increasingly popular, particularly among younger consumers. It is crucial for firms to comprehend the elements influencing young consumers' purchasing intentions in online shopping to develop successful marketing strategies. This study aims to investigate how young customers' beliefs impact their intentions to buy, focusing on how their attitude towards online shopping acts as a mediator in this process. Important questions to consider are: How does the impression of online shopping by young consumers influence their intentions to make a purchase? What are the key features of young consumers' perceptions that influence their purchasing intentions in the online buying environment? How does the attitude towards internet shopping act as a mediator in the relationship between young consumers' perceptions and their purchasing intentions?

Do certain demographic or psychographic aspects influence the connection between perception, attitude, and purchase intentions in young consumers within the online shopping sector? The present research intends to offer significant insights into the fundamental mechanisms that influence young consumers' purchasing intentions in online shopping by answering these types of questions. These conclusions will assist companies customize their advertising strategies to efficiently reach and attract youngsters in the marketplace on the internet.

1.3 Significance of Study

The importance of how young customers view things in influencing their decision to buy, which is influenced by their mindset regarding online buying, is emphasized by the growing popularity and importance of e-commerce in the modern business climate. The significant increase in online purchasing worldwide has even reached regions like Sindh, Pakistan. Understanding the factors that impact young customers' desire to purchase online is crucial for businesses and marketers to effectively target this group and customize campaigns to match their preferences. A study by Hussain et al. (2020) emphasized that online purchasing is more popular in emerging economies such as Pakistan, particularly among young consumers. Thus, comprehending the

elements that influence the purchase intention of young consumers in the online buying environment is crucial for firms seeking success in the digital marketplace. Khan, Khan, and Ahmed (2021) state that young consumers in Sindh, Pakistan are seen as a profitable target market for internet retailers.Businesses must comprehend the way young customers feel about online shopping in order to develop effective marketing campaigns, improve client happiness, and ultimately boost sales and profitability.

Studying how young consumers' perceptions and attitudes towards online shopping influence their purchase intentions can provide valuable insights into the factors that affect the online purchasing behavior of young consumers in Sindh, Pakistan. This information can be used to shape marketing tactics, direct product development projects, and enhance customer relationship management endeavors, enabling firms to effectively meet the tastes and requirements of this specific consumer group.

1.4 Scope of Study

The focus of the study will be on youthful consumers who actively engage in online buying, often around the ages of 18 and 35. The choice of this specific demographic is based on their increasing reliance on online platforms for shopping and their potential as a significant market segment.

Geographical Focus: The research will be conducted in a specific geographic area or country to provide insights customized to that region. Factors including data accessibility, cultural context, and the popularity of online purchasing among young customers will impact the selection in the area covered.

1.5 Objectives of the Study

The study aims to examine how young customers' perception influences their purchasing intention through their attitude towards internet shopping:

- To examine the influence of young consumers' perception of online shopping on their purchase intention.
- To identify the key dimensions of young consumers' perception that affect their purchase intention in the context of online shopping.
- To investigate the mediating role of attitude towards online shopping in the relationship between young consumers' perception and purchase intention.
- To explore the specific demographic or psychographic factors that may moderate the relationship between perception, attitude, and purchase intention of young consumers in the online shopping environment.
- To provide valuable insights and actionable recommendations for businesses and marketers to develop effective strategies to target and engage young consumers in the online marketplace.

- To contribute to the existing body of knowledge on consumer behavior in the context of online shopping, particularly among young consumers.
- To enhance understanding of the underlying mechanisms that drive young consumers' purchase intention by considering the role of perception and attitude towards online shopping.

1.6 Research Questions

- What are the factors that contribute to young consumers' perception of online shopping?
- How does young consumers' perception of online shopping influence their purchase intention?
- What are the key dimensions of young consumers' perception that significantly impact their purchase intention in the context of online shopping?
- How does the attitude towards online shopping mediate the relationship between young consumers' perception and purchase intention?
- To what extent does attitude towards online shopping mediate the relationship between different dimensions of young consumers' perception and purchase intention?
- Are there any differences in the mediating effect of attitude towards online shopping based on demographic factors such as gender, age, or income level?
- How do specific demographic or psychographic factors moderate the relationship between young consumers' perception, attitude, and purchase intention in the online shopping environment?
- What are the underlying motivations and mechanisms that explain the relationship between young consumers' perception, attitude, and purchase intention in the context of online shopping?
- How do trust, perceived convenience, perceived risk, and perceived value influence young consumers' perception, attitude, and purchase intention in online shopping?

How can businesses and marketers leverage young consumers' perception and attitude towards online shopping to enhance their purchase intention and overall engagement in the online marketplace?

1.7 Research Gap

There is a need for more focused and context-specific studies on the role of young consumers' perception in purchase intention, specifically in the Sindh region of Pakistan, within the issue of attitude towards online shopping. Although there is current research on internet purchasing behavior and customer views, there is a lack of studies that explicitly investigate the attitudes and perspectives of young consumers in Sindh. The lack of study in this area highlights the need for empirical studies that thoroughly investigate the distinct cultural, social, and economic elements that impact the online buying behavior of young customers in this specific location.

According to Baloch et al. (2021), there is a lack of studies that particularly examine the online buying behavior and consumer views of young customers in Sindh, Pakistan, despite the increasing amount of research in this area. There is a need for more studies that focus on the unique environment and take into account the cultural and socio-economic elements that affect the attitudes of young customers in this region towards internet shopping. In addition, Khan, Khan, and Ahmed (2021) argue that although there is a significant amount of research on online buying behavior, there is a lack of knowledge regarding the attitudes and perspectives of young customers in Sindh, Pakistan. Additional empirical investigations are required to address this study gap and provide insight into the precise elements that influence the purchase intentions and attitudes of young consumers towards online shopping in this region.

2. Variables of the Study

"Purchase intention" is a motivating factor that drives clients to buy goods and services, as defined by Hawkins and Mothersbaugh (2010). Marketers often study consumer behavior by examining their intents, as suggested by Blackwell et al. (2006) and Ghalandari and Norouzi (2012). Kim and Pysarchik (2000) showed a significant link between these two factors. They believe that purchase intention can be used as an alternative measure to evaluate consumer purchasing behavior. Consumers' desire to act has been a key focus in influential theories like the Theory of Planned Behavior (TPB). Customer behavior intentions are seen as predictors of the final purchase choice, making them important to control (Zeithamal et al., 1996). The purpose of the purchase is the buyer's expectation of which brand to buy. Previous theories before the internet era emphasized connections to specific behaviors (Ajzen, 2005). Hellier et al. (2003) investigated how service quality, value, esteem, customer loyalty, prior loyalty, predicted transaction costs, and brand choice affect customer purchase expectations. Perea et al. (2004) suggested that customers' intention to shop online and their actual online purchasing behavior are influenced by elements beyond only usability and pleasure. Various external factors, including customer traits, situational elements, item characteristics, past online shopping experience, and trust, are also important. Consumers' intention to participate in transactions via the internet significantly predicts their actual engagement in online purchasing, as proposed by the Theory of Planned Behavior and the Technology Acceptance Model (Kim et al., 2009).

2.1 Financial Risk

Consumers may have concerns about the product not matching their expectations or perceiving it as overly pricey (Jacoby and Kaplan, 1972).Time loss risk refers to the notion that users have spent an excessive amount of time on a social network page (Curras-perez et al., 2013).Psychological risk: The experience of anxiety that emerges from a lack of knowledge on how to effectively participate in a social network (Curras-perez et al., 2013).Social risk refers to the perception of users that people whose opinions they value consider it unwise or incorrect to engage in a social network (Curras-perez et al., 2013).

2.2 Attitudes

Consumers' perspectives on buying items online are influenced by their evaluations of the product, assessments of the purchase process, and self-evaluations regarding online products (Burton et al., 1998). Deepak Chawla and Himanshu Joshi (2017) state that Kassim and Ramayah (2015) define disposition as an individual's tendency to make an effort in carrying out particular behaviors. The functionality of a system is contingent upon the views of its users. If users do not have confidence in the system and its information, their behavior towards the system may become unfavorable (Pikkarainen et al., 2004).

As per the Theory of Reasoned Action (TRA) defined by Fishbein and Ajzen (1975), attitude can be established based on behavior, which refers to an individual's favorable or unfavorable emotions towards an action aimed at achieving a particular objective. In the Technology Acceptance Model (TAM) developed by Davis (1989), Behavioral Intention (BI) can be elucidated through a cognitive perspective. According to Ajzen (1985), behavior can be explained by the interaction of social perception and behavior control, with social perception being impacted by the inclination to act.

2.3 Fashion Involvement

Fashion Involvement refers to the perceived importance that customers attach to fashion products.It is determined by the combined influence of different fundamental activities associated to fashion. The activities encompassed in this study are 1) the ability to innovate in fashion and make timely purchases, 2) interpersonal communication related to fashion, 3) interest in fashion, 4) knowledge about fashion, and 5) awareness of fashion and the ability to adapt to changing fashion trends (Tigert et al., 1976).

According to Gupta et al. (2019), fashion is greatly impacted by political, financial, and social trends (Hede'n & McAndrew 2006). Swiftly developing trends supplant the outdated, providing a feeling of freshness, distinctiveness, and promptness. Fashion, which is separate from passing fads, reflects the unique personalities of individuals as they evolve, conforming to the wearer's personal choices. Contrary to passing fads, fashion is not obligated to react to the most recent trends; it aligns more closely with personal significance, mirroring one's temperament and way of life. Similar to the concept of slow fashion, style in this context is determined by quality rather than temporary trends or quantity (Watson & Yan 2013).

Figure No 1: Research Model
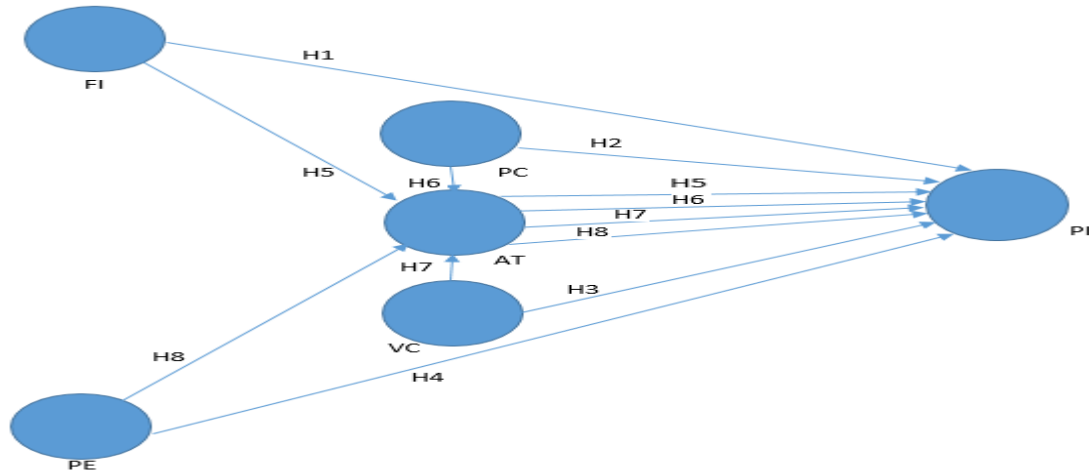
Furthermore, both style and fashion trends have the ability to impact many consumer behaviours. For example, a fashionable consumer may have a preference for gowns in soft, light colours, since both the clothing and the shades complement her style and individual preferences.

2.4 Hypothesis Formulation

H1   Fashion Involvement (FI) positively and significantly related with Purchase Intension (PI).

H2   Price Consciousness (PC) positively and significantly related with Purchase Intension (PI).

H3   Value Consciousness (VC) positively and significantly related with Purchase Intension (PI).

H4   Past Experience (PE) positively and significantly related with Purchase Intension (PI).

H5   Fashion Involvement (FI) positively and significantly related with Purchase Intension (PI) mediated by Attitude (AT).

H6   Price Consciousness (PC) positively and significantly related with Purchase Intension (PI) mediated by Attitude (AT).

H7   Value Consciousness (VC) positively and significantly related with Purchase Intension (PI) mediated by Attitude (AT).

H8   Past Experience (PE) positively and significantly related with Purchase Intension (PI) mediated by Attitude (AT).

2.5 Review of Literature

Online shopping has gained significant popularity among young consumers worldwide, notably in the Sindh province of Pakistan. Understanding the elements that shape the purchasing intents of young customers in the online buying environment is crucial for businesses and marketers. This knowledge allows them to effectively target this group and customize their strategies accordingly. Prior studies have explored the complex connections among the

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perceptions, attitudes, and intentions of young customers in the context of online shopping. Hussain, Hussain, and Kazmi (2020) did a study on Pakistani consumers, where they examined the many elements that affect people's propensity to make purchases on e-commerce platforms. Meanwhile, Khan, Khan, and Ahmed (2021) focused specifically on young customers in Sindh, Pakistan, examining the influence of their opinions on online buying behavior. Their findings emphasized the crucial requirement to understand the distinct elements influencing the attitudes and intents of young consumers when it comes to purchasing in this particular region. In their study, Niranjan and Balakrishnan (2018) examined how the online shopping experience affects satisfaction and purchase intention among young consumers in Malaysia.

They emphasized the importance of a positive online shopping experience in increasing consumer satisfaction and motivating purchase intentions. Although previous studies have investigated the perceptions, attitudes, and purchase intentions of young customers in online shopping, there is a lack of study specifically focused on the context of Sindh, Pakistan. Future research might prioritize examining the cultural, social, and economic influences that shape the views and attitudes of young consumers regarding internet purchasing in this specific area. Essentially, previous studies have revealed the relationship between how young consumers perceive things and their propensity to buy, which is influenced by their attitude towards online shopping. Nevertheless, there is an urgent want for further focused research conducted in the specific setting of Sindh, Pakistan, in order to get a detailed comprehension of the variables that impact the online buying behavior of young customers.

3. Methodology

Quantitative methodology is the preferred approach in the field of flow research. Academic publications often use quantitative review approaches to assess the validity or invalidity of hypotheses based on mathematical data (Khalil and Kabir, 2014). This methodological approach is very suitable for sociological research because to its ability to produce accurate results, particularly in identifying causal linkages. The choice of this approach is reinforced by its precision and effectiveness in analyzing cause-and-effect connections (Cassel & Symon, 2004).The present version includes a cross-sectional design. A cross-sectional study is a research method that involves collecting data from multiple variables simultaneously, making it particularly suitable for social sciences that aim to establish causal correlations (Cassel & Symon, 2004).

3.1 Research Design

Study design is a structured framework created within a study plan to systematically investigate and discover solutions to specific queries, as supported by the findings of that arrangement (Cooper and Schindler, 2001). This study has created the following research design.

3.2 Sampling Design

The population in each study is defined as the broader group that a researcher aims to investigate (Collins et al., 2000). They also propose that the intended assembly should be regarded as the target population in a specific study, and their responses are the subject of examination. In

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this study, the population consists of young online consumers from various universities, banks, and other departments in Sindh, Pakistan, encompassing all five divisions of Sindh for the sake of respondent convenience and relevance.

3.3 Quantitative Method

The most suitable and only strategy for this investigation is the quantitative approach, which seeks to gather data from a significant number of participants in order to quantify and validate the Online Shopper Purchase Intention model that was built in previous research. A quantitative methodology is considered appropriate for this study as it investigates the effects of specific factors and analyses how the independent factors (Fashion Association, Cost Awareness, Value Awareness, and Past Experiences) and mediating factor (attitude) influence the dependent variable (Purchase Intention)...Empty text. Another reason for choosing this method is the utilization of statistical methods for data analysis, which involves the use of tables and charts. The purpose of this study is to assess the correlation between the criteria mentioned by Cresswell (2003) and Neuman (2006). An examination is conducted to analyze the relationship between independent variables, mediating variables, and their influence on dependent variables. The objective is to evaluate the hypothesis and provide evidence to support it.

3.4 Data Collection

In this section, the researcher investigated the origins of the data from which information was acquired. There are generally two approaches to gathering data: primary and secondary data collecting, which are used for analytical purposes. Afterwards, all study theories were examined, and then the research findings were presented. The researcher chooses the data collection method, either primary or secondary, based on considerations such as time, prices, facilities, skill, and the accuracy of the researcher, as well as the source of the data. Data collecting involves the use of both primary and secondary methodologies (Sekaran, 2006).

Data gathering is an essential phase in every assessment process. It includes all the methods employed to collect pertinent information for the evaluation being considered (Cassel & Symon, 2004). The main strategy used to collect data involved using a well-organized questionnaire to gather relevant responses from chosen participants. Several scholars in the humanities, like Frenkel et al. (2012) and Khalil and Kabir (2014), have employed this method to guarantee precise data depiction and to efficiently tackle substantial areas of investigation.These researchers discovered in their investigations that research design acts as a guiding framework for examining and clarifying replies to research difficulties and questions relevant to the study.

3.5 Questionnaire Survey

As per Zikmund, (2003) that poll reviews are most modest as well as normal sort of exploration for social event essential information.

3.5.1   Questionnaire Survey Method

This analysis structure is well-suited for collecting primary data, and the survey approach is proven to be an efficient methodology due to its cost-effectiveness, efficiency, accuracy, and speed in gathering information about a certain population. In order to improve the pace at which people respond, it is crucial to create thought-provoking and captivating questions. Survey audits are best suited for quantitative evaluations. Respondents are presented with a summary and are prompted to offer thoughtful responses using a seven-point Likert scale in this way. This methodology gathers information on the viewpoints, attributes, outlooks, and congruence of respondents by use of well-organized questionnaires. Crucially, the researcher lacks any power or authority to manipulate or direct the results, as they are purely based on the input provided by the respondents.

Figure No 2: Sample Size

Required Sample Size†

Population Size	Confidence = 95% Margin of Error				Confidence = 99% Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

3.5.2 Research Instruments

Multiple surveys were done and modified to enhance the information gathering process. In order to streamline the assessment process, all surveys were created in English, taking into account that English is the official language of the government in Pakistan. This decision was made to enhance the understanding of the respondents.

3.6 Measurement Scale

Seven point Likert scale was utilized to quantify the reactions as:

1=Strongly Disagree, 2=Disagree, 3=More or Less Disagree, 4= Undecided Agree,

5=More or Less Agree, 6= Agree. 7=Strongly Agree

3.7 Tools for Data collection

An empirical investigation was conducted to gather data from customers who made purchases online. Prior to disseminating the survey, a concise conversation was held to provide reassurance that participants' replies would solely be utilized for academic reasons and would not be subject to any form of misuse. Online clients were provided with comprehensive information regarding the aim, extent, and rationale of the survey. This facilitated the researcher in obtaining collaboration and collecting precise information.

3.8 Survey Questionnaire

The survey acts as a mediator between the researcher and the responder, enabling the gathering of data from the population to provide information for decision-making on a certain subject. "The survey study is a frequently used method in quantitative business research." The objective is to collect a significant volume of data from participants. Multiple techniques for conducting surveys have been investigated. The initial stage of survey administration involves formulating the survey, which will be further elaborated upon.

3.9 Sample population

According to Salkind (2005), individuals are defined as groupings that can be used to make generalizations based on survey findings. Sekaran (2006) defines individuals as a collective entity that represents the main events or themes of interest to the researcher. The study's population consists of individuals who have obtained a degree from both public and private universities in the Sindh region. Furthermore, it encompasses students in Sindh, Pakistan who engage in online purchases of both related and general merchandise from diverse online retailers.

3.10 Sample size

Researchers have widely debated the importance of choosing an appropriate sample size for ensuring the validity of research. Research indicates that surveys conducted with a sample size of 30 respondents are considered insufficient, and it is advised to have a minimum of 100 respondents, especially when dealing with big populations (Sekaran, 2006; Zikmund, 2003). Greater sample sizes enhance the precision of study findings, whereas lower samples raise the probability of a margin of error.

Researchers must make a judgment regarding the optimal sample size, taking into account multiple aspects (Zikmund, 2003). One approach entails determining the sample size by considering the required level of precision (95%) in relation to the population size.

The sample for this study comprises of online buyers, including students from various institutions and colleges, entrepreneurs from diverse industries, and employees from different sectors in Sindh, Pakistan. A sample size of 725 respondents was selected for data collection,

which is substantial for doing Structural Equation Modeling (SEM). Increasing the sample size in structural equation modeling (SEM) analysis improves the precision of goodness-of-fit metrics, leading to more dependable outcomes. Sampling error is primarily caused by non-response mistakes rather than errors related to sample size (Sekaran, 2006).

3.11 Technique used for Sampling

To determine the extent of acquiring a holistic perspective, one might analyze the demographics of the two colleges in the area. These colleges mainly consist of students from public sector schools and colleges that are not highly regarded. The participants comprised of undergraduate students pursuing Bachelor of Business Administration (BBA) and graduate students pursuing Master of Business Administration (MBA) degrees, who were enrolled in business courses, whether they were elective or foundational. After the initial round of data collection, the sample size was increased to encompass 725 respondents from both departments. The study's response rate, which measures the percentage of completed surveys returned compared to the number of eligible individuals contacted, was determined to be 92%. This high response rate indicates the meticulousness of the data gathering method (Zikmund, 2010).

Sampling methods can be categorized as either probabilistic or non-probabilistic (Saunders, Lewis, & Thornhill, 2003). In this scenario, a framework was created to allow universities in both regions to independently select and enroll participants from public institutions and classified universities. The majority of participants consisted of BBA and MBA students who were enrolled in either elective or core courses. By following the given criteria for establishing the size of the sample, a combined total of 725 participants were included from both regions.

The response rate, as defined by Zikmund (2010), is the proportion of completed or returned surveys to the total number of eligible individuals contacted to participate in the survey. The response rate in this study was calculated to be 92%, representing the proportion of eligible individuals that participated in the survey out of the total number of participants contacted. The high response rate was attained by continuously collecting respondent data through an ongoing survey process.

4. Results and Discussion

The study's findings indicate a positive association between young customers' impressions of internet shopping and their general attitude towards it. Young consumers who see internet shopping as convenient, dependable, and providing a wide range of products generally have a more favorable attitude towards it. This finding emphasizes the crucial influence of perception on the attitudes of young customers towards internet purchasing. Furthermore, the study emphasizes a significant positive association between the attitude towards online shopping and the intention to make purchases among young customers. Individuals who have a positive disposition towards online buying are more likely to have a stronger intention to make purchases online. This result highlights the importance of attitude in influencing the intention to make a purchase in the context of online purchasing.

Moreover, mediation analysis reveals that perception acts as a partial mediator in the connection between attitude towards online shopping and purchase intention. The beliefs of young consumers regarding internet shopping serve as a mediating factor between their attitudes and their actual intents to make purchases. This implies that the impact of attitude on purchase intention can be explained by how young customers perceive online shopping.

4.1 Discussion

The findings of this study provide insight into how the perception and attitude of young consumers influence their intention to make purchases in the context of online shopping. The strong positive link between perception and attitude indicates that the way young consumers perceive online shopping has a substantial impact on their overall attitude towards it. Young customers who have a positive perception of online shopping are more likely to acquire a favorable attitude, which in turn increases their desire to make purchases. The strong correlation between one's attitude towards online shopping and their intention to make a purchase highlights the ability of attitude to accurately predict actual buying behavior.

Young consumers who possess a favorable mindset are more inclined to convert their intentions into actual purchases. This highlights the significance for firms and marketers to foster favorable attitudes towards online shopping among young consumers in order to boost their purchase behavior. The mediating role of perception suggests that the attitudes of young customers regarding online shopping are connected to their intention to purchase through their perceptions. Therefore, molding the beliefs of young customers toward internet shopping can directly impact their attitude and subsequent inclinations to make purchases. Businesses and marketers can increase young consumers' buy intentions by improving their impressions of convenience, trustworthiness, and product diversity. Nevertheless, it is imperative to recognize the constraints of this study.

The exclusive emphasis on young customers restricts the applicability of the results to other demographic cohorts. Moreover, depending on self-reported measures and utilizing a cross-sectional design can potentially create response biases and impede the identification of causal links. Future study should strive to overcome these constraints by including a wider range of individuals and utilizing longitudinal approaches to track changes in perception, attitude, and purchasing behavior over an extended period. Although there were limitations, the results of this study greatly enhance our understanding of the elements that influence the purchase intentions of young customers in the context of online shopping. By comprehending the functions of perception and attitude, businesses and marketers may customize tactics toenhance the online shopping experience for young consumers, strengthen favorable attitudes, and eventually drive their purchase behavior.

5. Conclusion

The significance of young customers' perception in influencing their buy intention, which is mediated by their attitude towards online purchasing, is crucial in understanding their behavior

in the digital marketplace. Perception and attitude play vital roles in connecting the intentions of young consumers with their eventual purchasing behavior in the online buying environment. Comprehending the interplay and impact of these aspects is crucial for organizations and marketers who aim to engage and cater to the preferences of young consumers in the constantly changing digital domain.

5.1 Limitations

The study's exclusive emphasis on young consumers may limit its applicability to wider demographic cohorts, and dependence on self-reported metrics may not completely capture real-life behavior. Furthermore, there are additional variables that can influence buying intention, apart from perception and attitude. Additionally, the study's duration may not allow for adjustments in customer perceptions and attitudes as they evolve over time. Although the study provides vital insights on the subject, it is crucial to take into account these limitations when evaluating its conclusions.

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