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Abstract

This study investigates consumer behavior in Pakistan's e-commerce sector through the lens of the Theory of Planned Behavior (TPB). It examines the impact of three key variables—attitude, subjective norms, and perceived behavioral control—on online purchase intentions. Using a quantitative research methodology, data was collected from 356 participants in Pakistan, focusing on their e-commerce habits and decisions. The findings reveal that attitude and subjective norms significantly influence purchase intentions, while perceived behavioral control has a lesser effect. This research fills a gap in the literature on TPB's application in Pakistan's growing e-commerce industry, providing insights for marketers and businesses seeking to optimize customer engagement and conversion in digital marketplaces. The study also emphasizes the need for enhancing consumer perceptions of ease and control in online shopping to foster stronger purchasing behavior.

Keywords: consumer behavior, social influence, e-commerce

1. Introduction

The section one will elaborate the theme and background of the research. In this chapter scholar will discuss the subject and the significance of the study topic recapping various ideas, theories, and concepts of the theory of planned behavior in the e-commerce sector in local market from the perspectives of academics and organizations. The reason and meaning of this exploration have likewise been considered in this section. This chapter builds the various aspects of purchase intentions which are considered as viable elements while attitudes, subjective norms, and the perceived behavior control and the research issue that emerges from this.

1.1. Background of the Study

Electronic commerce (e-commerce) is being used by an encouraging no. of individuals to purchase services and goods. Nonetheless, despite the rapid development of e-commerce, there are major variances in worldwide progress, access, and adoption of the Internet as a feasible substitute for traditional purchasing. According to the Global Retail e-commerce Index, Japan, the United Kingdom, the United States, China, and Germany have a combined online market volume of more than 60% (Dakduk et al., 2017). Because of the fast progress of communication technology and the growing use of smartphones, notepads, and palmtops, the e-commerce business has enormous potential (Jouda et al., 2020).

The theory of planned behaviour (TPB) has been applied profitably to elucidate and forecast behaviour in a wide range of behavioural realms, from physical activity to medication, reutilizing to the mode of transportation choice and innovation strategies to confidentiality. In marketing, the Theory of Planned Behaviour model is commonly used to portray the correlation between beliefs, attitudes, social influence, buying intention, and client behaviour in the direction of a certain brand. TPB holds that one's intention to perform in a particular way signifies one's attitude toward a specific thing, social influence, and perceived behavioural control (Setyawan et al., 2018).

First and foremost, the theory of planned behaviour is a well-recognized philosophy for forecasting behaviour, particularly planned conduct. Second, justified behaviour is a principal concern to investigate at this time in order to encourage a business environment, particularly as a result of a business revolution in a digital ecosystem. Third, on a local and national scale, the concern of comprehending clients who are interested in goods/services has become a trend that must be predicted, particularly in the corporate promotion environment (Lasut et. al 2022). Therefore, the TPB helps researchers to explore these aspects in the e-commerce industry of Pakistan.

E-commerce is a collection of variables, software, technology, and corporate systems. E-commerce is a form of technology that accepts people to buy and sell goods and services. Flexibility is acknowledged when payments can be completed quickly without having to travel to the seller's location. People may make shopping easier from everywhere and at any time that is convenient for them (Naushad, 2021)

According to the theory of planned behaviour, understanding how individuals feel about purchasing or using an item is more informative than actually acknowledging their judgement of the product (Ajzen, 1991). An individual's attitude can help observers identify their psychological inclinations as well as their preferences toward a subject or issue. A individual's attitude has the capacity to influence their judgement, cognition, and subsequent behaviour (Puriwat & Tripopsakul, 2022). Moreover, attitude towards objects attracts psychologically a purchaser due to its attributes and characteristics.

Subjective norms represent the professed social pressure to engage or refrain from engaging in an activity. Subjective norms, in particular, play an important role in consumerism, influencing not just buy intention but also purchasing attitude (Bai et al., 2019). Hence in e-commerce industry of Pakistan could be affected by traditional subjective norms and societal professed attributes towards purchase. According to empirical studies, societal stimulus from private and friends has an impact on purchase inclinations, as well as, emphasizing the relevance of mass media and external communication in comparison to traditional manufacturing intention, which may be regarded as part of social norms Kassim, et al., (2016)

According to Batooli et al., 2022, the extent to which an individual perceives it difficult or simple to do a specific activity in a specific environment is referred to as perceived behavioural control. Importantly, perceived behavioural control relates to people's sense of the easiness of doing the action of concern, which is aligned with a concentration on elements that are directly related to specific conduct (Rachbini, W. 2018). Moreover, perceived behaviour control represents the easiness or difficulty faced by a customer to select or reject an object under specified circumstances and environmental factors.

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In affluent nations, e-commerce has achieved great success and brought substantial social and economic benefits; nevertheless, the picture is completely different in emerging regions. Many hurdles have hampered the expansion of e-commerce within those economies (Peña-García et al., 2020). Their significance stems from the fact that buying intentions are regarded as the most important determinant of actual conduct (Fauzi et al., 2021). To forecast consumer behaviour, it is necessary to understand the attitudes, analyses, and intrinsic factors leading to purchase intent. The extent to which a buyer is interested in the brand from an online retailer is defined as online purchase intention (Peña-García et al., 2020).

1.2. Problem Statement

Digitization is spreading from individual to career paths as the market expands. However, several factors, notably e-commerce, have altered aspects of consumer behaviors and trade methods. These activities are designed to increase customers' favorable and opportunistic purchasing tendencies. Moreover, a well-defined attitude helps to grab an effective intention of purchase decisions. These characteristics of consumer behaviour, in general, boost the firm and helps to compete in a market.

Finally, there is a noticeable transition in trade methods from traditional business methods to an e-commerce environment. But there is a still gap among customers towards attitudes along with their subjective norm of environment. While the traditional mindset customers usually neglect perceived behaviour control which has become a prominent challenge in the locality. Hence there will be an analysis of the significance of the theory of planned behaviour.

Customers' purchasing decisions and their attitudes under subjective norms as well as perceived behavior have been widely digitized in this era, and its evolution is still ongoing. Pakistan's economy is improving (Khan et al., 2021), but younger buyers are more prone to be affected by innovation and digital commerce (Frey and Osborne, 2017).

More crucially, purchase intent is essential to establishing a long-term corporate performance, which aids in developing better customer attitudes and CLV collection (customer lifetime value) (Xiao et al., 2018).

As a result of assessing these inadequacies in research studies and making a constructive reference in the domain of the theory of planned behaviour, several organizations in Pakistan were selected for this study. This effect could be measured by the influential relation of three independent variables which include attitudes, subjective norms, and perceived behaviour control. This study will contribute to the quantitative and managerial knowledge as a dependent variable in the notion of consumer purchase intention.

1.3. Research Questions

According to Peña-García et al., 2020, in developed countries, e-commerce has achieved great success and brought considerable economic benefits; nevertheless, the picture is completely different in emerging regions. Many hurdles have hampered the expansion of e-commerce in these markets. According to numerous researchers' opinions, there is a level of investigation aims and objectives to recognize and prove the meaning of components impacting buy expectancies in Pakistan's neighbourhood market. Some significant examination questions that will assist scholars with growing better comprehension of the review are as under.

- In e-commerce industry, what will be the impact of attitudes on the buyers' purchase intentions?
- Is the subjective norms affect purchase intentions in the Pakistan e-commerce industry?
- Does planned behaviour control have a significant impact on purchase intentions?

1.4. Purpose of the Research

The purpose of this examination is to discover numerous aspects of consumer behaviour according to the theory of Planned Behaviour, within the context of the e-commerce industry in the Pakistan region. The purpose is also to emphasize the issues that are related to their close relationship. The spotlight will be on the independent variables that can have an impact on the customer behaviour and their purchase intentions.

1.5. Significance of Study

The report's conclusions are critical for e-commerce market leaders looking to develop customer purchase decisions and get a competitive advantage. The study looks at the effect of two different variable quantities on customer buying behaviour. Successively, this study adds up a informatics base in the digital trading sector, in context of attitudes, subjective norms of environments and the likings or disliking towards easiness or difficulties i.e. planned behaviour control and their impact on customer purchase decisions. Findings from this study can assist to improve customer relationships by addressing gaps, which can increase the purchase intentions of customers while also strengthening customer attitudes along with the impact of environmental subjective norms. Moreover, in order to enhance supply to client desires, the study concentrated on decision-making which is critical for observing consumer behaviour under certain societal and environmental pressures i.e., subjective norms and attractions towards easiness of purchasing i.e., perceived control behavior.

1.6. Outline of Study

This report is divided into five chapters, which are as follows: The relevance and context of the essay will be briefly defined in the introduction. "Literature Review," Addresses the key grounded theories in the aspect of customer reactions and hypothesis formulation based on former research. Also, we present a theoretical study framework that explains the relationship between subjective norms, attitudes and perceived behavioural control and their consequences on customer purchasing behaviour, as well as a discussion of dependent and independent variables. The subsequent chapter is "Research Method" which describes the method used in the research and the qualitative approach used. It also shows the data collection procedure. The fourth chapter contains the "Results and Outcomes" from the statistics and hypothesis test, as well as the hypothesis evaluation analysis. Finally, when the past investigation is related, "Conclusion, Discussion, Implication, Limitation, and Recommendations" are explored. In addition, various study flaws are identified so that future research directions might be explored.

2. Literature review

In this part, researcher will discuss a detailed overview of the important information regarding variables i.e., attitudes, subjective norms and perceived behavior control as independent variables while purchase intentions will be discuss as the dependent variable of the research model. Moreover, to offer scope for the literature review and to establish the theme for the next discussions, a brief explication of the theories employed in the study is covered below.

2.1. Theory of Planned Behavior

The principle of planned behaviour identifies an important and strong relationship between three factors. TPB models are commonly used in advertising to identify the association among faiths, attitudes, social influence, purchase intention, and customer behaviour with regard to a certain commodity (Assael, 2005). However, according to Ajzen, 1995, TPB proposes that one's purpose to act in a specific way reflects one's attitude toward a specific object, social influence, and perceived behavioural control – PBC. TPB has been used by many researchers to study its efficacy in predicting behaviour such as smoking quitting smoking, abstaining from drugs and alcohol, losing weight and vehicle-related behaviour (Tariq et al., 2017). Moreover, TPB has served as the foundation for a number of research on Internet purchase behaviour (George, 2004).

Icek Ajzen, 2020, elaborates that the TPB commences with a precise clarification of the behaviour of concern in provisions of its objective, actions, context, and time period. Each of these traits has varying degrees of precision or generalization. Once the behaviour is specified, all other interpretations in the theory must correlate to it in all four parts. This is referred to as the notion of compatibility.

TPB is often used in several research that investigates decision-making activities, particularly online purchase intention (Fortes & Rita, 2016). TPB is most often used to examine consumer behaviour in virtual contexts, demonstrating its usefulness in predicting purchase behaviour intention and performance, as well as electronic commerce uptake (Dakduk et al., 2017). Online sales increased when e-commerce developed and during the Covid 19 epidemic. Even in areas with high internet connectivity, today's customers are drawn online, where they exchange knowledge and opinions throughout numerous online platforms via ratings and reviews. The following visual illustration demonstrates this:

Concisely, the e-commerce industry is expanding its roots in each and every retail industry that provides maximum ease to the customer. Similarly, the Theory of Planned Behavior (TPB) also illustrates the premise of online shopping as well as supports e-commerce and the digital purchase behavior of customers.

2.2. Attitude

Ajzen, 2020, describe and answered various descriptive questions, in which he defines that, to understand the development of attitude toward a behaviour, the TPB employs an expectancy-value framework. Particularly, attitude toward the conduct is thought to be a factor of easily available ideas about the expected outcome of the behaviour, known as behavioural beliefs.

The attitude towards the behaviour is a favorable or adverse judgement of the execution, which is affected by the individual's thoughts about the outcomes (Dakduk et al., 2017). Therefore, according to the statement, attitude affects the outcomes of the customer behaviour as per their attitude towards it. However, the attitude might be in favourable circumstances, or it could be declined attitude toward the customer's purchase decisions. Similarly, a person's attitude toward action is formed by his perception that certain conduct leads to a particular result and his assessment of the consequence (Gangwal, N. and Bansal, V, 2016).

Furthermore, attitudes may be demonstrated by conduct, an exercise that can affect an individual's thinking and conviction in a touch, and eventually, training that can shift a person's behaviour mindset. The Attitude is a component of every action made or not taken in relation to social circumstances (Fauzi, R. et. al, 2021). Therefore, this factor helps a manager to identify and organize to take corrective actions whether in form of training, promotions, or other marketing tools to enhance and optimize the attitudes of customers toward buying decisions.

A person's attitude has the capacity to influence their perception, executive function, and behavioural patterns. Prior studies have established the interdependence between attitudes and purchase intentions. Consumers with a favourable attitude, as shown by liking or hating the product, have a higher likelihood of acquiring it. (Puriwat & Tripopsakul, 2022). A favourable attitude of a customer develops positive vibes and intentions towards the purchase of the product. Ultimately, this factor develops strong relationships with the customers' buying intentions.

Furthermore, Shufiana et al., 2021 studied that attitude is the primary factor influencing an individual's intentions to do e-commerce. Therefore, in the context of the e-commerce industry, attitude plays a vital role in making decisions towards purchases online. Moreover, the attitude influences the purchase decision of a customer while buying in the e-commerce industry.

Several studies have indicated that attitude predicts purchasing intent more than any other element (Bai et al., 2019). Similarly, this study identifies the importance of the attitude that it is considered the influential factor among other aspects of the theory of planned behaviour.

2.3. Subjective Norms

Subjective norms may also be regarded as the proportion of behaviour which will be conducted as a result of the stimulation of other individuals and families to adopt the behaviour's perspective (Fauzi, R. et. al, 2021). Although, subjective norms are a factor in which customers' purchase intentions are affected by concepts and beliefs surrounding the individual's society. Moreover, these perceptions can be stuck by the people who are close to it either families or other ones in the society.

Furthermore, subjective norms vary depending on normative belief, which is connected to the goals and aspirations of the signifiers regarded as necessary for an individual to undertake the conduct or not. Subjective norms are also varied depending on the incentive to conform, which is an individual's motive to fulfil the needs of others (Shufiana et al., 2021). Normative belief is broken down into the impact of peers, batchmates, and relatives (Gangwal, N. and Bansal, V, 2016). Concisely, subjective norms are the factors adopted from the surrounding people's concepts and beliefs that impact the buying intentions of a customer in the e-commerce market. However, in Pakistan, during COVID – 19, the customers have become more e-commerce oriented. Consequently, societal factors have also become more favourable factors for the online purchase intentions.

Icek Ajzen 2020, categorizes the normative beliefs into two components i.e., Injunctive and Descriptive norms. An injunctive normative perception is an assumption or subjective probability that a specific referential group or person (for example, friends, family, spouse, coworkers, one's physician or supervisor) supports or criticizes the action under evaluation. The Descriptive normative beliefs, conversely, are views about whether important persons execute the conduct themselves. Both forms of beliefs add to the complete perception of community terms of continuous reciprocal interaction in the activity or subjective norm.

Additionally, Peña-García et al., 2020. identifies the subjective norm is a concept that is regularly engaged as a predecessor in decision-making even though users are more willing to behave if their idealistic belief they should. There has been little study into

the elements that drive an individual to make purchases; nonetheless, studies such as this one reflect that descriptive norms from friends, family, and coworkers have a favourable effect on shopping online. According to the research, consumers' online buy intent increases if they perceive their peers are in favour of internet shopping.

According to de Klerk, N. (2020), subjective norms are the sum of normative ideas and willingness to act. Hence the motivation is a viable factor to impact positively of subject norms. In this way, researchers identify a strong relation motivated subjective norm towards a hike in purchase intentions. The most famous practice used to uplift positive subjective norms is to identify a role model personality to keep customers' subjective norms motivated towards the targeted purchase behaviour.

Furthermore, Gangwal, N. and Bansal, V, 2016, identify two different informative categories in subject norms. Affective information is how an individual considers the theme, cognitive information is what an individual knows about the item, and behavioural information is derived from prior and upcoming performance expectancy with respect to the target.

Concisely, the subjective norms and the impacts of surrounding factors have a strong influence on customers' purchase intentions while working in the e-commerce market.

2.4. Perceived Behavior Control

When an individual believes a behaviour to be difficult or experiences considerable hurdles in performing such behaviour, this indicates a low PBC. This low PBC may have a significant influence on preventing a person from engaging in that action, even if their behavioural attitudes and SN strongly support it (Kashif, Zarkada, & Ramayah, 2016). Individuals having better perceived behavior control experiences easy and convenient way towards a behavior to adopt. Hence this factor considered as the most differentiating factor the theory of planned behavior.

According to Ajzen, 1991, Perceived behavioural control is a significant factor in planned behaviour theory. Indeed, the theory of planned conduct differs from the theory of reasoned action in the following ways: its inclusion of perceived behavioural control. Therefore, perceived behaviour control has significance in the theory of planned behaviour.

In other words, persons who want to behave but lack the necessary power or control are incapable of behaving accordingly. As a result, perceived behavioural control has a strong effect on behavioural plan (Hajli & Lin, 2014). Furthermore, perceived behavioural control is a deficit in the study's communication problem. This arises as a result of the market state, aptitude, and knowledge of the sources (Dalila et al., 2020). Hence in the context of e-commerce, there is a massive impact of perceived behaviour control on buying intent of any individual in Pakistan. As it is perceived as a new technological aspect of shopping which may bring low perceived behaviour control while after the pandemic of Covid-19, there is a major shift of perceived behaviour control in Pakistan's market. Customers are now engaged in shopping through e-commerce applications which brings a hike in perceived behaviour control in our online markets.

According to Amaro and Duarte, 2015, a person who has no power and control could be hesitant to engage in it. In this study, PBC is described as the measure of control perceived by a buyer over external forces while purchasing from an online business. Therefore, due to the uncertainty generated by the intangible environment, e-commerce may reflect a sense of failure of control of the behavior. Hence, perceived control is a major component to be explored in this study to understand the molding of consumer behavioural intentions in the setting of e-commerce (Peña-García et al., 2020).

2.5. Purchase Intentions

Purchase intentions encourages new successful enterprises to enter the market, especially when people are pleased with the product. As a result, buy intent has become one of the most important segments in the commercial world (Xiao et al., 2018). Therefore, in the industry of e-commerce, the planned behavior theory and its constituents works significantly to attain and perceive better behaviour of customer to grow the business. According to the market, the worldwide digital commerce market is expected to increase from \$21.6 billion in 2020 to \$62.5 billion by 2025 at a CAGR of 23.6% (Hsu, S. L., 2018). For such instance, e-commerce is expanding worldwide and acquiring a huge market shift towards digital trading. Attitude is seen as a significant factor in determining customer intention to consume items because individuals with favourable attitudes seemed to have stronger inclinations to acquire such products (Rachbini, W. 2018). Therefore, we can conclude that attitude, a factor of the theory of planned behaviour, has a strong impact on the purchase intention in e-commerce platforms.

On the other hand, another important behaviour of subjective norms also influences online purchase intentions. There has been little research into the aspects that drive an entity to make an online acquisition; nonetheless, studies reflect that subjective norm from colleagues, family, and colleagues have a favourable impact on buying digitally. Corresponding to the research, purchasers' internet buy increased volatility if they perceive their contemporaries are in favour of an online buying (Peña-García et al., 2020).

On the contrary, perceived behaviour control impacts purchase intentions on consumer behaviour. According to research of Rachbini, W. 2018, indicated that perceived behavioural control is still a strong determinant of intentions. The study also confirms that perceived behaviour control has a strong relation, implying that the stronger impact of power in describing behavioural variation is not unique. It is defined by the individual's ideas about the ability of both external and internal elements to promote behaviour performance.

2.6. Research Gap

Prior, much research has conducted in the association between incorporating various influences of implementation of theory of planned behavior and various aspects of e-commerce market trends, according to the literature review. A significant amount of study has been devoted to evaluating the theory of planned behaviour and its implementation in diversified sectors and markets. However, there is a gap in the theoretical and realistic literature about the application of TPB best practices in relation to the purchase intentions of consumers in Pakistan's e-commerce market. Hence this study will explain the relationship as well as the significance level of these components on the online purchase behaviour of locals.

2.7. Conceptual Framework

The framework depicted in Figure 1 was created to analyze the study's primary objectives, which are to determine the effect of the implementation of TPB in the e-commerce market of Pakistan.

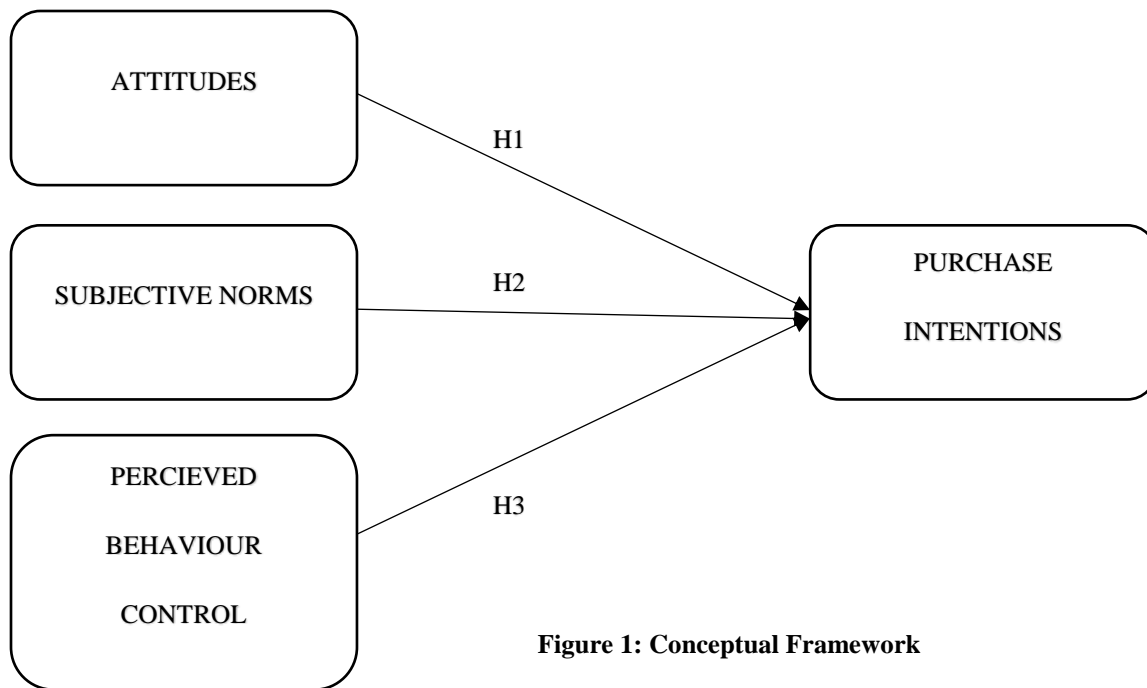


Figure 1: Conceptual Framework

2.8. Hypothesis Development

Hypotheses are developed in light of the given cognitive model. The following research hypotheses are examined under the umbrella of research objectives:

- H1: Attitudes have a positive and significant impact on Purchase intentions.
- H2: Subjective norms also have a significant relationship with buying intentions.
- H3: Perceived behaviour control also has positive and strong influence on purchase intentions.

3. Research Method

Given the investigation's deductive idea, which presumes a framework with a correlational context of theory of planned behavior rehearses and organizational execution that necessitates approval utilizing precise data, a quantitative approach is endorsed in this research in the first instance utilizing data gathered through a summarizing survey to get undiluted data necessary for the empirical testing.

3.1. Research Approach

Considering the deductive objective of the current study, which intends a conceptual framework with a significant correlation between attitude, subjective norms, perceived behavioural control and purchase intentions and corporate success that requires empirical evidence validity, this study takes a quantitative methodology first, collecting descriptive data for statistical evaluation using information collected from a survey questionnaire. A mixed method approach, according to Creswell (2003), is a strategy in which the scholar acquires genuine knowledge about the topic by gathering data concurrently or sequentially in order to describe and analyze the study topic. In figure 2 depicts the conceptual research framework, which outlines the link between variables that will be observed in this study. The model utilizes the Theory of Planned Behavior framework, which includes three independent variables: attitude, subjective norms, perceived behavioural control, a dependent parameter called intention to purchase (Siahaan & Thiodore, 2022). This study will investigate the effects of characteristics such as attitude, subjective norms, and perceived behavioural control on intention. Furthermore, the link between FMCG product buying decisions and intention to purchase must be evaluated.

3.2. Research Design

This thesis is focused on a causal investigation of the causes of theory of planned behaviour practices in Pakistan's FMCG industry. In this examination, the positivism and constructivism perspectives of social science are applied. According to Golicic and Davis (2012), the positivist view proposes that the universe is external and empirical, that occurrences are accessible, and that research may depend on information and seek causation using quantitative approaches. The constructionist view is founded on the metaphysical concept that understanding is found in people's interpretations of it, and information is gained via regard to learning about their perceptions.

To collect quantitative data, a single online survey instrument designed specifically for this study was employed. To establish some generalizations regarding the link between TPB and purchase intentions, the quantitative data acquired during the survey were first evaluated to differentiate correlations between the independent and dependent variables. The collection and analysis of quantitative data yields factual and logical outcomes. It also meets the criteria of hypotheses.

3.3. Data Sampling

According to Vogt (2007, p.77), "the procedure of selecting a small group from a broader sample and studying the small group (the sample) in addition to learning about the huge population" (the population). Probability sampling and non-probability sampling are the two types of sampling. The latter is employed when the sample is not representative the likelihood of selecting a particular example or component from the population. Probability sampling, on the other hand, takes place when the researcher is informed of the possibility of selecting an item from the population. Probability sampling is classified into four types. According to Vogt (2007),

each unit of the population has a reasonable chance of being picked for the sample; random sampling occurs when groups are formed within a population, and stratified sampling occurs when groups are formed within a population. Systematic sampling is utilised when any nth unit of a population is considered for probability sampling.

3.4. Targeted Population

The population were FMCG production companies in Pakistan. The organization's top management (owner, general manager, operations manager, and supply chain manager) to middle level managers (such as Asst. managers, etc.) were the target respondents. FMCG businesses was chosen because it is one of the most significant causes of consumer behavior and their purchase intentions. Many studies, such as (Siahaan & Thiodore, 2022), have focused on the used common contingent and independent variables. Investigated the effect of TPB behavior on various manufacturing company success outcomes in Jakarta.

3.5. Sample Size

A representative group of 100+ people will be chosen for this research, which covers a wide range of consumers of various products, such as food and beverage, snacks, spices, and others FMCG users across Pakistan.

3.6. Sampling technique

Additionally, basic random sampling was performed to collect data for this study. The poll was conducted online utilizing open link techniques.

3.7. Data Collection Research Instruments

The research tool for this quantitative research study will be the online questionnaire through google forms. The survey will encompass of closed-ended questions. The questionnaire items will be scored on a five-point Likert scale, with 1= being strongly disagree, 2 = being slightly disagree, 3 = being neutral, 4 = being somewhat agree, and 5 = being strongly agree.

3.8. Statistical Technique

This study will be referring the quantitative research including Anova, correlations of variables as well as reliability among components. While descriptive frequencies of the respondents' attributes such as age, gender, designation etc.

3.9. Ethical Considerations

According to Bryman and Bell (2007) and Saunders (2012), represent the most fundamental philosophies connected to ethical considerations in study:

- The respondent's dignity and well-being were always respected.
- The researcher obtained consent from the respondents to use their genuine identities in the research data, which remained secret throughout the study.
- The willingness of respondents to engage in the survey is critical. Furthermore, participants have the opportunity to right to withdraw at any moment.
- Participants must provide informed consent to participate in the study.
- The concept of informed consent requires researchers to offer enough facts and guarantees about involvement so that respondents fully understand the implications of participating and make an educated, deliberate, and freely determined option whether or not to participate.
- Offensive, discriminatory, or other undesired terminology must be avoided while creating Questionnaire/Interview/Focus group questions.
- Respondents' privacy protection is extremely important.
- The greatest degree of objectivity is maintained in talks and analyses throughout the inquiry.

4. Results and Findings

4.1. Descriptive Profile of Data

Here, we use a variety of approaches to illuminate the information in the profiles, including the respondents' names, ages, genders, workplaces, departments, organization's where they work, e-mail addresses, educational backgrounds, and qualifications. About 356 individuals answered to this module and this component of the survey. The majority of respondents have an MBA, are comparable to M-PHILL, and work in the same field as the one we are exploring.

4.2 Demographics

Table 1

GENDER:
Male: 244
Female : 112
AGE:
22 - 30
31 – 40
Above -40
EDUCATION:
Undergraduate: 108
Graduates: 122
Postgraduates:121

No age restrictions or gender bias have been used in this place to establish the demographic outcome.

After executing the test, we see that all of our variables have confidence values higher than 0.7, indicating that all constructions are

authentic and acceptable because they all showing their values are increased and beyond from point seven.

Table 2

Reliability Statistics	Cronbach's Alpha		N of Items	
		.820		4
Reliability Statistics	Cronbach's Alpha		N of Items	
		.765		4
Reliability Statistics	Cronbach's Alpha		N of Items	
		.832		4
Reliability Statistics	Cronbach's Alpha		N of Items	
		.844		4

Table 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PI1	352	1	5	3.58	1.119
PI2	352	1	5	3.52	1.125
PI3	352	1	5	3.49	1.142
PI4	352	1	5	3.66	1.174
ATT1	352	1	5	3.57	1.112
ATT2	352	1	5	3.58	1.129
ATT3	352	1	5	3.57	1.038
ATT4	352	1	5	3.67	1.099
SN1	352	1	5	3.68	1.057
SN2	352	1	5	3.54	1.101
SN3	352	1	5	3.58	1.073
SN4	352	1	5	3.71	1.104
PBC1	352	1	5	3.77	1.088
PBC2	352	1	5	3.72	1.050
PBC3	352	1	5	3.61	1.102
PBC4	352	1	5	3.74	1.057
Valid N	352				

(listwise)

The examination of the descriptive analysis includes the parameters' (M) means and (SD) standard deviations, which are shown in the above chart. It aids in demonstrating the relationship between tendency and diversity. The columns with labels reflect the kind of figures sets that are typically present: number, increased, lowered, or S-d format.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.547	.61910

a. Predictors: (Constant), PBC, ATT, SN

The figures in the upper table highlight how important and necessary data contribute to the amount of variance that can be fully explained by anticipated parameters. The first one uses (R) statistics to show how leads, intent, and the desired variable are related. Population of R-SQUARE appears to be more flawless and well defined by an absolute, ideal evaluation of the district that embodies the community's motto, ADJUSTED (R.S).The presence of a substantial amount of sustained variation by the independent variables component and variables is shown by the value of.742.

Table 5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161.325	3	53.775	140.298	.000 ^b
	Residual	131.468	343	.383		
	Total	292.793	346			

a. Dependent Variable: PI
b. Predictors: (Constant), PBC, ATT, SN

The Anova table's models of total variance provide a narrative for the entire chart. The value of F characterizes and dispels any uncertainty regarding the co-relation of the independent and dependent variables, demonstrating that the IV is efficient and capable of correctly speculating the DV. Regressions won't be able to relate these constructs to the study topic because it is against their strategy. On the other hand, it was discovered that the problems were caused by the variables; values of F have been used to denote significance criteria that represent the dependent variable, but sig value is < 0.05.

Table 6: Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.393	.160		2.459	.014
	ATT	.398	.059	.364	6.710	.000
	SN	.376	.059	.361	6.421	.000
	PBC	.099	.059	.096	1.690	.092

a. Dependent Variable: PI

Although the model specifies the constant values and the preceding table of output from regular regression provides a detailed description of each predictor's impacts, the parameters in this column reveal the predictors. Because it reflects the natural units and varied scales, and because it reveals if a correlation is there or not, beta is the optimal coefficient in this situation. If anything changes in X (IV), we will definitely see changes in Y. (DV), In this chart of the cases it shows the negative relationship between the variants.

Table 7: Hypotheses assessment

Hypothesis	Sig	Empirical conclusion
attitude is significant associated with purchase intension	0.000	Accepted
Sub-norms has the significant impact on pur-ints	0.000	Accepted
Perceived behaviour-control have significant influence on	0.92	Rejected

5. Discussion

The main ground and motive of these studies is to test the protracted planned behaviour theory, which shows the proper investigation identified and specified the pertinent signs of internal, and exterior based causal factors that have influenced consumer mind-sets and perception. It certainly raises awareness and brand loyalty of the product. By simulating, encouraging the formation of fresh and original concepts to hold and collect commodities or services, it inspires and enhances the degree of awareness. It was revealed that the independent variables exhibit favourable effects by causing interactions in the characteristics that have demonstrative value and subsequently taking control over the situation. E-commerce industry in Pakistan have been make an effort to come up with revolutionary procedures and techniques to locate and maintain a positive impression on consumers by focusing on morality to make them predictable and devoted to their patrons. The fashion sector has grown in breadth on a global scale. Globally, this area of industry is expanding dramatically. The variance in the data suggests that the participant may not have been able to focus when they were completing the survey. Another possibility is that the responder did not grasp the circumstances at the time and instead provided their own interpretation of them in their responses to the questions. While new research examining the insignificance numbers over there whose identifies the negative connections between the variables.

6. Conclusion

The main purpose of the study is to understand the process of learning related to the resolution and determination of the studies. In this research we used and relate a theory as a based model which is planned behaviour (TPB) such as we highlighted this theory who help us to evaluates our variables and constructions in the positive manners that how they work and reacts each other. The sample and population which we have been taken are being very useful to describe the norms and value of our project, to identify the attitude of the consumer toward the intension of purchasing, market would be improves as well the purchaser knows the trends and afcourse they has the ability to assume the market in the good way which enhancing the buying and product chosen power of the consumer. We also discussed our findings and try to fill the gape from the previous and past exploration of the investigation.

6.1. Implication

This study provides those arguments who are strongly pay attentive and gives the contribution in planned behavior theory both the user and the marketer are generating a wide range of ideas and possibilities. Consumers today have more information and expertise about the products they want to purchase, and they are able to tell the difference between a real and phoney situation. Simply because this research is meant to dispel many misconceptions, it is difficult but has already been accomplished through methodologies and regression. By treating everything with courtesy and good manners, customers consistently demonstrate their degree of satisfaction with their vendors. Our all findings aligns the negative and positive impact of variables towards the DV The primary objective of this effort is to identify a comparative analysis in creating appropriate content and excellent quality of material, which is publicly published and builds the enticing item that emphasizes customers in Pakistan's e-commerce market.

6.2. Recommendations

The evaluation is a part of how e-commerce is influenced by planned behaviors, such as having the best contents, quality, and attractiveness to move towards specific goals, help to forge strong bonds with customers using the loyalty and transparency factor, and provide the best ever services by maintaining calm communications to make both the seller and the customer happy. Here, the commercial sector alters the rules by discussing culture, trends, and an increasing involvement curve.

- People should have to undertake work on other sectors as well, where planned behavior creates the standard, where utilizing these IV AND DV would support people to offer the good direction of their connections.
- Increasing the sample size will be more beneficial in obtaining the desired and favorable results.
- People should have do work more as well where projects topic create the benchmark in the field area.

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