Design Consideration of Online Shopping Website to Reach Women in Pakistan

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Abstract

Shopping is an inherent part of the daily life, above and beyond the trend of online shopping is proliferating around the world day by day. The technology oriented and technology founded economies are redefining the ways of online shopping. Buying and selling have been widely transformed as many people fancy making their shopping from online stores rather than going to conventional markets. Pakistan is reflected to be world’s 2nd leisureliest adopter of online shopping, whereas most of the buyers are males. Markedly, Women are even more reluctant towards online shopping. In today’s busy life working women have pressure to manage both house and office affairs, so significance of online shopping for women can never be overlooked. Numerous factors are marked out which make women purchasers reluctant to embrace this shift. Henceforth, responsibilities lies on the shoulders of designers and websites developers to fine-tune the interface design for female users. This paper analyses women’s experience with prevalent online shopping websites in Pakistan and suggests some viable solutions to design a pleasant, efficient and usable website interface for female users to provide better online shopping experiences.

Keywords: Women purchasers, shopping experiences, online shopping websites, interface design

1. Introduction

With the passage of time online shopping is mushrooming day by day as vendors introduce new strategies and new schemes to ease women consumers to do shopping at their home without annoyances of personal visit to huge

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malls and markets in the busy life. Now women shoppers can easily approach many shopping websites to purchase merchanises according to their choices with whole host alternatives without confines. From [39] it is exposed that security of payments is the biggest blockade for online shoppings in Pakistan. 52% of the respondents rated security of the payments as their main concern and 17% did not trust much on online stores.

Forming an online website is not the only thing looked-for for the accomplishment of e-commerce. For online shopping, usability has become crucial concept these days [3]. Usable websites are crucial for e-business realization, to promote an encouraging approach towards online stores, to increases adhesiveness and to arouse women’s for more online purchases [38,40, 42] However, contemporary online shopping websites have frequent usability teething troubles [37]. This study will encompass an emergent model of usability as a way to comprehend web design aspects and their upshot on the insights of women consumers. This study will furthermore provide designing principles of a usable website and the metrics needed to evaluate its usability for women purchasers.

There are numerous online shopping websites which can assist women users to assist in shopping. Hundreds of online shopping websites and stores namely “Symbious”, “daraz”, “kaymu”, “ishopping” and “myshop” etc. are available for users where they can be purchase clothes, shoes, jewels, cameras cell phone and laptops [2]. Designer and web developer are prone to design male oriented websites, overlooking women preferences and inclinations. In this paper women’s behavior, preferences and their mind set towards online shopping will be discussed. In online shopping website usability major considerations are; when interactive technologies are intentionally gendered, what are the models of male or female? what are the products where design for specific genders is necessary or appropriate?

This study will present the female users views and experiences toward online shopping, their preferences and likings, their concerns about security of online shopping websites. This study will further explore major phenomenon to design online shopping sites and virtual store. Questionnaire survey would be conducted to record the women preferences for design layout text color and content management. Results of this research will provide a viable solution to designers and websites developer to incorporate the preferences of female consumers. Part 2 of this study discusses the work related with usability of online shopping websites, methods and materials used for surveys results of our findings and conclusion.

2. Literature Review

Gender discrimination in design still sustains in this century. Women oriented designing emphasis on the designing and evaluation of interactive systems, keeping in view the preferences and gender differences of females [43, 44]. All From last few years the deployment of ICT and internet uses increase in Pakistan. In business world the word online shopping, virtual store and e-commerce became popular. Although consumers make continues purchase by personally visiting the store and outlets. Through online shopping consumers can save time and energy, also feel more comfortable and convenient [4]. If online marketer or internet marketer wants to be successful then he/she must understand the customers need very well and provide continuously innovative products [5]. In this paper we divide the review of literature in two parts; usability of online shopping websites and female Consumer intention towards the website design.

2.1. Usability of Online Shopping

Online shopping stores are more usable in smartbusiness. Usability increases customer satisfaction and productivity,leads to customer trust and loyalty, and inevitably results in tangible cost savings and profitability. The Industries are dubious about usability evaluation, as the common perception is that evaluation method is time consuming and expensive. A cost benefit analysis was applied by on shopping website to find to most effective approach using two evaluation methods usability testing and heuristic evaluation. The results show that heuristic evaluation method for testing usability was more effective then testing approach [7]. The more sever usability issues were encountered in the late stage of design, it may take long span time to redesign new website.

Majority of people in Pakistan prefer the visit physically store as they consider tangible products for quality. People get hesitated during transaction through online shopping implications, Computers in Human Behavior, for they have security concerns. There was conflict in consumer risk and benefit to shop from online boutique [8,9].
Different usability methods are used to evaluate the usability of E-Commerce websites. The methods of usability testing are: user evaluation method, heuristic evaluation method and Google analytical (GA) method. User Evaluation method to test the usability of E-commerce website is most commonly used. The results shows that users identify the more design problems that he/she face during his/her interaction to website. Different E-commerce website was selected to ask the user which best he/she more like and dislike [14, 15, 45].

To test the usability of user interface through set of defined principle known as “Heuristic”. The evaluator tests the usability by using these set of principles [16]. Usability of four superstore were tested by heuristic method, results shows that this method is successful to identify the usability problem and good website feature [17].

Comparison study was conducted to usability problem by type with user testing method and heuristic evaluation method. Both methods were equally effective to identify the usability problem related to “navigation”, “structure”, “content” and “layout” but user testing method failed to identify the problem related to “compatibility”, “security” and “privacy” [18].

Google Analytical (GA) method is used to software base usability evaluation method. This method defies as “collecting, measuring, monitoring, analyzing and reporting web usage data to understand visitors’ experiences”. Studies suggested that analysis of GA data enables problems to be identified quickly and helps determine whether a site provides the necessary information to its visitors [19, 20]. A study was conducted in which usability evaluation method was developed by combing the GA software method and Heuristic evaluation method. This method helps to reduce the cost and time of usability evaluation. This study provides more deep light on unique problem identified by both methods. GA software provides a quick, easy and cheap indication of general potential usability problem areas [21].

2.2. Female Consumer Intention towards the online shopping

In this part literature review we mainly concerned with website design, interaction, display, user’s easiness to learn, efficient and pleasant that substantially effect consumer behavior. This investigated the website related characteristics such as information available on website, visual effects and attractiveness, quality of content, ease of navigation, less time consuming, not long and difficult form to fill to process transaction and overall presence of website with security assurance [6].

To shop online from boutique in Pakistan demographic factor show that gender impacts in online shopping really matter. Men say that that they would like to shift all their spending online as compare to woman. Online marketing environment affect the way consumer’s view, marketer need to realize to develop the relation to consumer [8]. Consumer exhibit different behaviors when they shop online than visit physical. When Statistical technique was applied on data results showed that there is no significant difference behavior whey they shop online. Consumer behavior was study in these dimension; “information”, “ease of use”, “Security/privacy”, “satisfaction” and “proper utilization” [10].

Pakistani people towards online shopping show different behavior. They feel more hesitation problem. “Psychological factors”, “Social factor”, “emotional factors”, “privacy factors” affects the consumers buying behavior. Results shows that majority of subjects are; already shopping online feel comfortable and convenient. Some subjects hesitate to buy online because of security and privacy [11].

To study the consumer behavior is to study the relationship between website quality and consumer behavior and attitude. Website quality has could be classified as” promotion, service, informational influence, self-efficacy, and resources facilitation”. Each of these factors positively enforces the consumer behavior [12]. Website quality tested by Perceived usefulness (PU) and perceived ease of use (PEOU). The results show that PU affects when a Web site is used for a purchasing task, PEOU only has an indirect influence on online shopping behavior by directly influencing PU [13].

The consumer behavior is highly affected by his personal demography, personal interest and experience to use internet. Studies indicate that factors “price”, “trust” and “convenience” are highly influence the consumer online shopping behavior [22]. The factors ”marketing effort”, “socio-culture influence”, “psychological factor” “experience and “purchases decision” affect the online shopping behavior. At first stage of online shopping marketing and socio-culture factor influenced the behavior. Second stage of online shopping has been influenced by
buying decision and convenience of online payment and security [23, 44]. A study was conducted in University of Kristianstad result show that price factor highly to shop book online. Trust and Convenience has low impact on consumer behavior. This was observed that consumer show different toward the different factors [24].

It was examine that women has more perceived risk of related to buying online than men even when internet usage is controlled. Women perceived more risk of online shopping related to credit card misuse, shipping problem, privacy and product quality. Results indicate that perceived risk and actual risk are near identical. Women mostly share their shopping experience and respond toward shopping online with friends. Women have high intensive to share their positive experience. It would reduce largely the perceived risk of women associated with the online shopping or website if her friend gives recommendation. Women take more risk of buying if they observe that she is not alone who buying this product than men [25].

IBA conducted study in Karachi with upper class and upper middle socio-class to examine the online shopping behavior. Results shows that price of product is major concern of people to buy. Most respondent said that the shop online only standard goods like TV, laptops, Mobile Phone etc. The belief of respondent was that “homeshopping.pk” is price effecting site. On other hand they believe that “draza.pk” is overpriced [26].

2.3. Status of Online shopping in Pakistan

Pakistan has fastest internet growth rate in region [27]. Besides, Pakistan is encountering problems of internet security, fraud and theft. Credit card frauds and online theft is very much in practice which have restricted the people to run their businesses online with the help of the E-commerce [28]. E-commerce would upbeat in future if security issues get settled down. Below is given a brief account of few online shopping websites being used in Pakistan [29-33].

Table 01: Compression of Online shopping websites in Pakistan

<table>
<thead>
<tr>
<th>Website Name</th>
<th>ShoppingCategories</th>
<th>PaymentMethods</th>
<th>Services</th>
<th>Site Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daraz.pk</td>
<td>Men, Women, Kids, Brands, Sports, Home &amp; life style</td>
<td>Master Cars, visa Card, Net Banking, Easy paisa, Cash on delivery</td>
<td>Easy, Appealing UI, Efficient</td>
<td>No</td>
</tr>
<tr>
<td>Kaymu.pk</td>
<td>Clothing, Footwear, Electronics, Computers, Sports</td>
<td>Cash on delivery, Advance payment, Kaymu Save payment</td>
<td>Slow Service, Inefficient, Ineffective</td>
<td>Yes</td>
</tr>
<tr>
<td>Shophive.com</td>
<td>Apple Mobile, Tablet, Laptops, Cameras, Server Networking, Printer, Kitchen Products</td>
<td>Credit Card, Easy Paisa, Money Transfer, Online Banking, Cash on Delivery</td>
<td>Not appealing interface, Quite easy, Not too Effective</td>
<td>No</td>
</tr>
<tr>
<td>Pakistangrocery.com</td>
<td>Baby Store, Grocery, Flowers, Gifts</td>
<td>Visa Card, Master Card, Pay pal</td>
<td>UI is not easy, No Option of Quick purchases</td>
<td>yes</td>
</tr>
<tr>
<td>Doorstep.pk</td>
<td>Grocery, Dry Fruits, Frozen Foods, Snacks, Households</td>
<td>Cash on delivery</td>
<td>Easy, Convenient, Descriptive Features</td>
<td>No</td>
</tr>
</tbody>
</table>
The trend of online shopping is increased in recent years. In developed countries online shopping stores are very much in practice. Masses especially women in developing countries prefer traditional shopping rather than online shopping store. One reason of traditional shopping is quality of product they purchases online is not as expected. In online shopping store the products particulars are fabricate and exaggerated. Women buyers attracted from advertisements anticipate same ideal environment for themselves [34, 35, 43, 44]. Women expectations are high when they see advertisement and order for product. Differences between expectations and reality back off the women’s preferences towards traditional shopping [36].

2.4. Problem Statement

Although Pakistan has fastest internet growth in region, 25 million people are using internet. Conversely, Pakistani women are laggard in adopting Ecommerce. The online shopping websites are not equally beneficial to all social classes of Pakistan. Online shopping websites pose barrier to women purchaser while interacting. As Contents, design, Structure of website and online payment method is not clearly stated. Women feel insecure and reluctant.

Pakistan’s women purchasers concern in online purchasing and post purchasing conducts are underscored through following such as

- What features women shopper from Pakistan are fancying during online purchasing
- How women buyers get purchasing ideas?
- How women consumers do research for the products
- Which factors influence Pakistani women consumer behaviors in the process of purchasing?
- What are the major concerns towards online shopping?
- Do Pakistani women consumers have fear towards online shopping and why?
- Why online shopping in Pakistani women is still far behind as compare to other countries women?

The foremost motives of our study are:

- To explore women trends towards online shopping.
- To study factors that Pose barriers to shop online.
- To investigate Women’s perceptions toward online shopping.
- To examine Privacy and Security Risk
- To consider factors that could enhance the understanding of semi-literate users

3. Proposed Method s and Expected Result

Research method will be divided in two phases. In first phase of study questionnaires will be used to collect the information about women perception for design layout, text, color and content management of online shopping sites. Furthermore, the problems women face while interacting with online shopping websites will be investigates. In second phase of research the usability of two shopping websites will be evaluated with two method of usability testing, user testing and heuristic evaluation. At the end of second phase of research the usability test results of two usability testing methods will be compared. Expected result of research will be

- To propose a standard design for all online shopping websites.
- Proposed payment methods will be easy to use for all type of buyers.
- A Design layout will be provided encompassing complete information on single page.
- The results of user study and heuristic evaluation will be implemented to refine the proposed prototype.
- This design will help the women to shop online in easy and pleasant way.
4. Conclusion

Online shopping is proliferating over the last years. Although the online shopping can be very convenient but there are some potential problems to be solved. Consumers exhibit different behavior while shopping online. There are perceived differences between male and female consumers. Female consumers face more difficulties as they do not frequently use internet and have some security and privacy concerns. By keeping perceived difference in mind designer should design the website that will be effective and entertaining for all users especially the women.

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