

ATTITUDES AND PERCEPTIONS TOWARDS ONLINE SHOPPING AMONG GENERATION Z IN PAKISTAN



Abstract

Generational cohorts are widely used for segmentation across the world as a successful marketing strategy. While birth age can be used to create groups, it fails to explain the motivations that guide the behaviors of different segments. Therefore, in order to generalize the buyer personas, it is essential to incorporate the role of environment and common experiences. In this context, segmentation using generational cohorts provides a richer source of information than birth age. Today, concerted efforts are being made to understand the preferences and behaviors of Generation Z for being the most effective, emerging and imminent one. Generation Z is different from all other generations because it constantly monitors whether corporations, brands, and governments care about the future of young people. This is because caring and doing good are perceived to be the main connection points between brands and Gen Z consumers today, even more important than product quality and benefits. Gen Z is environmentally conscious and demands much more than just a product from businesses. This makes it extremely important for businesses to understand Gen Z consumers. Therefore, this research is aimed at testing some of the attitudes and perceptions towards online shopping among Gen Z in Pakistan. To serve this purpose, two major aspects were considered including the incidence of online shopping and gender differences for which secondary data was extracted from credible US studies, whereas primary data was collected from Gen Z Pakistanis using an online survey in order to analyze the key assumption that the attitudes and behavior of Gen Z in Pakistan towards online shopping are similar to those in the United States.

Key findings

The analysis highlighted significant causes of unintended pregnancies leading to abortion issues including lack of knowledge about preventive measures for pregnancy, lack of proper sex education, rape, paid sex due to financial crisis, cultural myth that wife's body belongs to husband, lack of authority and power over men, rare usage of condoms, social expectation from women to become mothers and failure of family planning practice. Furthermore, the findings highlighted that the unclear and obscure policy about abortion in Pakistan has made it difficult to implement these policies in medical centers, giving room to medical experts to practice their own biases. Moreover, health and reproductive issues like unplanned pregnancies due to unfavorable/unwanted/forceful conception, early marriages, and sexually transmitted diseases were found putting additional burden on women's health and making the abortion issues more complicated. However, the study also conferred certain negative effects of abortions including death of the pregnant women, infection, loss of fertility and financial problems in case of expensive abortions. Besides all this, it was found that the current abortion policy of Pakistan does not address the issue of rape since abortion is not allowed even in rape cases. According to the policy actor matrix, doctors, being substantial policy actors due to their direct involvement for implementing the procedures of abortion and providing security and confidentiality to the patient, would have high interest and a high degree of power to influence the policy formulation and reforms. Similarly, NGOs, social media and father of the child would have high interest and a high degree of power over the policy process. On the contrary, pregnant women, victim's family and unborn child would have high interest but a low degree of power. Peers and colleagues would have low interest and a low degree of power, whereas, Islamic muftis and policy makers would have low interest but a high degree of power over the policy making process. However, interview findings emphasized that there should be specified directions and rules from government organizations for the implementation of abortion laws, otherwise it could bring up a lot of societal issues. Therefore, the study proposed significant policy alternatives in the broader context including complete legalization of abortions with discretion to the woman for taking decision related to her body, temporal legalization of abortions till the second trimester (almost twentieth week of pregnancy) without any conditions and with full independence for woman's decision about her choice, conditional legalization of abortions in which abortion would be legalized only in certain conditions such as when the mother's health is in danger, when the fetal health is an issue or when it is a rape case, changing the mindset of people and no action plan. Since there were certain trade-offs between different alternatives, the decision was made considering the most important assessment criteria i.e. feasibility, acceptability and efficiency. Subsequently, the policy alternative of bringing change in the mindsets of people was found to be the best suitable solution. Although it scored low on efficiency, it was found to be a feasible and socially acceptable policy option as it could lead to the desired outcomes in the long-term. However, conditional legalization and temporal legalization were found preferable to complete legalization in terms of feasibility and acceptability, but there was a compromise for the desired outcome in these alternatives. On the contrary, complete legalization could give the best outcome but the trade-off would be of feasibility, hence, it ranked at fourth position, whereas, no action plan scored maximum on feasibility, but because of lowest efficiency this alternative would not be desirable at all.

Implications

The study suggests that by understanding and using cohort analysis, businesses can identify target markets with greater precision to get new customers, especially small-business owners who are better off aiming for narrow target markets. Furthermore, the generation Z population in Pakistan is important for brands and businesses because it makes up a considerable chunk of the population which creates an opportunity for businesses to modify their offerings to serve the highly tech-savvy and informed individuals who have access to a multitude of information sources. Moreover, the proven assumption, that the online shopping patterns of Gen Z individuals in Pakistan are almost similar to that of their US counterparts could also help in leveraging US-based attitude and behavior data for Pakistani brands and businesses.

Citation

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SDGs



Keywords

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