Website Testing of Online Boutiques in Pakistan

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Abstract: The ratio of online shopping is getting higher and higher with each passing day; it has also been increased in Pakistan from past few years. The attitude of shopping converted into online shopping is rapidly increasing because e-commerce website offers efficiency, convenience and cost effectiveness. Mostly brands are also moving to the e-commerce websites for increasing their sales. The main objective of this research paper is to analyze the impacts of online shopping experience, trust, intention, behavior and customer's emotions towards the online shopping. Thus, how the user identifies their product from the particular website and analyzes the factor of e-commerce Marketing, accessibility and security issues of websites. A survey has been conducted to evaluate the performance of the website and shopping time period. In this paper, we targeted users including men, women and students. For the usability testing, we selected 10 online boutique websites to identify the users experience about the new and advance criteria of feasible and time saving progress of online shopping. The result of our study shows that mostly users are already shopping online and prefer to make their purchases online because online shopping is time saving, secure, easy, comfortable and better than that of physical shopping. But certain user does not prefer online shopping because they hesitate from insecure payment and dealing. Generally users visit the website to view the new products throughout the online shopping website. People are more likely to select physical shopping that's why they do not prefer online shopping.

Key words: Online Shopping · Convenience · Physical Shopping · Experience · Intention and E-Commerce

INTRODUCTION

The online shopping website helps the user to perform their online task in less time and secure manner. Online shopping provides variety, convenient and 24/7 Availability. If you are not sure that what you are actually looking for, check out the online shopping website that contain huge selections in just one click., it's also save people from these torched such as Screaming Babies, irritating People, Old People In the Way, No car Parking, Crappy Elevator Music, Bad Smells, Freezing Cold AC etc [1].

In the scientific literature, telecommuting has already received extensive attention, while online shopping and its relationship with personal travel behavior has received far less attention. Online shopping can be defined as such activity to buy or to get information about consumer goods via the Internet; Example, one can obtain information about a certain product by in-store shopping and purchase the product via the Internet or vice versa, it is also likely to use the Internet to obtain information about a particular product and then buy it in a store. As the popularity of online shopping increases, it essentially changes people's travel behavior, their use of transport systems and the previous configuration of shops [2].

How Online Shopping for Fashion Item Is Different?: The way we shop for fashion item is different from how we buy laptop especially in online. According to fashion item reviews and specification a less necessary, people can say that fashion shopping is about to discover something that fits your taste and feels good.

Why Online Shopping Is Best?: Online boutique is best to shop because there is no need to find a location, waiting in a long line to purchase a product and provide potential effort for searching. Fashion has no limits that's why online shopping website provide a glorious style, traditional and fashionable look to your clothing and the possibility of exploring online women clothing with the

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great extent. These days, blogger, designer and fashionable people show their idea through online website.

Online Shopping in Pakistan: Trend to online shopping has been increasing in Pakistan due to ease. Its convenient way to find your desired item on online store, view full descriptive images, videos and good price of item, can take place order through website ant you will receive your product at your doorstep. In Pakistan online shopping playing a vital role to increasing the relationship between the marketers and their consumers. The best benefit of online shopping is that it's aware and motivates people to shop online.

This research paper presents the study of User views and Experience for Online Shopping. Our basic phenomena, how the user feels when they buy product in the Online store. And what people Focus during online shopping. To Study about the people feels that online shopping is trustworthy or don't have security issues [3].

In this paper we evaluate 4 different factors; including website usability, website reliability/fulfillment, website accessibility and website customer service as perceived by online buyer; that affect online shopping. We used heuristics evaluation technique to classify these factors which buyers keep in mind while online shopping. Also made hypothesis on a survey of 101 respondents we perform testing on website through different user and check their performance and searching criteria also notice time they taken for doing task. We found that it is a challenge for E-marketers to convert low frequency online buyers into regular buyers through successful website usability and by addressing concerns about reliable performance.

Related Work: According to the (Nilesh Kumar Deveraj, October 2007) that women generally show positive attitudes towards shopping online for apparel due to the Online shopping features can be classified into consumer's perceptions of functional and utilitarian dimensions such as "easy to use", "efficient", "usefulness" or into their perceptions of emotional dimensions like "Enjoyment".

Lack of credit card security and poor product quality were some of the major problems women associated with clothes purchasing on the Internet (Fram and Grady, 1995). Holbrook (1994), Internet shoppers can be described as 'problem solvers'..

(Gerald Ha¨ubl,2000) Be that consumers' shopping behavior in online stores may be fundamentally different from that in traditional retail settings and the two most common reasons for shopping online have been a time saving and convenience.

Bhatnagar and colleagues (2000) provide evidence that demographics are not relevant factors in determining which store to how much to spend, though men and women do tend to buy different types of products or services via the Internet. In summary, the literature suggests that the impact of demographics on Internet buying behavior is not strong.

Geissler and Zinkhan (1998) claimed that the Internet shifted the balance of power in favor of consumers as it became very easy for them to make shopping comparisons and evaluate alternatives without being pressured by salespeople.The number of Internet users who are shopping online goods and services is increasing (Forrester Research, December 2001).

Compared with traditional brick-and-mortar retailers, online retailers offer extensive product information on demand (James, 1999)Akhter (2002) indicated that more educated, younger, males and wealthier people, in contrast to the less educated, older, females and less wealthier are more likely to use the Internet for purchasing. (The Pak Banker, September 2010). In which talks about the online transactions involved in online shopping. In this PayPal is introduced to an area for online purchases. Allows for people, without credit cards or those uncomfortable with using their credit cards online, to purchase items online.

Kumar, Smith and Bannerjee (2004) pointed out the major factors affecting the ease of use of a website interface are: language used, arrangement of information, use of metaphors, size and contrast of letters. In short, this study defines ease of use as the degree of easiness to use the website. In the previous research paper suggest that the ambient cues will make stronger the consumer evaluation, its attract mostly to the purchaser to buy a product because the ambient cues impact the 5 sense which usually have been found in the consumer [Bitner, 1992].

It also believes that some people feel hesitate to engage the social interactions with other people so they prefer online shopping. [Cox, Cox, and Anderson, 2005], in general

- Due to online shopping customer trust is raise to the online seller this makes a good impact to purchasing purpose.
- Online shopping would perceived user capability and improves their online shopping experience; it's also taking less effort as compared to retailer store [4-10].
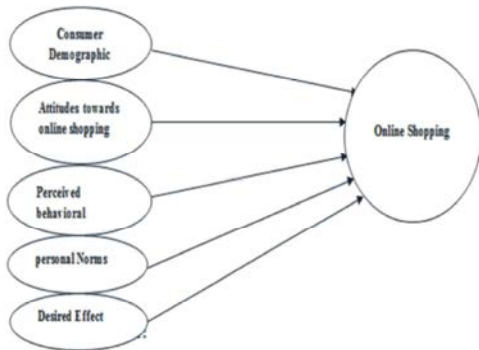
Conceptual Model of Online Shopping:

Fig. 1: Conceptual Model of Online Shopping:

MATERIALS AND METHODS

This study focused on evaluating the accessibilityand usability of online shopping websites.We have chosen 10 online websites for testing purpose; we used heuristics evaluation technique that gives an overview of usability in terms of efficiency, effectiveness andsatisfaction as perceived by the user. We targeted Students, women's (Professional, non-professional) and Males. We create the hypothesis and task sets that are conceived on the basis of website performance andaccessibility. We have done the live user testing and collect the data from a feedback survey form.

Participants:

Factor	Categories	Frequency	Count	Percentage %
Gender	Male	100	45	45%
	Female		55	55%
Age	18-24	100	60	60%
	25-34		16	16%
	35-44		13	13%
	45-54		9	9%
	Above 55		2	2%
Education	Graduate	100	20	20%
	Undergraduate		52	52%
	Masters/PHD		22	22%
	Diploma		6	6%
Present entitles	Job	100	18	18%
	Business		18	18%
	Other		64	64%
Computer literate	Yes	100	90	90%
	No		10	11%

Hypotheses:

H1: User prefers official websites rather than facebook pages for the shopping.
H2: Users face problems, in searching the desire dresses.
H3: Most of teenager prefers online shopping.
H4: Free delivery will have a positive influence on attitude towards online shopping.

H5: User trust online shopping.
H6: User's interest going to physical shopping rather than online shopping.
H7: Having a user friendly website is better help the customers for shopping, will have a positive influence on attitude towards shopping online
H8: Online shopping increase productivity of respective brand or not.

Procedure: We previously prepared the usability testing packets for each user. We selected 10 official boutique websites for testing. To start the testing, we explained the basic premise to the test and asked the participant whether they had do online shopping or not. If the user says no,then we ask the respective reason [11]. We had assigned them the task one by one and then calculated the time estimate of each task and rate the task as per the above rating scale. A questionnaire was prepared which focuses on the process as an outcome of the study. To observe the usability aspects Post-Study-Satisfaction-User- Questionnaire (PSSUQ) was chosen.

User Task: Following is the task set which we have defined for the user.

- Task 1: search the unstitched dress,
- Task 2: search Man causal kutra in Range between 6,0000 and above,
- Task 3: search the lawn embedded set in red color,
- Task 4: search the groom Sherwani in white and add the product into the cart,
- Task 5: search the Kids dress in category of infant.

Task by Analysis: Results: This section is a task-by-task analysis of faculty participants' performance. We used the following rating system to grade task success:

1= got it quickly
2= got it eventually
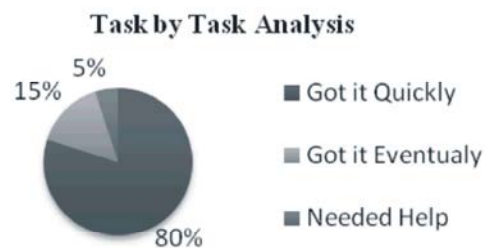3= needed help

Task 1: Search the Unstitched Dress:

Fig. A.

Observation and Result: Searching of unstitched dress was the first task given to our participants, the majority of participants 80% participants were easily find the unstitched dress. Only 5% participants needed help. Because The "Unstitched option" is available in the Main menu, which is where participants looked first.

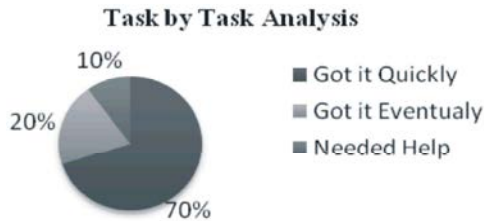**Task 2: Search Man Causal Kutra in Range Between 6,0000 and Above:**

Fig. B.

Observation and Result: second task search Man casual kurta, 70% participants do their task by their own, little bit difficult for the participants because they don't understand that from where Range has been set 10% participants needed help.

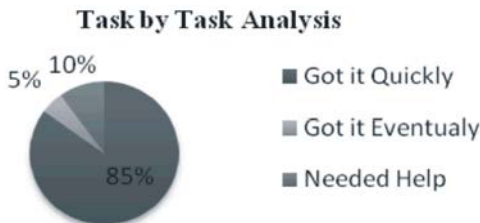**Task 3: Search the Lawn Embrioded Suit in Red Color:**

Fig. C.

Observation and Result: While the majority of participants could complete the task on their own, 15 % of them had difficulty completing the task due to color because majority of websites doesn't have the selection of colors due to limited selection of clothes [12].

Task 4: Search the Groom Sherwani in White and Add the Product into Cart:
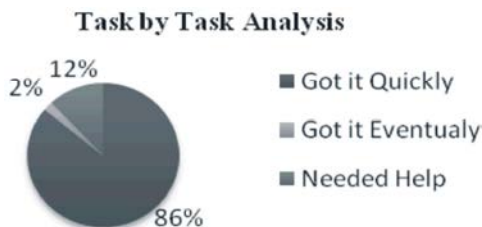

Fig. D.

Observation and Result: Some issues were: The term "Cart or Add to bag "was confusing for some users. In some of the websites Cart option could not be seen on the page.

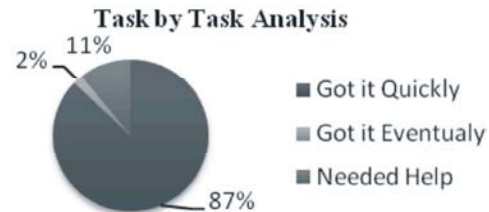**Task 5: Search the Kids Dress in Category of Infant:**

Fig. E.

Observation and Result: 13% participants had trouble locating the option under "Boys". Additionally, participants expressed that the boys and Kids is not clear [13].

RESULST AND DISCUSSION

Arguments 1:
H1: User prefers official websites rather than facebook pages for the shopping.

Now a day, social networking is on its peak, as people use facebook for their business purposes. Majority of people are using facebook pages just to view the fashion items but they prefer official pages for online shopping. To evaluate this thing that either users use facebook pages or official websites for shopping online, we asked our participants about what they prefer more and we generalized that 71% of participants prefer official websites for online shopping and 29% of people preferred Facebook pages. People feel more secure by using official websites and that is the reason why they chose official websites for online shopping. In conclusion, we may say that people have more trust on official websites than that of facebook pages [14].
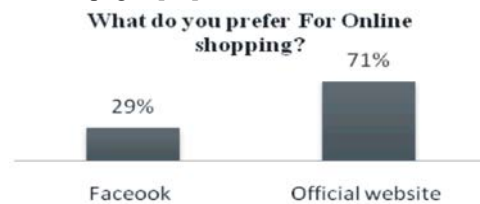

Fig. F.

Argument 2:
H2: Users face problems, in searching the desire dresses.

Our argument is that, official websites mostly have performance and accessibility issues, i.e. their website's standards are not really good. We conducted this survey through participants having different demographic factor. Most of the people faced problems while online purchasing. 67% of people said, yes and 33% of people said, no. They are facing problem while choosing their clothes ranges and color scheme of dresses. The variety of material is not provided by the websites. Concluding this survey, the thing to change is that the concerned site owner must upgrade their websites for better performance and they should also take this issue seriously for their betterment of websites [15].

Have you Felt any Problem While conducting online Purchase?

Fig. G.

Argument 3:

H3: Most of teenager prefers online shopping.

Now a day, young generation is more addicted towards internet. They feel online shopping more comfortable and secure than that of buying from the stores directly. Our argument is that older people are not interested in online shopping because they are reluctant to go for shopping from stores. We asked from our participants that are they interested to go online for shopping? We then got to know that participants of age (55 and above) are least interested in shopping online. But the highest percentage of users that we generalized for online shopping was from the age group of (18-24) because they are addicted towards internet and its services. They feel themselves free to shop online [16].

Are you Interested to do Online Shopping?

Fig. H.

Argument 4:

H4: Free delivery will have a positive influence on attitude towards online shopping.

The thing that attracts people more is free delivery because the people think that already they are buying too expensive things and the pages and websites are charging more so they mostly look for the 'free delivery' tag. This thing was proved when we conducted our survey because we generalized that 91% of people go for this free delivery tag and the rest 9% does not bother to ask for free delivery. So this proves that yes people do go for free delivery tag [17].

Mostly peopls are prefer free delivery during Onlinr Shopping?

Fig. I.

Argument 5:

H5: User trust online shopping.

Our argument was that do people consider these websites trustful for online shopping? Throughout our survey, we generalized that yes, people do trust these websites, but not mostly because people have issues on giving their credit card numbers for they don't have any security that either it's secure or not and also people are unaware of the product quality.
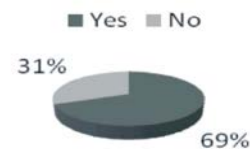
Are you trusting for Online Shopping?

Fig. J.

Argument 6:

H6: User's interest going to physical shopping rather than online shopping.

Our argument was that though people do go for online shopping but the more preference, they give is to go to the markets and buy things from the stores directly. The reason that we generalized through our survey was that people are even today reluctant to the old traditional style of going for shopping with their families for through this they enjoy themselves and also they get their desired things in cheaper rates as well. And the results of this survey were, 71% of people chose going out for shopping with their families and the rest 29% chose online shopping [18].
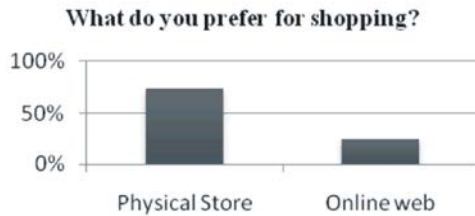
What do you prefer for shopping?

Fig. K.

Argument 7:

H7: Having a user friendly website is better help the customers for shopping, will have a positive influence on attitude towards shopping online.

Our argument was that the online websites are user friendly websites as users don't face any problem going online for shopping. Though they are user friendly websites, but sometimes people do face some difficulties. The results that we generalized were that 91% of people agreed that yes, these websites are user friendly websites and they don't have any difficulty buying online, but the rest 9% of people faced problems like adding to cart etc.
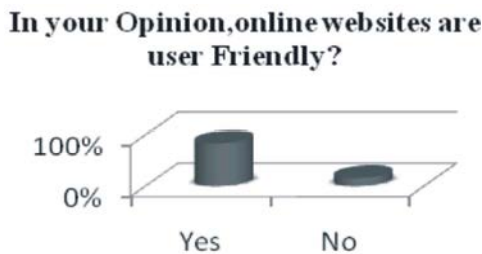
In your Opinion, online websites are user Friendly?

Fig. L.

Argument 8:

H8: Online shopping increase productivity of respective brand or not.

Our argument was that people go through many websites daily, so do they buy one thing at a time or whatever they like they buy it? When we asked our participants about the increasing productivity of the brands, their answer was yes, because they said that we go through many websites daily and whatever we think is best, we order it online, whether the thing is from the same website or the other and whether the thing is one or they are many.

what do you think, productivity of brand is increases due to online shopping?

Fig. M.

Heuristic Evaluation: Heuristic Evaluation was conducted keeping Jakob Nielsen 10 usability heuristics in mind to find out all positive and negative findings in e-government websites that acted as a hinder in its usage.

Principles

Visibility of System Status: The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Match Between System and the Real World: The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.

User Control and Freedom: Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and Standards: Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error Prevention: Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Recognition Rather than Recall: Minimize the user's memory load by making objects, actions and options visible. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Flexibility and Efficiency of Use: Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users.

Table 1:

Heuristics	Positive Finding	Negative Finding
Visibility of System Status	· The user registration page immediately informs users when wrong email address is entered. · The user registration page immediately informs users when wrong Credit card number is entered. · When user did not select size of dress, system prompt to enter the size. · When user did not select quantity of dress, system prompt to enter the quantity of dress. · When the user wants to register them self, they are immediately taken to the login page. · Error messages are displayed. · Feedback is given to the user after performing every task. · Basic information links are on the home page.	· No Negative Finding
Match Between System and Real World	· Important options are presented on the screen. · The search button is presented with search icon on it. · "Add to card" icon is same as Real world Cart. · Home icon is same as Real world home image. · Phone icon is same as phone image. · Envelop icon is same as message	· No Negative Finding
User Control and Freedom	· All menu Facilities is provided to return to top of the page.	· Some website have Add to cart problem, because that option is not available at that page. Provided on every page. *Recommendation*: Provide Add to Cart option clearly.
Consistency and Standards	· Design is consistent throughout the website. · Color and style conventions have been followed	· No Negative Finding
Error Prevention	· Before purchasing product, service user is taken to the registration page. · Provided emergency exit, if you want to switch from any other page to home page, there is option of home button in every page	· No Negative Finding
Recognition Rather than Recall	· Layout is not Complicated	· No Negative Finding
Flexibility and Efficiency of Use	· In websites empty links have not been found. · In websites all options do work properly	· The link for the 'Contacts' is given at the bottom of the page which frustrates the user to find it. *Recommendation*: Contacts numbers should be given to the top of the page, user find it easily.
Aesthetic and Minimalist Design	· Unnecessary information has been avoided. · Design is intuitive. · Navigational facilities are provided at the bottom of the screen	· No Negative Finding
Navigation	· The facility to go back or to go at the Top of the Web Page is provided at bottom of every page (except Home Page). · The titles of all the pages are different & up-to-date and users can easily know where they are. · Links for going to the other Pages are presented on each Page.	· No Negative Finding
Help and Documentation	· Help messages are provided where necessary.	· No Negative Finding

Aesthetic and Minimalist Design: Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help Users Recognize, Diagnose and Recover from Errors: Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.

Help and Documentation: It may be necessary to provide help and documentation to the user step by step where necessary.

Ranking System: We have ranked each of the problems according:

- **Positive Findings:** The Web site conforms to Nielsen's heuristics in several areas, which are given below in the table.
- **Negative Findings:** The Web sites fails to meet Nielsen's heuristics in a number of areas, which are given below in the table.

CONCLUSION

By conducting this research we concluded that the result we got is positive attitude towards users. Anyhow it's a fact that majority of people in Pakistan prefers shopping from physical stores rather than online store, because people are more likely to favor the tangible product due to product quality also because of

performance and accessibility issue, that is the reason why people usually like to visit physical stores. People get hesitated during transaction through online shopping for they have security concerns. Our research suggests that attitudes towards the risks and the benefits of using online boutique shopping do conflict some customers and we got negative impact on their intention to use online shopping via internet. We are particularly interested in those customers who rely on to online shopping and in that they realized the benefits of online shopping but are concerned about the risks involved in it. Online shopping also got to have a high point in Pakistan. Online shopping experience plays a vital role and influences how customers perceive the benefits and the risks of using online shopping. Through the demographic factors it shows that gender impact frequency on the online shopping really matters. More importantly, many men say that they would like to shift all their spending online as compare to women. Marketers need to realize that the online marketing environment affects the way of customer's view and develop relationship. In this research we analyzed that online shopping provides more awareness of a new product in just one touch.

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