



Effects of Crisis Response Strategies on Purchase Intention

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Abstract:

This study aims to explore the impact of online crisis response strategies on consumer behavior in the digital marketplace. Specifically, it investigates how these strategies influence online purchase intention and online brand attitude, providing insights into how consumers perceive and react to brand responses during crises. Furthermore, the study examines the mediating role of online brand attitude in linking crisis response strategies to purchase intention, highlighting the importance of brand perception in consumer decision-making. Additionally, it assesses the moderating effect of brand perceived usefulness on the relationship between online brand attitude and purchase intention, proposing that a higher perceived usefulness strengthens this relationship. By integrating these factors, the study offers a comprehensive understanding of consumer responses to brand crisis management in the online environment.

Keywords: Effects, Crisis, Response, Strategies, Purchase, Intention

Introduction

Online purchase intention (OPI) refers to a potential whatever is in the buyer's hand that has the purpose to reward for a particular good or on the other hand management in a particular period of time (Grewal et al, 1998). Purchase intention is an important characteristic of purchaser efforts. As a feature of this examination, the web-based buy expectation is the variable to clarify as per Triandis (1980), goals address the necessity that the singular gives him to act with a specific goal in mind. Heijdein et al. (2001) characterize the internet based buy expectation by the methodology at which the buyer will purchase an item or administration from a specific site. Online purchase intention (OPI) suggest to a potential that is in the purchaser's hand that has direction to pay for a particular goods and services in a particular period (Grewal et al. 1998). Purchase intention is fundamental attribute of shopper conduct. Almost past researchers have endeavored to acknowledge those components which either advance customers in online buying or put them down (Khawaja et al., 2019 Ruiz- Mafe et al., 2018, Trivedi & Yadav, 2020). The aftereffect of online buying has shown positive motivations (values and costs that are serious, helpful, and energizing) are normal (Dai & Zhang 2020, Talwar Dhir et al., 2020; while the causes for deterring

online buying are hard to perceive (Talwar Dhir et al. 2020, Talwar, Talwar et al, 2020). Various investigated research factors might affect buyers' acknowledgment of online buying. The perceived danger connected with an online purchase has drawn in the consideration of analysts and online purchasers/retailers (Ariffin et al, 2020; Maziriri & Chuchu 2017). The use of online shopping develops, present examination should be refreshed and upgraded by investigating explicit sorts of indicators of online shopping and their effect on OPIs. Today web-based media are a significant instrument for emergencies association coordinator (Ki & Nekmat 2014; Roshan, Warren & Carr, 2016) Despite the extend significance of web-based media in crisis correspondence (Schultz, Utz & Goritz 2011; Mccorkindale, Distaco & Carroll, 2013) a few researchers stress that it is as yet muddled for associations with respect to how they can ideally utilize media and its dialogic ability during crisis (Jin, Liu, & Austin, 2011; Eriksson, 2012; Ki & Nekmat, 2014). Social media are an important tool for crises connection organizer (Ki & Nekmat, 2014).

The outcome that shows the positive upgrade in purchase online (cutthroat costs, accommodation, and fervor) are normal (Dai & zhang, 2020, Talwar Dhir et al, 2020a), while cause of deterring online buying vary and hard to acknowledge (Talwar , Dhir et al., 2020b; Talwar Talwar et al, 2020) between the various explored factors that might affect customers secure of online buying, the perceived danger related with online buying has critical interest between researchers and online consumers, the same (Ariffin et al., 2020; Maziriri & Chuchu 2017) examiner and researchers need to see how purchasers react to negative brand data. The requirement for this comprehension has become logically significant without breaking a sweat of way to deal with negative brand data on the web in like manner and via online media in explicit (East et al., 2007).

This concentrate additionally underwrites that partnership between OBA and OPI is decreased by Brand Perceived Usefulness (BPU). OBA composes "amount of buyers' decisions of the brand's character attributes" (Chavanat et al, 2009). Taking into account that OBA makes purchasers participate in counterproductive practices (i.e., proceed or prevent purchasing from organizations), we are certain that when their BPU is high, clients will participate in OPI (Aditya & Wardhana, 2016; Wang et al, 2019) The meaning of BPU in association with OBA and OPI has been understudied in earlier examinations on online crisis response strategies (Stieglitz et al., 2019; Van der Meer 2014) Additionally, past review recommends that singular characteristics and appearances might restrict the impact of OBA (Nikolova et al., 2015; Su et al., 2019). At this point, we recommend that the beneficial connection between OBA and OPI be solid as a person with extreme BPU musings (Coombs, 2007).

Online brand attitude causes consumers to engage in counterproductive behaviors (Aditya & Wardhana, 2016) online brand attitude & online purchase intention is strong as an individual with excessive brand perceived usefulness thoughts (Coombs, 2007). An important component in the success of the link between online crisis response strategies and online purchase intention.

Taking everything into account, this study adds three new viewpoints to the current writing. In the first place, it centers exclusively on concentrating on online OPI crisis response strategies in another SOR system in a developing business sector. The embeddedness of ideas inside cycles of the SOR structure is contemplated to give a productive and dependable stingy hypothetical model to accomplish this examination. Second, by intently examine the consecutive idea of this exploration framework implanted in SOR hypothesis; we propose that OBA impedes the connection between OBA and OBI. We additionally accept that clients who have had an awful involvement in their brands will find it hard to assist the brand with developing will be reluctant

to profit from it, and will prevent buying from these brands, which might prompt the decay of OPI. Accordingly, OBA can be a significant part in the accomplishment of the connection between online crisis response strategies and OPI.

Introduction to Problem

Online purchase intention (OPI) alludes to a potential on the grounds that is in the purchaser's hand that has the reason to pay to buy a particular good or service in a certain time period (Grewal et al., 1998). Buyer intention is the indispensable attribute of shopper conduct. These days online buying of labor and products is extremely normal. Individuals start shift on online buying to save time. Large numbers of the researcher's beginning exploring the online purchase intention how we produce a positive impact for our online customers. (Aghdaie, Piraman & Fathi 2011)

In our study, we need to find out why and under which condition online crisis response strategies influence online purchase intention. (Talwar et al., 2020) and finds that online brands respond to crisis affects how consumer perceive online brands (Combs, 2007) and find that who need to solve these crisis, who manage it, and what they do for the online crisis.

Most explored factors might impact shoppers' embracing of online buying. The perceived danger interface with an online purchase has captivated the consideration of inquirer and online purchasers/retailers (Ariffin et al., 2020; Mazirri & Chacha, 2017). As the use of online shopping develops, present examination should be refreshed and increment by investigating explicit sorts of indicators of online shopping and their effect on OPIs. Crisis is basically an uncertain incident / event that affect the consumer attitudes toward something (Dutta & Pullig, 2011). As well as, in developing business sectors exist a high correspondence of data (Wang, he & barnes 2017), consequently, shoppers need confiding in online stages. It has risen examine about private data spillage, online misrepresentation, the inconsistency in item quality and grade, ineffective conveyance, and different dangers that are all things considered called perceived danger (Hong and Cha 2013, Paluch and Wunderlich 2016). Perceived danger is recognized as the primary obstacle to online buying (Hajli 2015). Trust is quite possibly the main components in online purchase item. (McCole, Ramsey, and Williams 2010) as it assists with reducing perceived danger (Hajli and Lin 2015; Mutz 2005). As well as, trust has been found to impacts the shopper and expands the intention to purchase (Hajli et al. 2017). Trust can be made online.

The past review has a couple of captivating commitments to online crisis the executives writing. Right away, past examinations on crisis the executives were assign to research the impacts of various crisis response strategies and crisis circumstance associated factors in affecting public response (Coombs, 2007; Schultz et al., 2017,) so the research work aim to investigate the achievement of one explicit web-based media trademark (for example online media intuitiveness) in online crisis the board, consequently stretching out the web-based media to the online troubles the executives. Given explicit quality of web-based media, it is vital to direct an examination in the present circumstance (Liu and Shrum 2002; Song, 2008; Vorderer et al, 2004) scarcely any investigations (Jin et al., 2014; Vernuccio, 2014) recommend that web-based media is a vital device for companies to control crisis.

Explore the unexplored findings that the role of brand perceived usefulness in relation to online brand attitude and online purchase intention (Stieglitz et al., 2019) and what are the corrective actions taken by brand owners which helps them to rebuild the online brand's image (DiStaso et al., 2015; Ma, 2020). In the crisis situation brand reduce the trust and moivation of the customers

and have negative online brand attitude, which harmfully effect the intention of the customers (Lis & Fischer, 2020; Singh et al., 2020) find the direct effect of online crisis response strategies on online purchase intention and an indirect effect via brand attitude. Thus, thinking about the significance of the Online Purchase Intention and Online Brand Attitude or more holes, the center point of this examination is to analyze the and reviewed the impact of online emergencies response strategies on online purchase intention through online brand attitudes. This concentrate likewise suggests that the relationship among OBA and OPI is directed by Brand Perceived Usefulness (BPU). Stimulus organism response is proposed by “Wood Worth” in (1929). It is a very first procedure of understanding buyer’s behaviors. It is basically a combination of some environmental factors that act as a stimuli and impact the organisms internal state and based on those stimuli changes i.e. make our response. As per the article it has been stated that SOR is the basic framework under which Online Purchase Intention i.e. OPI is formed in which customers as per their preference either buy the product online or reject keeping in view their previous experience or on the historical background further exemplifying with OBA i.e. Online Business Attitude.

SOR hypothesis is "a neo-behavioristic form for acknowledging the method in which individuals select to sanction constructive (attitude) or obstructive (evasion) to conduct to react to a particular stimulus" (Jacoby, 2002, p, 7; Kim and Jason, 2016). Past analysts have endorsed SOR hypothesis in a few settings (Jumar et al., 2020; Tandon et al., 2021). The hypothesis works on the worth of the Stimulus Organisms Response (SOR) framework lays on its all-encompassing thought of the emotional and mental. The new test and trouble as a main priority, this review is tied in with utilizing another focal point to analyze the connection between online audits and buyer intention by applying the stimulus-organism-response (S-O-R) system (Mehrabian and Russell, 1974). By laying out the develop of perceived data quality and socially presence of online surveys as boosts, trust and fulfillment as system, and buyer intention as a response, the review means to check another model by considering the intervening impact of trust and fulfillment and the directing impact of enthusiastic extremity.

Research Objective

This study aims to explore the impact of online crisis response strategies on consumer behavior in the digital marketplace. Specifically, it investigates how these strategies influence online purchase intention and online brand attitude, providing insights into how consumers perceive and react to brand responses during crises. Furthermore, the study examines the mediating role of online brand attitude in linking crisis response strategies to purchase intention, highlighting the importance of brand perception in consumer decision-making. Additionally, it assesses the moderating effect of brand perceived usefulness on the relationship between online brand attitude and purchase intention, proposing that a higher perceived usefulness strengthens this relationship. By integrating these factors, the study offers a comprehensive understanding of consumer responses to brand crisis management in the online environment. (DiStaso et al., 2015; Ma, 2020)

Significance of the Study

Authoritative emergencies can have unsafe ramifications for hierarchical standing and deals. Subsequently, one critical inquiry relates with the impacts of an organization's activity preceding the crisis and its crisis response on clients' post-crisis attitude and conduct intention. The meaning of the exploration is that it shows that a revamping system has a more positive impact on kindness and uprightness based trust. An item hurt crisis prompts a critical bigger drop in capacity based trust and in purchase intention, while an ethical mischief crisis harms all the more emphatically honesty based confidence in the association. Many businesses don't invest in crisis management

because as per their point of view, there no chance that a small business would ever make any of the losses. Therefore, that belonged to this school of thought have been ruthlessly tested by the coronavirus pandemic.

Literature Review

In this we comprise all the literature of the research topic and discuss about the Online Crisis Response Strategies, Online Brand Attitude, Brand Perceived Usefulness and Online Purchase Intension of the consumer. Now a day online purchasing of goods and services is very common. People start switching on online purchasing to save their time. Many of the researchers start researching on the online purchase intention how we create a positive impact for our online consumer. The advancement of technology remove the entire barriers for the consumer and create a new profile of customer is called online consumer. Absence of trust adversely affects the shopper by which buyers are disappearing from buying the item or administrations online. (Aghadaie, Piraman and Fathi 2011, Al Nasser, Youoff, Islam, and Al Nasser, 2014; Becerra & Korganonkar, 2011; Bianchi & Andrews, 2012, Daud, Keoy & Hassan, 2011, Thamizhyanan and Xavier, 2013). The researcher have investigate that there is very important role of bloggers. They research that bloggers have an impact on the consumer intention because people trust and follow the bloggers. In many of studies perceived risk is the important factor that consumer perceptions of uncertainty create consequences in online purchase intention. Past examinations show that perceived danger has an adverse consequence to online purchase intention (Adnan, 2014, Almousa 2014, Bhatnagar, Misra and Roa, 2000; Bianchi & Andrews, 2012, Boyle & Ruppel, 2006, Chang & Chen, 2008, Clemes, Gan and Zhang, 2014). It shows that if consumer thinks that purchasing online is very risky due to security or privacy issue so consumer stops purchasing online. It shows that online brands innovativeness has a positive impact to online purchaser (Hsu & Bayarsaikhan, 2012). "The standards by which works [sic] the abstract inspiration of people to act reliably with the perspectives on the people's friend and gathering" (Bonera, 2011, p. 826). The considerable lot of the specialists observes that the opinion the gathering or the opinion of big name influence the customer purchase intention.

Hypotheses Development

The theory of stimulus organism response is related to the environment psychology, encourage individual's cognitive and affective response influence by the stimulus of the environment. In this people have to select the positive or negative stimulant (Jacoby, 2002, p, 7 Kim and Jonhson 2016) Earlier researchers approve stimulus organism response theory in many of researches (kumar et al, 2020, Tandon et al 2021).

Simplify that by seeing the impact of environment stimulus in the insides that help to enabling the assistance to empowering the mental or full of feeling processes. These strategies give the pinnacle development in the results of data chasing and independent direction and in attitude (Jacoby, 2002, p7).

Online purchase intention is very important aspect many of the researchers have shown in there researches that online purchase intention plays a vital role for instance, (Talwar et al 2020), by utilizing the ideas of utilization esteem, and involved the design for anticipating purchase intention of shoppers in online travel services. Utilized the online travel service information analyst showed that nature of advantages, social status, tendency and standard data set up purchase intention to travel services. Moreover, they put an argument the values and purchase intention depend on the consumers which belongs from different age group and the consumers which worried about their privacy, security concern and conscious about hygiene. Marutschke et al. (2019) it shows the

evidences listening to the purchaser, make easy for customer to find make intention to purchase. (Talwar et al 2020) Development theory had shown the positive effect purchase intention toward online travel services. Authors stated while security and privacy concern has positive relation with purchase intention. The authors show strong relation between the benefits which consumer gain and the purchase intention of the consumer. There is finding that there is a strong relation between in youthful, middle age and past clients. A Japanese examination reviews the connection with various utilizations and fulfillment from informing in mobiles, purchase intention has positive effect toward texting applications (Dhir al 2020). Researchers finds that while consumers purchasing a product investigate the value and reasons why buying this product, what benefits will achieve from the purchasing of product (Tandon 2020, Tandon et al 2020). There is a possibility of lies in purchase intention of consumer who has paying specific amount explicit sum for the specific item or administration (Grewal et al., 1998; Xhang et al, 2020,) which solid to online crisis strategies (vigbal Lambret and Barki 2018).

(H1): Online crises response strategies have a positive relationship with online purchase intention. Brand attitude perform a mediator role (Wang et al., 2019; Wassler, 2019). Brand attitude measures by the confidence of the consumer for the brands. Although, brand attitude and purchase intention are interlink with each other. Brand attitude is a complete analysis made by the consumer. Lii and Lee (2012) shows that there is a perfect relationship between purchase intention and brand attitude in conditions of corporate social responsibility. For example, Sundar finds the effects of social responsibility activity on purchase intention of the consumer. The researcher collected the data of Indian citizen which buy from FMCG top brands. The result shows that the buyer who buying this product are not having a clear or exact knowledge about the product. Moreover, consumers generate a positive attitude towards all of these brands. Zarantonello and Schmitt (2013) indicate that brands attitude role as a mediator connect with the events and brand equity. Few scholars reveal that events give a favorable and create positive brand attitude; in order, brand attitude control the purchase intention of the consumer (sun et al., 2020; Sun and Wang 2019). Different studies show the brand acknowledgement plays important role to increase the trust and purchase intention of consumers toward brand (Ramli, 2015; Ramli & Sjahruddin, 2015). The theory indicates that attitude is the fusion of communication in which brand awareness and brand image affect the brand attitude (Jalilvand & Samiei, 2012a). Although, the better we communicate to our consumer we get the positive response from our user.

Online brand attitude of consumer can play a positive role in the relationship that how consumer check it out the online product for example Netflix, online plays (balmer, 2011, Foroudi, 2019). By the online crisis response strategies brands can lessen the deficiency of crisis and assist with supporting the customer (Barbarossa et al, 2016). Coombs 2007) research show that how purchaser perceived online brand crisis and how online crisis response strategies help to foster the brand. Shopper online brand attitude is fundamental key component that the higher OBA so with a positive mentality individual purchases the online item (Ajzen 1991, roh 2017).

(H2): Online brand attitude mediates the relationship between online crisis response strategies and online purchasing intention.

BPU is clarifying as the stage wherein individual trust that utilizing this particular framework improves their work execution level (Davis, 1989, p,2) This description refers the usefulness is an opportunity on purchaser brain to get the outcome from clear framework. In the event that the framework having limit with respect to utilizing it as beneficially" (Davis, 1989), unhesitatingly perceived usefulness is exist. Perceived usefulness is creating from how much client accept that

the innovation redesign the exhibition level of the gig (Davis, 1989). Besides, perceived usefulness has revealed that it immensely affects the reason to use than the perceived convenience. These outcomes improve by the origination that regardless the innovation is easy to utilize or not, the purchaser won't buy this in the event that it isn't usable.

Conceptual Framework

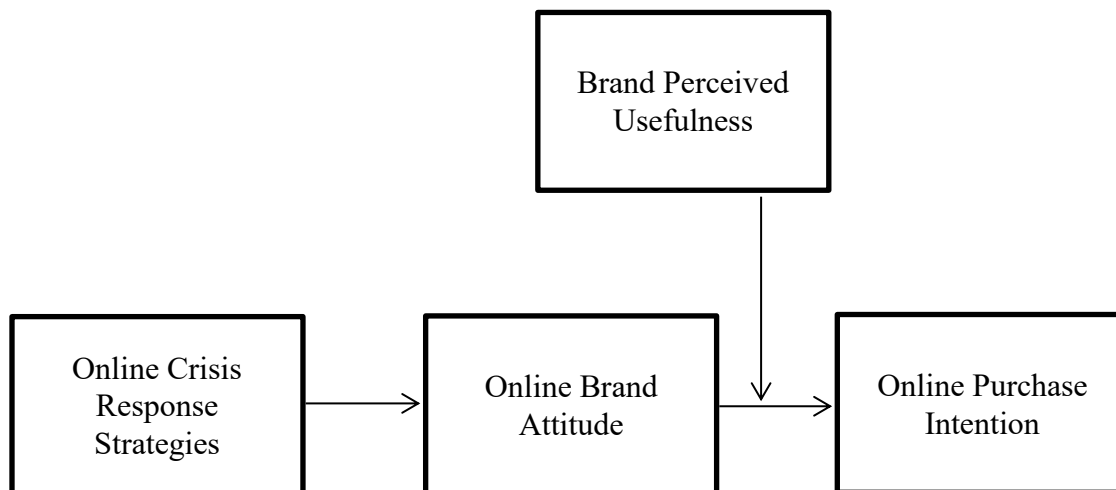


Figure 1.1 Conceptual Model

Usefulness with the affirmation in the web, keep trust in the organization, and the reason to embrace or acknowledge the e-taxpayer supported organization. The review result shows the Perceived Usefulness have a huge control result on the effect of confidence in the public authority on the target of using the e-taxpayer driven organization. Yet, the perceived usefulness didn't feature the particular balance impact between trust in the web and the reason to acknowledge the e-taxpayer driven organizations.

Then again (Vein, Pitafi et al, 2020) aid out a hypothetical contention to use perceived convenience propensity and mental reliance to estimate long range interpersonal communication fixation. Involving information from the college understudies in Pakistan, the creators checked their framework. They place the contention that the connection between perceived usability, interpersonal organization enslavement, and mental reliance is directed by perceived usefulness. Additionally, (Sohn 2017, pp 22-23) observes the wellsprings of purchaser's usefulness discernment by the framework the online versatile shopping is acknowledged wherever in Europe. The result show the worth of the purchaser's convictions about the nature of versatile online shops in the spread of the usefulness discernments before acknowledgment.

The experiences of usefulness are basic variables for building purchasers purchasing intentions and conduct. The theory of BPU isn't contended and it isn't so much simple to give a contention against this it is incredibly profoundly related with the context oriented use. Consequently, exploring this impacts all the brand attitudes and online purchaser intent for buying is a fundamental quality in shopper review. OBAs assist with framing awareness of the upsides of confided in innovation, items, or exercises, which change in an important perspective for online buyers in the endorsement of items and innovation. The state of online buying with innovative use,

BPU shows the using of innovation will give development to shoppers' exhibition in contemplating and securing and toward OPI. In this way, we estimate the accompanying:

(H3): Brand perceived usefulness positively moderates the relationship between online brand attitude and online purchase intention such that when brand perceived usefulness is high, the relationship of online brand attitude and online purchase intention will be high.

Research Methodology

In this chapter we will define research methodology of our topic in detail. In this comprises of overall sketch, methods, processes and techniques that are used in this research. This chapter defines our research design; and other methodological specifics like explain about research approach, population, sample size, variables of the study and data collection methods and tools, research instruments, validity, reliability, and model/framework of the study. These working explain detail information about our complete research study on impact of online purchase intention of customers. At end we will summarize our research methodology which concludes overall working.

Research Design

This study employs a correlational research design to examine the relationships between online crisis response strategies, online brand attitude, and online purchase intention. Correlational research is appropriate as it aims to determine the strength and direction of relationships between multiple variables without manipulating them. Additionally, causal and descriptive research designs provide complementary insights—causal research helps in understanding cause-and-effect relationships, while descriptive research offers an overview of the current market landscape. However, for this study, the correlational approach is most suitable, as it allows for the analysis of how online brand attitude mediates the link between crisis response strategies and purchase intention and how perceived usefulness moderates this relationship. By employing this design, the study effectively investigates the interplay of these key variables within the digital marketplace.

Sampling

In this study we use inductive look into the impact of independent variable on dependent variable in online purchase market. This is a quantitative study that has taken on an online survey type design. The online look over procedure applying an organized questionnaire was applied to get primary information from the participants. The data we were entered into the SPSS software for the purpose of statistical analysis, firstly, calculated the descriptive statistics to make a sample profile. Then secondly, we inspect the measurement model, and used different data analysis techniques. And also check the relationship between variable of our research. Using mean score, standard deviation, and Alpha of the scale. The Conbach's Alpha, Average Variance Extracted (AVE), and Composite Reliability (CR), of each construct were get going to reach the criteria/threshold values. This provides the satisfactory connection and discriminant validity and reliability.

We have two types of data sourcing which we mostly prefer to collect data. Primary data sourcing and secondary data sources, these two are mainly used to obtain the research data. In our study we used primary data to collect the information by creating a well-structured questionnaire and we distribute it in different people and also create a link of online one to get more data.

It is a part of our research design, our study is correlation study in which we have one independent (Online Crises Response Strategy), and one dependent (Online Purchase Intention) variable and the mediating role of Online Brand Attitudes which are testing to set on good and positive

association (in which one variable increases the other one automatically increases or inversely), negative relationship (in which one variable decreases the other one automatically decreases or inversely) and no relationship. It's an inversely proportion. The correlation in the middle of two notion when variable will be straightly correlate it is called positive relate, vice versa correlate will be negative and no correlation (Walliman, 2011).

It is basically a good way to tests respondents' perception to collect data from population in a broad level of online research study. Online questionnaire and then physical survey, it is good for respondents to help them to answer the questions themselves so they answer correctly and also we observe the reactions of correct response. And there is no creating any problem because the sequence and the questions are similar for everyone. Receiving the data easily from population because of same way of collection. For analyzing the data this method is well defined mannerly and mentioned in well specific format in both online questionnaire and physical survey. There we have two types of survey design, descriptive and relational is described by Rungtusanatham, Choi, Hollingsworth, Wu and Forza (2003). In our study we used rational survey because we want to identify the relationship between the variables.

Mainly focus of our study is to analysis the relationship between online purchase intentions with the independent variables of our study. We collect data from those who mostly prefer online platform to purchase online brands products. This unit study analysis of individual, our research determining the customers, analyzing the individual customers through different measurement scales, methods and processes. We are doing research so we are as a researchers find out the reasons and factors that influence to reduce the online purchase intention due to the online crisis response strategies. And identify the mediators and moderators plays roles in it.

Measurement Model

All variables of this study were operationalized already, taken from past researches/papers. The measurement studies are made up of one independent variables, and one dependent variable. Also one is mediator role of online brand attitude and one is moderator effects of brand perceived usefulness. Moreover, our total items are 20 and further 5 items which are demographics items, which are approximated along the measurement. Complete list of the items are showing in the give table below:

Table: 3.1 Items Scale

Construct	No. Of Items
Online Crises Response Strategy	2
Online Purchase Intention	9
Online Brand Attitude	5
Brands Perceived Usefulness	4

There are many different scales to measure and identify the attitudes of consumers how much they agree or disagree with a particular statement. Mostly researcher's used Likert scale. For analyzing the responses about the variables and allowing them to show or communicate their reactions.

Table: 3.2 Scale

Strongly Disagree (S.D)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (S.A)
1	2	3	4	5

Control Variables

Control variable are constant variables in the research paper. Use to control the reactions and helps in building the correlation relationship between two variables through increasing their validity. The demographic details of the answerers contained gender, age, standards, status of marital, and income.

Table: 3.3 Demographic Variables:

Gender	Age	Education	Marital Status	Income
Male = 1	15 – 20 years = 1	Undergraduate = 1	Married = 1	Less than 20000 = 1
Female = 2	21 – 25 years = 2	Graduate = 2	Unmarried = 2	20000-30000 years = 2
	26 – 30 years = 3	Masters = 3		30000-50000 years = 3
	31 – 40 years = 4	PHD = 4		Greater than 50000 = 4

In our study, we are not targeting the whole. Our target population are the different people from different institutions and locations across the city Karachi those who shop any brand product online by using online platforms and for this we conducted online survey as well as physical survey through questionnaire and get 233 respondents which are different consumers purchasing any online brand product or service. Firstly, we calculated the sample size through Danial Soper calculator and he gives us 170 range of valid answers the we get these valid responses. Respondents filled and completed the form that accommodates demographics and our four variables items as well as strategies info we get through it. In the questionnaire we have asked questions related to online crisis response strategies, online purchase intention, online brand attitude, and brand perceived usefulness. Respondents are students and employees from different areas located in Karachi.

As the study is about the impact of online purchase intention in which online crisis response strategies were made for the company to know about the consumers’ negative behavior during buying through the online platform. As talking about online purchasing consumers who fall into this category are known to buy online due to convenience (Coombs and Holladay, 2014).In online purchasing, the purchaser faces many problems like fake products, hidden cost, confusing refund and repair policies, delivery issues, online payment and warranty etc. Our aim is to solve these problems. We will collect our data by an online survey first then physical survey by which we will have information about purchasers who are facing problems during online purchasing. After deciding the data collection method, we will pursue data collection procedures to achieve our goal. In that case as we chosen the survey data collecting method we have questions to observe people behavior on purchasing online. Finally collecting data through survey in which we rated the purchasers’ behaviors while purchasing online on the scale of 1-5. This data will produce numerical and statistically analyzed.

For our research we use different logistics techniques to describe our data. Our scope of this research is to solve the problems of the purchasers who face problems during online purchasing. We focus on the strategies to improve them and observe the behaviors of purchasers that what they are going through while purchasing online. Our research is based on statistical and numerical, in that case we structure our data in values and uses formulas for formulating the values and have outcomes of our data. By conducting (CFA) Confirmative Factor Analysis to analyze the validation of scales which are measurements. (CFI) Comparative Fit Index and (RMSEA) Root Mean Square Approximation Error and statistical significance ($\chi^2 / df, p$) were used to evaluate our CFA frame (Hu & Bentler, 1999). Also use the process of Macro (Hayes & Scharkow, 2013) to evaluate the effects of mediating and consequence of moderating. In terms of the different demographics variables such as, gender, age, education, marital status and income, we found there is no analytical importance distinction in the study of variables examined.

In our research we use quantitative method to analyze our data. We mostly use statistical and numerical values to get perfect outcomes. We conducting online plus physical manual survey in which we provide measurement on the scale 1-5 (strongly agree-strongly disagree).

Survey Instrument

According to our research we test the hypothesis through our variables. A number of items used to operationalize each hypothesis so that it could be compared to previous research in this area. To measure the other study variables, we used Likert-type scale which was 5-points from 1(S.D) Strongly Disagree to 5(S.A) Strongly Agree. There are one Independent (I.V) Variable Online Crisis Response Strategies (OCRS) and one Dependent (D.V) Variable is Online Product Purchase Intention (OPI) and other are mediator is Online Brad Attitude (OBA) and moderator is Brad Perceived Usefulness (BPU).

Ethical Considerations

The purpose of our study is to ensure about each participant understands the research aim and objective. As all participants are full consent about the study and study visible them that this feel them free and secure and there is no harm for them. This study is done previously by other researchers and in this there is no harmful thread for respondent, we also give ethical safeguard. (Dillman, 2007; Bebbie, 2019)

Results

The purpose of this study data analysis to calculate and measure the results of the model of our study. We use SPSS software to perform the pilot study and we gathered the data from more than 100 respondents. After the collection we applied different statistical techniques for further calculations and results which show in below. Moreover, we use Amos for powerful support and effective results.

Demographics

Our demographic results shows out of the 233 respondent, 141 (16.5%) were males and 92 (39.5%) were females. And majority of the respondent belongs to the 21-25years age group 162 (69.5%). And most of the respondents are undergraduates 142 (60. 9%).Participants was mostly married 208 (88%). The majority of the respondent fall in the income level of less than 20000 118 (50.5%).

Table 4.1: Demographics of the Respondents.

S No.	Demographic Variables	Categories	Frequency	Percentage
1.	Gender	Male	141	60.5
		Female	92	39.5
2.	Age	15 - 20 years	30	12.9
		21 - 25 years	162	69.5
		26 - 30 years	28	12.0
		31 - 40 years	13	5.6
3.	Education	Undergraduate	142	60.9
		Graduate	65	27.9
		Masters	22	9.4
		PHD	3	1.3
4.	Marital Status	Unmarried	28	12.0
		Married	205	88.0
5.	Income	Less than 20000	118	50.6
		20000-30000	62	26.6
		30000-50000	26	11.2
		Greater than 50000	22	9.4

Note: N= 233; Gender (Male = 1, Female = 2); Age (15 – 20 = 1, 21 – 25 = 2, 26 – 30 = 3, 31 – 40 = 4); Education Level (Undergraduate = 1, Graduate = 2, Masters = 3, PHD = 4); (Marital Status (Married = 1, Unmarried = 2); Income Level (Less than 20000 = 1, 20000 – 30000 = 2, 30000 – 50000 = 3, Greater than 50000 = 4)

Common Method Bias (CMB):

Being forecast by Mackenzie and Padsakoff, (2012) that while gathering the information and facts from only one source, similar period, and self-noticed, at the time the Common Method Bias can be an matter in question in the data information set. Trio perspectives were handed down to discourse this problem recommended by Mackenzie and Padsakoff, (2012). The literatures clear the differences in how the different scholars explain the term procedures. The phrase has customarily been interpreting in general to involve many major details of the process measurement (Campbell & Fiske 1959, Fiske 1982). The initial factor is Harman's Factors test used Common Method Variable. Four variables construct in the examination with Eigen values. The SRW (Standard Regression Weights) were calculated by Confirmatory Factor Analysis (CFA). Also

then, involved usual latent components in the analysis representation, and transcribed the confirmatory factor analysis outcomes.

Lastly, the weights of regression were going with the couple of research and no presiding factor was establishing come out the result. Besides, the outcomes/results shows in table also suggested inter correlation of every constructs ($r < .90$), which is one more manifestation of the absences of common method bias as recommend by Pavlov and EL Sawy, (2006). The outcomes finalized that in the present analysis data, common method bias (CMB) was not a significant issue.

Table 4.2: Mean, Standard Deviation, and Correlation Results.

Correlation										
	MeanSD	1	2	3	4	5	6	7	8	9
1. Gender	1.39 .49									
2. Age	2.10 .68	-.032								
3. Education	1.51 .72	.027	.589**							
4. Marital Status	1.88 .32	-.161*	-.469**	-.456**						
5. Income	1.79 .98	-.075	.581**	.481**	-.477**					
6. Ocrs_M	3.18 1.07	.061	-.074	-.066	.052	-.074	.815			
7. Oba_M	4.67 1.60	-.028	.109	.000	-.030	.038	.229**	.773		
8. Oopi_M	4.92 1.61	.071	.033	-.006	-.002	-.002	.328**	.401**	.737	
9. Bpu_M	5.01 1.35	-.082	.034	-.038	.072	-.011	.351**	.444**	.535**	.614

*Note: *. Correlation is significant at the 0.05 level (2-tailed). **.Correlation is significant at the 0.01 level (2-tailed).*

Reliability Analysis

Constructing the measurements of reliability and validity to analyze our collected data. To check the responses and our questionnaire. We uses different data analysis techniques like standard deviations, means scores and Cronbach's alpha to calculate the questionnaire outcomes as shown in the table 4.3. For example, (0.53) and (0.93) were found to be the threshold values for Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) from all set up. Using the factor value loading of each and every contract, we were able to determine whether or not the contracts were convergent. All constructs had excellent convergent validity, as shown in Table 4.3. Every value of AVE was below the maximum shared variance. As a result of this, the measurement model was found to be valid and convergent. Aside from this, as shown in Table 4.3, the arithmetic pregression (square roots) of the average variance extracted for every single one of the variables were additional supreme than the connections between constructs, confirming that the research model was discriminant. These results suggested that the data set had good discriminant validity. As a result, these results were valid and reliable in both convergent and discriminant terms.

Table 4.3: Reliability and Validity:

Variables	Items	Factors Loadings	Cronbach's Alpha	CR	AVE
OCRS	OCRS1	.893	.894	.898	.815
	OCRS2	.913			
OBA	OBA1	.908	.961	.944	.773
	OBA2	.949			
	OBA3	.868			
	OBA4	.840			
	OBA5	.825			
OPI	OPI1	.711	.944	.962	.737
	OPI2	.839			
	OPI3	.883			
	OPI4	.843			
	OPI5	.841			
	OPI6	.904			
	OPI7	.912			
	OPI8	.896			
	OPI9	.878			
BPU	BPU1	.747	.858	.864	.614
	BPU2	.871			
	BPU3	.722			
	BPU4	.787			

Note: All these factors loadings are all shows the significant are the $p > .50$ level CR = Composite Reliability; AVE = Average Variance Extracted; OCRS = Online Crisis Response Strategies; OPI = Online Purchase Intention; Online Brand Attitude and BPU = Brand Perceived Usefulness.

Measurement Model and Hypothesis testing

In our study measurement model include four variables include OCRS, OPI, OBA and BPU. And we perform CFA analysis through Amos software. This measurement tells us the validity of these relationships and also shows the goodness of fit indices. Therefore, these results informed us and give us a knowledge about the ranges of MFI measures were RMSEA = 0.083, SRMR = 0.037, CFI = 0.938, CMIN = 428.611, DF = 164, CMIN/DF = 2.613, and PClose = 0.000. Moreover, shown in the table 4.4. Basically this model measure was best fit to measure the data mannerly and got the results accurately which provide satisfaction to us that we were on the track. The correctional testing of OCRS and OPI relationship between them was $r = .328^{**}$. And when the mediator we calculate with them which was OBA, it's estimated at $r = .401^{**}$. And also we calculated the correlation between the OBA and OPI with our moderator which was BPU was $r = .535^{**}$. So the correlation between the variables was significant. And also it's supported to our H1.

Test of Mediation

To analyze the hypothesis H1 and H2, Macro Process is used which is recommend by hayes and preacher, (2010) and hayes and schaarkow, (2013). We use Statistical Package of the Social Sciences Software to know that how the OCRS is directly effecting the OPI and how brand attitude

effecting it indirectly. In above table we can see that how OCRS is emphatically and remarkably linked with online product purchase intention ($\beta = .4933$, $t = 5.2802$) H1 is accepting. The relationship between OCRS and OPI is mediating by OBA. The Confidence Interval (CI) [0.0537, 0.2053] zero were not included, thereby accepting H2.

Table 4.5: Mediation Effect.

Direct and indirect effects					
Outcome: OPI	β	SE	t	p	R²
Constant	3.3520	.3141	10.6711	.0000	.1077
Online Crisis Response Strategies	.4933	.0934	5.2802	.0000	
Outcome: OBA	β	SE	t	p	R²
Constant	3.5820	.3215	11.1421	.0000	.0523
Online Crisis Response Strategies	.3415	.0956	3.5715	.0004	
Outcome: OPI	β	SE	t	p	R²
Constant	2.1116	.3650	5.7853	.0000	.2198
Online Crisis Response Strategies	.3750	.0899	4.1703	.0000	
Online Brand Attitude	.3463	.0602	5.7476	.0000	
	Effect	SE	LL 95% CI	UL 95% CI	
Indirect Effect	.1182	.0384	.0537	.2053	
	<i>Effect</i>	<i>SE</i>	<i>Z</i>		
Normal theory test for indirect effect	.1182	.0394	3.0010		

Note: ** $p < .05$, Sample size of Bootstrap = 5000, CI = Confident Interval, LU = Lower Limit, UL = Upper Limit.

Moderation Test

Moderation, in this study BPU Brand Perceived Usefulness was played a moderating role between the association of OBA and OPI present in our H3. In Table 4.6 shows the outcomes of OBA associations. Consequently, the (OBA X BPU) interaction gives us significant results, values were ($\beta = .064$, $t = 1.398$, $p < .01$) which accepted. H3 got support through these results.

Table 4.6: Moderation Effect.

Outcome: OPI	B	SE	t	p	R²
Constant	4.862	.103	46.843	.000	.326
OBA	.207	.072	2.854	.000	
BPU	.574	.076	7.544	.004	
OBA X BPU	.064	.046	1.398	.163	

Note: ** $p < .01$, * $p < .05$, Bootstrap sample size = 5000.

Total Variance

The total variances extracted have different columns, which show the eigenvalue, or the original variance values of the components. The ratios shows of Variance %, it means expressing the percentages, in the table 4.8 below.

Table 4.7: Total Extraction.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.556	47.781	47.781	9.556	47.781	47.781
2	2.979	14.897	62.678			
3	1.770	8.852	71.531			
4	1.366	6.829	78.360			
5	.682	3.408	81.768			
6	.532	2.661	84.429			
7	.384	1.921	86.350			
8	.370	1.850	88.200			
9	.333	1.663	89.863			
10	.315	1.574	91.437			
11	.277	1.386	92.823			
12	.241	1.207	94.030			
13	.216	1.080	95.110			
14	.207	1.037	96.147			
15	.182	.912	97.059			
16	.161	.803	97.862			
17	.136	.682	98.544			
18	.115	.573	99.118			
19	.097	.483	99.601			
20	.080	.399	100.000			

Note: Extraction Method: Principal Component Analysis.

Discussion

The motivation behind the study is to audit about the impact of crisis the executives on client purchase intention towards items. Model in view of a survey of past examination on the components of crisis the executives, for example, time, dependable review, artful review, fault ascribes, perceived liability of association in crisis and client purchase intention after crisis. The model can be utilized to comprehend client purchase intention after every crisis that happened after the association. An item hurt crisis can attack an association at whatever point, any place which could truly convey damages and claims to the association, influence its attainability, misfortunes to the investors, transforming obliterating occasion into a calamity to the overall population, and surprisingly the climate. An association ought to get ready with usable and successful crisis the executives and crisis correspondence designs that can uphold their execution of crisis the board. The critical of this study lies on the way that it will give crucial bits of knowledge on how time, mindful review, artful review, fault credits, perceived liability of association influence the buying intention of client.

Authoritative emergencies can have hurtful ramifications for hierarchical standing and deals. Subsequently, one critical inquiry relates with the impacts of an organization's activity before the crisis and its crisis response on clients' post-crisis attitude and conduct intention. The meaning of

the examination is that it shows that a revamping technique has a more constructive outcome on kindness and uprightness based trust. An item hurt crisis prompts a critical bigger drop in capacity based trust and in purchase intention, while an ethical mischief crisis harms all the more firmly uprightness based confidence in the association. Many businesses don't invest in crisis management because as per their point of view, there no chance that a small business would ever make any of the losses. Therefore, that belonged to this school of thought have been ruthlessly tested by the coronavirus pandemic.

This study investigated the impacts of crisis response strategies on the attribution of an association's troubles obligations and relationship quality results and decided the connection between relationship quality result markers. It has been observed that none of the tried crisis response strategies were useful in diminishing public fault encompassing the included association's liability in the crisis. This investigation additionally discovered that the presence of crisis itself will in general adversely influence the relationship quality and that the publics inspected were not affected by the utilization of crisis response strategies.

The review has zeroed in on online crisis response strategies that persuade towards online purchase and the acknowledgment of online purchase intention (OPI) in the commercial center. In any case, according to certain examinations it has been analyzed the online crisis response strategies embraced to mitigate the online troubles.

Hence, based on the Stimulus Organism Response structure and online crisis response strategies, this review introduced and tried a framework that analyzed the impact of online crisis response strategies on OPI through online brand attitude (OBA). Brand perceived usefulness (BPU) was seen as a questionable setting among OBA and OPI.

According to the review 392 working experts undertaking the Master of Business Administration program at an enormous state funded college in China. According to the outcomes propose that OBA intercedes the undertone between online crisis response strategies and OPI. Identically, BPU controls the relationship among OBA and OPI. The feedback with high BPU capitalize on the impact of online crisis response strategies on OBA.

Theoretical Contribution

Our Research plays a significant role in theory. First it tells about the online crisis strategies. It helps to fill the gap in our knowledge and understanding about how the connection in the middle of the OBA and OPI arbitrate with OBA and how the attitude of BPU middle the association between attitude towards brands and OPI. Our framework result is same.

We Finds that how OBA impact the OPI in the online brand services. Our Research tells online crisis response strategies play important role in influencing the online purchase intention of the consumer. Previous researches help to find the substitute of online purchase intention in making choices and taking decisions (Ashfaq et al., 2019; Praksh, 2018) and difficulty in purchasing (kushwah et al., 2019 Shenn et al., 2020). This study increases the understanding of online crisis strategies have big impact on buyers brand attitude for online buying.

Secondly in this study give knowledge about the geographic possibilities which the scholar finds into OPI, according to the context of Pakistani markets. Moreover same line of Research, the result says that strategies of crisis response on online emphatically divine online purchase intention in

the development of economy (Pakistan) and this relationship is conciliate by the online brand attitude. At make use of stimulus organism theory SOR, this research work on the expansion of previous conceptual underpinning appealed to look into Pakistani end user. Commonly, we examine the trio hypotheses in our research study, and the outcomes of that hypothesis which support the relationship and outcomes/results shows the acceptance that a person with more brand perceived usefulness insights build up the relationship in the middle of online brand attitude and online purchase intention. We extended the area of research of our study by confirming that brand perceived usefulness expands in the buying (online purchase intention) of OCRS. Outcomes controls the theoretical overview of learning due to the OCRS far away the Pakistani situation in which it has been mainly evaluated and get tested results. Number threefold, the more use of online crisis results strategies recklessly gives outcomes in online purchase intention (Coombs, 2007). The research, look over factors/variables, that is to say, OCRS, move to a productive face credited to OPI due to that, scholars should evaluate and analyze, moreover contingent problems and issues in thesis or structures concentrated on the way to online buying intention of a product. Research clear that the borderline in the middle of branding products online and crisis of online composition is useful and important in more knowledge and understanding moreover previous-crisis buyers identify brands products online. The earlier researches have cleared interpersonal strategies with OCRS. The academies have as well as look over how OCRS outcomes in buyers' online purchase intention. With the help of extension, scholars tell about SOR theory that how the theory impacts the approach of the consumer, looking the role of OCRS on customers online purchases intention. A result shows the good and productive results of OCRS.

Practical Implications

In highly competitive market it is very important to analyze the changing intension of customers and their attitude towards any brand. Our study telling about several implications. Markedly, OCRS triumph in online platforms, and in this study we explain their spoiling and damaging results/outcomes. Basically in this study we mentioned the advices and findings of online brands to introduce and arrange the events and programs for the brands owners which are helpful for them to overcome the online crisis behaviors. For example, to invite them to participate in the crisis controlling and communal skills development in organized programs and training sessions which provide them support to face this issue in future so how they tackle them to decrease it. Moreover, by attending these established programs they are more aware and getting knowledge about the online crisis and now the aim of brand owners to decreasing the incidents of crisis.

These crisis response strategies are basically the prime instruments of Online Brand Attitude. Purchaser trust increases through Online Purchase Intention actions, and also online brand enhances the performance level of brands aptitude goes for change or restitution, which one after the other, give rise to the organization planned goals. But, our study of research suggest that need to encourage the online crisis response strategies in the market owners need to use them, because this helps them to control and manage the behaviors and attitudes of OPI. We can increase the OCRS through decrease its crisis and contextual roots.

Online brand owners need to be attentive towards the causes of online crisis to resolve it when its occur. And it's more likely occurring when brand owners are not attentive, they are not responding and take care about all online activities. Furthermore, usually many of brand owners connected with customers, more likely the brands owners more prefer to ask directly to customers about what they expect and their more expectations regarding our product so then we change according or improve it. The online strategies providers separate the market place in the findings like segmented and then analyze the actual need of the market and the qualitable services they want. They must know what they want because the services they want from any brand is important by innovative

customers to non- innovative customers, might be both have different behaviors and attitudes towards a similar product and they want different service requirement.

In the end, our research study may also be break in the clouds for managers and customer for both of them. Because BPU brand perceive usefulness is most important role of this study, if they eliminate their employee's opinions as leaders, endorsements of famous personalities or WOM effects, so they fail to decrease the crisis. Yes, it's difficult often to completely eliminate the online crisis. Ok as I mentioned above, that our findings show a valuable image; upper class status could accept the SOR theory because of drive promotions should ingredient into the reflection a positioning of strategy that could give back them.

Limitation and Future Studies

This study gives theoretical and practical knowledge about the study. And this study begins with the findings of impact of online crisis response strategy on online purchase intention. So we have in this study four variables or you can say factors that we identify the association between them in throughout the research which influences the customers intention and attitude their behavior or purchasing. The results show many limitations in our data should be addressed by future scholars. As our first limitation only we target online buyer's not physical or walk-in consumers/customers. Second, the generalizability of the result only targets the city Karachi of Pakistan, but it can be expanded in other cities as well and get more results and analyze the data regarding this, that's why our sample size was limited and didn't conduct survey of other cities of Pakistan. Third, even we did not conducted survey of whole city was one of the reason behind it due to this our total sample size is 233 respondents, this is also limited and fourth, we were received data from students and employees mostly of different institutions and different organizations. And fifth, we didn't target every age group people but only from (15-40) age group people we targeted.

So, the future scholars can also gather the data from walk in people, they can perform experiments too. As well as they don't have any of the limits of covid so they can easily have gathered data without any hurdles. And future researcher will be gather data from different group of people in the light of this research in a new context.

Moreover, our study based on correlational research design which tells us the relationship between two or more variables, future scholars can further explain it by using different research design as well to analyze the cause and effects. And our study also recommends that future researchers can also use other moderators as we use BPU. Lastly, Culture is very inspiring by online purchasing. Furthermore, we consider our customer viewpoint. The OCRS are dependent on the accessible of online crisis. Thus, in our future studies we can use different software for our study and can also collect data from different countries.

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