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Research Article

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Analyzing the Impact of Social Media Usage on Online Shopping: An Empirical Evidence from District Loralai

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Abstract

This study's primary goal was to examine how social media mistrust affected online commerce in relation to the use of social media. Distrust in social media was tested as mediator to identify how customers were inclined from trust to distrust after experiencing e-purchasing. Through online survey, data was collected from more than 300 students belonging to ten different departments situated at the main campus of the University of Loralai. The current study used a convenience sampling technique. SPSS was used for descriptive data analysis. The hypothesised model was examined using partial least squares structural equation modelling (PLS-SEM), which fully supported the current study's hypotheses. The results revealed that social media usage has a significant impact on distrust in social media leading to influence the consumers' intention for online shopping in a negative spectrum. Whereas, distrust in social media negatively mediates the link between social media usage and online shopping. The findings of the present study have some practical suggestions for companies that deal in online businesses, organizational researchers, and practitioners on how to diagnose and prevent factors that influence the level of trust leading toward distrust.

Key Words

Social Media Usage, Distrust, Online Shopping, Attitude toward E-buying

Introduction

The trend of internet shopping has been grown rapidly in the last decade. In the modern span of time, the companies prefer online businesses because online purchasing is now trending even in the developing countries likewise, Pakistan (Ahmed et al., 2020). The environment of online buying is a crucial one, and the connection between marketers and consumers is developing as expected. Online shopping is regarded by some as being more effective and efficient because it allows everyone to purchase products without encountering any difficulties. Using social media for shopping never thought about social media (Rogers & Nielsen, 2017). Connected consumer to corporate their marketing program with help of social media and companies use social media to connected one and each other (Okazaki & Taylor, 2013). Each organization ought to have the option to make a web based buying expectation that will advantage the organization, since web based buying expectation shows the customer's aim to purchase an organization item once more

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(Riorini, 2018). The movement of web based business lately is credited to the development of Internet innovation and the expansion of web-based media destinations. In today's industry, internet marketing is essential because it raises consumer awareness of your company and increases website traffic. Utilizing technology to support marketing efforts improves customer understanding by better addressing their demands (Chaffey & Bosomworth, 2013). Due to contemporary advertising and marketing trends that placed a strong emphasis on online purchasing, customer views have undergone a significant transition over the past ten years (Alves, Sousa, & Machado, 2020). The most recent technological developments, particularly the internet, have significantly increased the use of digital media for communication and made all these breakthroughs feasible.Nowadays the use of the internet could mold the purchasing patterns from physical to digital by using social media means to get to the intended product of service market. Consumers have improved their preferences due to the changing pace of time. Most of the people are too much occupied in their personal and professional lives. Such kind of people would definitely possess high intentions towards online shopping. Therefore, marketers are now more focused on providing online means for shopping via social media platforms.

In the current environment, a lot of businesses are desperately seeking to internet marketing to attract, retain, and grow their customer base in order to strengthen their brand's affinity with their current and potential clients and raise their degree of brand trustworthiness. Digital media primarily consists of the internet (Alves, Sousa, & Machado, 2020). It aids in establishing a link between social media and online payment methods. The development of the internet has revolutionised how people obtain information and how they buy products, moving away from traditional methods and toward electronic ones. Customers can place orders and obtain all the necessary information while seated in their homes or businesses.It has increased the level of competition because customers have easy access to the information which allows them to compare the products and choose the best among them.

Social media plays great role in online shopping, as the people nowadays usually use social media (i.e., Facebook, WhatsApp, messenger, Pinterest, tiktok, twitter, email, etc.) means for ease and convenience in buying patterns. Web based shopping conditions are being viewed as critical spaces inside with the connection among advertisers and buyers is progressively worked out (Demangeot & Broderick 2019). These worries are particularly important when buyers are searching for data to settle on a purchasing choice. Customers are gaining more item data than at any other time since the approach of the Internet. To study the nature and consequences of online physical environments, researchers have worked hard to construct a variety of concepts (Macey, Abarbanel, & Hamari, 2021).

Given that the internet is available to everyone in the world and is a vital instrument for communication, social media is increasingly playing a crucial role in every multinational organization's marketing strategy (Krishnamurthy & Singh, 2015). The promotion of products, services, information, and ideas via the internet and other electronic channels, including social media, is referred to as electronic marketing (El-Gohary, 2016). E-commerce, which is described as online buying and selling, virtual storefronts, the creation of digital value, and numerous distribution channels and middlemen, includes social media (Gerrikagoitia et al., 2015).

Problem Statement

The problem under consideration is to find the new ways for the marketing managers to interact with their customers and change their perceptions about social media by looking their current buying patterns and perspectives. This field has to be studied because technological innovation is changing how people communicate. Particularly, the current study focused on social media

buying practices in Loralai region, where people are still reluctant to use social media for online shopping due to distrust in social media. The target and potential customers use social media excessively but when it comes to online shopping through such social networking sites, the customers are found indisposed.

Research Questions

The following research questions were devised to help the study accomplish its goal:

RQ1: Does the use of social media usage increase the trend of online shopping?

RQ2: What is the impact of social media usage on distrust in social media?

RQ3: What is the impact of distrust in social media on online shopping?

RQ4: Does distrust in social media mediate the relationship between social media usage and online shopping?

Research Objectives

The current study chattered the following objectives:

RO1: To investigate that social media usage influences online shopping.

RO2: To examine the impact of social media usage on distrust in social media.

RO3: To analyze the effect of distrust in social media on online shopping.

RO4: To measure the mediating role of distrust in social media between social media usage and online shopping.

Literature Review

Social Media Usage and Online Shopping

The literature aims to describe the benefits of using social media as well as its effects. According to Mokhtar (2015), internet usage has quickly increased. Although the internet was widely used, a research conducted in 2000 found that its benefits were dubious and that only modest sales were openly generated as a result of online marketing operations, despite widespread expectations that it would have a positive impact on prospects (Gallagher & Gilmore, 2013). Technology is used by social media as a logical extension of conventional marketing strategies.. According to Coviello et al., (2015) social media has been regarded as the main attribute of marketing practices that involves the usage of the internet and other interactive technologies to create a communication between the firm and the customers in order to boost up the online shopping trends (Tsiotsou & Vlachopoulou, 2011).

Social media usage is rapidly expanding and has a major impact on consumer and corporate behaviour. As a result, the majority of businesses have begun creating web-based social media strategy (Sheth & Sharma, 2016). Hänninen and Karjaluoto (2017) have investigated how a customer's perception of a website's status online, reliability, site design, and safety may affect their overall satisfaction with that particular website. The extent to which users adopt social media services is strongly tied to website design and the extent to which it influences users' desire to make an online transaction (Doherty & Chadwick, 2009).

Social media is a necessity in today's evolved culture, thus businesses are paying close attention to online shoppers (Khan & Bhatti, 2012). In addition to all of this, the e-commerce industry's stance on consumer happiness is constantly shifting (Jiang & Rosenbloom, 2015). As a result, the trust factor is crucial in social media as a buyer will only buy if he trusts the vendor, and vice versa. An important factor affecting internet shopping is trust and client happiness

([Kassim & Abdullah, 2010](#)). These have a significant impact on consumer purchasing decisions. The vendor must take into account these factors since they have a direct impact on the customer's intents to buy online commodities ([Weng et al., 2016](#)).Based on such arguments, the current study proposed the following hypothesis:

H₁: Social Media usage Significantly Influences Online Shopping

Social Media Usage and Distrust in Social Media

Social media is known for building up social links and try to retain via SNS ([Phua, Jin, & Kim, 2017](#)). In the modern era the role of social media is of prime importance by intimating social connections not only among the person to person rather a connection between a company and its customers by using numerous tools depending upon the level of association ([Masoudnia, Ghorbani, & Stockemer, 2022](#)). Majmundar et al., (2019) assert that developing communities through the vehicle of communication technologies results in a connection between employees and customers that enhances collaboration and knowledge sharing on behalf of a company.

Social media is utilised for a variety of purposes, including email, stock market research, online purchasing, and interacting with others. Facebook is the most popular social network site for adults, despite the fact that access to and use of social media are both growing. Social media use among youth (18-24) is higher than it was in earlier generations ([Duggan, Jarre & Murray, 2020](#)). They need to be constantly connected since they have grown up with digital media (Oblinger, 2020). In contrast to earlier generations, this has led to a new type of interaction where people tend to be more inclusive in terms of who they let into their groups ([Khan & Bhatti, 2012](#)).Thus, social media is said to be one the best platform for online shopping for the existing and potential buyers by sending notifications about various products and services.

The element of distrust has been studied in order to understand why some of the customers are reluctant towards online shopping. Considering this aspect regarding online shopping after the use of social media, the current is focused on the concept of distrust. Distrust is a state of distrust for any medium of social media when it comes to online shopping ([Zimaitis, Degutis, & Urbonavicius, 2020](#)). The fact that customers who are using social media get connected to some of the companies via e-marketing, while some of them disconnected due to worst online shopping experience. Those customers started indulge in distrust and express their feeling of distrust by quitting online shopping ([Gupta, 2019](#)). Hence, we are interested to study whether the excessive use of social media could overcome the state of distrust. In line with the above literature, we propose the following hypothesis:

H₂: Social Media usage Significantly Influences Distrust in Social Media

Distrust in Social Media and Online Shopping

Online shopping is linked to a number of elements that influence purchasing intentions favourably; many of them are related to various dimensions of trust that take on particular forms in online situations. The level of trust that a website brand inspires can have a direct impact on online purchases ([Chang et al., 2018](#)). On the other side, several circumstances have a negative impact on internet shoppers' intentions, often leading to mistrust (also known as mistrust) (Colby, 2016). These elements create a number of barriers that limit the utilisation of electronic commerce. Although trust and distrust coexist as distinct concepts, distrust typically has a considerably greater impact on consumer intentions ([Yoon & Chen, 2017](#)).This is especially correct when different levels of risk are present in online shopping behaviors. trust has a stronger

effect on low-risk behaviors, while distrust/distrust has a stronger negative impact on higher risk behaviors (Moody, Zhang, & Lowry, 2020).

When talking about the most extreme type of mistrust, it must be made clear that it is directed not just at other people but also at social groups and institutions (Pappas, 2016). Online activities and processes can arouse ambiguity and uncertainty, which can lead to irrational mistrust and even paranoid thinking since they involve complicated interactions between people and IT systems. Evidence of the positive correlation between internet use frequency and general trait distrust supports this (Mehta, 2019). The idea that paranoid thinking is linked to a phenomenon where customers tend to have a specific set of fears towards the advertising itself, their thinking that someone may be playing with their minds, evokes the irrational response, consumer distrust, supports the potential implications of paranoid thinking on consumer behaviour online (Blake, 2020). This can be explained by the way distrust operates, which is thought to be a natural response to the escalating social challenges (Huang et al., 2019). In such situations, mistrust may play a significant role in some internet-based activities, such online shopping, as electronic purchases are nearly always connected with certain anxieties and risks that buyers are sensing (Kim et al., 2019). Last but not least, this enables the premise that mistrust is a factor that embodies a variety of irrational risks and excessive forms of mistrust may be one of the precursors of the unfavourable attitude toward online purchasing. Hence, it is hypothesized as:

H₃: Distrust in Social Media has a Significant Negative Impact on Online Shopping

Mediating Role of Distrust in Social Media between Social Media Usage and Online Shopping

The rising usage of Internet technology prompts fresh inquiries regarding the function of social media and if it can serve as a platform for building trust. On social media, it is also simpler and less expensive to build new contacts and expand social marketplaces than in "the real world" (Gupta, 2019).Thus, it is vital that the social media should be used very sensitively to avoid the distrust issues. Basically, the element of distrust arises where the customers are dissatisfied after post-purchase results and services offered by the company. Some of the companies do not follow up their promises and that is how they lost customers' trust for their particular brand. in such kind of situation, the customers quit using those means of social media which they preferred to use before online shopping (Raihani & Bell, 2019).

The element of distrust leads to low interest and even quitting the intentions of online shopping. Customers use social media for fun and entertainment, but once they shop anything online and they did not get the required items of goods and services, they intend to switch to another brand or even go for blocking such sort of e-ads (Jenkins-Guarnieri et al., 2019). Customers who often use social media may also get unanticipated suggestions or recommendations based on their past interactions, interests, and likes. Social media use that is frequent increases the likelihood of these interactions, which raises the risk of paranoid thought. In this situation, integrating social media will have an indirect (mediated through mistrust) impact on online commerce. Due to the predicted detrimental relationship between social media use and mistrust.We hypothesize it as follows:

H₄: Distrust Mediates the Link between Social Media usage and Online Shopping

Research Model

The research model of this study enfolds the social media usage (independent variable) predicting

the online shopping (dependent variable) through the mediating effect of distrust in social media (intervening variable).

Figure 1: Theoretical
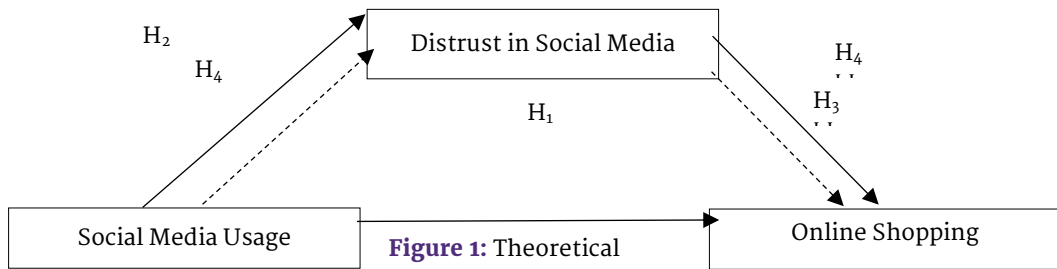
Research Methodology

Research methodology actually describes the methods, approaches and designs which are actually used throughout the study to achieve the desired objectives. Detailed discussion and description of research methods used to carry out the current research are given below. While conducting a research, the researcher has a choice to choose among mono-method, mixed-method or multi-method. This study followed a mono-method approach which indicates the quantitative aspect of research. This study followed the quantitative research design to investigate the University of Loralai (UOLI) students about their perception and level of distrust in social media usage regarding the online shopping. For which, data were collected from the students of 10 different departments at UOLI. Finally, statistical tests were applied on the data set to infer the end results. Deductive research methodology was used for the present study that allow using data from sizeable sample and applying on the specific issue. The nature of the study was cross-sectional in a non-contrived scenario which is quantitative and correlational in nature at specific point of time.

"The entire group of people, things or events of interest from which a study sample may be drawn is known as population." In this study, all the students of 10 departments at University of Loralai were taken as a target population comprised of approximately 1200 currently enrolled students in different programs. A researcher cannot get information from the entire population. Therefore, a truly representative sample of the population is chosen to address this problem.A good sample enables the researcher to draw valid and uniform information that should be generalized to the entire population. In this study, convenience sampling was used to collect data from the said ten departments at University of Loralai. For this study, as the population was approximately 1200 students. As a result, the sample size for data collection was greater than 300 students. Convenience sampling, a non-probability sampling, was utilised in this investigation. Because the unit is chosen based on convenience, not every member of the population has an equal chance of being chosen in this sort of sampling. There were several justifications for employing this method:

The proposed model was tested in University of Loralai. The main reason of taking sample was to collect the accurate and precise data of population. Primary data was collected from the students of ten departments at the University of Loralai which is functioning in District Loralai. The reason for selecting this university in the said geographic area was that, inadequate work has been done in this context.

The unit of analysis for the current study was students of ten departments (Education, English, Management Sciences, Commerce, Islamic Studies, Pakistan Studies, Political Science, Computer Science, Pashto, Zoology) at the University of Loralai. Each student of the said 10 was

considered a single unit of analysis. Data was collected from every individual (student) and each individual's response was treated as an individual data source.

The tools employed in the earlier investigations had clear definitions and were suitable for assessing the variables (Ellison et al., 2007; Neustar & Poneman, 2015; Zarrad & Debabi, 2012). The data was gathered via a questionnaire. The questionnaire's questions and scales were modified from those used in related earlier investigations. There were 21 items total on the questionnaire. Ten elements served as the social media utilisation (SMU) barometer (Ellison et al., 2007). Seven items were used to gauge social media mistrust (DSM) (Neustar & Poneman, 2015). Four items were used to measure online shopping (OS) (Zarrad & Debabi, 2012).

In this study primary data was gathered through a structured questionnaire. The questionnaire was developed by adopting variables from different sources and combined into a single entity. The nature of the study was quantitative and correlational design. SPSS (statistical package for social sciences 21) was used for descriptive analyses. However, PLS-SEM was used for inferential data analysis. In regression test to check the model, mediation was done through SPSS (Hayes & Rockwood, 2017). It briefly explains the indirect effect of mediation.

Data Analysis

Data Screening

SPSS (Statistical Package for the Social Sciences: version 21) was used for preliminary data analysis, where the missing values were found in 9 questionnaires and therefore, 200 questionnaires were kept aside for further analysis. Following tables show different analysis for the demographics, descriptive statistics, and reliability of the number of items used in the questionnaire.

Table 1. Summary of Demographic Data

Demographics	Codes	Frequency	Percentage (%)
Gender	(1) Male	161	81
	(2) Female	39	19
Age	(1) 20 and Less	45	22.5
	(2) 21–25	103	51.5
	(3) 26–30	49	24.5
	(4) Above than 30	3	1.50
Name of the Department	(1) Education	23	11.5
	(2) English	35	17.5
	(3) Zoology	26	13.0
	(4) Commerce	09	4.50
	(5) Pashto	07	3.50
	(6) Islamic Studies	02	1.00
	(7) Political Science	17	8.50
	(8) Computer Science	28	14.0
	(9) Mathematics	11	5.50
	(10) Management Sciences	42	21.0
Semester (in progress)	(1) 1st year (1st – 2nd semester)	33	16.5
	(2) 2nd year (3rd – 4th semester)	42	21.0

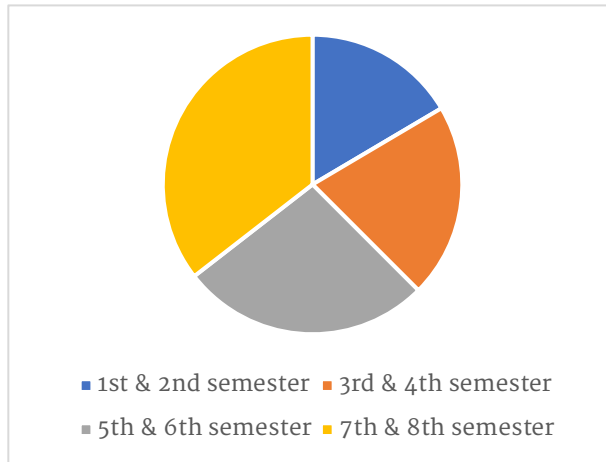| Demographics	Codes	Frequency	Percentage (%)
	(3) 3rd year (5th – 6th semester)	54	27.0
	(4) 4th year (7th – 8th semester)	71	35.5
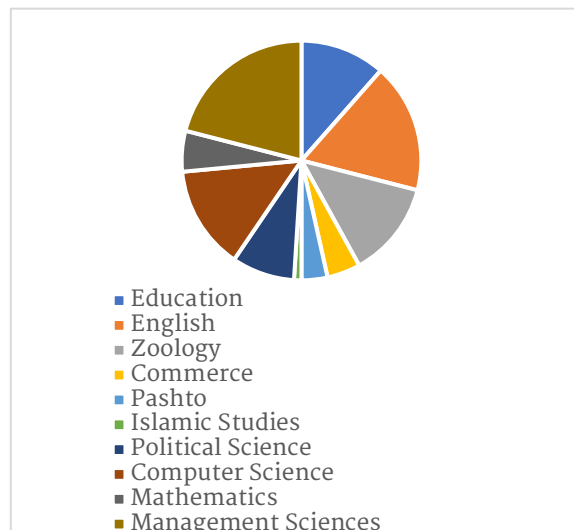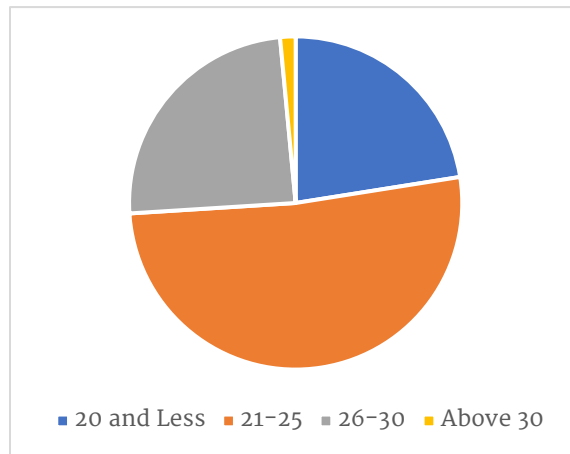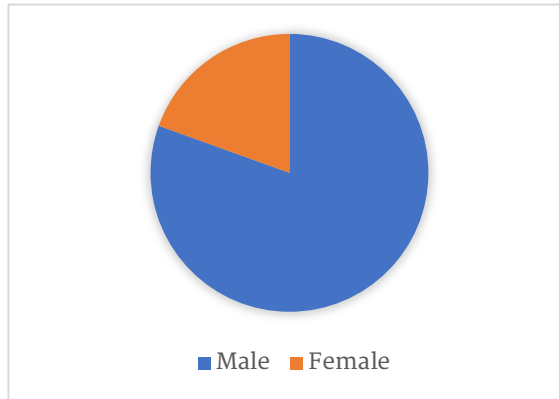
Figure 2: Pie Charts (Demographics)

Table 2. Descriptive Statistics of the Variables

Variables	Mean	Std. Deviation	Range	Skewness	Kurtosis
SMU	3.615	0.735	3.54	−0.631	−0.263
DSM	3.812	0.814	3.36	−0.368	−0.323
OS	3.762	0.635	3.78	−0.570	−0.372

Note: SMU–social media usage, DSM–distrust in social media, OS–online shopping

Reliability Analysis

Reliability analysis is a process in which consistency of instruments is analyzed. The test used to measure the reliability is Cronbach's alpha. According to Sekaran (2004) and Goh et al., (2016) the interpretation for accepting reliability of scale are given below.

Table 3. Reliability Analysis

Variables	No. if Items	Cronbach's Alpha
SMU	10	0.812
DSM	7	0.833
OS	4	0.820

Note: Values below 0.5 are a sign of low reliability, between 0.5 and 0.75 are a sign of moderate reliability, between 0.75 and 0.9 are a sign of high reliability, and over 0.90 are a sign of outstanding reliability.

Validity Analysis

Testing validity is the extent to which a test accurately measures what it is supposed to measure. Confirmatory factor analysis (CFA) was used to check the validity of the variables' instrument and thus it was obvious that the truly measure what they were intended to measure.

Convergent Validity

Convergent validity is the degree to which measures' perfect correlation obtained by different

easures that truthfully represent the same construct. According to this method, the convergent validity can be evaluated by the indicator factor loadings, and average variance extracted (AVE) respectively. Therefore, in the present study, average variance extracted was used to assess the convergent validity as it is widely acceptable approach.

Table 4. Average Variance Extracted Values

Variables	AVE
SMU	0.528
DSM	0.519
OS	0.526

Discriminant Validity

Discriminant validity explains that a construct is different from the rest of the constructs of the model. Therefore, to establish discriminant validity, cross-loadings of the indicators and Fornell & Larcker criterion is generally used (Hair et al., 2012). Heterotrait-Monotrait ratio of correlation which is used to measure discriminant validity.

Table 5. Heterotrait-Monotrait (HTMT)

Heterotrait-Monotrait			
	SMU	**DSM**	**OS**
SMU	1		
DSM	0.206	1	
OS	0.204	0.439	1

Measurement of Model Fit

Model was considered fit as SRMR value and NFI value were in acceptable range as shown in the table below.

Table 6. Model Fit

Model Fit	
	Estimated Value
SRMR	0.023
NFI	0.988

Correlation Analysis

Relationships among the variables were measured through correlation analysis. Correlation also measures strength and direction between variables. The standard range of correlation is" -1 to +1." All the items were found strongly correlated as shown in the below table:

Table 7. Correlation Analysis among Variables

Variables	SMU	DSM	OS
SMU	1		
DSM	0.547**	1	
OS	0.419**	0.808**	1

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

Regression Analysis

Table 8. Summary of the Results of Structured Model: Direct and Indirect Effects

Hypotheses	β-values	t-statistics	p-values	f²	5.00%	95.00%	Result
H₁: SMU → OS	0.116	1.935	0.027	0.421	0.009	0.208	Supported
H₂: SMU → DSM	0.700	1.814	0.000	0.960	0.624	0.745	Supported
H₃: DSM → OS	1.205	1.763	0.000	1.205	1.76	0.728	Supported
0	0.843	1.559	0.000	-----	1.27	0.473	Supported

To check the mediating role of distrust in social media (DSM) at 95% confidence intervals (CI) SPSS was used to check the indirect effect (Hayes & Rockwood, 2017). The mediation analysis shown the indirect effects of the predictor/independent variable (X) on the criterion/dependent variable (Y) through an intervening/moderating variable (M). The aim was to see how or at what level a predictor variable (X) has an influence on criterion variable (Y) when we include mediator variable (M). However, three-step approaches or paths were also incorporated to examine the mediation effect as shown in the below figure.
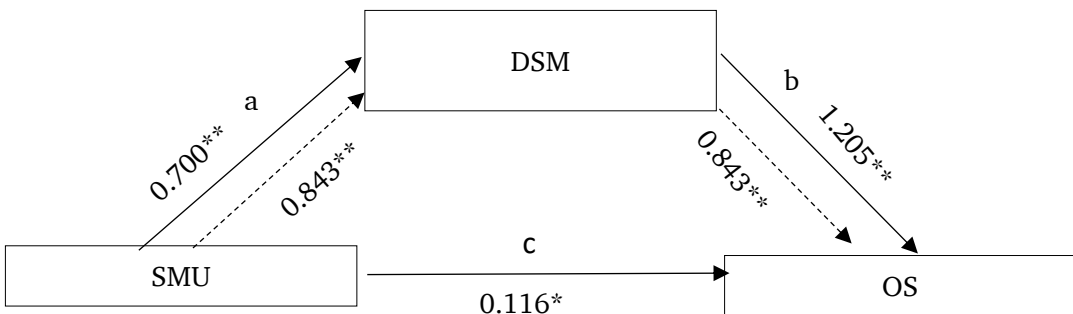

Figure 4: Path Diagram for Mediation Analysis

*Note: **Correlation is significant at 0.01 (2-tailed)*
***Correlation is significant at 0.05 (2-tailed)*
SMU= Independent variable, OS= Dependent variable, DSM= Mediator
- *Indirect effect of SMU on OS via DSM (a*b)*
- *Direct effect of SMU on OS (c')*

Results and Conclusions

Findings and Discussion

The purpose of this study was to examine the impact of social media usage on online shopping

in relation to distrust in social media as mediator. Findings of the study revealed a significant influence of social media usage on online shopping. After the use of social media, people get aware of e-buying patterns. Thus, our first hypothesis was supported and inferred that online shopping is affected by the excessive use of social media. People trust social media for providing online shopping links only if they provide the desired items with same quality, size, and color. Other than that, people start avoiding those websites in future and even intend to quit online shopping. Therefore, the excessive use of social media could overcome the degree of distrust in social media entailing that the second hypothesis was supported. Distrust in social media had a significant impact on online shopping. Affecting the element of trust and molding it into distrust is due to the difference between showcasing products online and the actual ones. Accepting our third hypothesis indicated that the factor of distrust is induced when people don't get what they expected from online shopping.

Findings of the study suggest that distrust is an important psychological antecedent on the attitude towards online buying. Due to its negative impact it is a new thing for companies that offer online products and services. This theme is very important while talking about online buying behavior. Explaining the negative relationship reveals that distrust lower the amount of online shopping, thus, our forth hypothesis was also supported. Whereas, the excessive use of social media could directly boost up online shopping trends only if the websites provide the same stuff to the customers for which they ordered. The change in size, color or stuff lead customers to distrust about that particular company (Tang, Hu & Liu, 2020). That is how the customers start avoiding online shopping and they might even suggest friends and family not to purchase anything from those websites/companies which they have already experienced. The current study is an extension of the previous studies on distrust (Kim et al, 2021). This study broadens the knowledge by providing findings that distrust has a negative impact on attitudes towards purchasing online. The existing study extends the previous scope of knowledge regarding the antecedents of distrust/paranoia by including a perspective from the engagement in social media use.

Table 9. Summary of Findings

Hypotheses	Description	Remarks
H_1	Social media usage significantly influences online shopping	Accepted
H_2	Social media usage significantly influences distrust in social media	Accepted
H_3	Distrust in social media has a significant negative impact on online shopping	Accepted
H_4	Distrust negatively mediates the link between social media usage and online shopping	Accepted

Research Implications

After analyzing the relationships among the constructs under research, the present study is an attempt to add value in the literature of online shopping focusing on the negative aspects likewise, the perspective of distrust. The outcomes of this study revealed that customers unfollow those websites that are committed to what they claim at the time of selling. After using several social media platforms for online shopping, this study unveiled that the customers still prefer physical shopping over online purchasing patterns. To the best of our knowledge, this type of relationship has not been studied, particularly, in district Loralai. The findings also provide an understanding that customers prefer social media for fun and entertainment but not for shopping.

This study has some practical and managerial implications as the findings enable the companies to better understand the factors that influence online shopping. The managers of online selling companies need to understand and rectify the factors that induce the element of distrust among their target and potential customers. The social media admin is suggested to implement the modernized features of e-buying system even in the rural areas. So that the customers may not confront with any kind of trust issues regarding the electronic mode of shopping. Moreover, the relation of each factor with distrust seems to be really interesting and promising regarding empirical evidences.

Limitations and Future Research Directions

The results of present study provide understanding for future research directions and possible measures on the element of distrust affecting online shopping even after using the social media excessively. Still the present study has some limitations that open a room for future research. Firstly, the target sample was collected from a specific group of respondents (i.e. the students of 10 departments at University of Loralai). It might hinder the generalizability of the findings in other organizations and context. So, the future studies may consider a wider range of population. Secondly, the study's findings may be biased because the sample was drawn exclusively from a single source of respondents. Future research might go for collecting data from different groups of respondents. Thirdly, the present study used quantitative analysis, while future research may prefer a time-lagged study to check the variability in the response rate.

Conclusions

The present study incorporated that distrust could be as important as trust. The basic problem about distrust is that how customers' trust turns into distrust and how it could be eradicated. Most prominently, when distrust is linked with the use of social media that indirectly influenced online shopping. According to the findings of this study, customers prefer physical shopping instead of online purchasing due to lack of trust in websites that deals in online shopping through various social media channels. The objectives of the study are met by answering the research questions after a thorough analysis of the associations among social media usage and online shopping through distrust in social media. Furthermore, the study effectively verified the aforementioned constructs indicated the customers' preferences in e-buying behaviors. The current study has also filled the gap between known and unknown facts about social media usage regarding distrust and that's how it contributed to the limited research in the field of online buying behaviors in the rural areas of Balochistan, likewise, District Loralai.

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