

ONLINE SHOPPING FACTORS AND CONSUMER BUYING BEHAVIOUR OF UNDERGRADUATE STUDENTS IN OSUN STATE

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Abstract

The rate at which information communication technology is applied to business in the twenty 21st century has become great; this gave rise to online shopping in the retail sector of business. Online shopping among undergraduates of university has become common and usual phenomenon which significantly brings about satisfaction to buyer and retailer. This study focused on online shopping factors and consumer buying behavior of undergraduate students in Osun state. Target population of this study is undergraduates of Obafemi Awolowo University, Osun state Nigeria. A sample size of eighty three was adopted using Mugenda and Mugenda sampling formula. Simple random sampling was used. All distributed questionnaires were filed and returned for the data analysis. Descriptive statistics and Regression analysis were used to analyze the data as well as hypotheses testing. The result of the research showed that positive significant relationship exists between online shopping factors and consumer buying behavior. It was also discovered that undergraduates' online shopping behaviour is significantly influenced by online shopping factors. The study therefore recommended that online retailers should conduct seminars and public sensitization and/or campaign on the advantages of online shopping in Nigeria. They should also ensure a provision of more and better services capable of meeting consumers taste and preferences as it plays a pivotal role in influencing buying behaviour. It was also recommended that technological infrastructures that can help or enhance online shopping should be provided by government in Nigeria.

Keywords: online shopping, consumers' behavior, online shopping factors, undergraduate students, buying behaviour.

Introduction

Online shopping is majorly associated with electronic Commerce as part of aids to trade. The evolution of internet and spontaneous development of information communication technology brought business to a limelight giving rise to ways of getting businesses done. It is however one of the most common media used for easy shopping. Without doubt, it is a regular and popular means of shopping in the internet community (Bourlakis, Papagiannidis & Fox 2008). Several websites/channels are developed and opened on daily basis to accommodate highly dated online shopping because of its comfort and convenience. At any location, customers now find it very convenient to make their purchases from any part of the world round the clock, (Bourlakis et al 2008). Online shopping saves a lot time as well as energy consumed in getting consumers' needs. Worthy of note are cost reduction in logistics with or zero crowd or queues that would have been the order of the day in the regular consumer markets. (Saleki 2012). The availability of smart phones, smart technologies and mobile apps have significantly contributed to this fit. (Alalwan, 2020).

In major areas in Nigeria, online shopping via companies such as; Jumia, Konga, Yakxo, OLX, Jiji, Amazon e.t.c have become the order of the day such that virtually all commodities are available on these platforms are available for consumers (Ibikunle 2013). Before now, In Nigeria, the exchange has been pretty difficult. As standard consumers no longer have trust in what has been displayed to them not to talk of buying online. But in recent times, Nigerians are quickly becoming open-minded and sporadically begun to embrace online shopping especially among undergraduates in Nigeria. (Ibikunle 2013). Great advantages enjoyed via online shopping had made it a norm for customers as their interest strongly increases along online shopping. Retailers on the other hand see it as a gigantic accessible business opportunity. Ogbuigere & Ahiauzu (2016), opined that complete online shopping and E-commerce transactions has series of actions to be performed by consumers which include (1) online search for desired product commodity (2) choice making (3) selection (4) online order

placement (5) payment and (6) product delivery. The aforementioned are simply called stages of a typical E-commerce transaction.

However, it becomes the responsibility of the online retailer/vendor to carryout a pleasant and hitch free product delivery to the online buyer. Without doubt, Online Shopping is sealing rapid growth nowadays as a result of its uncommon prons to both consumers and retailers viz; 24/7 shopping facilities, cost effectiveness, large target market, drastic reduction of overhead expenses as well as access to multiple options (Gabriel et al, 2016). As Internet facilities and IT have become a daily living phenomenon to undergraduate students across Nigeria, they thereby believe they can be satisfied with online shopping vis-à-vis goods and services with shortest time with long convenience (Gabriel et al 2016).

The general objective of this study is to examine the influence of online shopping factors on consumer buying behaviour of undergraduate students, while other specific objectives are: to examine the effect of performance expectancy on undergraduates online buying behaviour, to determine how facilitating conditions influence undergraduate online buying behaviour. This research provided answer to following research questions: what effect does performance expectancy has on undergraduates' online buying behavior? to what extent does facilitating conditions influence undergraduates' online buying behaviour?

Literature Review

Theoretical Framework

Unified Theory of Acceptance and Use of Technology (UTAUT)

This is a theory about acceptance of latest technology by Venkatesh et al., (2003) in line with eight formal theories. The Unified Theory of Acceptance and Use of Technology model was developed with four types of core constructs, which are: performance expectations, social expectancy, and facilitating expectancy. In addendum to the four constructs there are four moderators: gender, age, experience/level, volunteerism of users. According to Venkatesh et al., (2003), the resulting The Unified Theory of Acceptance and Use of Technology (UTAUT) model formulates the factors that give rise to system acceptance and usage with four key moderators that influence each other. The factors that give rise to user acceptance in the The Unified Theory of Acceptance and Use of Technology (UTAUT) model are: Performance expectancy, mentions degree of buyers' trust that using a system will help buyers produce highest work performance. Effort Expectancy, which is the level of ease felt by the user in using a system. Social Influence, i.e. one's awareness of the existence of another person using a system. The constructs that are incorporated in social influence are: Facilitating Conditions, names the belief that there are organizational and technical facilities that support the use of the system. Behavioral Intention According to Ajzen, (1991) intention to consume is one of the motivational factors that influence behavior.

Consumer buying behaviour

In today's E-commerce, consumer attitude and consumer behavior research have become the order of the day (Mojtaba, 2012). It could be as a result of individual's choice towards using a product as a way of predicting and evaluating consumers choices on all commodities and services (Voon 2011). Therefore individuals preferences and behavior will be a function of the understanding of consumer behavior. Voon (2011) defined attitude as a mental phenomenon that gives credence to individual's readiness to take action or react in a certain way. Pickens (2005) simply defined attitude as a state of mind as it responds to situation(s) due to past experience or temperament. Consumer behavior is a critical examination of individuals, groups, or organizations and how the select secure and dispose of products, services, ideas to meet demands as well as the effects of these processes have on the consumer and nation at large Kiester (2012). Consumer behavior varies from one individual to another as it all check down to their preference. It's no gainsaying that consumers' preference/choice are influences by their purchasing habits. (Brassington & Pettit, 2000).

Online shopping behavior is purchasing commodities via software application on the internet. The process has five conventional shopping behavior steps/stages (Liang & Lai 2000). One of the commonest and convenient shopping medium is online shopping.

Online shopping

Gabriel et al (2016), defined online shopping as a process by which consumers make purchases of items and services via online stores, websites through the internet facilities. In online shopping, consumers are predisposed to satisfactory details of product(s) in view and several choices where prices can be compared. The more the choice and convenience, the easier it is to get one's choice of product on the internet (Butler & Peppard, 2018). Contemporary consumers after convenience and speed as well as satisfaction in their purchases or transactions enjoys it more via online shopping (Yu & Wu, 2007). Currently, there is tremendous growth in online shopping as a result of its unique advantages to retailers and consumers respectively. The internet does not only contribute immensely to the success of online shopping but is greatly contributing to economic development around the globe.

Students and online shopping

It is no longer new that present generation especially undergraduate students have become so used to online shopping. This is a result of socialization, technological facilities available and within their reach. They were brought up on social media and smart technologies which is automatically a part of their lives and not what they have to learn specially (Ryan, 2017). It has been discovered that Eighty percent of customers age 18 to 33 dominate online shopping behavior (Amit & Sailo, 2013). This has become so rampant among undergraduate students. Marketing Dive, (2018) posit that undergraduates born 1994 onwards prefer online shopping just for convenience and security. It's no gainsaying today that undergraduate students are major target markets by online retailers as majority of them are smart and technically inclined. Indeed most university students have personal internet accessible lines as the services are getting cheaper by day. Institutions have also greatly contributed to this fit as for wi-fi is always available every part of the school which gives ready made opportunity to internet access, It becomes a very easy thing that as students do their academic works online they also embark on online shopping without having to leave their seat or difficulties. Beyond reasonable doubt online shopping has come to stay among undergraduate students.

Factors for Online Shopping

Performance Expectancy Factor

Shin (2009), defined this as the extent to which individual boasts that he/she will have job gains when system or technology is employed. Zhou (2020), opined that performance expectancy, task technology list, social influence and facilitating conditions have sacrosanct influence on individual adoption. It was also discovered that appropriate technology enhances performance expectancy. The findings revealed e-commerce adoption intention of consumer/individual is greatly affected by usefulness, enjoyment, trust, cost and network contribution.

Facilitating Factor

Facilitating condition as described by Chiemeke and Evwiekpaele (2011) is the provision of technical wherewithal such as systems and software upon which e-commerce can operate. The bottom line with facilitating factor/condition is operated to inculcate aspects of the technologies and/or business environment designed to take away use impediments (Keong, 2012).

Effects of online shopping on consumer buying behaviour

Several initial researches have examined the effect of behavior in the adoption of online shopping as it shows that behavior is significant in determining online shopping attitude. Dela 002 and Narges (2009) revealed that there is significant positive relationship between consumers attitude and online shopping among undergraduate students. Shwu-ing (2003), opined that target market for online retailing should be to those having positive attitude towards same as the significant of positive attitude to online shopping cannot be overemphasized. We therefore propose the following hypotheses:

- H₁: There is no significant positive relationship between performance expectancy and undergraduates' online buying behaviour.
- H₂: There is no significant positive relationship between facilitating conditions and online shopping consumers' behavior.

Methodology

The study made use of quantitative research design based on descriptive research, data were collected with the use of structured questionnaire. The population of the study was undergraduate students of Obafemi Awolowo University, Ile-Ife, Osun State. The sample size was gotten using Mugenda and Mugenda sampling formula table. For this study, the formula placed the sample size at eighty three (83) Random Sampling technique was used for this study. Descriptive statistics and linear regression were used in analyzing data as well as hypotheses testing on statistical package for social sciences (SPSS 23).

Data analysis & results

The two hypotheses stated in null forms were tested using linear regression to understate the analysis. In order to accept or reject null hypotheses; the 0.05 level of significance was the adopted criterion for the probability, accepting null hypotheses at $p > 0.05$ and rejecting the null hypotheses at $p < 0.05$.

Table 1

Regression analysis of the Influence of performance expectancy on consumers behaviour towards online shopping in the study area.

R	R Square	Adjusted Square	R	Std. Error of the Estimate	F	Sig.
.420 ^a	.176	.103		.68108	2.413	.027 ^b

3.2. Test of Hypotheses

TABLE 1 below revealed the outcome of the correlation on performance expectancy consumers' behavior. The statistical test of significance (0.027).

Table 1 shows the test of first stated hypothesis:

H₁: There is no significant positive relationship between performance expectancy and online shopping consumer's behavior.

The Table 1 above shows the analysis of the influence of performance expectancy on consumers' behaviour towards online shopping in the study area. It was shown that there is a significant positive relationship between performance expectancy and consumers behaviour towards online shopping in Nigeria ($P < 0.05$), given the R Square, 0.176 and Adjusted R Square, 0.103, performance expectancy asserts a maximum of 17.6% and minimum of 10.3% on the consumers behaviour towards online shopping in the study area. So based on the empirical findings, hypothesis that states that there is no significant positive relationship between performance expectancy and consumers' behaviour towards online shopping area is hereby rejected.

Table 2 below revealed the outcome of the correlation on performance expectancy consumers' behavior. The statistical test of significance.

Table 2

Regression analysis of the Influence of condition expectancy factors on consumers behaviour towards online shopping in the study area.

R	R Square	Adjusted Square	R	Std. Error of the Estimate	F	Sig.
.395 ^a	.156	.057		.69834	1.579	.136 ^b

Table 2 shows the test of second stated hypothesis:

H₂: There is no significant positive relationship between facilitating conditions and online shopping consumers' behavior.

The Table 2 above shows the analysis of the influence of condition expectancy factors on consumers' behaviour towards online shopping in the study area. It was shown that there is no significant influence of condition expectancy factors on consumers behaviour towards online shopping in the study area ($P > 0.05$), Given the R Square, 0.156 and Adjusted R Square, 0.057, condition expectancy factor asserts a maximum of 15.6% and minimum of 5.7% on the consumers behaviour towards online shopping in the study area. Therefore, the hypothesis that states that there is no significant positive relationship between facilitating conditions and online shopping consumers' behavior is hereby accepted.

Discussion

Result of the research reveals that performance expectancy have sacrosanct positive relationship with online shopping consumers' behavior. This however confirmed that online shopping or buying behaviour among undergraduate is influenced by performance expectancy as duly analysed. This finding corroborated Salehi (2012) who stated that security of items shopped online greatly influence the behavior of online shoppers.

Result also agreed with that of Gabriel, et al (2016) who opined that product review should be allowed by online vendors so as to allow consumers share their experiences on used products as a means of creating better customer experience. It was rightly concluded that trust and/security is the most required factor that affect consumers online buying behavior, the more consumers trust the shopping site the more they want to shop without wavering. Result of findings by Muhammed, et al (2015) also agrees with the findings of this study, their result also concluded that trust factor was the most important factor influencing online shopping behaviour among younger generation of this time. In the research conducted by Motjaba, et al (2012) on online shopping and behaviour of consumers. They concluded that personal behaviour to using a commodity is one of most significant reference for forecasting as well as telling customers interest across commodities or services.

Another work that corroborates this study is one by Fong (2013) whose work revealed that customers display good intentions to make an online purchase in the future and behavior is positively as well as strongly correlated with behavioural intentions. The study concluded that the perceived benefits of online shopping, consumers' lifestyles, perceived merchants' trustworthiness and consumers' prior e-commerce experience have direct influence on attitude. From the findings of the study in the study area it was also discovered that facilitating conditions have no significant positive relationship with the undergraduate online buying behavior which obviously negated the findings of Salehi (2012) and Gabriel, et al (2016) as discussed abinitio. In view of this the significance of expectancy factors in influencing online buying behaviour of undergraduate students cannot be overemphasized.

Conclusion and Recommendations

Beyond reasonable doubt, as long as transactions will continue to exist in human race, online shopping remains a significant platform. In the world today, both consumers and outlets/ retailers are greatly benefiting from the existence of same with full credence to information communication technology which gave rise to E-commerce. By this, virtually nothing cannot be sold online as uncountable varieties of goods and services are tremendously displayed online and consumers find it comfortable to buy, prominent among them are undergraduate students in Nigeria. By the virtue of the performance expectancy factors, therefore, online shopping has become extensively easy compared to the traditional method as buyers can buy anytime and wherever they are with full confidence in the security and right delivery of the item(s). The study however recommended that:

Online retailers should conduct seminars and public sensitization and/or campaign on the advantages of online shopping in Nigeria.

Online retailers should also ensure provision of services capable of meeting consumers taste and preferences.

Technological infrastructures that can help or enhance online shopping should be provided by government in Nigeria for better facilitation and improved economic growth.

Critically examining these subjects, the first attitude of consumer to be considered should be acceptance of the internet as a shopping medium, while the second should be attitude towards internet store.

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