

LEVERAGING ONLINE SHOPPING IMPERATIVES FOR NIGERIAN WOMEN CAREER SUCCESS IN POST PANDEMIC ERA

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ABSTRACT

The study examined online shopping imperatives for Nigerian women career success in post pandemic era with particular reference to women holding top managerial positions in South-South, Nigeria. In this study, relevant and related literature were reviewed with a view to deepening understanding of the underpinnings of online shopping imperatives for Nigerian working women to improve their job performance and overall quality of life. Primary data for the study were gathered through structured questionnaire. The study explored three constructs and evaluated a proposed model explaining the relationship between the independent and dependent variables with a view to unveiling a robust platform that addressed the challenges faced by career women in post pandemic era and balancing their multiplicity of roles. More so, the hypothesized relationship between the constructs of the model was tested using multiple regression. Findings showed that perceived usefulness has the highest standardized coefficient (Coef. = 0.447), suggesting it has the strongest impact on career success, followed by performance expectancy (Coef. = 0.281) and Internet self-efficacy (Coef. = 0.270). The study concluded that 87.6% of the variance in career success can be attributed to the combined effect of the predictors. The study recommended that firms should develop user-friendly and efficient platforms with tools that streamline shopping processes, ensuring they align with the performance needs of busy career women.

Keywords: Online Shopping, Imperatives, Career Women, Post Pandemic, Quality of life.

INTRODUCTION

In recent years, the post-industrial society has experienced a significant increase in the participation of women in the Nigerian workforce, particularly those striving for high-powered careers and financial independence in both public and private sectors, despite considerable challenges (Ogbogu, 2013; Umemezia, 2014; Ugwu, Maduagwu & Aginah, 2016). Alqahtani (2020) and Bello (2020) assert that the extraordinary increase is attributable to a global impetus addressing gender issues, particularly about the improved productivity of all women, especially working women, amidst the challenges posed by the new normal in the post pandemic era. These challenges have given working women the opportunity to reassess and rebuild in a way that would make them more resilient to future disruptions.

For many years, women's work success has significantly concerned marketers, as numerous women either abandon or limit their employment due to stress and role overload stemming from balancing home responsibilities and job demands. This resulted in the development of white goods technology (such as freezers, refrigerators, microwaves, mini ovens, washing machines, cookers, heaters, pressing irons, and dishwashers) designed to aid working women in managing their diverse responsibilities (Shove, 2003; Carrigan & Szmigin, 2006; Coen-Pirani, León & Lugauer, 2010).

The emergence of internet shopping is one of the most significant advancements in the global marketing landscape of the 21st century, fundamentally altering the old criteria for career women's assessment and procurement of goods and services (Mohammadali & Atefeh, 2018). In recent years, addressing the immediate difficulties related to women's career-life roles and purchasing behaviours has been a priority in

marketing strategies, acknowledging women as a significant target market. Online shopping, the act of acquiring products via the Internet constitutes a form of electronic commerce that enables consumers to purchase items from an online retailer from the convenience of their homes or offices (James, 2010; Okeke, 2017). Currently, the mobile ecosystem is crucial for Nigerian career women, particularly due to the pandemic that has accelerated digital adoption significantly (Otache, 2023). Recognizing that career women represent a viable target market with unmet needs, it is essential to consider their professional success in conjunction with the burgeoning online shopping revolution in Nigeria, which presents significant opportunities for astute business transactions that must not be overlooked. The delivery of prompt solutions via technological innovations to address the challenges faced by women in their professional and personal roles, as well as their purchasing behaviours, has become a critical concern for practitioners in the rapidly evolving virtual marketplace (Ajayi, Ojo & Mordi, 2015; Okeke, 2017).

Problem Statement/Justification of the Study

A significant alteration in the lifestyle of contemporary working women is the growing perception of "time scarcity," as many are often inundated by the demands of establishing and sustaining a career, particularly at the upper management tier, while also shouldering the majority of domestic obligations. As the responsibility for household care and daily procurement of goods and services in crowded traditional markets predominantly rests on African women, there appears to be heightened stress, frustration, and diminished job performance among many career women attempting to balance these conflicting yet essential duties (Mohammadali & Atefeh, 2018). Consequently, the study addresses the need for adaptive techniques to aid career women in alleviating role overload and stress to enhance their job performance, particularly in light of the significant changes instigated by the coronavirus pandemic (often referred to as COVID-19). Consequently, Nigerian career women must consider adapting to the new normal in the post pandemic era to rapidly become digital-centric, ensuring their relevance and resourcefulness in both their professions and domestic responsibilities. Online shopping, a novel and appealing innovation, has not been perceived from this perspective in Nigeria, although it has been effectively implemented in other regions worldwide (Schieman, Milkie & Glavin, 2009). In this context, the study examined the potential for Nigerian career women in senior management roles to leverage online shopping factors such as perceived usefulness, performance expectancy, and internet self-efficacy to enhance their career success in the post pandemic era. Consequently, the study's scope excludes unskilled women, skilled individuals in the junior group, and self-employed entrepreneurs. The broad objective of this study is to determine the possibility of top-level career women in South-South, Nigeria leveraging online shopping imperatives for their career success in post-pandemic era. To meet this objective, the study focused on the following specific objectives:

1. To determine whether perceived usefulness (PU) can positively influence the success of top-level career women in post- pandemic era.
2. To find out whether performance expectancy (PE) can positively influence the success of top-level career women in post- pandemic era.
3. To investigate whether Internet self-efficacy (ISE) can positively influence the success of top-level career women in post- pandemic era.

Literature Review

The Concept of Career Success

The Oxford Dictionary of Current English defines a career as an employment pursued throughout an extended duration of an individual's life, offering prospects for advancement. According to Jafaru, Lawani, Akhalumeh, & Ohiokha (2012), a career is defined as a dedication to a profession that necessitates training and provides a distinct trajectory for professional advancement. In this study, career denotes the professional trajectory of high-ranking female executives in the public sector, encompassing learning, job experience, and life roles

characterized by escalating responsibilities and compensation, pursued over an extended duration of their lives. In this study, we utilize the term “career” rather than “work” because careers typically need higher commitment than just job sequences and encompass both an individual's professional and personal life, as well as the interconnections between them.

A career woman is defined as any woman who participates in a remunerated occupation outside the home, possesses formal education, and has progressed through various professional roles over an extended duration, demonstrating a commitment to contributing to national development. The notion of a career pertains to advancement within a structured hierarchy in an organization or profession (Christ, 2004). Consequently, career development or advancement is the continuous process of overseeing growth in education and employment. The advancement of individuals within a specific occupation is significantly influenced by personal attributes (skills, abilities, confidence, determination, discipline, education, and ongoing education), professional aspirations, and the organization's ideals (Clark, 2000). This study pertains to women's professional advancement as they ascend the leadership hierarchy to effectuate a good impact on humanity.

According to the distinguished research of Judge, Cable, Boudreau & Bretz, (1995), career success is defined as an individual's professional and personal work-related aspirations attained through their own work experiences. It pertains to the individual's subjective or intrinsic sense of achievement and ultimate fulfillment with their career. Many working women believe that achieving career success is unattainable, as it entails a journey characterized by perseverance, commitment, sacrifice, and discipline. According to Idemobi & Akam (2012), an issue of concern faced by contemporary Nigerian employees is the persistent pressure to surmount obstacles that hinder the achievement of their aspirations and self-actualization, particularly as they progress in their selected careers.

The Concept of Shopping

Shopping is a fundamental human behaviour that constitutes a daily practice of fulfilling needs and desires. The exchange of commodities and services between parties to fulfill their needs has existed for a long time but has evolved over time due to human civilization and technical improvements in the marketing landscape. There are two major channels of shopping:

Traditional Shopping Channels

Historically, the conventional mode of shopping (offline, street-side, physical store or brick-and-mortar establishment) served as the primary conduit for the exchange of tangible goods and services between buyers and sellers, characterized by direct human interaction and transactions conducted via cash or credit (Merriam-Webster, 2020). This method has gained significant popularity in past decades, primarily proliferating in rural areas, although certain big towns have also established designated marketplaces. Additionally, some individuals own or lease businesses, stores, supermarkets or malls.

Traditional business transaction channels facilitate direct relationships between sellers and buyers, enabling face-to-face interactions, personalized product demonstrations, alleviating uncertainties, providing experiential shopping, ensuring instant gratification, safeguarding personal information, fostering conviction and trust, sustaining mutually beneficial relationships, and stimulating demand by encouraging increased purchases by consumers (Kwadade-Cudjoe, 2020).

Online Shopping Channels

Online buying is presently one of the most prevalent methods of conducting business worldwide. It is a type of electronic commerce that enables clients to purchase things from an online store from the convenience of their homes or offices (Okeke, 2017). In its comprehensive definition, it encompasses behaviours such as locating online stores and items, researching product information, choosing payment methods, engaging with other consumers and retailers, and acquiring things or services. Online shopping is sometimes known as Internet shopping, electronic shopping, or web-based purchasing (Mbayong, 2016). The phenomenon initially emerged in the advanced economies, exemplified by online retailers such as Alibaba, eBay, and Amazon.com.

Currently, Nigeria hosts numerous online retailers, including Jumia, Konga, Jiji Nigeria, PayPorte, Supermart, Ajebomarket etc.

The benefits of online shopping compared to traditional shopping methods have significantly fuelled its expansion, as the inherent advantages of online shopping over offline shopping are crucial, particularly regarding time constraints, enhanced performance, reduced stress and convenience during purchase (Tanikan & Nittaya, 2018).

In contrast to traditional markets, online shopping channels or virtual marketplaces serve as a vital and dynamic communication medium that enables flexible searching, comparative purchasing, and product or service assessment. Thus, as insightfully articulated by Swinyard & Smith (2003) and Ahmad, Omar & Ramayah (2010) as referenced in Nkamnebe (2017), the growing appeal of online shopping compared to traditional retailing arises from its clear advantages, including the convenience of home delivery, avoidance of crowds, elimination of lengthy checkout lines, absence of parking challenges at busy malls, lack of traffic delays, exceptional comfort of remote shopping, reduction in research and purchasing time, accessibility to comprehensive information, user-friendliness, simplified purchasing decisions, reliability of the Internet system's sophistication, and consumers' perceived enjoyment and satisfaction, among others. The recent surge in terrorist attacks at shopping malls, such as the Westland Mall in Kenya, along with comparable security issues in malls and markets globally, may further incite shoppers to abandon physical shopping in favour of online alternatives.

Nigerian Career Women and Online Shopping Imperatives

The National Bureau of Statistics indicates that women in Nigeria have not yet fully penetrated managerial positions and senior levels within the public sector (NBS, 2018), despite having been liberated from longstanding constraints imposed on their life choices, participation, and empowerment by gender-biased cultures (Oniye, 2008; Okeke, 2017). Recent studies indicate that contemporary women's motivation and passion in their professional endeavours (Eze, 2017; Okeke, et al, 2020) suggest that their overall success is assessed by their ability to fulfill roles as a superwoman, an exemplary mother, a supportive spouse, and a dedicated career professional (Ahmed, Hayfaa, Sami & James, 2017).

Despite the heightened focus on career-family balance in the previous decade, numerous critics persist in highlighting the absence of cohesive strategies for gender mainstreaming in Nigeria, particularly as career women are traditionally expected to manage multiple obligations every day. Recent studies indicate that for the majority of employed married women, the critical years for job development typically align with their reproductive years, necessitating decisions that males do not face (Ezzedeen & Ritchey, 2009; HSE, 2017; Omodafe, 2019). This category of women should be empowered with current technology to mitigate career-family problems. This encompasses the efficient, comfortable and timely execution of shopping tasks for personal, family and professional requirements, devoid of the distractions and obstacles inherent in traditional brick-and-mortar purchasing methods.

Undoubtedly, numerous career women, especially those in senior executive roles (such as Heads of Service, Permanent Secretaries, Commissioners, Directors, Politicians, Leading Academics and Senior Security Officials), experience conflicting commitments as they strive to achieve a satisfactory balance between their professional and familial responsibilities (Eze, 2017; Omodafe, 2019). To attain a balance between career and family, individuals are necessitated to internalize their conventional gender roles as assumed responsibilities while fulfilling the anticipated job performance criteria alongside other pressing obligations requiring attention (Hand, Riley, Haris, Singh & Rettie, 2009; Hansen & Jensen, 2009; Mordi, et al, 2010; Ugwu, et al, 2016). Silverstein & Sayre (2009) asserted that the 21st-century career woman faces numerous time demands and must continually balance conflicting priorities—such as self, work, home, family, and society—prompting her to seek the most efficient and intelligent methods to fulfill her daily needs, which will yield perceived benefits, enhanced performance, and career success.

Furthermore, researchers in recent years have observed a deficiency in digital resources and a lack of understanding of the precise effects of digital technologies on economic growth, employment and trade in Africa (Fernandez-Portillo et al., 2020, Mayer et al., 2020). The study by Udegbumam et al. (2023) also identified some specific factors hindering the adoption of digital transformation in Nigeria. These obstacles include an infrastructure deficit that restricts equitable access to digital services, a deficiency in digital skills among staff members and the theft and vandalism of infrastructure that exacerbates difficulties (Omodafe & Onobrakpeya, 2024).

Perceived Usefulness (PU)

The existing literature indicates that the perceived utility or advantages of a technology, such as online shopping, significantly influences its adoption process (Chen et al., 2002; Pavlou, 2003; Zhou, Dai & Zhang, 2007). Convenience pertains to psychological costs and other non-monetary expenses, including time, effort and stress. According to Berry et al. (2002) cited in Nkamnebe (2017), shopping convenience is defined as a decrease in the opportunity costs associated with the effort and time expended in shopping activities. In contrast to in-store purchasing, online shopping provides enhanced convenience by enabling purchases from any location and at any time.

Li et al. (1999) assert that a fundamental aspect of the perceived utility of online purchasing for customers is the convenience it offers, as most consumers prioritise convenience, particularly when their frequency of online shopping escalates. They also recognised several advantageous characteristics of online purchasing that mitigate apprehension, including rapidity, perceived value (time and labour savings), efficiency, and the perceived user-friendliness of the system. Hansen (2006) asserts that the primary incentive for customers to select online buying is the ability to enhance convenience by minimising the physical and cognitive exertion required to accomplish a shopping job, which is not offered by other channels. In a study conducted by Ezzedeen & Ritchey (2009) and Carrigan & Szmigin (2006), it was determined that the convenience of online shopping, in terms of time and effort savings, surpasses the drawbacks, particularly when consumers experience time constraints or when the actual store is located at a considerable distance.

Performance Expectancy (PE)

Performance expectancy denotes the extent to which an individual perceives that utilising the system would enhance job performance (Venkatesh et al., 2003). Ugwu et al. (2016) reported that the personal efficacy of most working women is the primary factor in promoting their acceptance of innovations. PE posits that individuals assess their technology-mediated task performances based on the related benefits (i.e., enhancement of efficiency, effectiveness, and productivity in task execution) and costs (i.e., cognitive, behavioural, or financial investments incurred for specific tasks) (Pereay Monsuwé et al., 2004). If the cost is reduced or the benefit is enhanced, the utilitarian value of the technology will increase, resulting in a favourable desire to utilise it. A like trend is anticipated in online shopping utilisation. Consequently, customer expectations regarding the utilitarian benefits of online shopping—such as time efficiency, cost savings, 24/7 accessibility, avoidance of traffic and parking issues, extensive product selection, and seamless shopping experiences etc; substantially influence online purchase intentions and eventual adoption (Celik, 2011; Zhou et al., 2007).

Internet Self-efficacy (ISE)

Wangpipatwong & Papsatrorn (2007) characterised self-efficacy as "individuals' assessments of their abilities to organise and implement actions necessary to achieve specific performance outcomes." It is also known as the conviction in one's capacity to perform particular behaviours that yield desired results (Busch, 1995). Self-efficacy is a word in online purchasing that denotes an individual's capacity to utilise their Internet skills to successfully execute a transaction online. Internet self-efficacy is defined as the belief in one's ability to organise and execute the necessary Internet actions to achieve specific outcomes. Internet self-efficacy refers to the conviction that an individual can competently execute a specific array of actions

necessary to develop, sustain, and efficiently utilise the Internet, beyond fundamental personal computer skills (Eastin & LaRose, 2000). Technology self-efficacy profoundly influences individuals' perceptions of technology and regulates their emotional reactions to it (Wang, Ruan, Zhang, Fu, & Duan, 2024).

Celik (2015) and Beyer (2008) noted that females generally experience greater discomfort with computers due to their bodily responses to emotion and uncertainty, resulting in a reluctance to cultivate sufficient computing self-efficacy. Eastin (2002) discovered that an individual's internet self-efficacy positively influences user acceptability of online buying. Training has been shown to enhance learners' Internet self-efficacy, particularly among individuals with positive attitudes towards computers and those exhibiting low levels of computer phobia (Torkzadeh et al., 2006).

Conceptual Model for The Study

A conceptual model pertains to a researcher's theoretical framework that elucidates the logical linkages among many aspects deemed significant to the study's problem (Sekaran, 2006). After developing the conceptual model, testable hypotheses are typically established to assess the validity of the proposed theory based on the study's findings. To gain a comprehensive understanding of the moderating influence of career on women's online shopping adoption decisions, we adopted and adapted a framework/model. The present study is thus based on the UTAUT paradigm. This is demonstrated below:

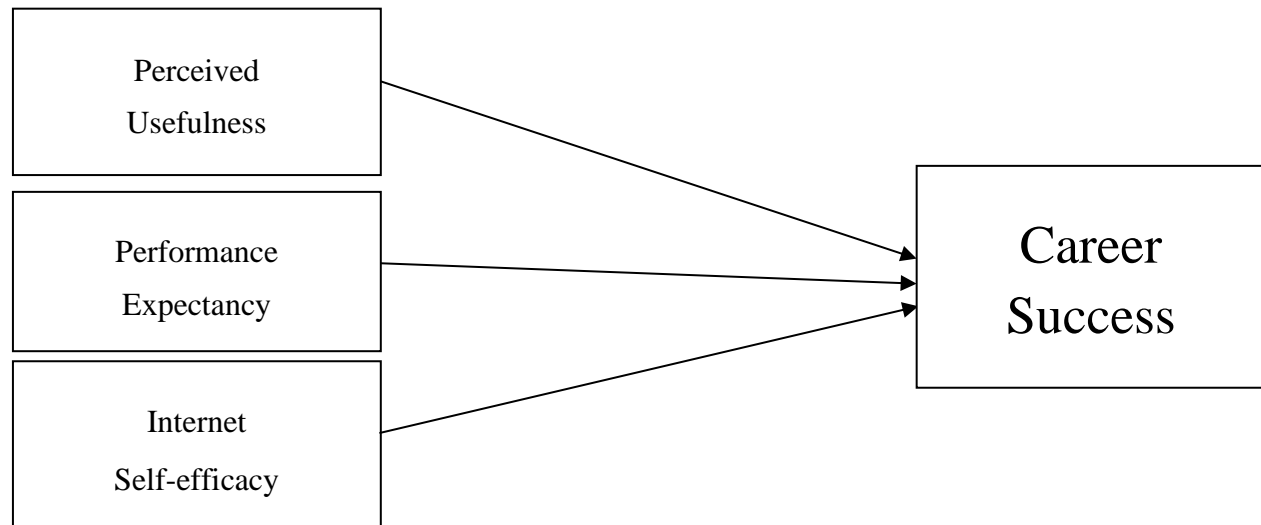


Fig 1: Online Shopping Imperatives

Source: Researcher's Own Model (2024)

The aforementioned model illustrates that the adoption of online shopping by professional women is contingent upon three primary components (independent variables): perceived usefulness, performance expectancy, and internet self-efficacy. The concepts of perceived usefulness and Internet self-efficacy (personal innovativeness) utilised in this study were derived from the Technology Acceptance Model (TAM), whilst performance expectancy was sourced from the Unified Theory of Acceptance and Use of Technology (UTAUT) models. Contemporary experiences of career women reveal a new aspect of work-life conflicts,

which involves balancing professional and personal roles while achieving overall wellness through current shopping innovations that enhance their effectiveness and add value to their lives at work and home. The dependent variable of this study, online shopping imperatives, was analysed in relation to women's time poverty, their desire for greater convenience and a stress-free lifestyle, their pursuit of enhanced performance, and their ambitions to excel in their careers while balancing professional and familial responsibilities.

Theoretical Framework

One theory related to the above study is the Technology Acceptance Model (TAM). Developed by Davis (1989), TAM is widely used to understand how users come to accept and use new technology. TAM has been widely utilized in scholarly literature because of its simplicity, flexibility and wide range of acceptance (Akekue & Zite 2024). The model posits that perceived usefulness (PU) and perceived ease of use (PEOU) are key determinants of technology adoption. In the context of this study, perceived usefulness (PU) aligns directly with TAM, as it suggests that if top-level career women perceive online shopping as useful for their career success, they are more likely to adopt and engage with it. Similarly, performance expectancy (PE) relates to the model's notion of how the technology impacts users' performance, further influencing their acceptance and usage. Lastly, internet self-efficacy (ISE), which reflects users' confidence in their ability to use technology, corresponds with the ease-of-use component in TAM, where higher confidence and perceived competence lead to more frequent and effective use of online shopping platforms. By leveraging TAM, the study can better understand how these factors contribute to the adoption of online shopping among career women in South-South Nigeria, particularly in the post-COVID-19 era. Several studies on online shopping have utilised TAM (e.g. Akekue & Zite 2024; Zite et al, 2025) .

Empirical Review

Siwi, Ritonga, Sofia & Santoso (2023) investigated the impact of perceived usefulness, perceived ease of use, internet self-efficacy, subjective norms, and behavioural control on online purchasing decisions. This study employs descriptive quantitative analysis utilizing the multiple regression approach. The research sample comprises 160 students who engage in e-commerce, selected by purposive sampling methodology. The criteria for responders are 1) internet users, 2) individuals who have engaged in online shopping, and 3) possess internet-enabled devices to access e-commerce platforms. The research utilized a validated questionnaire and analyzed the data using a Likert scale. The findings indicated that the dependent variables—perceived utility, perceived ease of use, internet self-efficacy, subjective norms, and behavioural control—accounted for 65.1% of the variance in the independent variable of online shopping decisions.

Celik (2015) investigated the impact of anxiety on customer adoption of online shopping, utilizing an extension of the UTAUT framework to propose new causal relationships between anxiety and established constructs such as effort expectancy (EE), performance expectancy (PE), and behavioural intentions (BI), considering the variables of age, gender, and experience. The partial least squares method was utilized to assess the statistical significance of the hypothesized paths by evaluating 483 sets of self-administered survey responses in Turkey. The findings demonstrate that anxiety concurrently has adverse direct effects on the constructs of PE, EE, and BI. The moderating effects of age, gender, and experience on the anxiety-intention relationship were substantial; however, there was no evidence indicating that they moderate the anxiety-PE and anxiety-EE associations. The constraints of the present study are intrinsic to its design and methods, suggesting avenues for further investigation.

A 2009 study conducted by Boston Consulting Group (BCG) examined over 12,000 working women across more than 40 regions, income brackets, and backgrounds, focusing on their education, finances, residences, employment, activities, interests, relationships, aspirations, anxieties, as well as their shopping behaviours and expenditure patterns. Research indicates that women constitute a market opportunity surpassing that of China and India combined, since they wield substantial financial influence in consumer spending, therefore

constituting the highest market potential globally. Moreover, few companies have addressed their requirements for time-efficient solutions due to the overwhelming demands on their time and the continual management of competing priorities—work, home, and family. The qualitative research study showed that, despite women controlling expenditures in most consumer goods categories, numerous businesses operate under the assumption that women have no influence over purchase decisions. Companies persist in providing inadequately designed products and services, with antiquated marketing narratives that perpetuate gender stereotypes.

A study conducted by Ajayi, Ojo, & Mordi (2015) involving 730 women employees from purposively selected commercial banks in Lagos metropolis and Ogun State, Nigeria, revealed a significant influence of socio-demographic characteristics on the work-family conflict experienced by women in the banking sector. The study indicated that employees in higher-status positions tend to work extended hours and exhibit significant engagement in their work, which may lead to work-family conflict and diminish work-family compatibility. The investigation indicated that the age groups 30-39 and 40-49 years exhibit a negative correlation with the capacity to balance work and family responsibilities. They are unable to reconcile job and family responsibilities. These age categories are included in the reproductively active age group. This phenomenon is attributed to the earlier age demographics in which women frequently encounter heightened family obligations, exacerbated by significant workplace stress within the Nigerian banking sector. This dual burden often hampers their ability to achieve balance, unless they implement technological innovations and receive support from spouses and hired domestic assistance.

Methodology

The research design or strategy denotes the methodology employed to achieve research objectives and address the formulated research questions (Saunders, Lewis & Thornhill, 2009). This study employed a survey research design to assess the potential of utilising internet buying strategies by high-achieving professional women in South-South Nigeria for career advancement. The survey constitutes a non-experimental and descriptive research methodology. The researcher deemed this method suitable for assessing the existing conditions or practices of a certain population, hence facilitating enhancements in the operations of the population under examination. The study employed a descriptive approach to gather information regarding the current state of phenomena (online shopping imperatives and women's job success) and to delineate "what exists" related variables or conditions in a specific context.

The research population comprises high-ranking professional women currently engaged in the Civil Service within the South-South region of Nigeria. The study population consisted of 1320 career women from grade level 12 and beyond (senior cadre) employed in the State's Civil Service in South-South Nigeria. The study included 220 career women in senior management positions from each state (National Bureau of Statistics, 2018). Therefore, the sample size of the study was 307 participants determined using the Taro Yamani sample size formula.

The questionnaire design was confirmed by marketing professionals for thorough examination and assessment. Corrections and enhancements were proposed based on their assessments, which are incorporated into the measured instrument. Conversely, reliability pertains to the consistency of results produced by the instrument, yielding similar, proximate, or identical outcomes when the study is replicated under same assumptions and conditions. The Cronbach Alpha Index approach was employed to assess the reliability of the questionnaire. This study utilised a questionnaire as the primary tool for data gathering. The questionnaire method of data collection was employed to elucidate the link between the two primary variables in the study. Questionnaire copies were distributed to prominent career women in the designated Ministries within the capital cities of the South-South States in Nigeria. Direct communication with careful oversight was initiated within the relevant Ministries for the inquiry. The Researcher used Research Assistants in the distribution and collection of questionnaire copies, thereby facilitating the study process.

Data were analysed using descriptive statistics and inferential statistical techniques. The inferential statistics comprised of multiple regression analysis. Multiple regression analysis was employed in this study as it

allows for the examination of the relationship between multiple independent variables (internet self-efficacy, perceived usefulness, and performance expectancy) and the dependent variable (career success). This technique is particularly suitable for understanding how several predictors simultaneously influence an outcome, providing a more understanding of the factors contributing to career success in the context of online shopping. A total of 307 questionnaires were distributed to the study's respondents. Of these, 298 (97.07%) were retrieved, and 288 (93.81% of the total distributed) were valid and used for analysis.

Discussion Of Results

Table 1: Sample Demographics

Variable	Category	Frequency	Percentage (%)
Age	35-40	12	4.17
	41-45	28	9.72
	46-50	68	23.61
	51-55	82	28.47
	56-60	98	34.03
Marital Status	Single	82	28.47
	Married	192	66.67
	Divorced	14	4.86
Education Level	HND	68	23.61
	B.Sc.	192	66.67
	Postgraduate Degree	28	9.72

n= 288

Source: Field Survey, 2024.

The results in Table 1 reveal a diverse distribution of the respondents across age, marital status, and education level. The majority of respondents are aged between 51-60 years, with 34.03% in the 56-60 age group and 28.47% in the 51-55 age group. Marital status shows that most respondents are married (66.67%), followed by 28.47% who are single, and a small percentage (4.86%) are divorced. Regarding education, the majority of respondents hold a higher education qualification, with 66.67% having B.Sc degree, followed by 23.61% with HND and 9.72% possessing Postgraduate degrees. These findings highlight a well-educated, primarily married demographic, with a significant representation in the older age categories.

Table 2: Online shopping imperatives for career success

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.585	.449		-3.528	.000		
Perceived usefulness	.483	.042	.447	11.519	.000	.290	3.448
Performance expectancy	.298	.052	.281	5.774	.000	.185	5.419
Internet self-efficacy	.295	.045	.270	6.544	.000	.256	3.905

a. Dependent Variable: Career success

Source: Field Survey (2024)

The coefficients in Table 2 provide insights into the individual contributions of each predictor to career success. All three predictors are statistically significant, with p-values (Sig.) of 0.000, indicating their strong influence on the dependent variable. Perceived usefulness has the highest standardized coefficient (Beta = 0.447), suggesting it has the strongest impact on career success, followed by performance expectancy (Beta = 0.281) and Internet self-efficacy (Beta = 0.270). The tolerance values and variance inflation factors (VIF) indicate no severe multicollinearity, as all VIF values are below the critical threshold of 10.

Table 3: Model Fitness

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	688.922	3	229.641	669.610	.000 ^b
	Residual	97.397	284	.343		
	Total	786.319	287			

a. Dependent Variable: Career success

b. Predictors: (Constant), Internet self-efficacy , Perceived usefulness , Performance expectancy

Source: Field Survey (2024).

Table 3 results show that the model is highly significant, as indicated by the F-statistic of 669.610 and a p-value (Sig.) of 0.000, which is well below the conventional threshold of 0.05. This indicates that the combined effect of the predictors significantly explains the variance in career success.

Table 4 Variance

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	.876	.875	.586

a. Predictors: (Constant), Internet self-efficacy , Perceived usefulness , Performance expectancy

Source: Field Survey (2024).

The model summary indicates a strong relationship between the predictors (Internet self-efficacy, perceived usefulness, and performance expectancy) and the dependent variable (career success of top-level women in the post-COVID-19 era). The R Square value of 0.876 implies that 87.6% of the variance in career success can be attributed to the combined effect of the predictors.

Summary of Findings

The findings from the study revealed that perceived usefulness emerged as a significant factor, demonstrating a positive effect on women's career success. This aligns with the regression results, where perceived usefulness had the highest standardized coefficient (Beta = 0.447), highlighting its strong impact. Studies by Ezzedeen & Ritchey (2009) and Carrigan & Szmigin (2006) also support this, noting that the convenience of online shopping in terms of time and effort savings outweighs inconveniences, especially under time pressure or when physical stores are far away. This emphasizes the importance of users perceiving a system as beneficial to their needs and goals. Organizations should prioritize user-centered designs and clearly communicate the system's practical benefits, such as improved efficiency or task simplification, to encourage engagement and reliance.

Performance expectancy also showed a positive effect, with a Beta value of 0.281, indicating its influence on career success. This finding aligns with a study by Ugwu et al. (2016), which reported that performance

expectancy often drives working women's adoption of innovations. Organizations should highlight performance-enhancing features of their solutions, such as faster processes or better results. Providing evidence of success through case studies or testimonials can reinforce these benefits. By aligning system features with users' performance expectations, businesses can foster sustained engagement and satisfaction.

Lastly, internet self-efficacy was a significant predictor with a Beta value of 0.270, confirming its strong positive effect on women's career success. This supports findings by Celik (2015) and Beyer (2008), which observed that females may feel less comfortable with computing due to emotional and somatic reactions to uncertainty, making them less inclined to develop strong computing self-efficacy. Eastin (2002) also found that user confidence in internet use positively affects online shopping acceptance. These results imply that individuals confident in their digital abilities are more likely to achieve favorable outcomes. Organizations should invest in training programs to build users' digital skills, boosting confidence and ensuring the full benefits of the system are realized.

Conclusion and Recommendations

This study aimed to determine the potential of top-level career women in South-South Nigeria to leverage online shopping imperatives for their career success in the post-COVID-19 era. The study concludes that perceived usefulness, performance expectancy, and internet self-efficacy significantly and positively influences the career success of top-level women in South-South Nigeria in the post-COVID-19 era. Among these factors, perceived usefulness emerged as the most influential, emphasizing the importance of designing systems that clearly demonstrate practical benefits such as efficiency and task simplification. Performance expectancy also plays a crucial role, as users are motivated to adopt innovations that enhance productivity and outcomes. Internet self-efficacy was identified as a critical predictor, highlighting the need for organizations to invest in digital skills training to build confidence and proficiency among users. By addressing these factors, organizations can empower women to leverage online shopping imperatives effectively for career success. The study recommended that firms should:

- i. Highlight the perceived usefulness of online shopping for career success through targeted campaigns that emphasize time-saving, convenience, and efficiency benefits.
- ii. Develop user-friendly and efficient platforms with tools that streamline shopping processes, ensuring they align with the performance needs of busy career women.
- iii. Organize workshops and training sessions to boost internet self-efficacy, enabling career women to confidently navigate and utilize online shopping for their professional and personal needs.

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