

Consumer Shopping Behaviour Affectors and Patronage of Selected Online Student's Buyers in Lagos State, Nigeria

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Article DOI:

10.48028/iiprds/ijarsmf.v8.i1.06

Keywords:

Consumer shopping
behaviour affectors,
Frequency of
purchase, Online
Stores, Service
quality.

Abstract

The invention of the internet has created a new pattern in the traditional way of shopping. Online shopping is ideal for many people with disabilities and people with hectic schedules, shrinks the distance between producers and consumers. However, the patronage level of online student-buyers has affected by numerous risks leading to a decline in frequency of purchase, customer satisfaction, customer retention, and service quality and customer loyalty. Hence, this study examined the effect of consumer shopping behaviour affectors on the patronage of selected online student-buyers in Lagos state, Nigeria. Cross-sectional survey research design was adopted. The population was 69, 951 online student-buyers. A sample size of 1,177 was determined using Cochran formula. Multistage sampling was adopted. A validated questionnaire was used. Cronbach's alpha reliability coefficients for the constructs ranged from 0.758 to 0.882. The response rate was 86.2%. Data were analyzed using descriptive and inferential statistics. Findings revealed that consumer shopping behaviour affectors (social factors, personal factors, and customer perceived value, psychological factors and product perception) had a significant effect on frequency of purchase. The study recommends that the management of online stores should improve on consumer shopping behaviour affectors such as social factors and psychological factors that directly affect online student-buyers' patronage level.

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Background to the Study

The process of online shopping has become a key source of time-saving, ease and convenience. An Internet shop or e-store provides twenty-four hours' facility of shopping online. The rapid advancements in internet shopping have compelled the majority of firms to make their products and services available online which leads them to attain competitive advantage in the physical market. However, many e-commerce surveys reflect that although companies are trying their best to satisfy their customers yet a large number of customers are reluctant to purchase online due to their concerns about privacy and security of their online transactions. This is especially relevant to less developed countries where digital commerce is gradually emerging. Despite the rapid growth in online shopping and its benefits, Kim, Lee and Kim (2014) mentioned that consumers' search at the online store does not lead to complete purchase or transaction of their actual needs. According to Moshref (2017), before purchasing a product or service on the internet, consumer predicts different types of perceived risk like financial risk, product risk, and non-delivery risk. Psychological factors like trust, security, and the factor of technological acceptance related to website design.

According to a Statista Survey (2018), there are over 604 million Internet users in Europe and there is 73.5 % Internet penetration in general. Among Internet users, the highest percentage of online shopping is found in the United Kingdom (UK), where 81% of those with Internet access have used it to shop, followed by Denmark (79%), Luxembourg (78%), Norway (76%) and Germany (73%). The amount spent on online shopping by Czechs was CZK 81 billion in 2015 compared to CZK 67 billion in 2014 and CZK 58 billion in 2013. Although the use of internet technology in Africa is on the rise, the challenge remains that online shopping in developed worlds has advanced in contrast to developing countries like South Africa (SA) and much of the African continent (Statista Survey, 2018). Much of this lag in online shopping is attributed, among other factors, to a lack of internet access. However, although internet penetration in Africa has risen remarkably (Gabriel, Ogbuigwe and Ahiauzu, 2016), this has not translated into online shopping. (Gabriel, Ogbuigwe and Ahiauzu, 2016).

The Nigerian experiences in all these have been partially explored. Ayo (2011), surprisingly asserted that in spite of the growth rate of internet marketing, consumers still access the business website only to source for information but yet make their purchases traditionally. Possible factors responsible for such behaviour include technology fit, trust and risk, and internet infrastructures. Also, according to Akinwale, Adepoju, and Olomu (2017), the average Nigerian have a negative phobia for participating in online shopping considering their propensity to trust the sellers/merchants online, their self-image and unpalatable past experiences, perceived risk and some inconveniences associated with the online shopping system which poses a threat to the consumer trust. Thus, it is not astonishing that only a little part of the Nigerian masses participates in online shopping.

Several empirical studies have examined consumer shopping behaviour and customer patronage of online student-buyers in different regions in the world, such as in the United States, Japan, China, Singapore, Malaysia, and New Zealand (Amoroso and Magnier-

Watanabe, 2015). In the Middle Eastern and Arab countries, sparse scholarly research (Al-Mamari, 2017) have indicated that customer patronage had a significant effect on e-commerce adoption, but how such customer patronage is to be achieved and the factors influencing it have not yet been sufficiently investigated. Also, despite extensive research in the area of e-commerce, studies on consumer shopping behaviour with emphasis on developing online customer patronage are not that numerous and systematic. Therefore, this study examined the effect of consumer shopping behaviour affectors on the patronage of selected online student-buyers in Lagos State, Nigeria. The main objective of the study is to evaluate the effect of shopping behaviour affectors (social factors, personal factors, and customer perceived value, psychological factors and product perception) on frequency of purchase of the selected online student's buyers in Lagos State, Nigeria.

Literature Review

Conceptual Review

Concept of Customer Patronage

Consumer patronage is the approval or support provided by customers with respect to a particular brand. Patronage delivers the foundation for an established and growing market share. According to Balabanis, Diamantopoulos, Mueller and Melewar (2013), patronage is a strong feeling of attachment and loyalty to one's own country without corresponding hostility towards other nations. Consumer patriotism affects attitudes about products and purchase intentions (Kaynak and Kara, 2012; Luque-Martinez, 2015). According to Paswan (2016), patronage behaviour can be described in several ways; loyalty intention, amount of money spent, repeat purchase, number of visits, satisfaction level, duration taken, time and quantity of goods bought.

Frequency of Purchase

Purchase Frequency is a metric which computes how many times a consumer makes a purchase within a given time and calculates the average number of purchases (McEachern, 2015). The purchase frequency is defined by Kim and Rossi (2014), as the level of repetition of the purchase situation at a specified time. Purchase frequency is the average number of times a customer buys from a store during a given period and a good indicator of the sustainability of a business and the effectiveness of its retention marketing. Purchase frequency is the number of times a customer buys from an e-shop in a given period (Chen and Su, 2013).

Concept of Consumer Shopping Behaviour Affectors

Consumer shopping behaviour affectors involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfil their wants and the effect that these methods has on the consumer and the society as a whole. Consumer shopping behaviour affectors refers to all the thought, feelings and actions that an individual has or takes before or while buying any product, service or idea (Khaniwale, 2015). Consumer shopping behaviour affectors relates to the customer's psychological state regarding the accomplishment of online buying (Li and Zhang, 2012). Pinki and Verma, (2014) states that shopping behaviour affectors is the decision processes

and acts of people involved in buying and using products. Also, according to Mehmet and Hee (2013), shopping behaviour affectors involves purchasing and other consumption-related activities of people engaging in the exchange process.

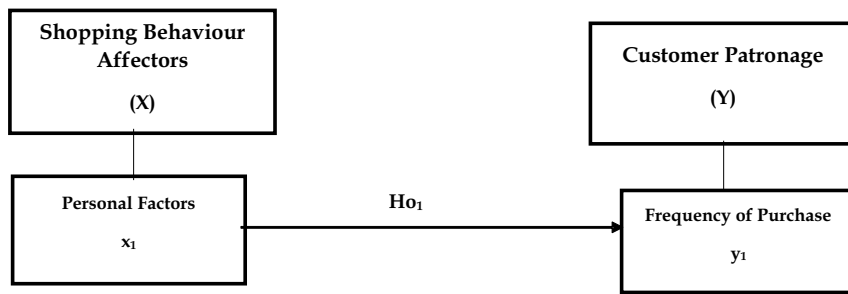
Hypotheses Development

Consumer shopping behaviour affectors (social factors, personal factors, and customer perceived value, psychological factors and product perception) and frequency of purchase.

Musiime and Ramadhan (2011), found a positive significant relationship between online payment adoption and customer satisfaction. Nupur (2010), examined e-payment and customer satisfaction in Bangladesh and found the same service quality affectors which were found by Muhammed, Lejla and Jasminka (2013) as core affectors of customer satisfaction. Lin and Sun (2009) studied factors influencing satisfaction and loyalty in online shopping on the basis of technology acceptance factors viz. perceived usefulness and perceived ease of use, website service quality and specific hold up cost factors and conclude that customer's e-satisfaction will positively influence customer's e-loyalty directly, technology acceptance factors will positively influence customer e-satisfaction and e-loyalty directly, website service quality can positively influence customer e-loyalty directly, but cannot positively influence customer e-satisfaction directly. On the contrary, Danaher (2017) focused on the loyalty of the 100 brands over online shopping and offline shopping of 19 products of the grocery. The outcome of the study revealed a negative result. It is on this premise that this study hypothesizes that: Ho₁: Shopping behaviour affectors have no significant effect on frequency of purchase of the selected online students' buyers in Lagos state, Nigeria.

Theoretical Underpinning

This study adopted the theory reasoned action of Ajzen and Fishbein (1975), as the theory focused on human behavioural patterns and affirmed that attitudes are a function of beliefs, a person who believes that performing a given behaviour will lead to positive outcomes will hold a favourable attitude toward performing the behaviour. Thus, attitude toward any behaviour is a function of both the beliefs that the behaviour leads to certain outcomes, and by the person's evaluation of these outcomes. The theory reasoned action is selected to guide this study because their assumptions are keen on how are influenced to make behavioural based decisions. The justification for this theory employed in this study is based on their theoretical explanation related to the variables in this research.



Source: Researcher Conceptual Model (2020)

Methodology

This study employed cross-sectional survey research design and Multi-stage sampling technique was used to examine the effects of consumer shopping behaviour affectors on consumer patronage of selected online student-buyers in Lagos state; Nigeria; set of well-structured questionnaires and primary source were used for data collection. Adopting cross-sectional survey research design was necessitated as a result of the nature of the study and the characteristics of the respondents; it extensively describes the effects between the variables and it was the most frequently used research design approach in e-commerce studies (Abbasi; Akbari and Tajeddini; 2015; Odoyo; 2014; Nguyen; Mai and Nguyen; 2014; Njoroge; 2017; Ogbonna and Harris; 2000; Oyeniya; 2011; Pantouvakis and Bouranta; 2013). The population for this research comprised of 69, 951 online student-buyers in Lagos state; Nigeria; and the total sample size was 1, 366. Out of the 1, 366 firms randomly sampled; only 1, 177 (86.16%) responded to the questionnaire. The instrument was administered among the online student- buyers of selected Universities in Lagos State; Nigeria (The questions were anchored on a six-point rating scale ranging from 1= very high to 6= very low) and data were analysed using the inferential analysis using multiple regression analysis to test the effect of dependent on the independent variable.

Test of Hypotheses

H₀₁: Consumer shopping behaviour affectors have no significant effect on frequency of purchase of online student's buyers in Lagos state, Nigeria.

Table 1: Summary Results of Multiple Regression Analysis of Consumer shopping behavior affectors on frequency of purchase of online student's buyers in Lagos state, Nigeria

Model	B	T	Sig.	F(5,1171)	R ²	Adj. R ²	F(Sig)
(Constant)	11.688	16.151	0.000	63.908	0.214	0.211	0.001
Social Factors	0.030	1.162	0.246				
Personal Factors	0.226	7.280	0.000				
Customer Perceived Value	0.104	5.080	0.000				
Psychological Factors	0.090	4.065	0.000				
Product Perception	0.062	2.887	0.004				

Table 1, presents the multiple regression results for the effect shopping behaviour dimensions (social factors, personal factors, and customer perceived value, psychological factors and product perception) on frequency of purchase of the selected online student's buyers in Lagos state, Nigeria. The results revealed that personal factors ($\beta = 0.226$, $t = 7.280$, $p = 0.001 < 0.05$), customer perceived value ($B = 0.104$, $t = 5.080$, $p = 0.001 < 0.05$), psychological factors/characteristics ($\beta = 0.090$, $t = 4.065$, $p = 0.001 < 0.05$), and product perception ($\beta = 0.062$, $t = 2.887$, $p = 0.001 < 0.05$) have positive and significant effects on frequency of purchase of the selected online student-buyers in Lagos state, Nigeria. However, social factors ($\beta = 0.030$, $t = 1.162$, $p = 0.246 < 0.05$) have positive but insignificant effect on frequency of purchase of the selected online student- buyers. This implies that personal factors, customer perceived value, psychological factors/characteristics and product perception are significant predictors of frequency of purchase of the selected online student's buyers in the study area. Therefore, null hypothesis (H_0) is rejected.

Discussion of Findings

The result of the multiple regression analysis on the effect of consumer shopping behaviour affectors on customer patronage of the selected online student's buyers in Lagos State, Nigeria revealed that the consumer shopping behaviour affectors (social factors, personal factors, and customer perceived value, psychological factors and product perception) had a positive and significant effect on customer patronage dimensions such as frequency of purchase of the selected online student's buyers in Lagos State, Nigeria. The findings corroborate with extant studies such as Flavian 2016; Tan and Teo, 2015; Ashtiani and Iranmanesh, 2012; Eze and Obikeze 2017; Yaghoubi and Bahmani, 2010; Oii, 2010; Kasheir, 2009 and Tat, 2012. Theoretically, the theory reasoned action supported the study finding and affirmed that attitudes are a function of beliefs, a person who believes that performing a given behaviour will lead to positive outcomes will hold a favourable attitude toward performing the behaviour. Thus, attitude toward any behaviour is a function of both the beliefs that the behaviour leads to certain outcomes, and by the person's evaluation of these outcomes. Thus, the general subjective norm is determined by the perceived expectation of specific referent individuals or groups, and by the person's motivation to comply with those expectations.

Conclusion and Recommendation

The study examined the effect of consumer shopping behaviour affectors and service quality of selected online student's buyers in Lagos state, Nigeria. Extant literature relevant to the concept of consumer shopping behaviour including social factors, personal factors, and customer perceived value, psychological factors/characteristics and product perception as well as service quality were reviewed. The study focused on the views, opinions and thoughts of diverse scholars, theorists and industry experts as related to the study variables. The researcher explained the methodology used in achieving the study objectives. The study further highlighted the analysis of data, interpretation of results and discussion of the research findings. The data analysis was carried out in line with the study objectives and hypotheses from which the patterns were investigated, and interpretations and conclusions were drawn.

From the interpretation of the analysed data collected and findings of the study, the following can be summed up as the major empirical findings of this study: Shopping behaviour affectors (social factors, personal factors, and customer perceived value, psychological factors and product perception) had a significant effect on service quality of the selected online student-buyers in Lagos state, Nigeria. However, the study identified customer shopping behaviour affectors as a critical influence in enhancing customer loyalty in the retail online student's buyers marketing industry. The study recommends paying more attention to customer shopping behaviour practices, customer needs assessment and response, and consistent dialogue with customers, so as to be able to effectively identify and address customer needs. One possibility for future research is to conduct the same survey with focus on general online buyers apart from students to be able to generalize the findings. Also, further researchers who will develop this research should use other variables outside this study in order to identify other causative factors of consumer shopping behaviour.

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