

Online Shopping Trend and Consumer Buying Behavior: A Survey of Final Year Students of the Abubakar Tafawa Balewa University, Bauchi

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Abstract: *This study focused on the relationship between online shopping trend and consumer buying behavior. The study used a cross sectional design. The population of the study comprised final year undergraduate students of Abubakar Tafawa Balewa University Bauchi (Faculties of: Science, Engineering, Environmental Technology, Agriculture, Management Sciences and Education. The number of students in the faculties gives a total population of 3,332 Students. A sample size of 336 was adopted through the Krejcie and Morgan table and the simple random technique was used. After data cleaning, only data of 293 respondents were finally used for data analysis. Descriptive statistics and Spearman's rank correlation were used for data analysis and hypothesis testing. Empirical results confirm that there is a positive significant relationship between online shopping trend and consumer buying behavior. The study confirmed that online shopping trend (performance expectancy and facilitating conditions) significantly related with consumer buying behavior. The study recommended that online retailers should organize workshop and create public awareness on the benefits of online shopping in Nigeria and as well providing the services that can meet the requirements of the consumers. Government on the other hand should provide technology infrastructures that can facilitate the use of online shopping in Nigeria*

Keyword: *Performance Expectancy, Facilitating Conditions, Online Shopping and Consumer Buying Behavior*

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INTRODUCTION

Online shopping is a term belonging to the general family of electronic commerce. Advances in information and communication technologies and emergence of the Internet have revolutionized business activities enabling new way of doing business (Muhammad, Muhammad & Chaudhary 2015). Online shopping is one of the widely and commonly used mediums for convenient shopping. It is in fact, a popular means of shopping in the Internet community (Bourlakis, Papagiannidis & Fox 2008). Online shopping is increasing day by day as many Websites are opening every day just to cater for these rising demands for comfort and convenience. Online

shopping is fast becoming the way to make all your purchases, whether you are at home or in the office, or in a different country 24/7 (Bourlakis et al, 2008).

Online convenient shop is mostly reflected in shorter time and less energy spent, including shipping cost reduction, less crowd and queues than real markets, unlimited time and space, which all increase convenience of shopping. Internet shopping for businesses and consumers are being accepted as an alternative shop mode rather than visiting the physical stores (Salehi, 2012). The faster development of information communication technology (ICT) and smart phones, smart technology and mobile application software (applications) have become a broad and integral part of everyday life (Alalwan, 2020).

This trend to shop online from the comfort of your own couch has recently been taken up in the certain parts of Nigeria. Lagos and Abuja seem to have adopted the trend much faster, with multiple fashion, furniture and food websites, along with venturing into the more commonly known companies, such as Jumia, Konga, Yakxo, OLX, jiji and many others (Ibikunle, 2013). For Nigeria, however, the conversion has been more difficult. As a rule, people do not even trust what has been put in front of them, and expect them to buy something online and be satisfied with it is a little difficult to do. However, Nigerian are fast becoming open minded and have slowly begun to embrace online shopping especially in the Northern part of Nigeria, even if it is just ordering electronics or food online (Ibikunle, 2013).

As a nation, and as individuals, we have been victims of so many scams, both online and on our phones that it is obvious that we would look at any online activity slightly suspiciously. This recent trend has led researchers to believe that the only factor that is causing the people in general and youth in particular to turn towards online shopping is not just age. Other factors are also involved in making online shopping one of the fastest growing markets in Nigeria as a country, as well as greatly helping the IT industry to flourish.

Nowadays, online shopping has become the norm and consumers are adopting it as it has many advantages. On consumers' perspective, online shopping provides low and transparent prices, comprehensive assortment of goods and services and a much more convenient shopping alternative that has eliminated such traditional shopping inconveniences of squeezing through crowds, stuck in long queue at cashier counter, battling for parking spaces at a busy mall. On the other hand, retailers see it as a huge business opportunity to grab. According to Euromonitor (2013). Malaysia's Internet retail realized \$842 million in 2011 and will expect to post compound annual growth rate (CAGR) of 15% to reach \$1.7 billion in 2016. With Malaysian consumers shifting their shopping needs online, a lot of small and medium sized businesses (SMBs) or even corporation are taking advantage of this opportunity by setting up their alternative e-commerce stores to better serve their customers' needs.

According to Gabriel, Ogbuigwe & Ahiauzu, (2016), a complete online shopping and e-commerce transaction consists of series of actions, especially: (1) the customer searching for the desired product online (2) making a choice and placing the order online (3) the payment stage (which could be done online or offline) and finally (4) the delivery of the products. These can be referred to as the major stages of a typical ecommerce transaction. Online vendors are therefore

faced with the responsibility of ensuring that these four major stages operate in a seamless manner that creates a pleasurable and functional shopping experience for online customers. Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round the clock facilities, decreasing dependence to store visits, saving travel costs, increasing market area, decreasing overhead expenses and access to multiple options (Gabriel et al, 2016).

The Internet has made online shopping not only a possibility but also a huge success contributing to economies around the globe. With the development of internet technology and network service, they play an increasingly important role in people's daily life. People believe they can get the satisfied service or goods in a convenient way and in very short time. Hence, the electronic commerce system at this moment plays a very critical part. On one hand, it is very convenient for people to look at the goods online and it also shortens people's time period for shopping. On the other hand, for the enterprise, it shortens intermediate links, and it can reduce the geographic restrictions and decreases the merchandise inventory pressure, therefore, it can greatly save business operating cost (Gabriel et al, 2016).

The study would provide answers to the following research questions:

1. What is the effect of performance expectancy on consumers' attitude toward online shopping in Nigeria?
2. To what extent does facilitating conditions affects consumers' attitude toward online shopping in Nigeria?

LITERATURE REVIEW

Theoretical Framework

Unified Theory of Acceptance and Use of Technology (UTAUT) Model

Based on the work of Venkatesh et al., (2012), Unified Theory of Acceptance and Use of Technology (UTAUT) Model in e-commerce adoption which was modified by Venkatesh et al., (2012) from the original UTAUT model is used for this research. The concept of the unified theory of acceptance and use of technology (UTAUT, Venkatesh et al., 2003) serves as a basic model and has been applied to various studies that use basic technology in both organizational and non-organizational settings. There is a lot of research on the application and replication of all models or parts of models in organizational settings that have contributed to strengthening generalizations (Venkatesh et al., 2012).

Unified Theory of Acceptance and Use of Technology (UTAUT) is a theory about the acceptance of the latest technology that was first developed by Venkatesh et al., (2003). as a connection of eight previous theories, namely Theory of Reasoned Action (TRA), Theory of Planed Behavior (TPB), Technology Acceptance Model (TAM), Motivational Model (MM), Combined TAM-TPB (C-TAM-TPB), Model of Personal Computer Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The UTAUT model was developed with four types of core constructs, namely expectations for performance (expectancy performance), expectations for effort (social expectancy), social influence (social expectancy), and conditions support (facilitating expectancy).

In addition to the four constructs, there are four moderators, namely gender, age, experience, volunteerism of users. According to Venkatesh et al., (2003), the resulting 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 UTAUT model are: Performance expectancy, names the level of user confidence that using a system will help users produces maximum 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. Behavioral Intention is defined as the extent to which someone will use technology services in the future.

Consumer Buying Behavior

According to Mojtaba (2012), research on consumers' attitudes and behavior towards online shopping has been the main focus in e-commerce recently. This may be due to an individual's attitude towards consuming a product is one of the most important antecedents for predicting and explaining consumers' choices across products and services, including food products (Voon 2011). In other words, understanding consumers' attitudes would shed lights on preferences and behaviors of individuals. Attitude as defined by Voon (2011) is a psychological construct which represents an individual's readiness to act or react in a certain way. Asiegbu (2012) defines attitude as a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related. According to Asiegbu (2012), attitude is a learned predisposition to respond or react in a consistently favorable (like) or unfavorable (dislike) manner with respect to a given object/situation. In a simpler definition, Pickens (2005) defines attitude as a mind-set or a tendency to act in a particular way due to both an individual's experience and temperament and the reactions/responds include the tricomponent of feelings (emotions), thoughts (beliefs) and actions (behaviors).

According to Kuester (2012), "Consumer behavior can be described as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society". Every individual's consumer behavior varies from another, depending on their buying choices. These choices are influenced by their buying habits which are affected by psychological and social factors which have an effect on the purchase decision process. (Brassington & Pettitt, 2000). Online shopping behavior (also known as online buying behavior) is the process of purchasing products or services through websites on the Internet. The process has five steps, which are similar to the steps related to conventional shopping behavior (Liang & Lai 2000).

Online shopping

According to Gabriel et al (2016), online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purposes. Online shopping is one of the widely and commonly used mediums for convenient shopping.

One advantage of internet shopping is that it provides the consumers with detailed information and multiple choices so that they can compare products and prices. The more the choice and convenience, the easier it is to find what you are looking for online (Butler & Peppard, 2018). It has been seen that online shopping provides more satisfaction to the modern day consumers who are seeking convenience as well as speed (Yu & Wu, 2007). Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round the clock facilities, decreasing dependence to store visits, saving travel costs, increasing market area, decreasing overhead expenses and access to multiple options. The Internet has made online shopping not only a possibility but also a huge success contributing to economies around the globe.

Dimensions of Online Shopping

Performance Expectancy

According to Shin (2009), performance expectancy is defined as the degree to which an individual believes that using the system or technology will help him or her to attain gains in his job.2010). Zhou (2010) found that performance expectancy, task technology fit, social influence, and facilitating conditions have significant effects on user adoption. In addition, we also found a significant effect of task technology fit on performance expectancy. The result showed that perceived usefulness, perceived enjoyment, trust, cost, network influence, and trust have significant influence on consumer's e-commerce adoption intentions. The online shopping intention is positively influenced by: (1) the levels of performance and effort expected with regard to the transaction; (2) the level of innovativeness of users. In addition, the innovativeness construct has a moderating effect on the relationship between performance expectancy and online shopping intention (Martín & Herrero, 2012).

Facilitating Conditions

Chang (2012) described facilitating conditions as the degree to which an individual believes that organizational and technical infrastructure exists to support use of the system.

According to Chiemeke and Ewwiekpaefe (2011) facilitating Conditions is a provision of support for users in terms of computer hardware and software necessary to work on e-commerce, e-commerce compatibility with the other systems and the users who are using e-commerce is also covered. The underlying construct of facilitating condition is operated to include aspects of the technological and/or organizational environment that are designed to remove barriers to use (Keong, 2012). The UTAUT construct consists of items from perceived behavioral control and is theorized to model the relationship between the organization's attempts to overcome barriers to use and the potential users' intent to use. Like effort expectancy, the power of this variable predicts usage decreases after initial acceptance.

Effect of Online Shopping on Consumer Buying Behavior

According to Mojtaba (2012), research on consumers' attitudes and behavior towards online shopping has been the main focus in e-commerce recently. This may be due to an individual's

attitude towards consuming a product is one of the most important antecedents for predicting and explaining consumers' choices across products and services, including food products (Voon 2011). Allport viewed attitudes as complex systems made up of the person's beliefs about the object, his feelings toward the object, and his action tendencies with respect to the object. Peter (2002) see attitude as a person's overall evaluation of a concept and it can range anywhere on the continuum from extremely negative to extremely positive. Generally, attitudes are developed from personal experiences and learning with reality, as well as from information, from friends, sales people and news media. They are also derived from both direct and indirect experiences in life. In short, consumers' perceptions of the product and service would determine their readiness to accept and adopt the product and service or otherwise.

Many previous studies have investigated the influence of attitudes in the adoption of online shopping and indicated that attitudes is important in predicting online shopping intentions or behaviours. In the study by Delafrooz and Narges (2009) showed that the level of online shopping intention was relatively high and direction of attitude towards online shopping was positive among the postgraduate students in Malaysia. Jarvenpaa et al (2000) assessed consumers' intention to shop online indicated that consumers' intention to shop online (or willingness to buy in an internet shop) is positively associated with attitude towards internet buying, and influences their decision-making and purchasing behaviour.

According to Shwu-Ing (2003), the group with more positive attitude towards online shopping should be the target market as attitude is believed to influence online purchase decisions directly. In particular, attitude serves as the bridge between consumers' background characteristics and the consumption that satisfies their needs (Shwu-Ing, 2003). According to Na & Ping, (2002), in the context of online shopping, the first dimension of attitudes for investigation is the consumers' acceptance of the Internet as a shopping channel. The second dimension for investigation is the consumer attitudes toward a specific Internet store (i.e., to what extent consumers think that shopping at this store is appealing).

On the basis of this arguments that the following hypothesis were formulated:

HO₁: Performance expectancy significantly and positive affect consumers' behavior toward online shopping.in Nigeria.

HO₂: Facilitating conditions significantly and positive affect consumers' behavior toward online shopping.in Nigeria.

METHODOLOGY

The study adopted the quantitative research design base on the cross-sectional survey method. The target population of the study was final year undergraduate students of Abubakar Tafawa Balewa University Bauchi (Faculties of: Science, Engineering, Environmental Technology, Agriculture, Management Sciences and Education. The number of students in the faculties gives a total population of 3,332 Students. (DICT ATBU, 2019). The sample size was obtained using the Krejcie and Morgan (1970) table for determining minimum returned sample size for a given population. For our population, the table placed our sample size at three hundred and thirty six (336). The Stratified proportional random sampling technique was adopted for the purpose of this study in order to contact the respondents, even though, there are many sampling techniques

that can be used in a given study. Descriptive statistics and Spearman's rank correlation were used for data analysis and hypothesis testing with the aid of the SPSS Package version 23.

Table 1. Reliability statistics for the instruments

S/No	Dimensions/Measures of the study variable	Number of items	Number of cases	Cronbach's Alpha
1	Performance Expectancy	5	293	0.844
2	Facilitating Conditions	5	293	0.870
3	Consumer Behaviour	5	293	0.821

Source: Research Data, 2022

Data Analysis and Results

Bivariate Analysis

The test of hypothesis cover hypotheses H_{01} and H_{02} which were bivariate and all stated in the null form. We have relied on the linear Regression to undertake the analysis. The 0.05 significance level is adopted as criterion for the probability of either accepting the null hypotheses at ($p > 0.05$) or rejecting the null hypotheses at ($p < 0.05$).

Testing of Hypothesis

Table 2 shows the result of correlation matrix obtained for performance expectancy and Customer's Behaviour. Also displayed in the table is the statistical test of significance (p - value).

Table 2: Correlations Matrix for Performance Expectancy and Consumer's Behaviour

			Performance Expectancy	Customer Behaviour
Spearman's rho	Performance Expectancy	Correlation Coefficient	1.000	.667**
		Sig. (2-tailed)	.	.000
		N	293	293
	Consumer Behaviour	Correlation Coefficient	.667**	1.000
		Sig. (2-tailed)	.000	.
		N	293	293

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

Source: SPSS 23.0 data Output, 2021

Table 2 illustrates the test for the first previously postulated hypothesis:

H_1 : A significant and positive relationship exists between performance expectancy and consumers' behavior toward online shopping in Nigeria.

From the result in table 2, it is shown that a positive relationship exists between performance expectancy and consumers' behavior toward online shopping in Nigeria. The ρ value 0.667 indicates the strength and magnitude of this relationship and it is significant at $p = 0.000 < 0.01$. Therefore, based on empirical findings, the bivariate hypothetical statements are hereby upheld.

Table 3 shows the result of correlation matrix obtained for facilitating conditions and customer's behaviour. Also displayed in the table is the statistical test of significance (p - value).

Table 3: Correlations Matrix for Facilitating Conditions and Customer's Behaviour

			Facilitating Conditions	Customer Behaviour
Spearman's ρ	Facilitating Conditions	Correlation Coefficient	1.000	.775**
		Sig. (2-tailed)		.000
		N	293	293
	Customer Behaviour	Correlation Coefficient	.775**	1.000
		Sig. (2-tailed)	.000	
		N	293	293

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

Source: SPSS 23.0 data Output, 2021

Table 3 illustrates the test for the second previously postulated hypothesis:

H₂: A significant and positive relationship exists between facilitating conditions and consumers' behaviour toward online shopping in Nigeria.

From the result in table 3, it is shown that a positive relationship exists between facilitating conditions and consumers' behavior toward online shopping in Nigeria. The ρ value 0.775 indicates the strength and magnitude of this relationship and it is significant at $p = 0.000 < 0.01$. Therefore, based on empirical findings, the previous bivariate hypothetical statement stated is hereby upheld.

Discussion of Findings

The findings revealed a strong and positive significant relationship between online shopping trend and consumer buying behavior using the Spearman's rank order correlation tool and at a 95% confidence interval. The findings of this study confirmed that online shopping trend

(performance expectancy and facilitating condition) has a significant positive relationship with consumer buying behavior. This finding however supports the views of Salehi (2012) whose findings indicated that the first five factors influence consumers towards online shopping and security is the factor that contributes most towards online shopping.

Another study that agrees with the findings of this study is that of Gabriel, et al (2016) who suggested that online vendors should introduce product reviews of their products and encourages customers who have bought and used a product to honestly share their experiences on the product page as a way to create improved customer experience. They concluded that the issue of trust has been identified as the most relevant factor that seems to be affecting consumers' online buying behaviour. They said if the consumers trust the website, they will be more disposed to buying online. Also, in agreement to the findings of this work is that of Muhammad, et al (2015) whose results showed that trust factor was considered as the most relevant factor that seems to be affecting consumer buying behaviour towards online shopping when it came to the younger generation. They concluded that if the consumers trusted the website, they are likely to buy more from it.

Mojtaba et al (2012), conducted a research on consumers' attitudes and behavior towards online shopping. They concluded that individual's attitude towards consuming a product is one of the most important antecedents for predicting and explaining consumers' choices across products and services. It was suggested in their research that every online retailer should study the attitude and behavior of his consumers. Ibikunle (2013) also conducted an explorative research on earlier research on issues and challenges of E-commerce in developing nations, with a focus on consumer attitude in the Nigerian market. From the result of his research, it was clear that the consumer attitude is on the positive side.

Chang (2012) carried out a review on UTAUT and UTAUT2: A review and agenda for future research. His study examined works which employed UTAUT and UTAUT 2 by focusing on findings on the core constructs of UTAUT to predict Behavioural Intentions. The results confirmed previous studies that all of the four constructs of UTAUT contributed to behavioural intention even though performance expectancy seemed to be the most significant contributors among the four.

Lastly, another work in collaboration with this study is that of Fong (2013) whose findings showed that consumers exhibited positive intention to make an online purchase in future and attitude is positively and strongly correlated with behavioural intention. 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.

Conclusion and Recommendations

It is without doubt that online shopping is and will remain an important platform in human life as far as transaction is concerned. Today people are harvesting tremendously from its existence not only from buyer's point of view but also from retailer's end. Different items have been sold and bought online through the existence of online shopping system. Purchasing of varieties of items

from one's comfort zone at any time is no longer a struggle as compared to the traditional way of shopping. Hence the study concludes that there is a relationship between online shopping and buying behavior of the consumers.

The study thus recommended that:

- i. Online retailers should organize workshop and create public awareness on the benefits of online shopping in Nigeria and as well providing the services that can meet the requirements of the consumers.
- ii. Government on the other hand should provide technology infrastructures that can facilitate the use of online shopping in Nigeria

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