**CUSTOMERS' EXPERIENCES AND SATISFACTION WITH ONLINE SHOPPING IN LAGOS AND OYO STATES, NIGERIA**

**Deborah Odu OBOR**

**MATRIC NO. 165946**

**B.Sc. Sociology (Bowen), M.Sc. Sociology (Ibadan)**

**A Thesis in the Department of Sociology,
Submitted to the Faculty of the Social Sciences
in Partial Fulfilment of the Requirements for the Degree of**

**DOCTOR OF PHILOSOPHY**

**of the**

**UNIVERSITY OF IBADAN**

**MARCH 2019**

# CERTIFICATION

I certify that this thesis was carried out by Miss Deborah Odu OBOR (Matric No. 165946) under my supervision and submitted to the Department of Sociology, Faculty of the Social Sciences, University of Ibadan, Nigeria.

…………………………………………………….........................
**SUPERVISOR**
**E. E. Okafor**
**B.Sc. (Sokoto), M.Sc., Ph.D. (Ibadan)**
**Professor, Department of Sociology,**
**Faculty of the Social Sciences,**
**University of Ibadan,**
**Ibadan, Nigeria.**

## DEDICATION

This thesis is dedicated to the evergreen memory of my late brother, Joshua Oheholume Obor, who left to be with the Lord on January 13th, 2017, too soon to deliver his message to the world. The celebration of the success of this thesis leaves a vacuum without you by my side to rejoice with me. I Love You.

**ACKNOWLEDGEMENTS**

While I acknowledge the contributions of the large number of the people above, I accept the responsibility for any lapses in the assemblage of the data and hope that such vacuum will form the topic for another research which is the inbuilt character of knowledge that guarantees an unending quest for research.

**Deborah Odu Obor**
**2019**

# ABSTRACT

Online shopping is a growing global transactional relations, which connects sellers and buyers through the aid of information and communication technology. Since about 2005, online transactions have gained popular acceptance in Nigeria. Literature indicates that the success of online shopping is due to the ease of transaction and disembodiment of face-to-face bargaining, with little attention paid to customers' satisfaction with virtual transactions. This study, was therefore, designed to examine customers' experiences and satisfaction with online shopping in Lagos and Oyo States.

Diffusion of Innovation, Expectation Confirmation and Symbolic Interaction theories provided the framework. Research design was cross-sectional survey. Lagos (LAS) and Oyo (OYS) states were purposively selected being thehubs of online shopping activities. Leslie Kish's (1965) sample size determination was used to select 1,399 participantscomprising 1,011 from LAS and 388 from OYS through proportionate sampling as follows: Lagos Mainland (125), Surulere (195), Lagos Island (83), Ibeju-Lekki (48), Ikorodu (208), Ojo (230) and Ikeja (122) while in OYS, Ibadan North (111), Ibadan South West (104), Ogbomoso North (109) and Atiba (64). A semi-structured questionnaire was used to elicit information on socio-demographic characteristics, customers' experiences (CEX),satisfaction (SAT), challenges and coping strategies (CCS) adopted.Thirty-three in-depth interviews were conducted with customers in LAS (21) and OYS (12) and nine key informant interviews were conducted with operators of online retail shops to elicit information on CEX, SAT and CCS. The CEXwas measured using 3-point scale with 16 items categorised as unpleasant ($\leq$24), moderately pleasant (25-32) and very pleasant ($\geq$33), while SAT was measured using 3-point scale with 18 items categorised as low ($\leq$ 27), moderate (28-36) and high ($\geq$37). Quantitative data were subjected to descriptive analysis and chi-square at 5% level of significance. Qualitative data were content analysed.

Respondents' age was 27.1±1.0 years; 53.5% were males; 65.3% had tertiary education and 32.5% earned less than ₦18, 000 per month. Most patronised products in LAS (43.9%) and OYS (49.5%) were phones. Respondents' pre-purchase, purchase and post purchase experiences were moderately pleasant in LAS (59.0%) and OYS (60.6%). Respondents' SAT with technological, shopping and product factors was moderate in LAS (51.1%) and OYS (51.3%). There was a positive association between respondents' experiences ($X^2$ =37.19), age ($X^2$ =17.11), marital status ($X^2$=55.89), occupation ($X^2$=17.62), income ($X^2$=33.74) and levels of satisfaction.More than half, (51.3%) in LAS and 55.5% in OYS encountered challenges such as delay and non-delivery of products in LAS (51.7%) anddelivery of wrong products in OYS (49.6%). Customers in LAS who encountered challenges withdrew from patronage, whilethose in OYS discredited the service providers. Service providers experienced customers' insincerity and multiple identity swaps by fraudulent buyers. Most customers in both locations were ignorant of the existence of regulatory bodies and did not lodge complaints.

Customers' experiences and satisfaction with online shopping in Lagos and Oyo States were similar. However, specific challenges and coping strategies differed. Customers and online service providers should be enlightened on the use of regulatory agencies to seek redress when they are dissatisfied.

**TABLE OF CONTENTS**

**CHAPTER ONE: INTRODUCTION**

**CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

**CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

# CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

# LIST OF TABLES

# LIST OF FIGURES

## ABBREVIATIONS

1. **ATM** – Automated Teller Machine
2. **B2B**– Business To Business
3. **B2C** – Business To Consumer
4. **C2B** – Consumer To Business
5. **C2C** – Consumer To Consumer
6. **CBN** – Central Bank Of Nigeria
7. **CCI** – Customer To Customer Interaction
8. **C-COMMERCE** – Collaborative Commerce
9. **CCS –** Challenges and coping strategies
10. **CD** – Compact Disk
11. **CEM** – Customer Experience Management
12. **CEX –** Customer experience
13. **CF** – Confirmation
14. **CP –** Completion of purchase
15. **E-BANKING** – Electronic Banking
16. **E-COMMERCE** – Electronic Commerce
17. **ECT** – Expectation Confirmation Theory
18. **EDI** – Electronic Data Interchange
19. **E-EVOLUTION** – Electronic Evolution
20. **E-GOVERNANCE** – Electronic Governance
21. **E-LEARNING** – Electronic Learning

22. **E-SATISFACTION** – Electronic Satisfaction

23. **E-TAILER** – Electronic Tailer

24. **EXP** – Expectation

25. **EXP –** Experience

26. **G2B** – Government To Business

27. **G2C** – Government To Citizen

28. **G2G** – Government To Government

29. **GDP** – Gross Domestic Product

30. **GESCI** – Global E-School And Communities Initiative Internet

31. **GPRS** – General Packet Radio Service

32. **GSM** – Global System Mobile

33. **IBM**– International Business Machine

34. **IC3** – Internet Crime Complaint Centre

35. **ICT** – Information Communication Technology

36. **ID** – Identity

37. **ISP** – Internet Service Providers

38. **IT**- Information Technology

39. **LAS –** Lagos State

40. **M-COMMERCE** – Mobile Commerce

41. **MOT –** Moment of truth

42. **NBS** – National Bureau Of Statistics

43. **OYS –** OyoState

44. **PC** – Personal Computer

45. **PE** – Perceived Enjoyment

46. **PEOU** – Perceived Ease Of Use

47. **PF** – Perceived Performance

48. **POD** – Pay On Delivery

49. **POS** – Point Of Sales

50. **PR –** Perception

51. **PUSF** – Perceived Usefulness

52. **ROI** – Return On Investment

53. **SAT** – Satisfaction

54. **SIT** – Symbolic Interactionist Theory

55. **SKU** – Stock Keeping Unit

56. **SSL** – Secure Socket Layer

57. **TAM** – Technology Acceptance Model

58. **TRA** – Theory Of Reasoned Action

59. **UCLA** – University Of California Los Angeles

60. **WAP** – Wireless Application Protocol

61. **WOM** – Words Of Mouth

62. **WP –** Willingness to purchase

# CHAPTER ONE

## INTRODUCTION

### 1.1    Background to the Study

The industrial revolution of the 19th century brought about rapid changes in technology. The evolution in technology over timehas witnessedunlimitedgrowth and development and this has in turn transformed the ways industriescarry out their business activities even in technologicallyadvanced and emergingsocieties. The boom in technology generally and information technology in particular has had tremendous impact on the business world particularly since the late 1980's when the internet began to affect the lives of millions of users around the world(Coffman & Odlyzko, 2001).

The Internet has created an emerging market for both customers and industries as a preferred option to the age long traditional markets, impacting commerce worldwide. It has revolutionised the methods and approaches of business relations and dealings by equipping customers with the capability to acquire, dispense, transfer, interconnect, discover and inquire from almosteverywhere, ubiquitouslyround the globewherever there is access to the internet (Ayo, Adewoye & Oni; 2011). Prominently, online shopping hadshaped and formedautomatedmarketplacesby providing customers the prospectfor industries to influence customers using an unreserved and forthright way. The enterprise is now known as online shopping and is a significant part of the global economy.

According to Webcouper (2016), online shopping is the third most popular online application/activities customers perform in Nigeria. The internet has modelled the possibility of entirely new relationships and identity constructed within new platform and in competition with seemingly non-mediated, older forms of social relationship. This new mode of business transaction has provided customers with the ability to transact from virtually anywhere, at any time where there is internet access. The enterprise, 'online shopping', is a virtual reality of the 21st century. Online shopping represents a new form of social relations which epitomizes a new form of organizing trade, fundamentally different from traditional social relations. As extensive computer mediated communications infrastructure have emerged, individuals, business

---

**Comment [DAA1]:** Why not consider using world

**Comment [JM2]:**

**Comment [JM3]:**

**Comment [DAA4]:** Check this statement again please.

enterprises, organisations, researchers and practitioners, havefashioned a new market and provided prospects for business to reach customers in a very direct way (Al-Maghrabi, Dennis, Halliday&BinAli, 2011).

Most importantly, it has created electronic markets and provided opportunities for businesses to reach consumers in a very direct way. The enterprise is now known as online shopping and it has become a significant part of the global economy. The University of California Los Angeles (UCLA) Center for Communication Policy (2001), argued that online shopping has become the third most popular internet activity, after e-mail/instant messaging and web browsing.

Online shopping is the practice of buying, selling, transferring or exchanging products, services or information via the public internet technologies (Cegielski & Rainer, 2011).Before the introduction of online shopping in Nigeria, the method of shopping was the traditional commerce which is the trade of goods for goods. Eventually, their exchangingtechniqueled to the introduction of the use of legal tender in 1973, making transaction easier to resolve, (Folorunso, Awe, Sharma & Zhang, 2006). In distinction to traditional shopping and customer behaviour, online shopping has some notable differences, such as distance and detachedonline environment, the convenience by which information can be composed, managed and utilised by manifold parties, the inherentdoubt of using a supposedvulnerable technological infrastructure for transactions, disembodiment, lack of face-to-face interaction and the innovation of the businessintermediate among others. Precisely, there is the mundane and progressive demarcation or split-up among customers and market which intensify fear of web retailer unscrupulousness, emerging from goods and individualityinsecurity (Ehigie, 2006; Shenge, 2014).

Online shopping is an extension of traditional commerce (Doherty and Ellis-Chadwick, 2009;Toomey and Wysocki, 2018) which formally began in Nigeria in 2000. It is the assistance of commercial transaction electronically processed through electronic data interchange (EDI) to send commercial documents like purchase order or invoice. In Nigeria, conventional commerce is still the main methods of transaction; only few people have accepted online shopping(Folorunso *et al,* 2006).

In Nigeria the growth and development of online shopping is enhanced bythe introduction of the 'cashless policy'by the Central Bank of Nigeria. This policy which strives to reduce the use of

Comment [DAA5]:

physical cash and intensify the acceptance and adoption of several automatedgateways for monetarydealings, is convenient,makes competitive the prices of goods and services and increases internet penetration.According to the Internet World Statistics Report (2010), about 200,000 internet users existed in Nigeria in 2000. This number of internet users is less than 1% of the country's population. Furthermore, in 2006, the number hadincreased to 5,000,000 (only 3.1% of the national population). This figure doubled in 2008 with 10 million people having access to the internet. In 2009, the figure went above double as 23, 982, 000 million people used the internet in Nigeria. By June 2010, the number of internet users in Nigeria had grown to 43,982,200,which is 29.5% of the country's population. However, in 2014 according to (Internet live statistics, 2014) there were 75,746,751 internet users in Nigeria representing 42.7% penetration of the population and in 2016 they were 86,219,965 internet users representing 46.1% ofthe total population of Nigeria. The increasing number of users of internet services in Nigeria from 0.1% in 2000 to 29.5% in 2010 and37.6% in 2014,and 46.1% in 2016 reveals that the usage of internet in Nigeria is increasing at anerraticdegree with the prospect of itadvancing.

Customer experience and satisfaction are central concepts in consumer sociology. Experience refers to aggregate or sum total of knowledge or mastery of an event, product or subject gained through involvement in or exposure to it. Experience could impact on customers' approaches, intention to purchase and satisfaction. Customers' online shopping experiences, website design and fulfilment of quality expectations are deemed as the major components to successful online transactions and satisfaction to be derived. When experience is pleasurable it will lead to customer satisfaction, which invariably results in customerdevotion and allegiance to such business organisations (Shenge, 2014). Customer satisfaction is generallyregarded as a consequence of assessment, judgement and evaluation between the acquisition and consumption anticipation and experience; and it is achieved when the customer receives the product, use the product and utilise the service (Khristianto, Kertahadi & Suyadi, 2012).

Satisfaction is important to the individual customer since it revealsaffirmativeconsequence from the outlay of scarce resources, and/or the fulfilment of previously unmet needs (Khristianto *et al.*, 2012). With remarkable increase in internet penetration, there has been sudden increase in its prominence, action and transactions on widespread Nigerian online shopping websites. In addition, online shopping websites and retailershave expanded geometrically;the evidence being

the increasing number of online shops (*Nigerian Online Business Directory*, 2013).  The number of active online shops in Nigeria as at 2013 was 75. However, this is not without customers various experiences (both pleasant and unpleasant) which has influenced their satisfaction with the transactions. It is against this background that this researchinvestigates the customers' experience and satisfaction with online shopping in Lagos and Oyo States respectively in Nigeria.

**1.2      Statement of the Problem**

The advent and growth of online shopping have become a critical construct in weighing customers' buying behaviour, experiences, satisfaction and loyalty to brand. Historically, customer experiences have been used, analysed and implemented by many business enterprises to gauge the level of the business performance in meeting with customers expectation. However at present, the introduction of innovative e-technologies, incorporation networks, developments of customers virtual groups, the research of customer experiences has become important and needs to be considered with the evolving online technology.The platform has introduced andimproved automated and mobile communication and dealings. With the implementation of government policies on globalisation and liberalisation, the customers have become more critical about the selection of service providers.

Despite the gradual acceptance of online shopping among some segments of internet users, the trade is fraught with a number of challenges which include, but not limited to, disembodiment, resulting in the loss of senses (touch, test/taste and smell) leading to the reduction of human interface (face-to-face interaction), reduction in the bargaining power and the ability of customers to demand for more or extra '*Jara*', '*Fisi*' '*Imese*', lack of regulatory framework, problem of satisfaction and its measurements. However, the ability to gauge customers' level of satisfaction is embedded in the various experiences derived in the process of purchase. Customers' experiences have become a phenomenon in measuring the level of satisfaction since experiences are derived from ascribing meanings from a transactional process (Ehigie, 2006; Shenge, 2014).

It is also important to state that, though previous studies investigated different aspect of online shopping, this study is interested in the social change experiences brought about by technological innovations. In Nigeria, some multi-organisations and businesses that exist today

4

never existed in the past twenty years but with the advent of internet induced changes, the lifestyle of individuals, businesses and groups as well as the way people relate and interact have changed significantly. Individuals have taken advantage of opportunities created by the internet-induced changes (online shopping). These opportunities and challenges created by online shopping can better be appreciated through empirical research by examining customers' experiences with online shopping in order to gauge their level of satisfaction as a precursor for harnessing the benefits of technological innovations for creating orderly human society.

It is important to note that most researches carried out on online shopping were more interested in its adoption and acceptance. However, the sociological issues of social relations, aggregate behaviour, concrete social experiences and social actions about the benefits and challenges of the trade and other socio-demographic factors which inform the customers' experiences have been inadequately examined. Furthermore, previous studies (Schaupp& Belanger,2005;Al-Hudhaif&Alkubeyyer, 2011; Fatma, 2014) did not show how customers' experiences with the use of online shopping affected their satisfaction or non-satisfaction with the trade even though customer's experiences have become more prevalent due to the competitive nature of business and exposure of customers to other service providers, as customers are the main factors in the patronage of numerous online service providers.

Much discussion on online consumerism, social relations and identities seem to seek a highly generalized answer, and therefore tend to emphasize technological determinism, downplaying the human interface in the transactional process. The impression is that by virtue of going online, one is automatically involved in new social processes where one gains new experiences and seeks satisfaction with greater ease. With the introduction of virtuality in business, however, consumerism and consumption have become a more technical problem as customers are disembodied from the place of purchase and product thereby detaching customers from social relations in a more direct way. Disembodiment or the separation of a person's identity from the online process suggests that anindividual'svirtualpersonality is superficiallydetached from their physical involvement. This circumstance isconnected with textuality and anonymity or facelessness (Kang, 2007; Carrasco, 2014).

Previous studies on online shopping in Nigeria have focused largely on the practices of e-commerce and adoption of technology across cultures (Anuodo, 2013), potential adoption strategies for e-commerce (Cheema, Rizwa, Jalal, Durrain & Sohail, 2013), trends in online shopping (Philip Consulting, 2014 & 2016), and strategic growth of e-commerce business (Isioye, 2015). However, the few that focused on customer satisfaction were concerned with quantifying customer satisfaction with e-commerce sites (Graja and Mcmanis, 2001), conjoint analysis of online customer satisfaction (Schaupp and Belanger, 2005), and determinants of e-commerce customer satisfaction, trust and loyalty (Eid, 2011).These aforementioned studies did not show how customers' experiences with the use of online shopping influenced their satisfaction or non-satisfaction with the trade. One of the ways identified in literature (Cummings, Butler & Kraut, 2002; Mesch & Talmud, 2007, Pendry & Salvatore, 2015) to evaluate the usefulness of the internet for developing and maintaining social relations online is to know the experiences and satisfaction of customers with online shopping. Also, it is imperative to note that the sociological issues of aggregate behaviour, concrete social experiences, symbolism and social actions about the benefits and challenges of the trade and other socio-demographic factors which inform the customers' experiences are missing. This is the gap in knowledge which the present study intends to fill with a focus on customers' experiences and satisfaction with online shopping in Lagos and Oyo States, Nigeria.

## 1.3    Research Questions

Based on the foregoing discourse, the study attempts to answer the following research questions:

1.  How is online shopping socially organised in the study areas?

2.  Which online shopping platforms had customers' engaged in the study areas?

3.  Are there kinds of products which customers patronise from online shopping in the study areas?

4.  How has been the experiences of customers who had engaged in online shopping in the study areas?

5.  What is the level of satisfaction derived by the customer from their experience(s) in the use of online shopping in the study areas?

6. What are the likely challenges in the patronage of products from online shopping and what are the coping strategies adopted to resolve the challenges in the study areas?

## 1.4 Research Objectives

The goal of this study is to investigate customers' experiences and satisfaction with online shopping in Southwest Nigeria. The specific objectives of the study are to:

1. investigate how online shopping is socially organised in the study areas;

2. investigate the different online shopping platforms customers had engaged in the study areas;

3. examine kind of goods customers mostly patronised in the study areas;

4. investigate various factors that influenced experiences customers had while shopping online in the study areas;

5. describe the level of satisfaction of customers with their experiences of shopping online in the study area; and

6. examine the challenges customers encountered while shopping online and how they coped with such challenges in the study area.

## 1.5 Significance of the Study

This study will extend the frontiers of knowledge on the customers experience and satisfaction with online shopping transactions in Nigeria. By taking a holistic approach to exploring the possible personal experiences of customers that inform their level of satisfaction with online shopping transactions, it isenvisaged that the study will provide robust empirical data that will further extend knowledge on the subject matter from a sociological point of view. Hitherto, most studies in online shopping are from psychology, marketing, computer engineering and information sciences and business administration. These are, however, limited in their objectives and methods of investigation.

The study is also considered profoundly significant because there is dearth of literature on consumer sociology. Traditionally, sociology deals with human interactions and group behaviour which grounded in culture and social structure. Online shopping is an emerging culture among

some segments of Nigerians with advancement in technology. It is instructive to note that about twenty years ago, online shopping was non-existent in Nigeria. Thus, technological benefits and challenges implicit in the transactions are yet to be fully explored by industrial sociologists. The study hopes to provide baseline data upon which other studies on online shopping transactions in Nigeriacan embark upon. It is hoped that this will reduce the problem of over-reliance on foreign literature considering the fact that making extrapolation on the issues of customers' experiences and their satisfaction with online shopping from other countries might be misleading due to differences in culture, experiences and level of technology.

Furthermore, this study will be of immense benefit to both the actual and potential customers of online shopping in the study areas and Nigeria as a whole. This is in the sense that the study will highlight some benefits and teething challenges inherent in online shopping transactions. Considering the fact that in the last few years the Central Bank of Nigeria hasbeen in the forefront of promoting cashless transaction and by extension online shopping, this study will significantly add to the cashless pursuit.

The study will study also benefit the several online trading shops in Nigeria as this will afford them the opportunity to known their customers experiences. This is based on the fact that an online shopping transaction has come to stay in Nigeria due to internet penetration. By knowing the challenges customers encounter, the online trading shops will devise appropriate ways of addressing the challenges so as to improve on the customers' satisfaction.

It is expected that the study will be of profound benefits to the policy makers and regulatory agencies like Consumer Protection Council, for instance as it will provide significant insight into the challenges customers encounter in the course of online shopping transaction which is new in Nigeria. This will enable the agency to know the appropriate ways to address the complaints of customers and where the online trading shops had committed infractions.

**1.6    Scope of the Study**

This study examines customers' experiences and satisfaction with online shopping in Lagos and Oyo States, Nigeria. It examineshow online shopping is socially organised, the extent of customers' patronage of products from online shopping, the experiences of the customers in the utilisation of online shopping, the level of satisfaction of customers' with products from online

shopping, the mechanisms for resolving the likely difficulties of challenges in the patronage of products from online shopping, the relationship between customers' experiences and satisfaction with products from online shopping.

However, the study population was limited to customers of online shopping, service providers and regulatory agencies in Lagos and Oyo States.Consequently, the results and conclusionsfrom this research cannot be valid to relate to customers who had patronised local and international online shops in other states and geo-political zones in Nigeria.

The unit of analysis for this study are customers who had purchased products online. Other sample population for this study comprises operators or service providers of e-commerce and regulatory agencies in Lagos and Oyo States respectively. The service providers consist of online stores that are involved solely in business-to-consumer (B2C) online shopping. The regulatory agencies consist of the agencies with the obligation of regulating the e-commerce activities in Nigeria. This ensured that robust data were collected from all the stakeholders in the transaction value chain of online shopping. This provides a holistic view of how the trade is conducted and how feedback is carried out in the event of any problem arising in the course of transaction.

The customers or online shoppers with reference to this researchare any individual or customers who had purchased one or more products online by themselves and not some other persons getting products for them on their behalf. In other words, customers are those individual who have subjective knowledge about a virtual store by virtue of purchase. To give the study the required focus, the scope of this study covered only the durable and consumable products customers had ever purchased, hence the study shall not focus on utilisation of services. Non-tangible items such as services were exempted from this researchfor the reason that the research was focused on business to customer online shopping.

Literature identified three foremost categoriesof e-commerce transactions. These are business-to-business (B2B), business-to-consumer (B2C) and consumer-to-consumer (C2C) (Sajuyigbe, 2012; Pardey and Agarwal, 2014). The emphasis of theresearch will be on business-to-consumer (B2C) that is between online shops and their customers.

This study was restricted to Lagos State and Oyo State in South-west Nigeria. These States were purposively selected because of the high internet penetration and the number of individual that had shopped online in those locations.

## 1.7     Definition of Key Concepts

The contexts of use of the key terms are defined below.

### Customer

A customer, also called client, buyer or purchaser, is a recipient of goods, services, products or ideas obtained from a seller, vendor or supplier for a monetary or other valuable consideration. I the context of online shopping, they may be trial buyers, occasional buyers, frequent buyers and regular buyers (Mohanraj and Sakthivel, 2016). In this study, focus was on those that had purchased an item online.

### Experience

This refers to theaggregate or sum total of knowledge or mastery of an event, product or subject gained through involvement in or exposure to it.

### Customer experience

This is the internal and subjective response customers have to any direct or indirect contact with goods and services from an organisation (Caru and Cova, 2007a). In this study, customers' experiences were measured by unpleasant, moderately pleasant and very pleasant.

### Online shopping

This is the process of buyinggoods or services using the internet (Liang and Lai, 2000). Online shopping is the process whereby consumers directly buy goods orservices from a seller in real-time, without an intermediary service, overthe Internet. It is a form of electronic commerce.

### E-Commerce

This is the procedure of purchasing, retailing, conveying, or barteringmerchandises, services or info through the unrestrictedinternet or remote networks (Rainer and Cegielski, 2011). Also, e-commerce refers to all business activities that use Internet technologies. E-commerce is the distribution of business information, maintaining business relationships and conducting business transactions by means of telecommunications networks.

*Satisfaction*

Customer satisfaction refers to the pleasure of the shopperwith regards to their prior buying experience with a service provider. In this study, satisfaction was measured by low, moderate and high. This is the feeling of pleasure that comes when a need or desire is fulfilled. Satisfaction is a cumulative judgment based on collective encounter with a service provider over time.According to Oliver(1980),customer satisfaction iscustomers'subsequent acceptanceassessment and judgment between prior-purchase anticipation and performance of the products purchased. In this research, customer satisfaction is the pleasure an end-userderives with reference to previousbuying encounters with an electronictailer. Satisfaction was measured as low, moderate and high.

*Social Organisation*

In this study, social organisation refers to the distribution network of actors who perform one role/function or the other and adhere strictly to the rules guiding the practice especially in a virtual environment.

# CHAPTER TWO
# LITERATURE REVIEW AND THEORETICAL FRAMEWORK

## 2.0          Preamble

This chapter discussesthebody of existing relatedworks and theoretical framework on the issue of customers' experiences and satisfaction with online shopping. The main purpose of this chapter is to scrutinise the existing body of knowledge on the subject matter of the study. A critical review of literature was done to examine online shopping technology, conceptualizing online shopping, online shopping: the Nigeria experience, trends of online shopping in Nigeria, processes of online shopping, types of online shopping transaction, customers shopping preference, customer experience with online shopping, stages of customer experience in online shopping, determinants of customers satisfaction with online shopping, benefits of shopping online and challenges of shopping online in Nigeria among others.

## 2.1    Conceptual Review

### 2.1.1   Evolution of online shopping technology

The late 20th and early 21st centuries were marked with the evolution and revolution of information and communication technology. The revolution has since seen the change from the *normal paradigm*to an unusual way of doing things. Formerly hindered by the boundaries of communication, when businesses were transacted in person or via e-mail, fax, or phone, in recent times those boundaries have become non-existent.Subsequently, most businesses are nowconducted by electronic means over public and private communicationsnetworks. Theease in the access of doing business online had led to the spread of information from an individual or business to the other. The credit of the explosion of the spread of internet activities is as a result of the evolution of internet technology. With the internet,customers can search and

12

Comment [DAA6]: Check this again. I am careful not to alter the meaning.

equatesimilarproductsandcharacteristicsas well as get the most suitable price accessible inno time rather than it being prolonged in a relaxed mood. Traditionally, shopping meant physically going to a store, searching aisle by aisle for products of interest, comparing product featuresand purchasing. With the advent of information technology, customersfrequentlynowhave theopportunitytodothese taskselectronicallyby shopping online. One of the most common applications of business-to-consumermode of e-business applications is online retailing and electronic storefronts.In onlineretailing, customersare abletovisit abusiness'website on the internet and exploreproduct pictures and information,compare different products, fill an electronic shoppingcart and checkout and pay for their purchases. The e-businessequivalent of the storefront is the home page of the company'swebsite, with the various web pages being the electronic equivalentofthe aisles of a traditional store.Rather thangoing to a brickandmortar store, customers can visit the company's website andlookfor the itemsthat theyneed.Most businesses engaging ine-businessallow customers to "stroll theaisles" by having linkstovariouscategoriesofproducts. In addition, mostbusinesses also give customers the ability to search for specificitems by various characteristics such as key words, title, productname, item number, or model number so that they can go directlyto a specific product.

### 2.1.2 Developmentof online shopping in Nigeria

In spite of the global acceptance and growth of online shopping, Nigeria, a developing country,is lagging behind because of the slow adoption and acceptance rate by some segments of its populace. As a developing country, Information and Communication Technology (ICT) is emerging graduallyin Nigeria. Statistics indicate that 16.1% of the total population had access to the internet (Internet WorldStats, 2009). Further statistics shows that, by June 2010, the number of internet users in Nigeria had grown to 43, 982,200 that is 29.5% of the country's population. In 2014, there were 67,101,432 internet users in Nigeria representing 37.59% penetration of the population with internet. The increasing users of internet in Nigeria from 0.1% in 2000 to 16.1 in 2009, 29.5% in 2010 and to 37.59% in 2014 revealed that the adoption and usage of internet is growing at a rapid rate and has the prospect to grow higher. The statistics presented above show a significantgrowthlinked to users in 2009 (16.1% aggregate populace). With more Nigerians becoming knowledgeable and computer-literate, they now have an open access to acceptance and adoption of information communication technology. With the introduction of online

shoppingamong some segments of Nigeria'spopulation,especially the youthinternet usage has been propelled by the high penetration in internet usage.However, previous studies Folorunso, Awe, Sharma and Zhang (2006) have shown that online shoppinghas not been fully adopted in Nigeria.The study further shows that a greater proportion of Nigerians have heard about online shopping, however,but only a lesser percentage had used it. Its usage is prominent in the banking sector. Electronic banking has developed greatly in Nigeria and one of the major reasons responsible was the introduction of the cashless policy by the Central Bank of Nigeria with the aim of reducing the flow of cash. It is however worthy to state that although these factors exist, one aspect of e-commerce/online shopping that has been widely accepted by the Nigerian population is the use ofe-banking and payment systems. Nigerians engage in online banking (money transfersbetween accounts, obtaining bank statements, paying bills such as electricity, water and so on)as a result of the convenience it offers and some strict measures put in place by CBN in collaboration with the banks.

Thesefurther showthat, though Nigerians are knowledgeable about electronic commerce and utilise an aspect (electronic banking), online shopping adoption in Nigeria is still at its infancy stage as more Nigeria show skepticism about the trade. Ajayi, Aderounmu and Soriyan (2008) argued that the common online activities engaged in by Nigerians include products browsing, products selection, online payment and checking results online. From these findings one can deducethat though consumers were interested in shopping online (by browsing online andselecting products), only a few were actually making online payments (Ajayi *et al*., 2008). According to Mohanraj and Sakthivel (2016), Nigerian online shoppers can be classified as trial buyers. Trial buyers are those who want to experiment with the online shopping process to see for themselves if it works. These categories of buyers do not have any strong emotional attachment to the product being purchased so they do not spend so much money buying the product. In the process of purchase, if the customer did not encounter any issue, they may continue with the purchase. Also, the concept ofwindow shopping (show rooming) is a common term in online shopping trade. Here a lot of would-be or potential buyers feed their eyes by perusing through products without necessarily making any purchase. This is noticeable in the high number of site visitations recorded by most online stores. The site visit does not equal to the number of purchase recorded by most online stores. Furthermore, cart abandonment is a

phenomenon not alien to online shopping in Nigeria. Prospective buyers may abandon their carts depending on some subjective reasons. The abandonment of carts is an avoidance coping strategy utilised by customers for a varied number of reasons.

The low rate of online shopping adoption according to Folorunso *et al* (2006) in Nigeria has been attributed to "establishing cost, accessibility, privacy and confidentiality, data security,network reliability, credit card threat, authenticity, citizen's income and educational level". From their study, data security and citizen's income were established to be the major factors impeding theadoption of online shopping in Nigeria. On the other hand, Ayo (2006) also identifies the issue of cyber-crimeasamajorfactorresponsibleforthelowlevelofonline shoppingimplementationinNigeria.Other factorsidentified by previous studies(Adeyeye, 2008; Ayo *et al*., 2008; Adeshina &Ayo, 2010) include substandard online payment methods, lack of trustin web retailers, poor technological infrastructures, and fear of inadequate security inonline environments. All these factors outlined, discourage most people from fully adopting and using online shopping,therebyhinderingthedevelopmentofonline shoppinginNigeria.Thesefactorscanalsobeconsideredtobeenvironmentalfactorsthatinfluencepeople'sacceptance, adoption and utilisation of online shopping inthatparticularenvironment(Nigeria).

### 2.1.3 Online shopping behaviour

Kuester(2012) defines customer online shopping behaviour as the study of persons, collections or societies and theprocedures they use to choose, protect and position of goods, services,capabilities or ideology to satisfy needs and the impacts that these processes haveon the customer and people. Online shopping customer behaviour is also known as online purchasing behaviour andinternet shopping behaviour.Some researchers have studied factors that determine electronic customer behaviour. The research consists of studies that handlethe variables determining these intents and behaviours. Some of the contributing factorsas identified by research (Anuodo, 2015; Liao and Cheung, 2001; Miyazaki &Fernandez, 2001; Chen & Dubinsky, 2003; Saeed, Hwang & Yi, 2003) include: transaction security, quality of merchant site, cost of product, quality of information provided and service rendered, coordinationof the system and its quality, confidentialityof personal details, belief on the total system, pleasure

15

derived from shopping, values of outcome as a result of customers engagement in online shopping andobserved quality of product.

Turban (2010),developed a model Technology Acceptance Model (TAM) onconsumer behaviour online. In this model, e-community comprise of three (3) models which are categorised by personalcharacteristics and environment characteristics, vendor's control and the decision making process. The TAM was used to know the concepts that affect online shopping behaviour. These variables are perceived usefulness (PUSF),perceived easeof use (PEOU) and perceived enjoyment (PE).

### *Perceived usefulness* (PUSF)

Perceived usefulness is customers' perception and awareness that by shopping online their performance will be enhanced. Davis, 1989 described perceived usefulness (PUSF) as thepractical and functionalinfluence online shopping. Accordingto Zhou, Dai & Zhang (2007) PUSF is the buyer'sperception of the likelihood that buying virtually could enhance theireffectiveness and absolutely affects the wholeacquisitioncourse and procedure. Additionally, Bhattacherjee, (2001) opined thatpurchasershave a preference to procure anartefact when it is alleged to be effective.

### *Perceived ease of use* (PEOU)

Perceived ease of use (PEOU) is the way customers perceive how itwould stress-free to network and relate with the online shoppingsites and virtual community. A virtual shopping platformthat customers experience less or no stress can totally influence the ways customers perceive the virtual store.Customerscapability to navigate the online shopping website determines customers perception of the online store. Hence, if the technology that is easy to use, it increases people's perception of its usefulness. Consequently, PEOU has anoteworthy effect on PUSF. It has been noted that the outcome of the PEOUhas a positive consequence on the acquisition intention.Heijden (2004)further argued that PEOU is a practical/technicalelement. That is, online shopping is a web based technology that isincreasing the structure and complexity of websites. Barkhi and Wallace (2007) further argue that if the online shopping site for shopping intention isconvenient to use, then customers will interact more with the site. Onthe basis of theabove

16

discussion, it is concluded that perceived ease of use (PEOU) significantly affectsonline shopping intention.

*Perceived Enjoyment* **(PE)**

Perceived enjoyment (PE) is the customer's perception that byshopping online they will experience gratification and satisfaction. Perceived enjoyment is an efficient way to measure the performance of a product.Customers can experience gratification by merely searching products online. Enjoyment is anindispensablecomponent of onlineshopping. Online retailers attach importance to this factor because this tells ofthe repurchase plan of customers. Lu and Hsu (2004) and Thong, Hong and Tam (2006) opined that enjoyment has an effect on online shopping. Triandis (1980) arguedthat feelings of delight, pleasure and satisfaction had an impact on person's behaviour that encourages them to shop online.

**2.1.4   Processes of Online Shopping**

The process of online shopping describes a series of actions or steps taken in order to achieve a particular end. The consumption purchase process with online shopping consists of three general phases of behaviour: pre-purchase (knowledge building), purchase (actual interaction stage) and post-purchase (consumption stage)(Lovelock & Wirtz 2011; Tsiotsou & Wirtz 2012). The stages or processes of online shopping behaviourhave some semblance with brick-and-mortar stores(Blackwell & Stephan, 2001). Online shopping is a practice of procurement, retailing and the utilisation of a product. The processes involved in online shopping include shopping cart, secure server and payment processing. Shopping carts: This process involves keeping track of what the user selects to buy from the website before proceeding to the "checkout". An online shopping cart consists of three parts: Product catalogue which comprises of all the evidence needed to present any product to the customer and to complete a sales transaction online. Shopping list(i.e. list of selected products) which allows users to track the items they want to purchase. A shopping cart image is generally used to show what items the shopper has selected for purchase. Checkout system allows customers to select products by clicking an "add items to cart" button and then enables them to pay for these products.

There are three (3) payment processing options customers use while shopping online. These payment processes include, third party payment, these services offer an alternative to obtaining an Internet Merchant Account. The money from the transaction is deposited in a special account controlled by the service provider. To obtain your money, the merchant is usually required to initiate the transfer. If there is a dispute over the transaction, the service provider may hold these funds for longer periods. Internet merchant account: An Internet Merchant Account is an account issued by a financial institution that enables a business to accept credit card payments online. Businesses must obtain a separate Internet Merchant Account for each type of credit card they wish to accept (e.g. VISA, MasterCardand American Express).

### 2.1.5 Online Shopping Trends: The Nigeria Experience

According to Martin and Ernst (2003) the online shoppingbusiness began its operations in Nigeria in the mid-nineties. Its development was propelled by the widespread of internet and telecommunications industry. Its growth was rather slow until the advent of internet banking at the beginning of the 21st Century. This is because an online shopping service is dependent on people's ability to make use of this new technology. Nigerian businesses are facing expansion gradually, as online shoppingcreates global advantages to open new profitable market for local goods and services at far and at close distance.

Until mid-1998, Nigeria only had a few dial-up e-mail providers and a couple of internet service providers (ISPs) operating slow links (Adomi, Okiy & Ruteyan, 2003; Bada, Okunoye, Onojokun, Adekoya & Eyob, 2006). In Nigeria,less than 10 million out of the total population of 180 million have access to the internet (Gelfand, 2001). A majority of the population of Nigeria who have access to the internet are the youthswho access the internet through the use of their mobile devices. That is mainly owing to the introduction of General Packet Radio Service (GPRS) connectivity by the global system of mobile communications operators (Peersman, 2000). In Nigeria, the introduction of global system for mobile communications (GSM) means telecom explosion (Adomi, 2005; Adeyinka, 2008).

The revolution in the telecommunication section which began in August, 2001 had led to the innovation of information and communications technology (ICT) in Nigeria. Its growth has been so rapid that Nigeria has been rightly described in various quarters as one of the fastest growing GSM markets in the world (Adeyinka, 2008). At present, Nigeria is now the fastest growing

telecommunication country in Africa (Ayo *et al.*, 2007). Internet World Statistics research, 2012stated that with about 45 million Internet users, Nigeria, is placed with a higher internet penetration rate in Africa compared to Egypt, Morocco and Kenya, with 21.7 million, 15.7 million and 10.6 million internet users respectively.

Nevertheless, customers who utilize various electronic platforms are unprotected and visible to various forms of computer oriented crimes when transacting virtually (Egwali, 2009). In addition there are substandard payment methods.The growth of online shopping activities such as internet banking in Nigeria has been repressed by inadequate telecommunication infrastructure and unreliable electric power supply (Ayo *et al.*, 2008). These factors highlighted, discourage most individuals from fully accepting, adopting and using electronic technology to conduct businesses, thereby hindering its growth and development in Nigeria. These factors may also be considered as environmental factors that influence people's attitudes towards online shopping in Nigeria. Presently, many online shopping sites are thriving in Nigeria, servicing thousands of searchers every week. These sites make the transaction process so easy for buyers to forget about the open market. In these sites items purchased are shipped to the buyer at the speed of light; within a day or two,a buyer can pay on delivery after making online purchases.

### 2.1.6 Types of E-commerce transactions

E-commerce is of various types.Sajuyigbe(2012); Pardey & Agarwal(2014) classifiedthe types of e-commerce into eight (8) broad classification, they are as follows:

1. **Business-to-Business E-commerce (B2B).**This refers to the process where two or more business organisations make transactions or collaborate electronically.

2. **Business-to-consumers (B2C).** This involves sellers as organisations and the buyers as individuals. This type of online transaction involves the active participation of both the buyers and sellers.

3. **Consumers-to-businesses (C2B).** In this case, consumers make known a particular need for a product or service, and organisations compete to provide the product or service to consumers.

4. **Consumer-to-consumer (C2C).** Consumer-to-consumer involves where an individual sells products (or services) to other individuals.

5. **Intra-business (intra-organisational) commerce.** In this case, an organisation uses e-commercewithin to advance its procedures and processes. Intra-business commerce is also known as business-to-employees(**B2E**).

6. **Government-to-citizens (G2C) and to others.** The government offers services to its citizens through e-commerce technologies. Governments can do trade with other governments (G2G) as well as with other businesses (G2B).

7. **Mobile commerce (m-commerce).** This describes when e-commerce is done in a wireless setting such as using cell phones to access the internet.

8. **Collaborative commerce (c-commerce).**This type of e-commerce platform involves business partner'spool resources electronically. Such partnership frequently occurs between and among business partners along the supply chain.

### 2.1.7   Rationale for shopping online

There exist severalfactorsmotivating customers to shop online. Online shopping, for example, brings about the dispersion of space and time as consumers can buy anything at any timeat the comfort of their homes devoid of going to anyphysical store. Also, they may find similar products at a lesser price by equating different websites at the same time. One other motivation is that they may want to avoid pressure when having a face-to-face interaction with salespersons.Online shopping affords them the opportunity to do that. In other for customers to avoid congestion and minimise face-to-face interaction with merchants in physical stores, they now utilise online stores. Some of the variables can be summarized into variousclassifications as discussed below.

*Convenience:*Empirical research Wang, Ye, Zhang and Nguyen(2005)shows that convenience of the internet is one of the motivescompelling consumers to buy online. Hofacker, 2001; Wang, Ye, Zhang and Nguyen(2005) argued that unlike most brick-and-mortar stores that may not open round the clock 24/7, online shopping services are available for customers round the clock. Research further shows that customers chose to shop online because they could shop after work hours when the traditional stores are closed; findings by The Tech Faq(2008) also, reportthat customers shop online because they want to avoid crowds and waiting lines, especially in holiday shopping. ThereforeHermes(2000) stated that even after the close of business, customers can make enquiries and get immediate feedback.This providesease to customers. Furthermore,

Goldsmith and Flynn(2005); Parks(2008) also suggested that some other customers use online networks to avoid face-to-face contact and communication with seller because they feel pressured or are uncomfortable when dealing with merchants and do not want to be influenced and controlled in the marketplace.

*Information:*With the introduction and penetration of the internet,access to data is much easier (Wang *et al*., 2005). Given that customers hardly have the chance to touch and feel product and service online before they make decision (disembodiment), Lim and Dubinsky(2004) argued that customers rely on the information and description of products and services provided by the online sellers. Customers use the information provided to make a purchase. Keency (1999)noted that prior to purchase, customers have need for information and theydesire to gain some information that meets their information seeking needs. Additionally, to getting relevant informationdirectly from the website, customers can also rely on the reviewers comments by other customers. The information gathered from other online customers largely relied on by the prospective buyer because they perceive that the information is coming from an experienced buyer, such information gathered can facilitate the final purchase decision.

*Availability of products and services:*Lim and Dubinsky(2004); Prasad and Aryasri (2009) noted that online shopping has made transaction easier than it used to be and online stores now offer consumers benefits by providing more wide range of variety of products and services that they can choose from. The online store is the only platform that provides customers with variety of product at the same time. Consumers are able to find all kinds of products which might be available only online from all over the world. Many brick-and-mortar stores provide only certain products to reduce the cost of retailing or offer customers limited choices of product specification. In Nigeria online environment, the categorisation of products by most online stores are grouped into ten (10) broad categories, some in respect of product type, product colour, product price among others.

*Cost and time efficiency:*Rox(2007), noted that since online shopping customers are offered a better deal, they can get the same product they buy at physical stores at a lower price through online shopping. Shopping online affords customers the opportunity of *web rooming*, cress crossing or comparing prices from one online store to the other and at times comparing the prices with prices in physical stores. Lim and Dubinsky(2004), argued that since online stores offer

customers more variety of products and services, customers are provided with more chances to compare prices from different websites and find the products with lower prices than buying from local retailing stores. Customers can therefore choose, from a list of options, products that are cost effective.

### 2.1.8   Conceptualising Customer Experience

Literature (Fatma, 2014) suggests that whenever customers purchase a product or utilise a service they will have anexperiencebe it pleasant, unpleasant or be it indifferent.Carbone and Haeckel (1994)argued that an encounter with a service always comes with an experience.This is because all service encounters provide the individual the opportunity foraffective/emotional engagement, however commonplace the product or service might be (Berry &Carbone 2007, Voss & Zomerdijk 2007).In academic literature,Gentile, Spiller and Noci(2007); Meyer and Schwager, 2007, the grouping of experiences have been addressed differently by some researchers. For examples (Gentile*et al*, 2007) categorised experience into five (5) *sensory, emotional, rational, pragmatic and relational*. On the other hand, Berry and Carbone(2007), defined experiences as clues. Clues describe the goods, services, oranything elsecustomers can see, smell, taste, hear, or perceive while interacting with service systems. The ability of customers to have an interaction with the service providersconstitutes clues which directly affectthe customer perception of an experience. Berry *et al*(2007)argued that clues maybe subconscious to customers but however, clues help to form impressions that become experiences and experiences are reinforced by positiveor negative clues. The clues may be *performance based* or *context based*.When clues areperformance based, attention of customers is solely on how the product or service had performed. When it is context based, the focus is directed on the environment which involves sight,sound, touch, taste and smell. These clues help to distinguish experiences, which if not managed properly can raise negative perception.  Novak, Hoffman and Yung (2000) haveput forward that there are intuitive and logical ways to analyse customer experiences. The most logical way is by scrutinisinga customer's flow through service delivery systems.The customer should be able to relate with the physical andrelational components in a

22

service system which enhances customers perception. By interacting with the service, the customer is developing layers of experiences which made the customer conclude as to how well the service performed. After perceiving performance on the basis of theservice delivery system, a customer develops a cognitive state of the flow experience, which denotes the layerof customer experiences and determines customers eventual satisfaction with the service.

### 2.1.9 Stages in customer experience

Furthermore, customer's experiences according to Fatma (2014) involve managing strategically customers outcomes with products or services utilised. It focuses on relationship building between the customers during the course of interaction with the firm. Three stages of customer's experiences have been recorded in literature.

*Pre-purchase customer experience stage*

The pre-purchase experience stage is the first stage in customer experience process. At this stage, customers anticipate and prepare for the consumption of a product or the utilisation of a service. Arnould, Price and Zinkhan, 2004 argued that the pre-purchase customers experience stage is classified into four (4) namely: imaging, searching, planning and budgeting. The first stage which is imaging and imagining describes how customers visualise a product or service that is/are of interest to them. Here the prospective buyer is interested in seeing or viewing the prospective product or service. The second phase involves searching for useful and appropriate information aboutthe product or service. At this stage the prospective buyer would like to know all about the product or service they have identified and hope to purchase. The information customers hope to get for the search stage include the cost of product, product specification, how to pay for the product, when they are likely to get the products, the terms and conditions the service providers offer among others. It is important to state that this stage is fundamental because the information customers gather at the stage will determine their eventual purchase and guide their thoughts all through the purchase.Planning and budgeting are closely associated. Planning is the process making a rational choice, weighing the options that are open to customers before making the decision to purchase or not. The final stage, budgeting describes making financial arrangement to purchase a product or utilise a service. The pre-purchase stage is critical

to other experience stages because customers build on this stage to effectively perceive the other stages. It is important to state the stages as suggested by Arnould*et al,* 2004 are all interrelated.

Kim, Ferrin and Rao (2009) argued that trust may impact directly (main effect) and indirectly through intermediaries (that is, via perceived risk and benefit)onthe purchase decisions. Previous research (Plank, Reid and Pullins, 1999) on brick-and-mortar shopping process concentratedprincipally on relational trust, for instance a buyer's trust in a merchant. In recent times, the concept trust does not solely focus on trust in salespersons. It has become a multi-dimensional concept with focus on trust in salesperson, trust in product, and trust in the company. With the electronic evolution and the use of the Internet, an electronic-retailer's website, enabled by information technology (IT) artefacts, replaces a salesperson's functionalities. Therefore, the definition of Internet customer trust is associated with a customer's subjective belief that the vendor on the Internet will fulfil its transactional obligations as the consumer understands that they cannot see physically and interact verbally with the vendor.

In addition, several researchers (Bhattacherjee, 2002, Gefen, 2002, McKnight and Chervany, 2002)have suggested that trust is a significant pre-purchase stage variable since it unswervingly affects the consumer's readiness to transact with an internet vendor. The Theory of Reasoned Action (TRA) propounded by Fishbein and Ajzen, 1975 provides the principalfoundation for the properties of a consumer's trust on their purchase objectives. According to the TRA, a consumer's belief or attitude towards behaviour is an immediate determinant of their intention to perform behaviour or not. This further explains the importance of belief/trust in the purchase process. From the postulation above, the decision to purchase is not futuristic, it is rather instant. Mayer, Davisand Schoorman (1995) in their organisational trust model extended theconceptionof the purview of trust. According to their model, a consumer's ability to beliefs on the service providers capability, benevolence and reliability, ought to lead to a consumers willingness to purchase. This would naturally lead to risk-taking behaviour where consumers become customers.Relating this idea to the online shopping experience, a higher level of trust in a vendor would increase the likelihood that one will be willing to accept vulnerability by forming an intention to purchase, and then actually complete the purchase.  In the context of online shopping, since most transactions are completed across a computer mediated platform with

geographically dispersed, individuals cannot be physicallyinvolved; consumers are often concerned that selling parties may not adhere to their transactional obligations hence making trust a big issue to online shopping. Hence, a customer's trust with reference to the electronic merchant is a determining influence of thecustomers'readiness to make a purchase through the website. Consequently, trust enables one to engage in an online transaction regardless of the existence of risk.

In addition, trust functions in an indirect way through two intervening variables – perceived risk and perceived benefit. Perceived risk denotes consumer's subjective belief about the likely negative values an online transaction with the selling party or entity will entail. In the online shopping perspective, customers mayencounter some challenges because of the properties of thevirtual environment (disembodiment) and the ambiguity and uncontrollability of online shoppingenvironments. Hence, when customers act in conditions of vagueness and ambiguity, they identifyrisk and theirbelief for the shopping process comes to the fore. Otherstudies, (Gefen, 2002; McKnight, Choudhury and Kacmar, 2002)argued that belief in the online merchant and virtual environmentminimises the expectedrisks. The perception of (PR) focuses on the customer's focus on the probability that the merchant will notinfringeon its responsibilities, for example by violating privacystandards or artefactworth or supplyor payment norms. Furthermore, a customer who has a high level of trust in the online vendor will perceive a relatively low likelihood that the selling party will violate such transactional obligations (kim, Ferrin and Rao, 2009). This suggests that if a consumer has high level of trust in the online vendor, it will cause the consumer to develop a relatively low level of perceived risk. In contrast, if a consumer had a relatively low level of trust in the online vendor, they would most likely be concerned that the online vendor would infringe the transactional requirements and as a result develop a somewhat high level of perceived risk.

Because of the nature of online shopping transaction, it is expected or common place for a customer who is making an electronic purchase for the first time to be unwilling to begin and complete a transaction on the web because the idea of perceived risk in an online transaction may be overwhelming when compared to the brick and mortar or traditional mode of shopping. In the brick-and-mortar retail store, consumers can walk into the store, touch, feel, taste or even try theproduct (test) before deciding to purchase it. This action of consumers having a personal

contact with the product or service automatically or natural alleviates or reduces the extent of perceived risk. This action is said to strengthen consumers' predisposition to purchase. On the otherhand, with reference to an online store, a consumer must make available a great deal of personal information, which includes email address, contact/home/office address, phone number, even confidential credit card information among others depending on the online merchant offerings. And then, the consumer can only anticipate that the transaction will be processed completely and accurately by the online vendor. In reality, the consumer will usually wait for days until the product(s) or service(s) is/are delivered and the transaction is completed. And it may take months for the shopper to know whether his or her confidential information has been compromised. Consequently, the internet purchase is permeated with risk.This risk is likely to be significant to many or most purchases and perceptions of risk are likely to discourage consumers from forming an intention to purchase online.

Perceived Benefit (BENEFIT)defines a consumer's subjective perceptions about the would-be positive values from the online shopping transaction with a certain merchant's website. The connection between trust and benefits is a subject of discussion among researchers who have studied trust in business relationships and organisations. Research, (Morgan and Hunt 1994;Doney and Cannon 1997)and evidence suggests that there is a positive relationship between perceived trust and perceived benefit. For instance, when customers trust an online merchant/vendor, it can lead to greater productivity and profitability (Morgan & Hunt 1994; Doney & Cannon 1997), the reduction of transaction costs within organisations, spontaneous sociability, appropriate respect to organisational authorities (Kramer, 1999), and can contribute to the existing relationship-related benefits with trading partners (Ratnasingham, 2002).

Another critical aspect of customers pre-purchase experience is the environments of transaction. The physical environment in all its forms greatly influences customer's experience. Physical environment is an important contributor to forming customer experience. Swanson and Davis (2003) emphasised that when customers have a one-on-one contact with the service provider and can hold them responsible for the nature of the experiences gained, what becomes crucial to the customers is an evaluation of service quality.When an organisation isthought to be accountable and answerable, howservices are delivered becomes indispensable.In addition, when customers have the opportunity to interact directly with the vendor or merchant, they experience some form

of shared responsibility between vendors and customers.In the long run, the physical environment may play a greater rolein influencing consumer's satisfaction with the service experience. Customer experience is profoundlyaffected by physical evidence rather than abstract realities. According to Zeithaml, Parasuraman and Malhotra(2006), the customers would find experiences satisfying, meaningful and emotionally connecting if the physicalevidence delivered by the company positively influences experience flow.

Customers are products of their social environment and their ability to interact and develop interpersonal relationship with other individuals is essential to the experiences customers derive for having contact with the product or services. Social environmentencompasses interaction by a customer with other customers in retail setting and it also involves the interaction with other customers in online applications, platforms and media which aim to facilitatesharing of content, service delivery and performance. A customer is able to interact with other customers via several touch points. Social media network act as the touch points which is important because there is interaction between consumer andcommunity and these results in immediate and interactive communication(Miller, Fabian & Lin, 2009). Business organisations expect customers to interact with product or service.But in reality customers interact and rely on peer to peer interaction as source for company information. Customers interaction among their peers isthe most trusted source of information about the organisation, product and service offerings. This is so because peer to peer interactions are one of the major ways the organisations get feedbacks both positive and negative. The feedbacks (positive and negative) organisation receives help them serve customers better. The business organisation allows customers share their positive feedback received from customers in other to attract prospective buyers while the negative feedback help the organisation address issues to enhance customers satisfaction (Mandell, 2012). Furthermore, Moore and Capella (2005) in their research on customer to customer interaction (CCI) argued that the atmospherics and environment with which customers interact has an important role in theformation of CCI, which invariably influence satisfaction, loyalty and positive word-of-mouth.

*Purchaseexperience*
The purchase experience is also known as service encounter stage which involves customer interactions with the service providing organisation.The purchase experience is the customer's

actual transaction decision whichinvolves customer's interacting with the service interface. The purchase experience involves the stage where customers request services from chosen supplier and request service delivery interaction.Ranganathan and Ganapathy(2002) suggests that the relationship between behaviour intention and actual behaviour is important in the purchase phase since purchase intention is a major determinant of purchase behaviour.

At this stage, customers co-create experiences and value, and co-produce a service while evaluating the service experience. In modern times customers are empowered and engaged in the service delivery process.Service encounters are complex processes where consumer interactions and surrounding environmental factors form consumers' expectations (Coye 2004), satisfaction, loyalty, repurchase intentions and word-of-mouth behaviour (Bitner, Brown and Meuter 2000).

### *Post-Purchase experience*
The post-purchase experience stage depicts the after completion of a transaction and evaluation stage. Upon completion of a transaction, customers confirm their expectation through a post-purchase evaluation process and form their satisfaction level with the product performance and service delivery. Customers evaluation at this stage determines and affects their future loyalty to the brand or organisation and their eventual repurchase decisions. This stage of customers experience is different from the pre-purchase and purchase experience primarily because in the post-purchase stage the consumer has considerable and direct prior experience to draw upon. In other words, at the post-purchase evaluation process, the product or service from the e-tailer will be evaluated in the context of the customer's prior experiences, encounters, expectations and the actual performance of the product/service. It further explains the post-consumption and post-utilisation stage. The Expectation Confirmation Theory (ECT) of Oliver(1980) has been used to describe the post-purchase experiences of customers. There are three (3) variables pertinent in the discourse of post-purchase experience. The concepts are expectation (EXP), perceived performance (PF) and confirmation (CF). Expectation (EXP) refers to a consumer's estimation, prediction, forecast, calculation and prophecy (that is, what they should and will receive from their online vendor) about a specific transaction prior to purchasing the product/service from their organisation. Expectation is used as an evaluation standard in the post-purchase phase. Churchill and Surprenant (1982) defined Perceived Performance (PF) as the consumer's

perception of how the transaction, including product/service performance, fulfils their needs, wants, and desires. Confirmation (CF) on the other hand is defined as the consumer's subjective judgment of the transaction performance against some pre-purchase standards (that is expectations). Once consumers form their expectations, they compare their perceptions of transaction performance to the level of expectation. Confirmation occurs when consumer evaluations of a transaction performance is/are greater than or equal to their expectations (that is, PF > EXP or PF = EXP), whereas disconfirmation occurs when their evaluations of performance is/are not good enough to fulfil their expectations (that is, PF < EXP).

From these comparisonsabove, one can deduce that expectation (EXP) provides important reference point information for evaluating transaction performance. Therefore, expectations (EXP) influence confirmation (CF). Further, confirmation (CF) is the consumer's judgment of the actual performance (PF) of a product purchased or a service utilised. The association between PF and CFfurther suggests that a consumer's judgment of high perceived performance which is greater than his or her expectation in the pre-purchase phase results in positive confirmation.

The consumption of products and the utilisation of services take place at the post-purchase experience stage. At every point of purchase, customers experience moment of truth. Hence, there could beone or multiple moments of truth (MOT). The moment of truth involves use, handling and actualconsumption. At this stage thereis separation of purchase and consumption, and thebenefits that influence customer satisfaction may be different in the moments of truth. When a customer has a positive experience, it creates enjoyment and in the process customer learns anddevelops new skills. Customer may also experience nostalgia when reliving it (Schindler and Holbrook, 2003). Not only this, customers can also engage infantasising about how an experience was or could have been in other context or to other customers.

### 2.1.10 Online customer satisfaction

Overtime, the definition of customer satisfaction has been widely discussed as organisations progressivelymake efforts to measure it. Customer satisfaction can be experienced in diversity of circumstances and associated to both goods purchased and services utilised. Customer's satisfaction is personal assessment (*subjective*) that is greatly affected or influenced by customer expectations. The definitions of customer satisfaction are based on the customer confirmation or

disconfirmation of individual expectations regarding the performance of a service or product. It is also based on the customer's experience of both contact with the organisation, interaction with other customers and personal outcomes.

Customer satisfaction is a dynamic and relative concept because what satisfaction is yesterday might not be today or tomorrow. Previous research (Oliver, 1980; Churchill and Surprenant, 1992) defined a satisfied customer as one who receives significant added value to their bottom line.Initial conception of satisfaction has defined satisfaction as a post choice or purchase evaluation or judgment regarding a specific purchase decision (Oliver, 1980; Churchill and Surprenant, 1992). According to Homburg, Koschate and Hoyer (2006) satisfaction underlines the disconfirmation paradigm and according to that paradigm, customers form expectations about products and services to which they equate performance; this comparison (Oliver and Desarbo, 1988)result in confirmation or disconfirmation. According to Oliver (1980); Swan and Oliver. (1991); Anderson and Sullivan (1993), customer satisfaction is a direct result of a consumer's pre-purchase and purchase expectations. Customer satisfaction is a sharedconsequenceof perception, expectation, evaluation/performanceand psychological reactions to the consumption experience with a product or service. According to Kotler (2000, 36),'satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance or outcome in relation to his or her expectations.

Satisfaction has been considered as one of the most important theoretical as well as practical issues in the last four decades for most marketers, customer and organisation researchers (Jamal, 2004). Ho and Wu (1999) argued that customer satisfaction is a critical issue in the success of any business whether it is traditional or virtual.

Since the concept of customer satisfaction is subjective, different meanings are attached to its conceptualisation. The conceptualisation of the concept is dependent on the actor involved in the experience process. From a customer's viewpoint, satisfaction is a specialized form of evaluation to determine the value or worth of what is being used (product or service). From an organisationalstandpoint, satisfaction is an importantcomponentforcustomer retention and profit maximisation which,on the long term basis,leads to effective relationship between the business organisation and customers. Thus, customer satisfaction is critical for the organisation because it establishes long-term client-organisation relationships (Patterson, Johnson and Spreng,1997)

and, consequently, is significant in sustaining profitability. McKinney, Yoon and Zahedi,(2002), suggest that, a fundamental understanding of factors impacting online customer satisfaction is of great importance to the organisation because of the long term benefit derived by the firm.

Moreover, Kotler, 1997, viewed customer satisfaction as the result, consequence or outcome of an experience during various purchasing stages. When customers need something, want to gather or search for information about it, evaluate or weigh purchasing alternatives, actual purchasing decision, and post purchasing behaviour, the involvement in all this will lead to customers being satisfied or dissatisfied. Alba, Lynch and Weitz,(1997); Bakos, (1998) opined that in the course of information gathering, the internet offers consumers wide-ranging benefits, because it reduces search costs, energy, time, increases convenience, vendor choices and varied product options. Though customers are not physically involved with a salesperson, however, online consumers are dependent upon the information provided by the website. The information derived from the websites is a replacement for physical contact with salespersons (McKinney *et al.*, 2002). Consequently, consumers make conclusion and inferences about the attractiveness of a product based on: information provided by retailers, and design elements of the Website such as ease and fun of navigation (Wolfinbarger and Gilly, 2001). Thus, customer satisfaction originates from the stage of the entire transactional process. When the information gathereddoes not satisfy customers, the transaction most likely terminates there.

Fang, (2004) assertsthatdespite the acceptance of online shopping among some segments of the population, customers still request many services available through traditional channels.Though expectations appear to be of lesser significancein traditional trade when compared to virtual trade (Zeithaml *et al.*, 2000), customers seem to use experience-based norms (Cadotte, Woodruff and Jenkins, 1987) and traditional services as comparison standards for e-services (Van Riel, Liljander and Jurriens, 2001). Online shopping and traditional business model of consumers have a lot of diverse consumer behaviour, and as a result, the internet becomes more complex and consumer behaviour, customer satisfaction evaluation index is more difficult to determine. Disembodiment which characterises online shopping comes with anonymity of traders and the problem of information. All these, among others significantly impact on customer's satisfaction.

The growth of the Internet and the advent of online shopping customer satisfaction had led to the change inits meaning. The emergence of online shopping has brought about the disembodiment

of the exchange of goods and capital, the anonymity of vendors and the challenge of disproportionate information.

Customer satisfaction has turned out to be critical in the success of every business organisation, be it traditional or online shopping. The development of online shopping activities has led to a fundamental change in the status of the consumer and made a fundamental shift, from the formerinactive consumers to active status. Therefore, to make customers satisfied and to cultivate customers' loyalty for e-business is much more important in the internet phase, compared to traditional enterprises.

Reichheld,an American scholar, suggests that the profit margin of any business organisation can increase with 5% as long ascustomer satisfaction increases. Furthermore, a study by Anderson (2000) at Michigan University on"Swedish Customer Satisfaction Index", Anderson (2000) argues thatevery 1% increase on customer satisfaction will lead to Return on Investment (ROI)to an average increase of 2.37%. On the contrary, every 1% decrease in customer satisfaction, will lead to an average reduction of 5.08% on ROI. Findings from Anderson's study clearly providedpractical report on satisfaction and return on investments. In other words, ROI will increase because of satisfaction retention, while it will decrease if customers are dissatisfied with the organisation's offerings. Evidently, customer satisfaction is principallycorrelated to thecorporate profit of any business organisation whether it is traditional or virtual. Likewise, in virtual environment, Anderson (2000) further suggeststhat if you cannotmake even the "good goods" will not be sold, it is destined to fail through customersatisfaction model, so that enterprises can grasp the reasons for customer satisfaction ordissatisfaction, customers can analyse the implied forecast of potential demand, thereforepromoting the enterprises products and services, continuous improvement and innovation.

### 2.1.11  Measurement and levels of customer satisfaction

Customer satisfaction has to be measured for it to be achieved. Though the concept' customer satisfaction has been given subjective interpretation, customers still weigh and evaluate their satisfaction with respect to a purchase experience. For instance, Ho (1997), noted that you cannot manage something that you cannot measure. Hence, Parker and Mathews(2001),Richard and Li-

Sheng(2006); Guangyan(2007) noted two primaryinterpretations of satisfaction as identified in the literature, that is satisfaction as a process and satisfaction as an outcome.

Collected works(Szymanski and Hise,2000) on online customer satisfaction reveals several antecedents to onlinecustomersatisfaction. For example, convenience, site design, and financial security affect e-satisfaction. However, Buskin (1998), Ernst and Young (1999), Schaupp and Belanger(2005)discussed online customer satisfaction by identifying three categories offactors as key to influencing e-satisfaction: technology, shopping, and product factors.These three categories aremost often mentioned in the literature, and are directly related to customers' interactions with internet businesses.*The technology factors* describes the website qualities that ensure functionality of the site, acknowledging that theconsumers are able to access the site, and are able to use it in order to purchase products and utilise services. The technological factor also explains how easy customers are able to navigate and use the online platform. The technological factor is the first phase customers encounter in the online purchase process and the measure of their satisfaction begins at this phase. *Shopping factors* is the second phase in the measurement of customers' satisfaction. This stage deals withaspects of the customer's feelings or state of mind during and after the shopping experience. At this stage, customers already have access to the processes involved in purchasing a product or utilising a service. What is of interest to the customer is adequacy of information provided by the online vendor.*Product factors*is the third phase of customers' satisfaction measurement. This stage depicts the qualitiesof the product or service received by the customers.These three phases or categories, comprehensively capture customers' interactionwith the electronic or online technology, the online shopping experience, as well as the actual product (or service) purchased.Theexplanationsbelow show the stages and determinants of online shopping customer satisfaction.

### Technology factors
Jarvenpaa and Todd (1997); Keeney (1999); Palmer and Griffith (1998); Rasmussen (1996); Torkzadeh and Dhillon (2002) argued that technology factors consist of the qualities of a website that ensure functionality of the site, including: security, privacy, and usability/site design. Technology factors deal with how customers perceive their communication with the site and the internet traderin control of that site. Categorically, the technological factor discourses three features: (security, privacy, and usability/site design).

**Security**

Security is when a customer does not feel safe to provide personal details with an online shopping site. Kalakota and Whinston (1996) defined security as a menace,condition, situation, or incident with the possibility to distrust theweb and systemproperties in the form of damage, disclosure of personal details, alteration,rejection of service, and/or fraud, waste, and abuse. The security of a site definitely impacts and determines customer's willingness to purchase from a web merchant. In other words, it determines the purchase decisions of a customer (Salisbury, Pearson, and Harrison, 1998; Ranganathan and Ganapathy 2002), it remains one of the major concerns (Kiely, 1997; Mardesich, 1999) of customers. Many customers are sceptical and weary to issue or release theinformation of their debit cardto electronic seller, dreadingthe loss of control over their accounts. The security issue is not only a big issue to customers, business organisations in turn are also concerned about security; they business organisations are preoccupied with the chargesassociated. Having identified security as an issue to the growth of the online business, the business organisations have put various measures to lessen customers' fears.In Nigeria online shopping platforms for example, many platforms have introduced various and alternative payment options,for instance pay on delivery which is the most prominent and utilised by Nigerian online customers.Belanger, Hiller and Smith (2002)further argued that the type of security structures inan online shopping sitein existence or absence ofwill encourage or deter customers from purchasing. Also, security features of a site are of utmost importance for customers continuous purchase and retention. Some of the ways business organisations ensure the security of the site is by its encryption and authentication.

**Privacy**

Belanger *et al*(2002) defined online shopping privacy as the preparedness to share information over the internet that allows for the conclusion of transactions. The online shopping site gather facts about visitors throughopenmethods(for example reviews) andhidden means (for instance cookies) (Patterson *et al*. 1997), making available required information for customers purchase decision.  Though, severalcustomers have apprehensions over likelyexploitation and mismanagement ofcustomers personal data (Hair, Anderson, Tatham and Black, 1995; Ranganathan and Ganapathy 2002; Torkzadeh *et al* 2002; Brown and Muchira 2004).Green, Yang and Judge(1998) further revealed that privacy was theleading obstacle preventing prospective customers from using websites. The issue of privacy was more pertinent to the

customer than the issues of cost, ease of use, and unsolicited marketing(Green *et al*1998). However, 78% had refused to give information because they thought it was inappropriate in thecircumstance and 54% had decided not to purchase because of concerns over the use of their information collected during the transaction (Belanger *et al*., 2002). The findings were supported by a study by Branscum, 2000, showing thattwo-thirds of consumers are worried about protecting personal information online. Business organisations over the years have discovered that privacy of consumer's information could impede them from shopping hence certain mechanisms had been put in place to solve the problem. For example, McGinity, 2000 suggested that many websites display privacy policies.These policies are displayed in a way that customers read and understand them and make a choice to accept or decline a purchase process.  In this study, theprivacy features investigated within the element of privacy are: the use of a privacy statement and the online merchant's policyon selling customer information to third parties.

**Usability/site design**

According to Szymanski *et al,;*(2000), usability and site design explains the ease of navigation oraccess, product information and site design. These aspects(navigation, product information and site design) are pertinent to online shopping customer'ssatisfaction.Consequently, akey to building a usable website according to Radosevich(1997); Mannix (1999)is to create good links and navigation mechanisms. An advantage of the internet is its capacity to support interactivity for users (Palmer, 2002), and onlineconsumers are influenced by the interactivity of the website (Alba *et al*. 1997; Jarvenpaa *et al.,* 1997). Fast,interactive, organised, and easy-to-navigate websites with quality searching capabilities are perceived morefavourably by consumers.  In this study, the key features examined as an attribute of usability and site design are: the provision of auser-friendly interface by the online shopping website, how interactive is the online shopping site and adequacy of searching for information.

*Shopping factors*

The shopping factors are the second level of measurement of online shopping customer's satisfaction. Shopping factors addresses the way(s) customers feel and perceive during and after the shopping experience. The determining factors according to Keeney, 1999; Nielsen, 2000 Patterson *et al*., 1997; Belanger *et al*. 2002; Torkzadeh *et al.*2002in the shopping factors phase includes: convenience, trust and trustworthiness of web merchants and delivery time.

35

Theprototypical online consumer wantsto save time (Bellman, Gerald and Johnson, 1999). This shows that the convenience of the shopping experience is veryimportant and one of the rationale for shopping online. The amount of time it takes for the product to be received is also fundamental.Also trust is of significance during theactual shopping experience because if the consumer does not trust the merchant to make good on their purchase, atransaction will not take place.

**Convenience**

Convenience has beenestablishedby (Cox and Rich 1964; Gillett 1970; Kalakota *et al.;* Whinston 1996; Berkowitz, Walker and Walton 1999; Ernst and Young 1999) to be the most important determinant in online retail store patronage and many forms ofshopping. Online shopping according to (Balasubramanian, 1997)provides a customer the opportunity to save time and energy/effort by making it easy to locate merchants, find items and receive offers. Researchers (Keeney 1999; Torkzadeh*et al.*, 2002)identify convenience as a 'fundamental objective' connected to online shopping. Online shopping sites should be designed so that consumers minimise time finding the product or information(Ranganathan and Ganapathy, 2002). The design of the online shopping website are structured in such a way that products are categorised into broad groupings, so customers can search for products using key words to search broadly or specifically and search in respect of the amount the customer desires to expend on the product. Also the customer can search with the brand name or even search loosely if they do not have a specific product, budget or brand they desire to purchase. Convenience consistslargelyof the comfort/ease offinding a product, time spent on shopping, post purchase service, complete contact information, and minimization oftotal shopping effort.

**Trust and trustworthiness**

Trust and trustworthiness according to (Belanger *et al*., 2002) is the perception of confidence in the onlinemerchant's dependability, consistency, reliability, honesty and integrity. Purchasing decisions (Hosmer, 1995)noted that purchasing decisions were relatively based on trust in the product, salesperson, or company. Online purchasing decisions according to Lee and Turban, 2001involve trust between two dominant actors – the customers and merchants. Previous researches (Mayer*et al*.,1995; Manes, 1997; Lee and Turban, 2001) has identified and corroboratedvarious elements of trust and trustworthiness, such as capacity, capability, benevolence and integrity. The capacity and capability of a merchant is reflected in its ability to

handle sales transactions and the expertise to generally conduct business over the Internet (Belanger *et al*.,2002). The consumer must have faith in the ability of the merchant and their system to deliver the product or services promised. Integrity is the evidence of theonline shopping business's honesty and sincerity. For trust to exist, the online consumer must perceive the internet businessas being reliable and as having integrity. The traits of trust include: the customer's faith in the merchant and their computer system,the Internet merchant's perceived reliability and integrity, and the overall minimisation of the customer's worries, doubts and regrets.

In online shopping research, the concept of trust has been defined as business partner dependability. Researchers (Mohr and Nevin, 1990) have examined the consequence of trust on relationship quality. This is typically reflected as high levels of cooperation and satisfaction along with low levels of conflict. Trust is thus considered to be a direct determinant of a firm's satisfaction with its channel partner. Corroborating the submissions above, Chakravary, Feinbergand Widdows (1997) establish that customers considered trust to be the most significant factor in influencing customers' satisfaction with the business organisations. However, many other studies on online shopping (Balasubramanian, Konana, and Menon 2003; Kim, Park and Jeong, 2004; Flavian, Guinaliu and Gurrea 2006) identified virtual customers' trust and/or satisfaction as vital factors for the success of partner relationships. Ratnasingham (1998) indicated, "Trust as an indispensable organisationalcomponent for online shopping in creating dedicated and very satisfied customers". The relationship between trust and satisfaction is also supported by Festinger (1975)in his Cognitive Consistency Theory (CCT), which suggests that customersattemptto ensure consistency with their beliefs, standards, and opinions. Hence, the level of satisfaction is likely to be low when trust is low and high when trust is high.

**Delivery time**

Delivery time is the total time customers spend between order placement and delivery/receipt of product and services. Dispatch is the amount of time necessary for an order to go from initial order placement to being shippedout. During shipping, the purchase is in transit from the merchant's warehouse to the shipping company'sdistribution facility.Delivery is the amount of time necessary for the package to go from the distribution centre tothe customer's door step. Customers must be made aware of delays to minimise disappointment when the delivery dateisn't met. Satisfaction is partially dependent upon expectations being met.

*Product Factors*

Product factors deal with consumers' perceptions of theactual product being purchased.Product factors connect to the qualities of the product or service for sale. Products purchased online arenot different from those purchased at brick and mortar stores. Customers choose between competing productsdepending upon which offer the best value (Keeney, 1999). The factors determining this according to Jarvenpaa*et al.* 1997; Keeney 1999; Szymanski*et al*, 2000; Torkzadeh*et al.* 2002; Zhu and Kraemer 2002 include merchandising, overallproduct value and availability of product customisation.

**Merchandising**

Merchandising as put forth by Szymanski *et al*, 2000is defined as the factors associated with retailing or selling offers online separate from site design and shopping convenience. Jarvenpaa *et al.* (1997) found that consumers will be impressedby the extensiveness of stores on the internet, but were disappointed with the varieties of a merchant's offerings. Merchantswho offered a wide variety of products and selections appear to be more successful (Jarvenpaa *et al.* 1997). Even beyond offering a broad product selection, Kalakota *et al.*(1996) argue that online shopping offers consumers the opportunity to make requests for products that are difficult to get via traditional channels.  Jarvenpaa *et al.*(1997)further argued that it may be that consumers expect online shopping to offer a widerproduct variety because of the reach of the internet and the potentiality to track down goods and services. A variety of product collection results in positive perceptions of customer and their satisfactionespecially if the customer wants an item that isnot widely available by online stores (Szymanski *et al.*2000). Variety of offering, specialised products and seasonal products are the attributes of merchandising in online shopping.

**Product value**

Keeney, 1999, defined product value as reducing product cost and increasing product quality are major factors in enhancing online shopping success. Quality of the product is acentral property of a product. Jarvenpaa*et al.*, 1997 viewed product quality as the expected standard of product or service excellence. Kalakota *et al.*(1996) stress the need to provide independent evaluations of goods and services to convince consumers of the quality of themerchandise sold by the Internet merchant on the web since customers cannot ascertain the quality prior purchase. Thus, the

resultant effect for the consumer should be a feeling offulfilment, satisfaction and gratification with the purchase once completed. The product value can be attributed to the post-purchase or post-adoption feeling of gratification, perceived product quality and overall product cost.

**Product customisation**

Zhu *et al.* (2002) viewed product customisation as customers'capability to adapt or modifygoodsallowing individual partialities.Product customisation according to Van Slyke, Belanger and Communale, 2004,is advantageous to the online shopping merchant, permitting customers to display uniqueness of their preference, choices, and acquisitions.

### 2.1.12 Online shopping payment options

Onlineshops and merchants have exponentially increased in Nigeria as a result of the growth in internet usage within a short space of time; Nigeria now has about seventy-five(75) active online shops (Nigerian Online Business Directory, 2013). With the exponential increase in the number of online shops in Nigeria, online stores have developed several payment options for their customers as a result of the sceptism about payment and security issues. In Nigeria, there are a number of payment options prior the completion of an online transaction. These payment options include payments with forms of digital money, credit and debit cards, online check or electronic fund transfer, money orders, standing orders, loyalty cards, bank payments and completion of a transaction using an Automated Teller Machine (ATM) (Oguntunde & Oyeyipo, 2012). The pay-on-delivery (POD) payment option is the most prominent among the payment methods available to Nigerian online shoppers. The 'Pay on Delivery' (POD) option allows Nigerian consumers to successfully complete an order on an online shopping website without paying for the order. Normally after selecting products and checking out the shopping cart, the next step is to pay before getting a receipt, then waiting for the order to be shipped. With this 'Pay on Delivery' option, consumers get to have the order delivered to them and if they are satisfied with the order, make payment and collect the receipt from the person who made the delivery.

According to a research carried out by Philips Consulting in 2014 & 2016, Cash and POS (Point of Sales) payments upon product delivery are equally popular among consumers, as 39% of customers prefer these payment options. This demonstrates that the large majority of respondents (78%) prefer to pay for items upon delivery, rather than pay in advance. The pay-on delivery

option is hugely popular among shoppers, likely because Nigerians are still apprehensive of the online shopping/payment process. Therefore, the payment on delivery option helps to foster trust between the two parties, although all the risk associated with this process is placed on the online retailers. The pay-on delivery method in recent times has been offered by retailers to reassure consumers to shop online and to increase trust between the two parties.Before the introduction of the 'Pay on Delivery' payment option in Nigeria,many online shopping websites provided the bank payment/transfer or card/payment option on the website. These payment options had its own issues as it didn't address the trust issues customers had with online merchant.However, the POD option integrated into the order process by some of Nigeria's online merchants solved the challenge of trust. Since customers can pay for product purchased or service utilised via cash or with a point of sale (POS) terminal and receive their receipt on the spot ondelivery, the fear of having their card or payment details compromised is alleviated. The anxiety that the merchant might fail to deliver on time and/or deliver the wrong product is also eliminated because the customer gets to scrutinise the product and ensure satisfaction before payment is made.

Significantly, this POD option efficiently enforces the online merchant to deliver the right product as well as offer fast delivery and better customer services to the consumers in order to ensure customer satisfaction. On the other hand the customer may decide they do not want the product anymore if the delivery is late and the date of the delivery is not favourable to the consumer. This singular action of rejecting or turning down products by customers can ensure the fast delivery of product ensuring greater customer satisfaction.Odutola, 2013 notedthat with these POD payment option, online merchants go the extra mile to confirm orders, delivery time and delivery location by phone which gives the customer the human contact likened to visiting a physical shop and builds customer trust as well. Furthermore, this payment option gives the customer a lot of influence and control when shopping online. This influence and control gives customers a feeling that can be likened to what the customer feels if they walk into a physical shop to make a purchase. Overtime, customer satisfaction online had been associated with the mode of payment.

With the introduction and subsequent push for electronic forms of payment and a more cashless economy in Nigeria, agreater proportionof Nigerians have not really come to embrace and believe in the advantages of a cashless economy. This is evident in the amount of cash

transactions in Nigeria on a daily basis. Statistics from the Central Bank of Nigeria, 2012 (CBN) noted that over 80% of cash withdrawals are Automated Teller Machine (ATM) withdrawals and Over the Counter Cash withdrawalbased while only 1.26% and 13.56% respectively account for online and POS transactions. This further explains that Nigerians are yet to fully accept the cashless policy. This behaviour presents a difficult challenge for online merchants trying to adopt the tried, tested and trusted payments options methods and business models that worked in other parts of the world.

A study by Oguntunde *et al.* (2012),emphasises that the most important issues facingonline shopping in Nigeria originate from a lack of trust from the buying public. These trust factors include the fact that customers are petrified of keying their details of their credit card to online shopping sites, the uncertainty surrounding whether the product will be delivered and on time, the fear of multiple deductions from bank account upon authorisation of the purchase and payment, the need for proper customer service related with the sale, the feeling of not being in total control when shopping online (disembodiment and alienation form the product and process) and the need to find out the thoughts from other customers about the displayed product or service (social relationship).Most early online shopping websites who adopted the online card payments did not experience great success because customers were wary to adopt that payment method. The MasterCard Worldwide Survey (2013) report on Nigeria noted that this mode of payment was not successful for a number of reasons: because about 87% of the ATM card holders had not yet belonged to the internet community and of that percentage, 57% of them had concerns about the security and safety of using their cards online.However, the introduction of the POD mode of payment helped to drive sales for the online shopping sites.

Furthermore, Nigeria has been tagged and labelled with internet scam and high rates of online fraud, customers of these online shopping services consider trust as probably the most important factor and incentive to try out and keep using these online shopping services. Consumers need to trust that what they are buying is good value, as being advertised by these e-commerce services and of most importance, trust that their payment details are secure and that their products will be delivered to them, and on time, after payment. This is evident in the MasterCard Worldwide Survey (2013) that reveals that 59% of the Nigerian population doubt the safety of online transactions and 43% are concerned about the quality of the products delivered and would rather buy from stores where they can physically inspect products. Consequently, the perceived risk of

buying online is attributed to the low level of trust from Nigerian consumers in e-commerce services.

**2.1.13  Regulatory framework andconsumerism in Nigeria**

Eze, Eluwa, and Nwobodo,2010, noted that there is a universalacknowledgement that there subsistsactual and supposeddisparity of power relations betweenthe manufacturers and buyers of products and facilities. This disparity of influence always put the producers of products at a better advantage position than the consumers of the products. The producers are thereby reinforced by the traditional legal maxim 'Caveat Emptor' that is (bewarebuyer). This philosophy and the free market ideology seem to give the manufacturers the independence and freedom to do whatever they want (Eze*et al.*,2010). Kelly, 2005 argued that in spite the notion of 'customerautonomy and independence'should act as the properfoundation of marketing philosophy, theimportance on such thoughts and theories as 'consumer placement', 'consumer focused' and 'customer-focusedapproaches' inmost conceptualisation of marketing, in philosophy or practice, the idea of customer being king had been defeated. The customers of products have shown and conveyed one form of displeasure and dissatisfaction or the other towards the business activities oforganisations, with which they engage in trade relationships over the years. The rise in customers discontentment has led to the development of consumer movements and the introduction of the phenomenon 'consumerism'. These mass movements according to Onah, 1979 had lessened discontentment raised by consumer groups or consumer representative groups, as well as the government.

According to Kotler, 1972; Perreault and McCarthy, 2002, consumerism is a social movement that seeks to enhance the rights and powers of consumers. In Nigeria, several factors exist that led to the necessity of research and enforcement or enactment consumer protection laws. Some of the factors that influenced or necessitated the provision included: that service providers haverepeatedly sold sub-standard products and services to customers and customers had to accept those substandard products in faith. Also, because of the absence of, or difficultyof access to major manufacturers or dealers, the Nigerian consumers would rather purchase from road-side shopswhich have no brand reputation or trademarks to protect consumers.

In addition to this, the Nigerian consumer isdescribed as "largely complacent". This complacency claim is attributable to the choicethat consumers make of their place of purchase, of especially electronic products. Customers do not know that they occupy key positions in the purchase chain. Itopined that rather than purchase from reputable dealers or major importers where the manufacturer's warrantywill more likely be honoured, most Nigerian consumers purchase from "...small time dealers..." who may not bein the position to offer refunds, exchange the goods or provide post- purchase services as the goods may havepassed through a chain of middlemen before getting to such dealers.

In Nigeria, the pursuit for superfluousturnover and the get-rich quick syndrome have led most businesses to engage inunscrupulous practices, which have threatened the lives of customers. There seems to be no real organized mass movement of consumers to fight for theprotection of the rights of the consumers. This has left the greater part of the work of consumer protection a major prerogative of the government. The concept consumerism and consumer protection according to Kaynak (1985) has been more of a matter of government policy through legislation and efficientenforcement than a matter of engaged public support.

Uche (1990) was of the opinion that the inability of regulatory agencies to check and ascertain the quality of products manufactured and products advertised as claimed by the producers has left customers at the mercy of these numerous manufacturers seeking quick returns on products produced as well as the quantity. This possess serious threat to the customers especially if the trade is virtual or electronically conducted.

The harsh economic realities in Nigeria have made many consumers to patronise cheaper products that areseemingly substandard and without warranty. In addition most consumers have little or no knowledge of labels orhow to access information on safety, quality and in some cases, quantity of products. In this regard, Umenyi(2007) posits that imperfections in the market not only lead to misleading information through deceptiveadvertisements, but also encourages proliferation of fake and sub-standard goods. These realities,according to Monye 2005,are detrimentalto consumers and put the seller in the vantage position of exploiting the buying party in the exchange process.

There have beenseveral discussions (Akomolede and Oladele, 2006) on the acceptable meaning of the 'consumer' that needs to be protected. Though, a contemporarymeaning of the consumer,

according to Akomolede *et al.*(2006:16) is "… any person who purchases or is supplied goods, or uses or consumes goods and servicesat the end of a chain of production". In Nigeria, the common ideology about the regulations of online shopping business is found not to be sufficient as there is little of no regulation of online shopping business. Though, some level of progress has been made in the regulation of online activities in Nigeria,considerableeffortstill need tobe made.Necessity being the mother of invention had led to the establishment of the laws protecting consumers.In Nigeria, like in other parts of the world, consumer protection is the concept designed to protect consumers from unscrupulous manufacturers and service providers. It symbolises the attempt by governments to provide regulatory framework to protect and enforce the rights of people who pay for goods and services. Therefore, the Law of Consumer protection has a two-fold purpose. On the one hand, it protects the interests, rights and safety of end users of products and services; and on the other hand, to the extent that it derives from and relates to contractual transactions, consumer protection can be said to be a means by which private law relationships are regulated. It is in the interest of the public that the nature and deficiencies of product and services be made known to consumers, hence, the need for public regulation of private transactions. Regulation will thus have the end result of putting into the market, the best possible products. Monye (2005) asserts that although consumer protection emerged out of the ambit of the law of contract, it is developing into an independent area of law. Every time there is a purchase, be it of goods or services, a contractual relationship is created. The implication of this is that both parties agree to the terms and conditions as stated by them and as implied by law. Equally importantly, the seller agrees to provide to the purchaser, other "statutory rights" Lewis (undated).

Successive governments in Nigeria have set up agencies like the National Agency for Food and DrugAdministration and Control (NAFDAC), Standards Organisation of Nigeria (SON), National Environment Standard and Regulatory Enforcement Agency (NESREA) and recently, the ConsumersProtection Council of Nigeria (CPC), to protect and safeguard the rights of consumers against unwholesomepractices of producers and suppliers. The focus of this study is on the state of consumerism and consumerprotection in Nigeria, with particular attention on the Consumer Protection Council Act, CAP C25, 2004. More recently, Nigerian Information Technology Development Agency (NITDA) and Nigeria Internet Regulation Authority (NIRA) have been established to regulate the online activities of buyers.

Several scholars (Onah, 1979; Thorelli, 1981; Darley and Johnson, 1993; Ho, 2001)have argued that consumerism in most developing countries, to which Nigeria belongs, is still at itsinfancy, despite the prevalence ofharmful and distasteful marketing practices by business firms in general. The situation in Nigeria according to (Agbonifoh, Ogwo and Nnolim, 1998; Onah, 2007)in terms of consumermovement/actions against harmful and substandard marketing practices is the existence of a few organised bodies scatteredaround the country with minimal, localised effects. Theresultant effect is that most consumers do not know of their rights, and even among those who know, there isgeneral unwillingness to take actions against these unwholesome marketing practices.A number of reasons have been advanced explaining the low level of consumerism in Nigeria. Prominent amongthese reasons as noted by scholars(Monye, 2006; Mogaba;2008; Eze *et al*., 2010; Ijewere and Obeki, 2011) include low level of literacy and/or ignorance on the part of the consumer, lack of consumer right awareness,and education of market place transactions, high poverty rate and quest for cheap things with quantity at the expense of quality, which tends to make consumerism issues the leastof the consumers' problems; and the judicial stress resulting from the judiciary's rigid adherence to strict legalrules, even when dealing with consumer discontent/loss suffered in trade transactions.

The scope of online shopping, is wide and has been defined to include "commercial transactions conducted electronically on the internet" or, alternatively, as "the buying and selling of information, products and services via the computer networks which make up the internet". Online shopping is not, however, restricted solely to the actual buying and selling of products but also encompasses both pre-purchase, purchase and post-purchase activities. In an emerging economy like Nigeria, the technological advances that facilitate growth do not leave behind the laws and regulations required to give sufficient legal protection to stakeholders. Legal issues that may arise in the context of online shopping transactions, and for which a robust legislative response is often required include:

- the degree to which communication among parties are protected (privacy);
- the period of development and establishment of a contract online;
- authorized means of carrying out payment online; and
- concerns about the conflict of laws.

In contrast to the typical offline social relationship and identity, the internet has posed the possibility of entirely new relationships and identity constructed within new media and in competition with ostensibly non-mediated, older forms of relationship. Much discussions on online consumerism, social relations and identities seems to seek a highly generalised answer, and therefore tends to technological determinism; the impression is that by virtue of going online one is automatically involved in a new social processes. However, with the introduction of virtuality in business, consumerism and regulatory framework has become a more technical problem as consumers are disembodied from the place. Slater, 2002 argued that the same way shopping in a virtual environment separate customers from the community giving the justification being that it isolates or disconnects one from theshopping and acquisition procedurepresenting disembodiment. The concept'disembodiment'connotes that an individual'svirtualself and personality is seeminglyunconnected and distinct from their physical presence. The concept is closely associated and correlated with , a condition linked with evidence, privacy, facelessness and anonymity. The idea of virtuality evokes the construction of space of representation that can be related to "as if it were real" and therefore effects a separation from or even replacement of the "really real". It therefore contrasts with several terms that might characterise the offline world: 'real', 'actual' and 'material' being the central ones (Shields, 2000). The extreme point of vituality is the idea of 'virtual reality': a space representation in which one's senses are exposed to co-ordinated representations such that the experience is completely immersive (though not mistaken for a 'real' one) and the participant can respond to stimuli as if to a real world that behaves consistently, in a rule-governed, non-arbitrary manner.

### 2.1.14 Consumer Regulatory Agencies in Nigeria

#### a. Consumer Protection Council (CPC)

The Consumer Protection Council (CPC) is a governmental agency accountable for defending the rights of consumers. The Council was established in 1992 by the Consumer Protection Act, CAP C25, 2004 (The Act).

The CPC Act provides for the establishment of a Consumer Protection Council. Hence, the rights of consumers are inferred and integrated into the functions of the Council and into the duties of the State Committees established by the Act. The components of good quality consumer protection manifest as the rights sought to be protected under the Act whether they are so stated

out rightly or they are implied and they include: right to safety, right to information and advice, right to choice, right to being heard, proactive rights in favour of consumer, enforcement rights, redress for consumers against offending product providers.

### b. Nigeria Information Technology Development Agency (NITDA)

Resultingfrom the establishment of National Information Technology Development Agency Act, in 2007, (NITDA Act), the Act made the provision of electronic commerce regulation now to fall under the scope of authority of the National Information Technology Development Agency (NITDA). The NITDA Act establishes the NITDA as the regulatory body responsible for, among other things, the development of framework rules for the control and monitoring of the exchange of data and conduct of transactions online. Pursuant to its mandate, NITDA has since its creation in 2007, issued a number of guidelines for the purpose of regulating the e-commerce industry, and additionally, in pursuit of its wider objective to formulate a national policy in respect of all issues relating to information technology. A current example of constructive regulation issued by NITDA is its Guidelines on Data Protection (September 2013) which, if implemented successfully, will go some way towards ensuring privacy and raising confidence between parties to e-commerce transactions. Once passed into law, the Bill will, among other things, protect the feasibility of e-commerce in a number of ways, including:

- providing that transactions entered into online are not denied legal effect, validity and enforceability solely on that basis;
- guaranteeing the validity of electronic signatures provided that they are endorsed in accordance with guidelines produced by the NITDA;
- further consolidating the data protection regime started by the Agency; and
- initiating recommendation for the establishment of agreements online.

### 2.1.15 Challenges of Shopping Online in Nigeria

Online shopping has been notable for the advancement and development of businesses in both technologically advanced and advancing countries in the 21st century with a lot of business organisation developing several electronic portals. This, however, is driven by the perceived benefits of it reducing the costs running the business and its processes (Ghobakhloo, Arias-

Aranda and Benitez-Amado, 2011; White, Afolayan and Plant, 2014). Furthermore, Molla and Licker 2005; Ghobakhloo *et al*. 2011; White *et al*, 2014 noted that the challenges of business be it traditional or online in developing countries are different from the challenges businesses in developed countries encounter. Kapurubandara and Lawson 2006; Tan, Chong, Lin and Eze, 2010 further suggests that online shopping technology in developing countries face different challenges.

Despite the recent growth in the number of internet users as enunciated by previous literature (Folorunso, 2006; Adeyeye, 2008; Ajayi, 2008; Ayo, 2008; Egwali, 2009; Adeshina and Ayo, 2010), internet services is yet to be fully utilised by Nigerians because it is not affordable and accessible to every demographic (sex, age, religion, income, highest educational attainment) classes in the country.

The challenges that customers of online shopping encounter include unsecured payment, slow shipping, undesirable product, unsolicited emails and technology problem. Businesses for example have to be informed of these challenges which often translates to dissatisfaction with online shopping. Other challenges to be noted are:

*Fraud and Security*

The security challenge is closely linked with payment using various electronic portals. The payment options provided online are most likely made with credit card, and customers have to pay attention to seller's policies in order to protect themselves (Lim *et al.*, 2004) from fraudsters. Consequently, customers tend to buy products and services from the seller who they trust, or the brand they are familiar with (Chen *et al*, 2003). Online trust, therefore, is a critical issue that affects the continuance or non-continuance of e-tailing (Prasad *et al.*, 2009).

Laudon and Traver, 2009, noted that the security of the online site is another challenge that prevents customers from shopping online. The apprehensionaccording to Comegys, Hannula and Vaisanen, 2009is that online merchants can exploit them or misuse their personal information, especially the information on their credit cards.

The security concerns in retail industry are a major impediment to the acceptance of online shopping as it is closely related to trust. Davis, Bagozzi, and Warshaw, 1989 defined securityas a set of procedures, techniques, and safeguards designed to protect hardware, software, data, and

other system resources from unauthorised access, use, modification, or theft. In a recent study, Anuodo (2015), it has been reported that the development of online shopping has been slowed by some factors, including online shoppers' concern regarding fraud and security. It was indicated that lax computer security can make hackers to have access to a vendor's websites and steal names, addresses and credit card numbers of their customers. MasterCard, 2008, also noted phishing as a concern, where consumers are fooled by a website designed to look like a legitimate online vendor into giving up their details (website cloning). Astudy by Ratnasingham, 1998, shows that one of the major reasons hindering customers from the utilisation of online shopping is the anxietyabout the release of their card details online or electronically. Similarly, Lee *et al.*(2005) noted that online shopping customers do not have the means of physically checking the tangibility of the product and also monitor the protection and safety of transferringdelicateprivateand transactional information. From the abovementioned, online security is one challengethat needs to be addressedin other to reassure and boost its acceptance and adoption in Nigeria. Consequently, the Nigerian online shoppers are aware of the security issues involved using their credits cards to pay for products bought online, hence, they adopt the pay on delivery (POD) and point of sale (POS) option to pay for products.

### *Perceived risk*

The challenge of perceived risk emanates from the fraud and security challenge of online shopping. Torkzadeh *et al.*(2001) define perceived risk as an assessment of uncertainties or lack of knowledge about the distribution of potential outcomes. On the other hand De Ruyter, Wetzels, and Kleijnen (2001), viewed perceived risk as a major challenge to the growth of electronic marketing. De Ruyter*et al.* (2001); Torkzadeh *et al.*(2001)argued that while there are other factors affecting consumers' adoption behaviour on the Internet, perceived risk is a barrier to the repurchase on the internet. Salisbury*et al.*(2005) also argued that perceived risk may influence the attitude and behaviour of consumers towards the internet services. In the case of purchasing on the internet, it is possible that consumers may perceive disclosing their credit card information as risky and they have no control over this (Abhamid and Khatibi, 2006). In the perspective of Tian, 2000, there is also the perceived risk that the supplier may not satisfactorily deliver the goods ordered. The products may be inferior, inaccurately selected and may never arrive. Also, uncertainties about how customers' financial informationare treated by online

merchants will increase perceived risk associated with online transactions, and reduce their willingness to adopt online shopping. Most online shoppers view shopping online as a risk, maybe not worth taking as one may not be able to trace the genesis of any challenge encountered.

### *Intangibility of online products*

The intangibility of online products describes the abstract and vague nature of online products. Research Goldsmith and Flynn, 2005 have shown that online products are less likely to be purchased because of their intangible nature. For example (Comegys, *et al.*, 2009), noted that customers are less likely to buy products through an online channel if they have no chance to try or examine actual product. Federal Trade Commission, 2003 argued that the viewing of a product on computer screen can show a different effect from actually seeing it in the store. In essence, customers want to see, feel, touch, smell, or try/test/taste the product(s) before making a purchase decision. Junhong, 2009 asserted that customers would prefer to examine the product first and then decide whether or not they want to buy. The product information provided on website according to Liu and Guo, 2008 is not enough to make a decision, and they are likely to be disappointed if the product information does not meet their expectation.

Shopping online detaches shoppers from the product (disembodiment), they are not able to touch, feel and see the product beforehand before making a purchase. In shopping online, what a customer sees is not what they get and what they get most times is not what they saw. In online shopping, Comegys *et al*., 2009 asserted customers may get unwanted product, low quality products or products that do not match what is described or expected. The product may be breakable, incorrect, or not functioning. Unlike in the brick-and-mortar stores where customers can try out products and ensure they are working before any purchase decision.

### *Social contract/customer service*

Though shopping online has the merit of offering customers convenience, Prasad *et al.*, 2009 argue that many online shoppers find it problematic to make a choice and often get frustrated since there is no experienced salesperson to guide them. So, they rely on other buyers and non-buyers (who have no experience with the online shopping process) fortheirperception prior to purchase decision. In the Nigerian context, customers rely on words of mouth (WOM) positive

or negative from their significant others because there exist a social tie of relationship between these actors. Whatever information customers gather from these individuals, it would guide their decision to purchase or not, to purchase.

*Delivery /infrastructure challenge*

The delivery/infrastructure challenge is another major challenge militating against rapid acceptance, adoption and continuous use of the internet to do shopping in the developing countries, Nigeria inclusive. They believe that the period within which an online merchant will deliver an already purchased product affects online purchasing decision. Comegys *et al*., 2009 suggest that it affects purchasing decision because of the slow or late shipping, for instance, makes customers walk away from online shopping. According to Global E-schools and Communities Initiative Internet, 2012(GESCI) define infrastructure as the hardware or equipment, software applications and services associated with ICTs, including telecommunication and electricity, grid networks. From this, infrastructure challenge can be categorised as: the challenge of personal computer (PC) penetration, the challenge of access to the internet, the challenge of electronic payment and the challenge of electricity supply. According to Nizamuddin and Khalid (2001) and Fleenor and Raven (2003), PC penetration is the most important indicator of readiness for e-business and ownership of PC is also related to income. In Nigeria, the deregulation of the telecommunicationhas led to the utilisation of mobile phones to access the internet making personal computers less important. It has also been empirically validated that more online shopping customers access the online stores with their phones rather than personal computers. Singh, Jayashankar, and Singh, 2001 further argued that there is a direct relationship between PC penetration and online shopping in the U.S. and Europe.

Another infrastructure problem inNigeria isthe access and the cost of accessing the internet. Access to the Internet, is by and large, a function of telecommunications infrastructure. Higher PC penetration and functional telephone system obviously increase consumers' access to the Internet. Accordingly, Heeks (2002) noted that inadequate infrastructure plays a key role in inhibiting the e-business. Specifically, Asikhia (2009) noted that generally, electrification of business enterprises has been hindered largely by Nigeria's underdeveloped and unreliable fixed line infrastructure.  In addition, Odedra-Straub (2003) argued that internet access is still very costly both in absolute terms and relative terms. He noted that while prices of PC have fallen

51

dramatically over the last decade, they remain beyond the reach of most individual users and enterprises in developing countries.

A recent survey by Ayo *et al*., 2011, in Nigeria, about the internet usage of respondents showed that about 51.4% had fair access to the Internet, 27.9% accessed very often and 20.7% always had access to the Internet. The public café carried 22.6% of internet sources of the respondents, 33.0% had private means of connecting the internet and 44.4% accessed the internet while in the office.  Electronic payment system in Nigeria is not well developed, and also discourages online shopping. In countries where online shopping is very popular, the use of credit cards to settle payment is well established and used. In Nigeria, only few banking customers have and use credit cards. For example, Ayo *et al*., 2011,further posited that 37% of the respondents used credit cards (Visa Card and MasterCard) to settle payment in Nigeria while 56% used automatic teller machines. Finally, the problem of electricity supply to power other telecommunications and internet infrastructure also restrict uninterrupted access to the Internet. In this regard, Fatunde (2012) stated that poor electricity supply is a major impediment to the operation and growth of information and communication technology.

*Cultural barriers*

The rates at which technologies are accepted and utilised vary from one culture to another (Rogers, 1995). The use of the Internet for shopping is culture bound and, therefore culture influences its acceptance and adoption. This view is corroborated by Rogers (1995) who explained that the degree of applicability, compatibility, relative advantage, complexity, triabilityand observability of the information technology and its various uses with the values and norms of a social system influences its diffusion pattern in that social system. Suki, Ahmad, and Thyagarajan, (2002) have also indicated that one of the obstacles which limit the development of online shoppinggeographically is associated to the culture or the behaviour of customers when it comes to buying goods and services through online.

In Nigeria, the evolution of the internet is not attuned with the traditional retailing. The culture of selling through a brick-and-mortar store involves embedded behaviour of physically visiting the stores, touching, feeling testing or trying out and comparing products before actual purchase is made. Also, the ideas of customers asking for more*jara or fesi or imese* are however detached

when shopping online. For example, a research by Al-Fadhli, 2011 revealed that the inability of consumers to inspect a product prior to purchase hinders online shopping adoption. Also the culture of making payment for goods purchased via credit cards is alien to customers and also constraints online shopping in Nigeria. All these acts are perceived by Nigerians as a w*estern culture* that is alien to them. For example, Aminu (2011) observed that a large number of Nigerians are illiterates and even among the few literates, many are computer illiterates and this has significantly affected their attitude to computer and the Internet usage. There is therefore a relationship between the level of literacy of a country andinternet penetration. Kim and Ammeter (2008) also opined that effective online shopping requires that the consumer must be relatively familiar with the computers and know how to navigate the Internet. In line with this, Global E-schools and Communities Initiative (GESCI) 2012, argued that e-tailers target a specific age group, called "the Net-generation, which is made up of individuals (Net-geners) born between 1977 and 1997.

### *Inadequate regulatory framework*

The introduction of the internet in many developing nations have not led to the amendment of their laws to accommodate rights, obligations and responsibilities of the providers and users of the internet services and how redress can be sought and obtained in the case of dissatisfaction or failure of the online merchant to fulfil their own part of the contract, thus making it difficult for shoppers to get redress in case of dissatisfaction. The inadequate regulatory framework in Nigeria has created fear, uncertainties and distrust in the mind of potential and actual shoppers, and therefore, slowed down the acceptance and adoption of online shopping in the developing countries. For example, Alghamdi, Drew, and Alhussain (2012) argued that non-existence of an online shopping law contributes to the distrust in the online environment in terms of conducting purchase transactions. Similarly, Li, Yadav and Lin (2011) suggested that without the existence of the sufficient control of regulation, personal information of each customer may be used without their knowledge and consent. Inadequacy of regulatory framework is on the one hand; on the other hand is the knowledge by customers about the existence of the regulatory agencies as watch dogs. A lot of customers are not aware of the existence of these regulatory agencies, for those that are aware of their existence they more often than not resign to fate when they encounter challenges with online offerings.

With the existence of inadequate regulatory online shopping framework, Zhu (2006) advocated for a more conducive regulatory environment in developing countries. Thomas and Forcht (1998) expatiated that in the absence of laws regulating use of the internet, shoppers will not be certain of who bears the liability in cases of a financial loss, especially in an online environment, where it may be difficult to locate or trace the transaction and online service providers. Organised crimes have also increased in line with the increased use of Internet for various transactions. Hence in a country like Nigeria where cases of fraudulent uses of internet are rampant, regulating internet usage becomes not only a national concern, but also attracts some international attentions. However,Ezeoha, 2006, noted that the capacity of the existing regulatory bodies to adequately address the complexities created by this in Nigeria remains very doubtful.

## 2.16    Gaps in literature

Various gaps were identified in the literature reviewed in this study. The gaps identified were related to the conceptualisation of the variables under focus. Also, the methodological gaps were identified. The shortcomings in the methodology included the sample size, study population and the sampling techniques adopted. Using a tabular representation, the following gaps were identified in literature.

**Table 2.1    Representation of gaps in literature**

| S/N | LITERATURE GAP | DEFICIENCIES IN LITERATURE | REFERENCES |
|---|---|---|---|
| 1 | Customers experience | - Customer experiences aremostly discussed as a managerial tool.<br>- The measurement of customer experiences encompasses more that the pre-purchase, purchase and post purchase stages.<br>- Experiences are subjective | Fatma (2014); Zinkham (2004); Mandell (2012), Kim, Ferrin and Rao (2003); Zeithaml, Parasuraman and Malhotra (2000) |
| 2 | Satisfaction | - Discussion on satisfaction is solely | Rahman and Han |

| | | focused on three aspects (technological, shopping and products). There is the need to look beyond these measures.<br>- Methodologically, the sample size is not representative.<br>- The sample population is very small representation of the entire population to make generalisation.<br>- Satisfaction is also a subjective measure of an experience.<br>- Satisfaction can be measured outside expectation and perceived performance.<br>-Explanations of unanticipated consequences of satisfaction are required. | (2011); Schaupp and Belanger (2005); Ernst and Young (1995); Ernst and Young (1995). |
|---|---|---|---|
| 3 | Online shopping | - Online shopping is not just an attitude or behaviour, it is an emerging transactional relation which changes the consumption patterns of customers. Hence, studies should focus more on what the changes had altered and how customers are adopting and accepting these transactional processes. | Anuodo (2015); Philips Consulting (2016) |

**Source: Fieldwork 2017**

## 2.2     Empirical review

This section focuses on the observed evaluation and assessment of both foreign and national review with emphasis on customers experiences, satisfaction and online shopping behaviour and attitude. This section is divided into two (2), the first section focused on foreign reviews while the second focused on local reviews.

As regards foreign literature, Schaupp and Belanger, 2005 carried out a study on 'a conjoint analysis of online consumer satisfaction'. The study analysed the levels of online customers satisfaction by measuring and categorising these levels into three (technological, shopping and

products factors). From their study they attempted to answer the following questions what factors make online shopping appealing to customers? What customer values take priority over others? To achieve this, a sample size was drawn from 188 young consumers. Results from the study indicated that the three most important attributes to consumers for online satisfaction are privacy(technology factor), merchandising (product factor), and convenience (shopping factor). These are followed bytrust, delivery, usability, product customization, product quality, and security. Implications of these findings arediscussed and suggestions for future research are provided.

Though this study was the first attempt to measure customers' satisfaction with online shopping, the study was not without its limitations. To capture the attitude and online shopping behaviour of customers online cannot only be measured solely by focusing on only three aspects (technology, shopping and products). Online shopping encompasses more than just the technology, customers shopping experiences and the products purchased. Online shopping involves a set of social interaction between the buyer and seller over the internet with the aid of information and communications technology, introducing new social relations. Online shopping is a social construct which explains the ways in which customers interact with symbols, contributing to the means in which humans construct their realities of various types of situations, satisfaction and experiences. Also, sociologist are concerned with the social implications of technology, social change, ways of interaction that have arisen form the acceptance and adoption as well as the issues related to challenges and coping strategies adopted with online shopping.

One of the limitations identified is the small size of the sample (188 students). Hence, it would be inappropriate to generalise from a single study and the nature of sample drawn. Another issue is the use ofstudent subjects who may not be representative of the various online shopping community. While students do shop online, abroader subject base may be more appropriate, incorporating workers who are low, moderate and high income earners. There may a variation in their measurement of customers' satisfaction with online shopping. Hence more categories of factors might be attributed to their satisfaction with online shopping. Also the social influence factors might be weighed to measure customers satisfaction with online shopping. Furthermore, to get an adequate measurement for customers satisfaction with online shopping, a longitudinal

study might be more appropriate, this would help investigate if/how consumer preferences change over time.

Yoldas (2012)carried out a research about 'buyingbehaviours of online customers comparison of Turkey with UK'. The aim of the study was to investigate the factors that affect online purchasing behaviour.A sample of 170 respondents was selected for both study locations. Findings from this study showed that customer behaviours are influenced by different factors such as culture, social class, references group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviours. Additionally, the study found that one of the key and significant factors in online shopping is consumer satisfaction. For both British and Turkish consumers, a concern for security was one of the important disadvantages of online shopping. The Nigerian customers according to Adeshina and Ayo, (2010) also encountered the security challenge; however the most encountered challenge was the delay/non delivery of products. Also, Turkish customers, had some concerns relating to the insufficient information about products, and not having the chance of physically trying the goods which are all related to trust. The Nigerian customers also encountered the challenge of their inability to try-out, test, taste and even ask for more. For the Nigerian respondents, 'seeing is believing'. Nigerians because of their culture have a high level of uncertainty avoidance. This helped them to develop a strategy of sticking to behaviours that are most rewarding and less of what is unrewarding. With the introduction of pay on delivery payment option, customers now have less security and trust issues with the service providers. However, the still exhibit some level of distrust with the products. Although, this study discussed an important aspect of the buying behaviour of customers and the challenges they encounter, the study's sample size was too small especially it being a comparative study.

Rahman and Han (2011) conducted a study on 'customer satisfaction in e-commerce: A case study of China and Bangladesh', the study attempted to answer three research questions: what is the level of consumer satisfaction of shopping online andwhat is the importance of these indications in customer satisfaction? How may e-commerce in shopping online be improved? As a network merchant, whatfactors should be concerned? The model used by the study to measure

customer satisfaction included, web technology, web image, customer's sense of security, personalised, e-commerce customer satisfaction, the cost of currency, convenient value, situational factors, online communication and logistics and distribution.To achieve that, the study collected data from university library database and books/literature, internet, company website, china and Bangladesh online shopping facility. It adapted the use of questionnaire with 18 items which were indicators of customers' satisfaction using a 5-point Likert scale. The sample size for both study locations was 261.

Some of the limitations identified by the above study were the scarcity of literature to measure online shopping customer satisfaction. Hence, the method and strategy proposed in the study was not strong.Therefore, further research is required to capture the measurement of online shopping satisfactionacross cultures. This current study further extends the research on online shopping customer satisfaction, providing appropriate measurements to online shopping and satisfaction. Over 80% of the data were collected from schools and may not be representative of other populations or other groups. This is because of the different spending habits of consumers,consumption levels, cultural differences and other factors. The basic expectations andrequirements are different, so they have different perception impact of customer satisfaction.

Fatma (2014) carried out a research titled 'Antecedents and Consequences of Customer Experience Management - A Literature Review and Research Agenda'. Findings from the study showed that Customer Experience Management (CEM) is an emerging field and as companies try new ways of understanding and managing experiences. This study viewed customers experience as a managerial decision making tool and organisational/management tool used to evaluate their business performance and customers retention. This study failed to discuss the concept of customers experience within the purview of the customers. On one hand customers experiences are both objective and subjective. It is objective because it can serve as a measurement for the perceived performance of a transaction. On the other hand, it is subjective because customers are interpretive beings, their interpretation of their experiences online might not be solely based on the pre-purchase, purchase and post-purchase experiences. Customers would further interpret their interaction based on positive or negative words of mouth from their networks.

The study further provided a conceptual model of antecedents and consequences of customer experience management through an exhaustive study of literature. The study was not empirical as the researcher only relied on previous works. This is not a good way to make generalisations especially coming up with a measurement model that will be used to measure customers experiences. From their model, six categories of antecedents namely- brand performance, multichannel interaction, service interface, physical environment, social environment and price and promotions are identified through exhaustive review of existing literature and three direct consequences namely customer satisfaction, customer loyalty and customer equity were also identified.

As regards local literature, notable among studies on customer satisfaction in the Nigerian context is Philips Consulting (2016). The focus of the study was directed at measuring the level of adoption of online shopping in Nigeria, determine which types of goods are bought online, identify purchase patterns and habits, assess the quality of services rendered by online retailers and highlight areas that need attention, in order to improve customer satisfaction. The research adopted a survey research design. Both the quantitative and qualitative research techniques were adopted for the study. The study comprised of two sample population which include customers and retailers. The sample size for the study was 3,390 respondents across the 36 states including FCT in Nigeria, while 6 online retailers representing 4 different product/service categories were interviewed. The methods of data collection adopted by the study include electronic survey which was administered to customer over a period of 9 weeks and fieldwork which was used to conduct interview for the online retail companies in Nigeria.

Though this study was the first attempt to discuss the level of adoption of Nigerians towards online shopping, the study was limited in its sample size. The study was a nationwide study, with Nigeria having a total population of 140 million according to the National Population Commission, using 3390 respondent is not adequate to make generalisation on the level of adoption of online shopping.

In the above aforementioned study, six (6) key players in the Nigerian online retail space were interviewed on three (3)key areas: Background, Operations Strategy and Marketing Strategy. All the retailers operateunder one of the following four (4) retail platforms: Firstly, as an online

superstoreor megastore. An online superstoreor megastore is alarge retail store thathas a diversified arrayof goods for sale, suchas clothes, householditems and electronics. Secondly, an online grocerystore. An online grocery store allows customersto purchase groceriesand grocery productsonline, and often havethem delivered to the customer. Thirdly, as an online travel company: An online travel company offers some or all of thefollowing services: flightbookings, accommodationarrangements, holidaypackages, logisticsplanning, and more and fourthly, as an online marketplace. An online marketplace connects customers tolocal merchants thatoffer products, activities and services,usually at competitive/discounted rates. The findings from retailers online marketplace revealed that, the sector had been in existence for over 5 years, had monthly revenue of ₦50 million, exclusive deals, discounts and customer-friendly delivery rates as critical success factors, first to market as their competitive advantage. Findings about the operations strategy revealed that merchants sustain the supplier relationship, about 300 orders are placed daily and about 200 deliveries were made daily with about 5% return rates. The marketing strategy online retailer adopt include, strategy of products and customer needs. In this regards, most popular products: spa deals, fashion items and home items are frequently advertised. The main customer complaint is delayed delivery. The pricing strategy adopted by retailers was seasonal discounts. In regards promotions and advertisements, 20% were done offline while 80% were done online via various social media platforms which were called touch points.

The slight majority of men(51%) preferred shopping onlinecontrasted to physical shopping, compared to theminority (44%) of women. Men are more frequent onlineshoppers than women; over41% of men shop online atleast once a month, compared to 33% of women. When shopping online, 51%of men preferred to buy consumerelectronics, compared to just28% of women, most of whom(48%) are much more likely toshop for clothing and footwear.

Based on the higher frequencyof their shopping and the kinds of products they buy, it is oflittle surprise that men tended tospend more while shoppingonline; almost 40% of menspend at least ₦100,000 ayear, compared to 23% of women. Both genders preferred to shoponline because of the convenience it offers. Almosthalf of women (48%)appreciated the comfort ofshopping from home. In addition to the conveniencefactor, a higher proportion ofmen (18%) than women (11%) preferred online shopping because of the readilyavailable product information.This is in line with

the kinds ofproducts that men preferred tobuy online, such as electronics(e.g. phones and laptops),which typically have detailedproduct specifications thatheavily influenced purchases.Most mid incomeearners (52%) prefer toshop online compared to low and high incomeearners who preferred in-store shopping. More Lagos residents '*Lagosians'* (52%)preferred to shop online,compared to residentsin Abuja and Rivers, who preferred the in-storeshopping experience. The large majority ofLagos residents (83%)have shopped online in the past year,compared to 75% eachin Abuja and Rivers. Lagos residents are themost frequent onlineshoppers; over 42% ofthem shopped online atleast once a month.

The findings from customer survey revealed that about 51% of customers preferred to shop in-store while 49% preferred to shop online. The study further revealed that of those who had shopped online in the past years, the largest proportion 30% have done so only once or twice. Also, 97% of the respondents shop at least a few times a years. Also, 28% of the respondents spent between ₦50,000 – ₦100,000 shopping online within a year. A majority of the respondents (22%) did not patronise local online retailers because they preferred to touch and try products, 22% like shopping in-store because they were more certain about fit and suitability of products. About 21% of customer shop online because of the convenience it afforded them. Findings further reveals that most frequently purchased items were still consumer electronics (23%), clothing and footwear (23%) and housing appliances (15%). Majority of respondents (30%) preferred to have their items delivered for free. This is closely followed by those who preferred standard delivery (28%).By all indications, customers were not especially particular about receiving products on the same day in which they ordered, as only 10% of respondents preferred this option. These findings indicated that customers were more concerned with the cost of product delivery, rather than its speed. Cash and POS (point of sales) that is payments on product delivery were equally popularamong consumers, as 39% ofrespondents each preferred these paymentoptions. This demonstrated that the large majority of respondents(78%) preferred to pay for items upondelivery, rather than pay in advance. The pay-on delivery option is hugelypopular among shoppers, likely because Nigerians were still apprehensive of theonline shopping/payment process. Therefore, the payment on delivery optionhelped to foster trust between the twoparties, although all the risk associated with this process was placed on the onlineretailers. On the average, 41% of customers researched items before making a purchase online. The majority did so occasionally prior to purchase. Most respondents (58%) gathered

information about products/services using rating and reviews submitted by previous customers. Online shoppers tended to trust the experiences and opinions of other shoppers, rather than rely on the information provided by e-retailers, when making purchase online. When selecting online retailers, customers were mainly on the outlook for a wide variety of products (20%). About 52% of respondents had encountered one challenge or the other, 59% of the customers had those challenges resolved to their satisfaction. While the issue occurrence rate has remained fairly constant, the satisfaction levels with the issue resolution process has improved significantly. The major challenges identified by customers are delivery related, delivery of products were either delayed or did not arrive.

The majority of respondents (55%), rated the online shopping experience as satisfactory, while 40% rated the online shopping experience as needing improvement, 4% regarded the experience as being above expectation and 1% rated their online shopping experience as below expectation. Customers indicated that for a more pleasant shopping experience, they would prefer free/discounted shipping (15%), the option to track their products online during the delivery process (14%), availability of live customer service (12%) and flexible delivery options (12%).

Due to the recent economic crisis, most customers (47%) had reduced the amount ofshopping they do online. Customers who still choose to shop online useinternational retailers less, and patronise local retailers more (17%), therefore supporting thelocal online retail industry. About 19% of the respondents shopped less online, and shopped more in physical stores, indicatingthat they considered products to be cheaper in store.

Furthermore, Emeti and Onyeaghala (2015) carried out a study on 'E-Business Adoption and Consumer Attitude in Nigeria'. The study investigated the possible relationship between consumer attitude and adoption of e-business. The study adopted a cross-sectional design, using the judgmental sample the researcher chose three commercial banksand three shopping centers in Port Harcourt.A total of 30 respondents were chosen.This was achieved Likert scale designed in the form of: Very high rate (4), High rate(3), Moderate rate (2) and Low rate (1) were used to measure the dependent variable (e-business adoption) andindependent variable (consumer attitude). It is hypothesized that consumer attitude has no relationship with adoption of e-

business. Qualitative and quantitative data analysis was carried out; the data were organized, presented and analysed using simple percentages. Pearson Product Moment Correlation statistical tool wasemployed to test the hypothesis. Result shows that there is relationship between the measured variables; e-business adoption and consumer attitude. Following the result of our findings, we conclude that there is relationship between e-business adoption and consumer attitude. Apart from psychological, social, technological and situational factors, literature review indicates that other externalities such as; early or late adoptors, early or late majority, experiencers and laggards influences consumer attitude and were found to play significant role in e-business adoption. Thus, the result of this study signifies the scenario of e-business adoption in Nigeria today.

Isioye (2015) study was on 'The sociological analysis of the strategic growth of ecommerce business to consumer selected companies in Lagos state'. Using a qualitative method, the study selected a sample of 27 among top management staff and selected business to consumer (B2C) using a purposive sampling technique. The study focused on eliciting information on impact of strategic growth on the business growth of ecommerce organisation, growth response of ecommerce industry to change, analyse the socio-cultural issues in relation to ecommerce strategic growth and examine the underlying challenges faced by ecommerce industry.

This sample population of Isioye, 2015 study comprised of top management staff and selected B2C organisations, hence, the study only focused on their growth strategies which is majorly a management goal. It is important to note that, growth in an organisation is not solely a management decision; customers are a major construct in the strategic growth of ecommerce transaction. Furthermore, the study adopted the use of qualitative data which has strength in in-depth explanations but limited in representativeness and generalisation.

Anuodo (2015), carried out a research with special focus on 'Nigerian online shopping practice: lessons from Chinese experience'. The primary focus of this study was to examine the attitude and behaviour of consumers also the role of technology acceptance model was used to determine the attitude and behaviour of consumers in two selected countries (Nigeria and China). The study adopted a quantitative design, a total of 166 students in Nigeria and 178 students in China were sampled, data were analysed at the univariate and multivariate levels. Findings from the study

revealed that customers perceived ease of use had a significant influence on attitude towards usage of online shopping. Since the attitude and behaviour of customers are subjective and cannot be measured at a time unlike molecules and atoms, the measurement of customers attitude cannot only be based on the perceived ease of use and perceived usefulness. Furthermore, since attitude and behaviours are subjective in nature, collection of qualitative data through in-depth interviews, key informant interviews or focus group discussion might have provided a better explanation for customers attitude and online shopping behaviour. There might be some other factors (demographic, socio-cultural, products desired) and so on, that determines customers attitude and behaviour towards online shopping. Furthermore, the sample size is too small to make generalisation about customers attitude and behaviour with online shopping.

## 2.3    Theoretical framework

The theoretical framework draws on the following: Rogers's Diffusion of Innovation theory (1962), Oliver's Expectation Confirmation Theory (1980) and Mead's Symbolic Interactionist Theory (1934). These theories provide a foundation for an understanding of the issue of customers' experiences and satisfaction with patronage of goods from e-commerce in Nigeria. Each of the theories is presented in relation to the subject matter of this study. The main ideas in the DIT are suitable for an understanding of customers' patronage of goods from e-commerce as evidence of adoption of innovation in Nigeria. The issue of customers' experiences and satisfaction with patronage of goods from e-commerce is reflected in the ECT and SIT.

### 2.3.1    Diffusion of Innovation Theory (DIT)

The Diffusion of Innovation (DIT) Theory was propounded by Rogers in 1962. He described the Diffusion of Innovation as the process by which an innovation is communicatedoverdefinitenetworksbetweenparticipants of a community. Diffusion of Innovation theory seeks to explicate why, how and at what rates new ideals and technology spread through cultures. The theory was propounded in communication to describe how, over time, an idea or product gains momentum and diffuses in a social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behaviour, or product. Adoption means that

some persons do something differently from what they haddone earlier. The strategy to implementation and acceptance is that the individual must of a necessity recognise the knowledge, behaviour, or product as original or novel.

Adoption of aninnovative awareness, behaviour or product acceptance does not ensue concurrently in all social systems. Itrather suggests that some people are more apt to adopt the innovation than others. The acceptance of online shopping is at preliminary acceptance phase in Nigeria (Onifade, 2003). The causes for the undemanding acceptance of online shopping in Nigeria are embedded in the scepticism exhibited by Nigerians as the traditional form of shopping remains paramount. Researchersargue that people who embrace an innovation early have different characteristics from people who approve an innovation later. When introducing an innovation to a target population, it is significant to recognise the features of such population. Knowing the features of the target population will foster or impede theacceptance of the invention. Rogers, 2005 offered fiverecognised adopter groupings. While the majority of the general population tends to fall in the central groupings, it is still essential to comprehend the features of the targeted population. The classifications include:

1. Innovators - These categories of individuals are individuals who want to be the '*first to try the innovation'*. They are adventurous and interested in new ideas. These people are fast and eager to take risks, and are often the first to develop new ideologies.

2. Early Adopters - this category ofindividualsepitomize'*opinion leaders'*. They enjoy leadership roles and embrace change opportunities. The early adopters are aware of the necessity to embrace modification and they see it as a necessity. They also feel comfortable adopting new innovations and ideas. The major approaches to make this category adopt a technology include providing them with adequate information on the relative advantage of the technology. Once they know how the technology works they would accept it without any issues. These categories of adopters do not require much information to convince them to change from the use of an old to a new technology.

3. Early Majority - These people are hardly front-runners, but they do adopt new ideas before the average person. They are *evidence seekers.* They typically need to see, touch, test and taste products and ensure that the innovation works before they are willing to adopt it. The only effective way to appeal to these individuals includes working evidence

of people who are similar to them. Another way is to tell the success stories of individuals who had used are able to testify about the innovation and indication of the innovation's efficiency.

4. Late Majority – These category of people are disbelieving, not trusting and are *sceptical* of change, they resist change as much as possible because they prefer to maintain the traditional status quo and will only adopt an innovation after it has been tried and proved by the majority. Approaches to appeal to this population include information on how many other people have tried the innovation and have adopted it successfully. This category are onlookers, they must see evidence based experiences from other adopters and also ensure that the experience of those who had tried to adopt the technology were pleasant before making any adoption decision.

5. Laggards - these categories of people are *bound by tradition* and very unadventurous, conventional and conservative in nature. They are very sceptical to change and are the most difficult and inflexible group to bring on board. Strategies to appeal to this population include statistics, fear appeals, and pressure from people in the other adopter groups.

Most online shoppers were found to fall in the middle category (early majority) which implies the need to see evidence that the innovation functioned before they are willing to accept and adopt online shopping technology. This could be as a result of trust in the traditional means of trading, security issues, disembodiment, weakening social relations and the displacement of time and space, the inability to taste and test among others. They depend on evidence of the innovation's effectiveness. Before an individual accept an innovation they must be ready and aware of the prerequisite for the innovation, decide to acceptor discard the innovation, preliminary use of the innovation to test its effectiveness and continued use of the innovation(Roger, 1995).

Furthermore, the diffusion of innovation theory suggests some factors that may influence the adoption of an innovation. The classifications are:

1. *Relative Advantage*: This describes the degree to which an innovation is seen as better than the idea, program, or product it replaces or as the advantage of adopting online

shopping is perceived as better than not adopting the technology. Relative advantage requires the consumer to evaluate the cost implications and benefits of using the e-commerce technology, which can be expressed economically, socially, or in other ways.

2. *Compatibility*: This describes how reliable the innovation is with the values, experiences, and needs of the potential adopters.The degree to which an innovation is perceived as being consistent with the existing values, past experiences and needs of potential adopters". The socio-cultural values of potential e-commerce adopters are evaluated relative to the values and belief system, previously introduced ideas, and consumer needs for the technology.

3. *Complexity*: This has to do with how intricate/complicated the innovation is to understand and/or use. It also reflects the degree to which an innovation is perceived as difficult to understand and use". Complexity reflects the level of physical or mental efforts necessary to use an online shopping technology/platform for day to day transactions.

4. *Triability*: This explains the extent to which the innovation can be tested. It also explains a try-out period before a commitment is made to adopt a technology. It is the extent to which an innovation may be tested within a limited basis. Trialability allows the adopter to test drive an innovation so that it gives meaning to the adopter.

5. *Observability*: This describes the extent the innovation provides tangible outcomes. It explains the scope and the effects of an invention are feasible to others. The easier it is for potential online shopping adopter to see the results of a technology the more likely they are to adopt it. The more the innovation can be seen and interrelated by others, the higher the observability (Rogers, 1995).

Whereas the diffusion of innovation theory explains why (reason), how (procedure/methods) and at what rates (intervals) online shopping as a new way of buying and selling spread in Nigeria across various socio-demographics. It further explains that whenever a technology (online shopping) is introduced to a society the rate of adoption and acceptance differ from person to person, across various age cohorts, marital status, educational level and income. The implication being that it does not spread uniformly across the population or categories. The various types of buyers, however the theory does not explain consumer's satisfaction. Hence, the gap and the

need to engage another theoretical perspective that will explain satisfaction with online shopping.

**2.3.2 Expectation Confirmation Theory (ECT)**

As presented by Oliver (1980) the Expectation confirmation theory (ECT) is a rational and perceptive philosophy which tries to find explanations about post-acquisition or post-adoption satisfaction as a consequence of anticipations, observed presentation, and disconfirmation of beliefs. This theory postulates thata customer initially formsapreliminary expectation/anticipationpreceding purchase and then constructs perceptions about the performance of the products and service against their initial expectation. Satisfaction is the major motivation to purchase more goods.

The conceptualisation of the construct expectation has not been clearly defined in literature.Some view expectations as forecast, predictions and calculation of the likelihood of some experience that is, what a customer believes is likely to happen when they purchase a product online (Bearden and Teel, 1983).Some other researchers (Churchill *et al.*, 1982) viewed expectations as yearnings, desires and/or perceptions that is, what customers think should happen when and after a product had been purchased. SimilarlyTeas, 1993; McKinney*et al.*, 2002, examined three types of expectation which are "*ideal expectation*," "*should expectation*," and "*will expectation*". The "ideal expectation" describes an optimum performance of a product; the "should expectation" illustrates the normative, prescribed and standardised way of how a product ought to perform; and the "will expectation" centres on predicting, forecasting and calculating future performance. Additionally, Oliver (1980) defines expectation as comprising two aspects: a *predictive expectation* (that is a probability of occurrence) and an *evaluative expectation* (an evaluation of the occurrence), which are in line with the "should expectation" and "will expectation." Furthermore, adopting Oliver's (1980) conceptual definition of expectation Kim*et al.*, (2003), define expectation (EXP) as what buyers predict they should and will receive from the e-tailer through a specific current online shopping transaction. A customer's online shopping transaction expectation includes the predictions about the quality of the purchasing process, product, and service that will be provided by the online store/retailer. The connection between a customer's expectation about an online transaction with a certain online retailerand the customer's readiness to purchase or (WP) is vital in determining future purchase. The customers

willingness to purchase a product is an important phase of repetitive e-purchase. The basic argument regarding the connection customers willingness to purchase and future purchase is that if a customer has a higher expectation regarding the virtual transaction with a certain online retailer or internet seller, this will lead the customer to be more willing to make the transaction through that retailer's or internet sellers website. From the forgoing analysis, four variables can be used in explaining customer's satisfaction. These variables are, expectations, perceived performance, disconfirmation of beliefs and satisfaction.

**Expectations**

In this research, expectations denote thefeatures that a person anticipates or predicts will be connected with an experience with a purchase of a product and the utilisation of a service, or technology. Expectations are theorised to directly influence both perceived performance and disconfirmation of beliefs. They are posited to indirectly impact post-purchase or post-adoption satisfaction. Prior acceptance, purchase and adoption, customers' expectations form the basis of appraisal and evaluation against which the product, service, or technology are eventually judged.

**Perceived performance**

Perceived performance explains a person's perceptions of the actual performance of a product, service, or technology. According to Expectation Confirmation Theory, perceptions of performance are directly influenced by pre-purchase or pre-adoption expectations, and in turn directly influenced disconfirmation of beliefs and post-purchase or post-adoption satisfaction. Perceived performance was also posited to indirectly influence post-purchase or post-adoption satisfaction by way of an intervening and meditational relationship through the disconfirmation construct.

**Disconfirmation of beliefs**

Disconfirmation of beliefs refers to the judgments or evaluations that a person makes with respect to a product, service, or technology. These judgments or evaluations are made in association to the person's ideal expectations. When a product, service, or technology outperforms the person's ideal or would be expectations, the disconfirmation is positive, which

in turn increases post-purchase or post-adoption satisfaction. However, when a product, service, or technology underperforms the person's ideal or should be expectations, the disconfirmation is negative, which in turn decreases post-purchase or post-adoption satisfaction, hence increases dissatisfaction.

**Satisfaction**

Satisfaction is a post-purchase or post-adoption variable. It is often used as an evaluative tool. Post-purchase/post-adoption satisfaction refers to the extent to which a person is pleased, contented and approves of a product, service or technology after having gained direct contact/experience with the product, service, or technology.

While the Expectation confirmation theory seeks to explain the customers behaviour in relations to an experience, the theory is also used to define and predict satisfaction. It noted that customers satisfaction is predetermined or influenced by the expectation, perceived performance and confirmation or disconfirmation of belief from the experiences. However, this theory failed to explain the various experiences of customers had with online shopping. The focus of the theory was solely on describing the satisfaction of an individual who has had an encounter with a service.

**2.3.3 Symbolic Interactionist Theory (SIT)**

The basic assumption of symbolic interactionism is that individuals act and react on the basis of the meanings they attach to social processes, which take symbolic forms. Ritzer (2008) identifies seven ideologies of symbolic interactionist theory. It takes account of;

1. Humans are endowed with the capacity for thoughts unlike lower animals; because humans have the ability to think and produce thoughts, they are able to carry out reasoned actions.

2. Social interaction shapes the human though capacity; the thoughts of humans are shaped by social interaction with peers, family members, and the society which comprises of the physical and social environment.

3. People learn the meanings and the symbols that allows them to exercise their distinctively human capacity for thought during the process of social interaction; while interacting with other members of the society, they learn not only the symbols but also they learn how to interpret symbols in every interaction.

4. Human action and interaction allow them attach meanings and symbols which carry on uniquely; every human action and interactions favourably dispose them to associate connotations to actions and interaction which enables them make inferences.

5. With reference to interpretation, individuals are able to change or alter the meanings and symbols that they use in action and interaction; from time to time, human alter the meanings attached to symbols. Since humans are dynamic in nature, changes may occur in their thought processes.

6. These modifications and alterations humans make through the process of interaction are made possible because of their ability to interact with themselves.

7. The entwineddesigns of action and interaction make up groups and societies.

From the above basic assumptions outlined by Ritzer(2008) three distinctive variables can be deduced. These variables are: meanings, symbols/language and thought.

**Meanings**

In the view of symbolic interactionist, human beings assign meanings to people, words, events, things, situations and so on. The attachment of meanings to people and things allow individuals to interpret their own actions and those of others according to meanings given to them. In other words, human actions and attitudes are not determined by some actions in and of themselves (Thio 1989). Instead, they are conditioned by subjective interpretation and construction of meanings of actions of others in the course of daily interaction. Hence, to symbolic interactionist, the interpretation and construction of meaning of actions are not created in isolation but as a result of interaction between and among people.

**Symbols/language**

Human social environments are inundated with symbols. And symbols are important elements in human social interactions. Symbols are critical in allowing people to act in distinctively human ways, because of symbols, the human being 'does not respond passively to a reality that imposes itself but actively creates and re-creates the world acted in' (Charon, 1985: 82). Symbols and language have a number of specific functions for the actors (Charon, 1985).

Embedded in symbols are seven functions for the actor who also gives subjective interpretation to the symbols. Firstly, symbols allow people to deal with the material and social world by allowing them to name, categorise and remember the objects that they come across there. Language is very significant because it allows people interpret their social world by allowing them to name, label, classify, categorise and more importantly remember much more efficiently than they could with other kinds of symbols such as pictorial images. Secondly, symbols improve people's ability to perceive their environment. Environment perception is produced by people coming in contact with the environment where the symbols are represented. Thirdly, symbols improve people's ability to think. Symbols develop actor capability to mediate and ponder in other to produce thoughts for solving problems actor encounter. Fourthly, symbols greatly increase the ability to solve various problems. Actors can think through/ponder over a variety of actions before taking their decision to pick one. The thought process helps actors to avoid making mistakes. Fifthly, the use of symbols allows actors to transcend time, space and even their own person. The use of symbols can help actor think retrospectively about historic antecedent that might not be necessary for actors to feature in. It can also help actor project into the future. Additionally, actors can go beyond their own person symbolically and picture the world from another actor's perspective or point of view. The sixth function of a symbol is that, symbols permit actors to imagine an abstract, supernatural or metaphysical reality, such as heaven or hell and the seventh function explains how symbols allow people to avoid being confined by their environment. Actors are products of their environments and to function well actors need to play active rather than passive roles, in other words actors need to be independent and self-directed in what they do.

**Capacity for Thought**

The assumption of capacity for thought describes that human beings possess the ability to think and this enables them to act reflectively and thoughtfully rather than unreflectively. Further,

since the mind is not a physical structure that could be static it has the capability to produce thoughts which is a continuous process. The mind itself is part of the larger process of stimulus and response. The mind is related to meanings and symbols/language aspect of SIT. The mind further explains the socialisation or actors, meaning and symbols actors attach, the actors and their process of interaction and even society. Rather than being mere passive receptors of all social influences within the social world, human beings are active participants in all social activities. Human beings, unlike lower animals, have the capacity to reflect on situations and design actions based on internal process of the situations they are engaged in. In other words, human beings have critical minds and are able to adjudge situations rationally prior to reacting to them. Symbolic interactionists believe that human actions are based on first level reflections and thoughts. Theorist of this persuasion are of the view that the dynamics of human capacity for thinking/thoughts is the basic pedestal on which human interpretive processes, use of symbolic communication and context of social interactions are possible, only as a result of the ability to think. However, the capacity for thought in human being is not fixed. Human thinking processes are developed and shaped in interactions.

This theory emphases the ways in which symbols (meanings, language and thoughts) contribute to the means in which customers construct their online shopping realities. Mead (1934), putting forward the basic tenets of the symbolic interactionist perspective consistsof: Individuals confronting their environment by perceiving, naming, categorising, thinking retrospectively and prospectively, interpreting, solving problems, imagining abstract realities and become independent producers of thoughts contained within that environment. Actors "define the nature of a situation", in which they are familiar with and are capable of positioning themselves to a vast collection of social and physical objects. According to Comor(2000), the '*brick and mortar*' store characterises the traditional mode of shoppingwhich contains a vast amount of symbols, including face-to-face human interaction that yields cohesive and interconnected meaning and understanding of the shopping experience. These interactions facilitate and enhance the customers' process of defining the shopping situation. However, the reality of the symbols in the virtual environment are different prompting the need to explore how these electronic symbols affect the customer's sense of ubiquity within the virtual environment. Additionally, online shopping does not contain a direct face-to-face human interaction. Customers at the pre-purchase stage suffer from disembodiment as they do not have the opportunity to see physically, touch and

test/taste the product before purchase. The face-to-face interaction is vital to establishing meaning to any particular situation. On the other hand, the virtual store comprises of varied symbols in the form of merchandising/retailing, text and colour which are highly computer mediated. However, the physical orientation of the virtual store is substantially different from what is found within the *brick and mortar* store. The application of human senses such as sight, touch and smell are missing in the virtual environment which isessential for giving sensual meaning, interpretation and understanding of a specificpurchase process. The absence of these human senses gives more credence to providing more systematic ways on how objects are presented and constructed within the virtual environment or space.

The symbolic interactionism paradigm provides a micro-level orientation with focus on social interaction and interpretation of actions in specific situations. This paradigm perceives society as the product of the everyday interactions of individuals. The 'society' where the actors act amounts to the collective reality that people construct as they interact with one another. Human are interpretive beings, living in a world of symbols attaching meaning to virtually everything. These symbols are attached to reality (material or non-material) and metaphysical (supernatural and abstract) meanings are attached to symbols and symbols are the means of communication. Therefore, symbols are central to social life. Without symbols we would have no mechanism of perceiving others in terms of relationships. Without symbols actors cannot co-ordinate their actions with others; we would be unable to plan for a future date, time, and place. Even self is symbolic, for it consists of the ideas that we have about who we are,maybe, changing. As actors interact with others they may constantly adjust their views of the self, based on how theirinterpretation of the reactions of others. The symbols actors attach to things help them define realities which could vary from person to person, in other words, the definition are subjective. A person is a product of his experiences with others. People act in a certain way towards things based on the meanings those things already have and these meanings are derived from social interaction and modified through interpretation.

Symbolic Interactionist Theory explains customers self-concept, situation interpretation or definition and product symbolisms as related to purchase. Customers self-concept is a collection of experiences which build their beliefs, evaluate their perception and think about the situation.

While the Diffusion of Innovation theory explains how online shopping has been accepted and adopted however it does not explains how customers are satisfied with the shopping process. The Expectation confirmation theory investigates how customers weigh or gauge their level of satisfaction with a service experience via their expectation about the perceived performance and the confirmation or disconfirmation of belief. Furthermore, the symbolic interaction theory interprets how customers interpret their online shopping experiences by attaching symbols and meanings to their interactions with online shopping platform.

## 2.4 Synthesis of Diffusion of Innovation Theory (DIT), Expectation Confirmation Theory (ECT) and Symbolic Interaction Theory (SIT)

The synthesis of the theories of diffusion of innovation, expectation confirmation and symbolic interaction provides an in-depth understanding of customers' online shopping experiences as a major determinant of satisfaction.

Diffusion of online shopping transaction and practice in Nigeria has been propelled by a diversity of factors such as the increased access to the internet and online stores, convenience, wide range of products and the introduction of the cashless policy, increase in the use of mobile phones, growth in the number of personal computers in homes, businesses and public offices amongst others. A key precondition for the above to have occurred in Nigeria was the liberalisation of telecommunications market in 1999.The use of the internet for shopping is culture-bound, hence, culture influences its adoption. However, DIT does not provide explanations on how the technology when diffused could bring about changes, experiences and satisfaction.

The expectation confirmation theory proposes that customers always purchase goods and utilise services with predetermined expectations and they will always want to confirm or disconfirm their expectations based on the perceived performance of the productspurchased. Expectation and confirmation are strong determinants of satisfaction. A customer's expectation provides a baseline for his or her evaluation of online shopping performance which encapsulates all stages of experiences. The higher the level of expectation and enhanced satisfaction,themorerepurchase and network expansion will result. The lower level expectation with no satisfaction will lead to

no possible purchase and disconfirming beliefs to the customer's network. On the other hand higher level expectation with lower level performance will lead to dissatisfaction and no further purchase while lower level expectation with higher level performance will lead to further purchase of products and the utilisation of services. Also, this theory did not provide an account of the factors that stimulate the expectations of customers, it rather saw expectation as an evaluative tool.

The symbolic interactionism theory was used to explain the experiences of customers while shopping online. The same way meanings are subjective, so also every experience of a customer is personal and subjective. Experiences are time and context specific. Every experience involves input of the involved person, input from the environment and a person-environment interaction. Customers' experiences may involve multiple communication channels.Experiences are dynamic: prior experiences influence future expectation. Experiences focus on values, are holistic in nature, intentional and are basic to customer satisfaction.

**2.5        CONCEPTUAL FRAMEWORK**

**Customers' Characteristics**
- Sex        - Income
- Age        - Education
- Occupation        - Religion

**Diffusion of Innovation Theory (DIT)**

| Factors affecting Adoption | Types of Adopters |
|---|---|
| - Relative Advantage<br>- Compatibility<br>- Complexity<br>- Triability<br>- Observability | - Innovation<br>- Early Adopters<br>- Early Majority<br>- Late Majority<br>- Laggards |

- Online shopping Behaviours
- Patterns of Purchase
- How, why and when to make a purchase

**Symbolic Interaction Theory (SIT)**
- Meanings
- Symbols
- Thoughts

**CUSTOMERS' EXPERIENCES**

Pre-purchase → Purchase → Post-Purchase

**Expectation Confirmation Theory (ECT)**

Expectation → Perceived Performance → Confirmation/ Disconfirmations of expectation and performance

- Unpleasant
- Moderate
- Very Pleasant

**Customers' Satisfaction**

- Technological Factors
- Shopping Factors
- Product Factors

77

## 2.6    Explanation of the conceptual framework

The conceptual framework, every customer has socio-demographic characteristics. Every customer is therefore either a male or female, young or old, engaged in one form of formal, informal or non-formal occupation. Among these individuals they have various levels of education and they practice one form of religion or the other. These various characteristics will affect their experiences and satisfaction with online shopping transaction.

Every society has evolved over the years as a result of globalisation with its implication on the diffusion of technology into the society. When a technology is diffused into a society there are several factors that affect it adoption. These factors are: relative advantage, compatibility, complexity, triability and observability. Relative advantage explains how important the new technology is, how the new technology is better than the previous technology adopted in the community. Compatibility describes the degree to which an innovation is perceived as being consistent with existing values. Complexity describes how easy or difficult the new technology or innovation is to understand use and maintain. Triability explains the extent to which the innovation can be tested before a commitment for adoption is made and observability describes the extent to which the innovation provides tangible results. These factors play an important role in determining the type of adopters of a new technology. Therefore the kind of adopters determines the expectation as expectation is built as a result of an experience. These various experiences determine the confirmation or disconfirmation of performance.

As reflected in the framework, there are five categories of adopters of a technology. These adopters are innovators, early adopters, early majority, late majority and laggards. All these types adopt technology for different reasons. The reasons could be on the basis of its relative advantage which depicts how the new technology is better than the previous technology adopted. The adopter must also perceive the technology as compatible and consistent with his or her existing values (compatibility). Also, the adopter must view the technology as not too difficult to use and understand (complexity). The adopter must try or test the innovation (triability) and the adopter must know the degree to which the innovation offers tangible results (observability).

Before, during or after purchase, customers have expectations which they will always want to confirm or disconfirm with reference to the performance of the product purchased. Customers' expectations are pre-trial beliefs about a product. Every purchase by a customer involves episodes which narrates or describes the various experiences of customers as every purchase of goods and services either online or offline involves three stages of experiences. These stages are pre-purchase experience (which involves the processes of imagining, searching, planning and budgeting), the purchase experience (which involves the value, emotion and the functional and relational processes) and the post-purchase experience (which involves the rating of the entire performance from the pre-purchase stage to the post-purchase stage). At the post-purchase stage, the rating of the customer could be positive (positive confirmation) or negative (disconfirmation). If it is negative, the nature of the experience would be unpleasant and if it is positive, the nature of experience could be moderately pleasant or very pleasant. In general, if the experiences are positive they will lead to customer's satisfaction, however, if the experience is negative it will lead to customer's non-satisfaction. Inonline shopping, there are three major factors that affect or lead to customer's satisfaction. These factors are technological, shopping and products factors. These measures of satisfaction determine customers overall satisfaction with online shopping.

## 2.7 Research hypotheses

1.There is no positive relationship between customers' experience and satisfaction with patronage of products from online shopping.

2. There is no positive relationship between customers' socio-demographic characteristics and their experience with patronage of products from online shopping**.**

3. Customers'socio-demographic characteristics (sex, age, income and occupation) do not correlate with their levels of satisfaction with products from online shopping.

4. There is no positive difference in the level of customers' patronage of products from online shoppingand their experiences with online shopping.

5. There is no positive difference in the level of customers' patronage of products from online shopping and their satisfaction with online shopping.

## CHAPTER THREE

## METHODOLOGY

### 3.0    Preamble

This chapter focuses on the methods, processes and procedures that were considered in the course of data collection and analysis for this study. The scope of this chapter comprises the research design, the study area, the study population, sampling frame, sample size determination, sampling techniques, research instruments, methods of data collection, methods of data analysis, ethical consideration, field experience and limitations of the study.

### 3.1    Research design

Survey design was adopted and the study was descriptive and cross-sectional in nature, using primary (quantitative and qualitative) and secondary sources of data. The adoption of both quantitative and qualitative data was to enable the researcher tap the advantages of both and use the strength of one to support the weakness of the other. Quantitative technique is particularly strong at studying large groups of people and applying generalisations from the sample being studied to broader groups beyond that sample. Qualitative methods on the other hand, are strong at attaining deep and detailed understanding about a specific group.

### 3.2    Study area

The study was carried out among customers, online retailers (e-tailers) and regulatory agencies in two selected South-Western States: Lagos and Oyo, Nigeria. The States were purposively selected because Lagos and Oyo Statesaccording to Philips Consulting (2014 and 2016), the spread of manufacturingindustries,indicates that there is a noticeable conglomeration of online shopping outlets in the (Lagos and Oyo) States inSouthwest Nigeria. Also for the online stores used for this study, Lagos served as the national Headquarters and Ibadan, Oyo State served as the South-Western Headquarters. Ajaegbu's (1976) study revealed that among the four industrial-urban metropolitan areas in Nigeria, Lagos-Ibadan is one. The choice of Lagos and

Oyo States was not arbitrarybut was given preference due to the fact that they play major role as economic, commercial and industrial centres of Nigeria. Oyo State is the second largest distribution centre for online shops in South-west, Nigeria. A cursory study by some researchers shows that Oyo State, specifically, Ibadan is fast developing in infrastructure and utilisation of online shopping and e-commerce. According to Research Coordination Network (RCN, 2013), online shopping thrives in metropolitan areas; Lagos and Ibadan are metropolitan cities in South-Western Nigeria. The acceptance of e-commerce is noticeably growing in Nigeria particularly among the educated and among people living in metropolitan cities. There are 80 million Nigerians living in metropolitan cities which automatically create opportunity for e-commerce to thrive in South-West and Nigeria as a whole.

### 3.2.1   Lagos State

Lagos State was specifically chosen for this study because it is the largest urban city in Nigeria andSub-Saharan Africa's most populous city with a population of 10 million and growing at 6% a year. It is also the economic hub of Nigeria and Sub-Saharan Africa, accounting for 25% of national GDP, 45% of Nigeria's skilled labour force, 65% of Nigeria's commercial activities and 70% of Nigeria's industrial investment, home to Nigeria's largest concentration of money and capital markets, Nigeria's largest ICT market accounting for more than 50% of GSM subscribers. Lagos state is also known to be the country'scommercial(trade and commerce) centre with numerous industries concentrated.

Lagos state has three senatorial districts and 20 Local Government Areas (LGAs). It is the second most populous state in Nigeria according to the 2006 National Population Census.The census of 2006 put the population of the state at 9,013,534. The following Senatorial districts and LGAs were the study locations for Lagos State: Lagos Central (Lagos Island, Lagos Mainland and Surulere LGAs), Lagos East (Ibeju Lekki, Ikorodu and Kosofe LGAs) and Lagos West (Ikeja and Ojo LGAs).

### 3.2.2   Oyo State

Oyo State is located in South-Western Nigeria, it has as its state capital Ibadan, which is the third largest metropolitan area, by population, in Nigeria, after Lagos and Kano, with a population of

5,591,5891 million (2006, National Population Census).It is the largest metropolitan geographical area in Nigeria (Agbaje, 2002). Oyo state, especially Ibadan, has also been relevant in the economy of the South-Western region before and after the country's independence.

Oyo State also has three senatorial districts and 33 Local Government Areas (LGAs). It is the fifth most populated state in Nigeria. The National Population Census conducted in 2006 put the population of the state at 5,591,589. The following Senatorial and LGAs were the study locations for Oyo State: Oyo Central (Oluyole and Oyo East), Oyo North (Ogbomoso North) and Oyo South (Ibadan North, Ibadan North West and Ibadan South West). The chosen LGAs fairly represented the urban and semi-urban population of the states.

The study was conducted amongst customers, service providers and regulatory agencies in Lagos and Oyo States. The States were purposively selected. Lagos and Oyo States are, according to Ayo*et al.* (2011) and Philips Consulting (2014; 2016), cities with marked concentration of online stores in the Southwest. Lagos State is Nigeria's largest ICT market accounting for more than 50% of GSM subscribers. Lagos State is also known to be the nation's economic nerve center with several industries, while 65% of the country's commercial activities are carried out in the state. Also, for most online shopping sites, Lagos serves as the headquarters and Oyo state is the second largest distribution center in Southwest, Nigeria as well as the distribution center to all Southwestern States (Paypal, 2016).

### 3.3    Study population
The study population consists of customers, online retail shops and regulatory agencies: Consumer Protection Council (CPC) and National Information Technology Development Agency (NITDA), within the selected study locations. A collection of these actors provided study population and unit of analysis.

### 3.3.1 Customers
The customers are those who had purchased a product in person from any online store. Precisely, the population of the customers or users of e-commerce shall be drawn from Lagos and Oyo States. The three senatorial districts of both Lagos and Oyo State which are Lagos Central, Lagos East and Lagos West and Oyo Central, Oyo North and Oyo South, were selected respectively.

In Lagos State, Lagos Central, Lagos Island, Lagos Mainland and Surulere were selected. In Lagos East, Ibeju Lekki, Ikorodu and Kosofe were selected and for Lagos West, Ikeja and Ojo were selected. From Lagos Island the population were drawn from The Nigerian Law School, from Lagos Mainland, the population was drawn from University of Lagos, Akoka, Yaba, and the population from Surulere were drawn from Lagos University Teaching Hospital (LUTH). The population from Ibeju-Lekki were drawn from Pan Atlantic University, the population from Ikorodu was drawn from Lagos State Polytechnic and the population from Kosofe were drawn from Gbagada General Hospital, Kosofe. While the population of respondents from Ikeja were selected from Lagos State Secretariat and Lagos State University Teaching Hospital Ikeja and the population from Ojo were drawn from Lagos State University, Ojo.

In Oyo Central, Oluyole and Oyo East were selected, in Oyo North Senatorial district Ogbomoso was selected and for Oyo South, Ibadan North, Ibadan North West and Ibadan South West were selected. From Oluyole and Oyo East, the population were drawn from Ajayi Crowther University. From Ogbomoso, the population were drawn from Ladoke Akintola University of Technology (LAUTECH), Ladoke Akintola University Teaching Hospital (LAUTH) and Bowen University Teaching Hospital (BUTH). From Ibadan North the study population were drawn from the following locations: Bodija, Secretariat, University of Ibadan and The Polytechnic Ibadan. The population from Ibadan North West were drawn from Dugbe and Aleshinloye and the population from Ibadan South West was drawn from Lead City University. All these locations were purposively selected because there is large concentration of people in those selected locations who are literate, computer compliant and may have the knowledge and also may have purchased at least a product online.

### 3.3.2 Merchants/service providers

The merchant or service providers' population were drawn from the available online stores in the study locations. The online stores located in the study area include; KONGA and JUMIA among others. These service providers were purposively selected, because they are the foremost service providers that engage in Business-to-Consumer online shopping, B2C (Philip Consulting, 2014). According to Alexia internet traffic estimate (2015), KONGA was the number one most visited

online shopping site in Nigeria and has an estimate of 4.5 million website visits in a month. JUMIA was chosen because it is the second most visited online shopping website. In addition it receives an estimate of 4 million visits to its website on a monthly basis, (Alexia internet, 2015).

### 3.3.3 Regulatory agencies

The Regulatory agencies are the one that control and set standards of practice for online stores and also get complaints from consumers of any product. The regulatory agencies were drawn from the National Information Technology Development Agency (NITDA) and Consumer Protection Council (CPC). The Act of 2007 established NITDA as the regulatory body accountable for, inter alia, the development of framework rules for the governance and monitoring of the exchange of data and conduct of transactions online.Consumer Protection Council (CPC) is a regulatory agency that was established in 1992 to protect the rights of the consumers from any injustice in the market place.

### 3.3.4 Inclusion criteria

The selection of the inclusion criteria was based on literature and past works on online shopping. Those included for the study were:

1. Those who were 18 years and above, males and females, who are resident in the study locations.
2. Those who had ever purchased any item online at any point in time in Lagos and Oyo States either for personal use or for others.

### 3.4 Sample size determination

The Kish (1965) sample size formula was used to determine the proportion of population of customers from selected LGAs in both study locations (Lagos and Oyo States), Nigeria. The sample size was calculated thus:

Sample size formula $= \dfrac{Z^2 * p * q}{d^2}$

Where, Z= 95% Confidence Level=1.96

p: Proportion of online user (0.65) (Paypal, 2016)

q: 1-p

d: 5% Sampling error: 0.05

**Calculation**

N = <u>1.96)2 x (0.65) x (0.35)</u>

       5(0.03)2

N = <u>(3.8416) x (0.2275)</u>

       0.0009

N = <u>0.873964</u>

    0.0009

N = 971

The total sample size derived from the Kish (1965) sample size determination was 971. In order to ensure enhanced generalisation and increase the level of precision, the research expanded the size to 1,600 respondents. Thus N = 1,600 (Lagos State = 1,140 and Oyo State = 460).

Having determined the sample size, to ensure a proportionate representation of the respondents across the states and locations, the proportional sampling technique was adopted to select the sample. The formula used in arriving at the number is stated below:

<u>Number of questionnaire x population of location</u>
Grand total

The table 3.1 contains the summary for sample size of both quantitative and qualitative data in both study locations:

**Table 3.1: Sample size for quantitative and qualitative data in Lagos State**

| S/N | Senatorial Districts | Local Govt Areas | Total Population projection (2006) | Calculated Sample Size | Attrition (10%) | Total Sample Size (N) | IDI | KII | Case Study |
|---|---|---|---|---|---|---|---|---|---|
| 1. | Lagos Central | Lagos Mainland | 317,720 | 127 | 13 | 140 | 7 | 2 | 2 |
| | | Surulere | 503,975 | 201 | 20 | 221 | | | |
| | | Lagos Island | 209,439 | 84 | 8 | 92 | | | |
| 2. | Lagos East | Ibeju-Lekki | 117,481 | 47 | 5 | 52 | 7 | 2 | 2 |
| | | Ikorodu | 535,619 | 214 | 21 | 235 | | | |
| 3. | Lagos West | Ojo | 598,071 | 239 | 23 | 262 | | | |

| | | Ikeja | 313,196 | 125 | 13 | 138 | 7 | 2 | 2 |
| **Total Sample Size** | | | **2,595,501** | **1037** | **103** | **1140** | **21** | **6** | **6** |

**Source: Fieldwork 2017**

**Table 3.2: Sample size for quantitative and qualitative data in Oyo State**

| S/N | Senatorial Districts | Local Government Areas | Total Population projection (2006) | Calculated Sample Size | Attrition (10%) | Total Sample Size (N) | IDI | KII | Case Study |
|---|---|---|---|---|---|---|---|---|---|
| **1.** | Oyo Central | Ibadan North | 306,795 | 121 | 13 | 134 | | | |
| | | Ibadan South West | 282,585 | 111 | 12 | 123 | 4 | 3 | |
| **2.** | Oyo North | Ogbomoso North | 168,246 | 117 | 13 | 130 | 4 | N/A | |
| **3.** | Oyo South | Atiba | 299,535 | 66 | 7 | 73 | 4 | N/A | |
| **Total Sample Size** | | | **1,057,161** | **415** | **45** | **460** | **12** | **3** | **4** |

**Source: Fieldwork 2017**

### 3.5 Sampling procedures

A multi-stage sampling procedure including (purposive, simple random and convenience sampling) was adopted to select respondents in Lagos and Oyo States.

**Table 3.3 Multi-stage Sampling Procedure**

| STAGES | SAMPLING TECHNIQUES |
|---|---|
| 1st Stage | Purposive sampling of Lagos and Oyo States. |
| 2nd Stage | Purposive sampling of the three senatorial districts in both Lagos and Oyo States. |
| 3rd Stage | Simple random sampling technique to select three LGAs from Lagos Central and Lagos East Senatorial districts and two LGAs from Lagos West Senatorial district. Selection of three LGAs for Oyo South, three LGAs were selected, Oyo North, one LGA was selected and Oyo Central, two LGAs were selected. |
| 4th Stage | Purposive sampling of selected/specific locations within selected Local Government Areas taking into cognisance locations that had the cluster of students and workers. As identified by literature, online shoppers are young, educated and an income earner. |
| 5th Stage | Convenience and snowballing sampling of customers in each of the LGAs. |

**Source: Fieldwork 2017**

The table 3.3 represents the procedures for selection of the sample from the population. The multi-stage sampling procedures were adopted because the population understudied was complex and large, in other to divide the population into more manageable groups that were more

practical. Therefore a combination of purposive, simple random and convenience sampling were adopted in this study.

Firstly, the purposive sampling technique was used to select Lagos and Oyo States from the South-western states of Nigeria. The second stage selected the three (3) senatorial districts in both Lagos (Lagos Central, Lagos East and Lagos West) and Oyo (Oyo Central, Oyo North and Oyo South) states. Thirdly, the simple random sampling technique was used to select three (3) Local government areas (Lagos Mainland, Surulere and Lagos Island) from Lagos central, three (3) from Lagos East (Ibeju-Lekki and Ikorodu) and two (2), (Ojo and Ikeja) from Lagos West. Furthermore in Oyo State, two (2) local government areas (Ibadan North and Ibadan South West) in Oyo central, one (1) (Ogbomoso North) from Oyo North and one (1) (Atiba) from Oyo South were selected.

The fourth stage involved the use of purposive sampling technique to select specific locations within selected senatorial districts and Local Government Areas taking into cognisance locations that had a cluster of students and workers. As identified by literature, online shoppers are young, educated and earn an income Rao, Troung & Senecal(1998). Specifically, The Nigerian Law School, Lagos University Teaching Hospital, University of Lagos and Yaba College of Technology were selected for the population of respondents in Lagos Central. Furthermore, Gbagada General Hospital, Lagos State Polytechnic and Pan Atlantic University were selected for Lagos East. Also, Lagos State Secretariat, Lagos State University Teaching Hospital and Lagos State University were selected for Lagos West senatorial district. For the Oyo state sample, University of Ibadan, The Polytechnic Ibadan, Lead City University and Secretariat were sampled for Oyo Central, while Ladoke Akintola University of Technology and Bowen University Teaching Hospital were selected for Ogbomoso North and Ajayi Crowther University was selected for Oyo South.

The fifth stage combined the convenience and snowballing sampling to select samples from the respondents from specific locations identified in the fourth stage. The researcher identified respondents who have shopped online from each of the study locations, and afterwards the identified respondents introduced the researcher to other prospective respondents. The time frame utilised to achieve the objectives and ensure that the chosen sample were adequately captured was about 6 months.

While the multi-stage sampling techniques was adopted to select respondents from both study locations, the purposive sampling and linear referrals methods were adopted for the qualitative data gathered through in-depth interviews, key informant interviews and focus group discussion.

**3.6    Pre-test**

Pre-test of the instrument was done on 160 customers in Iwo Local Government Area of Osun State who shared similar characteristics (students and workers) Rao*et al*.(1998); Philips Consulting (2016) with those of the study population, and its consistency in yielding the same results was thus verified to ascertain its validity.

**3.7    Validity of research instruments**

The research instruments were given to specialist to ensure the face and content validity of the instruments.

**3.8    Reliability of research instruments**

The Cronbach Alpha correlation coefficient was used to determine the reliability of the instrument. The instruments were adjudged consistent and reliable for the study. The result also showed that the questionnaire had a high proportion of internal consistency, based on the average inter-item correlation.

**Table 3.4    Measurement of reliability of instrument using Cronbach's Alpha for research items**

| Variables | Number of items | Cronbach's Alpha |
|---|---|---|
| **Customers experience** | | |
| Pre-purchase | 05 | 0.786 |
| Purchase | 05 | 0.820 |
| Post-purchase | 06 | 0.891 |
| **Satisfaction** | | |
| Technological | 05 | .0814 |
| Shopping | 07 | .0803 |
| Products | 06 | .0838 |
| Challenges | 10 | .0832 |
| Coping strategies | 10 | .0709 |

**Source: Fieldwork 2017**

### 3.9 Research instruments

Copies of questionnaire were administered on those customers' who had ever purchased an item or product online prior to the time of the study in the study locations. The customer who had ever purchased a product were identified by first identifying a customers who had ever purchased a product online then other customers were identified through linear referrals.

### 3.9.1 Questionnaire

Semi-structured questionnaire was administered on customers of online shopping. The questionnaire comprised of five (5) sections. The first section in the questionnaire labelled A1-A10 containing ten (10) question items. It elicited information on customers' demographic profile, section B labelled B1-B18 drew information on the types of online shopping they had ever engaged; section C elicited information on the kinds of products the respondents mostly purchased. Data were derived from questions B2-B4 in the questionnaire Section C captures the various experiences customers had while shopping online. It was labelled as C1-C16. This aspect was divided into three sections comprising pre-purchase, purchase and post-purchase experiences of customers; section D provided answers to the research question on the level of satisfaction, information were elicited from questions D1-D18. These sections were also categorised into three, namely technological, shopping and product factor satisfaction and the last section E, was divided into two to capture the challenges respondents encountered and the coping strategies adopted were identified. Questions E1-E17 provided information for the challenges customers encountered while shopping online and questions E18-E28 provided data on the coping strategies utilised when customers encounter challenges.

Although 1600 copies of questionnaire were administered to respondents in Lagos and Oyo States, only, 1399 copies of questionnaire were retrieved from both States, representing 87.4% response rate. Specifically, 1140 copies of questionnaire were administered in Lagos State, only 1011 copies were found usable by the researcher representing 88.7% response rate. In addition, 460 copies were administered in Oyo State but only 388 copies of questionnaire were found valid representing 84.3% response rate.

### 3.9.2 In-depth Interviews (IDIs)

Thirty-three IDIs were conducted in the study locations. In Lagos State, twenty-one (21) IDIs were conducted and twelve (12) IDIs were conducted in Oyo State. The in-depth interviews were selected based on respondents who had purchased, sex, occupation and number of purchases. This became necessary so as to carefully delineate the experiences and satisfaction of customers concerned. The in-depth section comprised of six (6) sections each addressing specific objectives of the study. The first section elicited information about customers background information. The second section probed for customers experiences at the pre-purchase, purchase and post-purchase stages. The third section explored the rationale or reason why customers shopped online and the products they frequently purchased. The fourth section investigated the levels of customers satisfaction with online shopping. The section further investigated the meanings of satisfaction to customers and it also examined customers satisfaction with technological, shopping and product factors satisfaction with online shopping. The fifth section interrogated the benefits customers derived by virtue of purchasing products online and the challenges encountered. The final section discussed the practice, knowledge and socialisation of actors (customers) to the online shopping process.

### 3.9.3   Key Informant Interviews (KIIs)

Nine (9) key informant interviews (KIIs) were conducted among online retail stores and regulatory agency in both Lagos and Oyo States. In Lagos State, one official of the Consumer Protection Council (CPC) and one official of the National Information Technology Development Agency (NITDA) were interviewed on mode of operations, knowledge of online shopping, complaints by customers, dimensions of regulation. For the online retail stores in Lagos State, two (2) Key informant interviews (KIIs) were conducted in each of the two selected online stores, namely (KONGA and JUMIA). For informants in Oyo State, one official of the Consumer Protection Council (CPC) was interviewed. For the online retail store in Oyo State, two (2) Key informant interviews (KIIs) were conducted in each of the major online outlets (Konga and Jumia).

Key informant interview elicited information from two major stakeholders (Online stores and Regulatory agencies) in the online shopping trade. Hence the KII were grouped into two (2) sections. The first category which comprised of interviews for the online store representative was grouped into two. The first section elicited information about their socio-demographic

characteristics and the second section probed for the operations of the stores in both study locations. It further described the experiences of customers and how it is an effective tool for satisfaction and repurchase, highlighted the products customers most frequently purchased and the reason(s), it further investigated the benefits and challenges of online shopping to the customer and internal organisation.

The next section of KII was majorly for regulatory agencies (NITDA and CPC). The informant interview comprised of two (2) sections. The first section elicited information about socio-demographic characteristics of personnel's of regulatory agency. The second section probed for the mode of operation, task and practice generally. It further probed for the knowledge of the organisation about online shopping and its regulation, an evaluation of customers utilisation of online shopping, investigates the nature of compliant retrieval from customers that is how the complaints are retrieved from customers and redressed. It also probed for the dimensions of regulation the agencies has taken to affect online shopping, described the trend of online shopping and the future prospects in terms of its sustainability and the benefits and challenges encountered in regulating online shopping activities in Nigeria.

### 3.9.4   Case Study (CS)

Altogether, ten (10) case studies were conducted for customers in Lagos and Oyo States with unique (pleasant and unpleasant) customers experiences. In Lagos State three (3) customers with pleasant and three (3) customers with unpleasant experiences were profiled. On the other hand, in Oyo State, two (2) customers with pleasant and two (2) customers with unpleasant customers experiences were profiled.

The case study comprised of two (2) broad sections, the first section was focused on the socio-demographic characteristics of customers who had purchased one or more products online with an experience be it pleasant or unpleasant. The second section probed for the very pleasant experiences or unpleasant experiences of customers. It further probed for the nature of the experiences customers had with shopping online. It discussed nature of experiences by associating it with delivery, product and payment.

**Table 3.5     Specific objectives and analysis plan**

| S/N | Objectives | What to measure | Analysis plan |
|---|---|---|---|
| 1. | Characteristics of online customers' | • Socio-demographic and economic characteristics<br>• Frequency of purchase<br>• Knowledge of purchase<br>• Awareness of online policies | Frequency<br>Charts |
| 2. | Social organisation of online shopping | • Knowledge of online shopping<br>• Socialisation of actors<br>• Roles actors play in the purchase process<br>• Practice of online shopping | Frequencies<br>Simple percentage<br>Content analysis |
| 3. | Online platform utilised | • Different online shopping platforms engaged<br>• Association between socio-demographic characteristics and platforms purchased<br>• Duration and platform utilised | Frequencies<br>Chi-square<br>Content analysis |
| 4. | Examine the extent of customers' patronage of products from online shopping | • Kind of products purchased<br>• Factors influencing kind of products purchased | Frequencies<br>Content analysis<br>Chi-square<br>Regression |
| 5. | Experiences of the customers in the utilization of online shopping | • Products purchased<br>• Relationship between product purchased and experiences<br>• Socio-demographic variables and levels of experiences | Frequencies<br>Chi-square<br>Content analysis |
| 6. | level of satisfaction of customers' with products from online shopping | • Satisfaction with technological factors<br>• Satisfaction with shopping factors<br>• Satisfaction with product factors<br>• Relationship between product purchased and levels of satisfaction<br>• Association between socio-demographic variables and levels of satisfaction<br>• Overall satisfaction | Frequencies<br>Chi-square<br>Content analysis |
| 7. | Influence of customers' experiences and satisfaction with products from online shopping | • Relationship between customer's experiences and levels of satisfaction<br>• Relationship between customer's experiences and overall satisfaction<br>• Relationship between customer's overall experiences and overall satisfaction | Chi-square<br>Regression<br>Content analysis |
| 8. | Mechanisms for resolving | • Challenges encountered | Frequencies |

| the likely difficulties of challenges in the patronage of products from online shopping | • Coping mechanisms utilised<br>• Social determinants of challenges encountered | Content analysis<br>Chi-square<br>Logistic regression |
|---|---|---|

**Source: Fieldwork 2017**

**Table 3.6     Data analysis by tools and objective 1**

| Objectives 1<br><br>Investigate how online shopping is socially organised in the study areas | What to examine | How it was examined | Tools and questions | Statistical analysis plan | Outcome |
|---|---|---|---|---|---|
| | The key actors of online shopping | Key Informant Interviews<br>Probe for:<br>Major actors in online shopping<br>Roles actors play in online shopping | IDI and KII | Content analysis and verbatim quotation of the actors who played one role or the other in the process of online shopping. | Identified the main actors in online shopping and the role(s) /activities they perform |
| | Knowledge of online shopping | Survey questionnaire<br>In-depth Interview<br>Probe for:<br>How respondent started shopping online<br>Factors that influenced online shopping purchase | Questionnaire (Section B)<br>Question B1-<br>IDI and KII | Association between socio-demographic characteristics and factors influencing online shopping<br><br>Content analysis and verbatim quotations on factors influencing online shopping. | Identified how customers gained the knowledge of online shopping and the factors influencing online shopping purchase. |
| | Social relations of online shopping<br>Practice<br>Norms<br>Socialization of factor<br>Factors influencing practice | Survey questionnaire and In-depth Interviews<br>Probe for:<br>Who initiated the online shopping transaction | IDI and KII | Content analysis and verbatim quotations on social relations, practices, norms, socialization of actors and factors influencing practice. | Identified the practices and factors influencing online shopping practice, the norms, socialisation of customers to online shopping |
| | **Univariate statistics** (Frequency counts and tables)<br>Significant influence of respondents background characteristics on online platform utilised<br>Dependent variable – online shopping platform<br>Independent variable – socio-demographic characteristics of respondents | | | | |

**Source: Fieldwork 2017**

**Table 3.7    Data analysis by tools and objective 2**

| Objectives 2 | What to examine | How it was examined | Tools and questions | Statistical analysis plan | Outcome |
|---|---|---|---|---|---|
| Investigate the different online shopping platforms customers had engaged in the study areas | Types of online shopping platform customers mostly utilized | Survey questionnaire<br>Key Informant Interview<br>Probe for:<br>Types of online shopping platform utilized by customers<br>Reason why the platform is mostly used by customers | Questionnaire (Section B)<br>Question B1<br>IDI and KII | Frequency count on the type of inline platform utilised | Identify the different online shopping platforms customers had utilised |
| | Association between socio-demographic characteristics and online shopping platform utilised | Survey questionnaire<br>In-depth Interview<br>Probe for:<br>Possible association between socio-demographic characteristics and online shopping platform utilised | Questionnaire (Section B and A)<br>Question B1 and A1-A9<br>IDI and KII | Association between socio-demographic characteristics and online shopping platform utilised.<br>Content analysis of online shopping platform utilised. | Identify the possible association between customers socio-demographic characteristics and the online shopping platform utilised. |
| | **Bivariate statistics** (Chi Square test of association)<br>Significant influence of respondents background characteristics on online platform utilised<br>Dependent variable – online shopping platform<br>Independent variable – socio-demographic characteristics of respondents | | | | |

**Source: Fieldwork 2017**

**Table 3.8    Data analysis by tools and objective 3**

| Objective 3 | What to examine | How it was examined | Tools and questions | Statistical analysis plan | Outcome |
|---|---|---|---|---|---|
| Examine kind of goods customers mostly patronised | Types of products purchased | Survey questionnaire Key Informant Interview Probe for: Types of products purchased | Questionnaire (Section B) Question B2 | Association between socio-demographic characteristics and factors influencing online shopping  Content analysis and verbatim quotations on factors influencing online shopping | Identified the type(s) of products purchased by customers online |
| | Reason for the purchase of specific products and meanings customers attach to products purchased | Survey questionnaire In-depth Interview and Key Informant Interview Probe for: Rationale for shopping online | IDI Guide | Content analysis and verbatim quotations on the reasons why customers purchase products online | Identified the various reasons as to why customers purchase products online |
| | Relationship between socio-demographic characteristics and choice of products | Survey questionnaire Probe for: Factors influencing customers online shopping purchase and products purchased | Questionnaire (Section B) Question B2 and A1-A8 | Relationship between customers socio-demographic characteristics and the products purchased. | Identified the significant relationship between factors influencing customers purchase. Also, found out how customers socio-demographics inform the likelihood of customers to purchase a product online |
| | Number of times customers purchased | Survey questionnaire Probe for: Number of times (frequency) customers purchased products online | Questionnaire (Section B) Question B4 | Simple percentages and frequency count. | Identified the frequency of purchase. |
| | **Multivariate statistics** (Linear regression) Significant influence of respondents background characteristics on the type of product purchased Dependent variable – type of products purchased Independent variable – socio-demographic characteristics of respondents | | | | |

**Source: Fieldwork 2017**

**Table 3.9      Data analysis by tools and objective 4**

| **Objective 4** Investigate various factors that influenced experiences customers had while shopping online | **What to examine** | **How it was examined** | **Tools and questions** | **Statistical analysis plan** | **Outcome** |
|---|---|---|---|---|---|
| | Factors influencing customers pre-purchase experiences, stages of customers experiences and measure of customers pre-purchase experience | Survey questionnaire In-depth Interview | Questionnaire (Section C) Question C1 – C5 IDI guide | Chi-Square test of significance and content analysis | Identified the factors influencing, stages and measure of customers pre-purchase experience |
| | Association between products purchased and customers pre-purchase experience | Survey questionnaire | Questionnaire (Section C) Question C1-C5 and B2 | Chi-Square test of significance | Identified the association between products purchased and pre-purchase experience |
| | Factors influencing customers purchase experiences, stages of customers experiences and measure of customers purchase experience | Survey questionnaire Key Informant Interview | Questionnaire (Section C) Question C6 – C10 | Chi-Square test of significance and content analysis | Identified the factors influencing, stages and measure of customers purchase experience |
| | Association between products purchased and customers purchase experience | Survey questionnaire Key Informant Interview | Questionnaire (Section C) Question C6-C10 and B2 | Chi-Square test of significance | Identified the association between products purchased and pre-purchase experience |
| | Factors influencing customers post-purchase experiences, stages of customers experiences and measure of customers post-purchase experience | Survey questionnaire In-depth Interview | Questionnaire (Section C) Question C11 – C16 | Chi-Square test of significance and content analysis | Identified the factors influencing, stages and measure of customers purchase experience |
| | Association between products purchased and customers post-purchase experience | Survey questionnaire Probed for: | Questionnaire (Section C) Question C11-C16 and B2 | Chi-Square test of significance | Identified the association between products purchased and post-purchase experience |
| | Case study of customers experiences | Case Studies Probed for: Pleasant and unpleasant experiences of customers while shopping online | Case Study | Content analysis and verbatim quotations | Identified the pleasant and unpleasant experiences customers encountered while shopping online |
| **Bivariate statistics** (Chi Square test) Factors influencing customers pre-purchase, purchase and post-purchase experiences Measurement of customers (pre-purchase, purchase and post-purchase) experience Significant influence of respondents background characteristics, products purchased and customers (pre-purchase, purchase and post-purchase) experiences) | | | | | |

**Source: Fieldwork 2017**

**Table 3.10     Data analysis by tools and objective 5**

| Objective 5 Describe the level of satisfaction of customers with their experiences of shopping online | What to examine | How it was examined | Tools and questions | Statistical analysis plan | Outcome |
|---|---|---|---|---|---|
| | Level of technological factor satisfaction | Survey questionnaire In-depth Interview | Questionnaire (Section D) Question D1-D5 IDI Guide | Chi-square test of significance and content analysis | Identified the level of satisfaction with technology |
| | Association between products purchased and customers satisfaction with technology | Survey questionnaire | Questionnaire (Section D and B) Question D1 –D5 and B2 | Chi-square test of significance | Association between products purchased and technological satisfaction |
| | Relationship between customers socio-demographic characteristics and satisfaction with technology | Survey questionnaire | Questionnaire (Section D and A) Question D1-D6 and A1-A8 | Chi-square test of significance | Relationship between demographic characteristics technology satisfaction |
| | Level of shopping factor satisfaction | Survey questionnaire Key Informant Interview | Questionnaire (Section D) Question D6-D12 IDI guide | Chi-square test of significance and content analysis | Identified the level of satisfaction with shopping |
| | Association between products purchased and customers satisfaction with shopping factors | Survey questionnaire | Questionnaire (Section D and B) Question D6-D12 and B2 | Chi-square test of significance | Association between products purchased and shopping satisfaction |
| | Relationship between customers socio-demographic characteristics and satisfaction with shopping | Survey questionnaire | Questionnaire (Section D and A) Question D6-D12 and A1-A8 | Chi-square test of significance | Relationship between demographic characteristics shopping satisfaction |
| | Level of product factor satisfaction | Survey questionnaire Key Informant Interview | Questionnaire (Section D) Question D13-D18 IDI guide | Chi-square test of significance and content analysis | Identified the level of satisfaction with products |
| | Association between products purchased and customers satisfaction with product | Survey questionnaire | Questionnaire (Section D and B) Question D13-18 and B2 | Chi-square test of significance | Association between products purchased and product satisfaction |
| | Relationship between customers socio-demographic characteristics and satisfaction with product | Survey questionnaire | Questionnaire (Section D and A) Question D13-D18 and A1-A8 | Chi-square test of significance | Relationship between demographic characteristics product satisfaction |
| | **Bivariate statistics** (Chi Square test) Significant influence of respondents background characteristics, products purchased and customers (Technology, shopping and product) satisfaction | | | | |

**Source: Fieldwork 2017**

**Table 3.11       Data analysis by tools and objective 6**

| Objectives 6<br><br>Examine the challenges customers encountered while shopping online and how they coped with such challenges | What to examine | How it was examined | Tools and questions | Statistical analysis plan | Outcome |
|---|---|---|---|---|---|
| | Frequency of challenges occurred<br>Probe for:<br>Type of challenges frequently encountered | Survey questionnaire and in-depth interview | Questionnaire (section E)<br>Question E1-E18 | Frequency count and content analysis on the number of challenges encountered | Identified the number of times customers encountered challenges and the nature of the challenges |
| | Relationship between challenges encountered and customers experiences | Survey questionnaire | Questionnaire (section E and C)<br>Question E11 and C1-C16 | Chi-square test of significance | Identified the possible association between challenges encountered and customers experiences |
| | Relationship between challenges encountered and customers satisfaction | Survey questionnaire | Questionnaire (section E and C)<br>Question E11 and D1-D20 | Chi-square test of significance | Identified the possible association between challenges encountered and customers satisfaction |
| | Determinants of challenges encountered | Survey questionnaire | Questionnaire (section A and E)<br>Question A1-A8 and E1-E10 | Linear regression analysis | Likelihood of the customers socio-demographic characteristics that encountered the most challenge and its significance |
| | **Bivariate and Multivariate statistics** (Linear regression)<br>Significant influence of respondents background characteristics on the challenges customers encountered<br>Dependent variable – challenges encountered<br>Independent variable – socio-demographic characteristics of respondents | | | | |

**Source: Fieldwork 2017**

**Table 3.12    Data analysis by tools and objective 6 cont'd**

| Objectives 6 Cont'd | What to examine | How it was examined | Tools and questions | Statistical analysis plan | Outcome |
|---|---|---|---|---|---|
| Examine the challenges customers encountered while shopping online and how they coped with such challenges | Types and frequency of adoption of coping strategies | Survey questionnaire and in-depth interview | Questionnaire (section E) Question E11-E28 | Frequency count and content analysis on the types of coping strategies adopted and frequency of utilisation | Identified the number of types of coping strategies often utilised and the frequency of adoption. Also found the reason for its utilisation |
| | Categorisation of coping strategies | In-depth interview | IDI guide | Content analysis, verbatim quotation and thematic analysis of the categorisation of coping strategies adopted | Categorised the coping strategies utilised by customers. |
| | **Univariate statistics** (frequency counts and table)<br>Types of coping strategies utilised<br>Frequency of adoption | | | | |

**Source: Fieldwork 2017**

**Table 3.13    Matrix of Research Instruments for data collection based on study objectives**

| Objectives | Questionnaire | IDI | KII | Case study |
|---|---|---|---|---|
| Objective one | YES | YES | YES | NO |
| Objective two | YES | YES | YES | NO |
| Objective three | YES | YES | YES | NO |
| Objective four | YES | YES | YES | YES |
| Objective five | YES | YES | YES | NO |
| Objective six | YES | YES | YES | NO |

**Source: Fieldwork 2017**

**3.10 Procedure for data collection**

For collection of primary data, semi-structured questionnaire was used to collect quantitative data while KII and IDI guides were used to collect qualitative data, which complemented findings from the copies of the completed questionnaire.

Fourteen (14) research assistants were employed and trained to administer questionnaire to the respondents based on the selection criteria in each location. Prior to each administration, each respondent was briefed about the purpose of the study, their consent was sought, and thereafter, the researcher commenced the administration of questionnaire on the respondents. The total number of copies of questionnaire allocated to each field assistant, for administration, was determined by the quota of sample size apportioned to each senatorial district and LGA and, by extension, the selected specific location.

At the commencement of the interview the focus and objective of the study were discussed with the participants and their consents sought. They were also assured of confidentiality of data and the place of interview was made free of interference as much as possible. Additional permissions were sought before recording the interview on the recorder.

**3.11 Data management**

Copies of the questionnaire administered were serially numbered to ensure that all copies were retractable. The information obtained were sorted and stored to ensure that none was lost in transit. Quantitative data were managed through the process of collation, storing, and processing of information. Upon return from the field, data were cleaned, coded and imputed using the statistical package software before analysis. Interviews were recorded on audio recorder and notes taken concurrently. The recorded interviews and discussions were written out and entered into the computer. The recorded interviews were stored in CDs and cloud for safekeeping. Computer backup files of all data (both quantitative and qualitative) was done on an external CD drive and kept in a secured place.

**3.12 Method of data analysis**

Two (2) methods of data analysis were used for the study. Quantitative data collected through questionnaire (semi-structured questions) necessitated statistical analysis at univariate, bivariate and multivariate levels.

**3.12.1 Quantitative data analysis**

Quantitative data generated through questionnaire were analysed at the univariate, bivariate and multi-variate levels. Data on customers socio-demographic characteristics were analysed at the univariate level using descriptive statistics such as frequency distribution and percentages. At the bivariate level, chi-square test at 5% level of significance was used to test association between independent and dependent variables. At the multivariate level, correlation, logistic regression and linear regression were used to show the strength of association between the independent and dependent variables

**3.12.2 Qualitative data analysis**

With reference to the qualitative data generated through In-depth interview (IDI), Key informant interview (KII) and Case Study (CS) were content analysed. Also, verbatim quotations were used in the course of the analysis where and when appropriate. Major themes were identified, corroborating and contradicting responses were grouped separately. It is important to note that throughout the analysis, triangulation of quantitative and qualitative data were adopted.

### 3.13    Measurement of customer experience and satisfaction

The research adopted and modified the Customer Experience on E-Commerce Questionnaire (CEECQ) which has been employed in previous studies with similar focus (Fatma, 2014). The questionnaire was drawn based on a 3-point Likert scale with 16-item statements which centred on *pre-purchase, purchase* and *post-purchase* experiences with the following values attached: disagree = 1, undecided = 2 and agree = 3. Afterwards, the score of each respondent was calculated resulting in a minimum value of 16 (1x16 items) and a maximum value of 48 (3x16 items). The summation of values of responses yielded a minimum score of 16 and maximum score of 48. The range of the value was 32 and the median was 24. Thus respondents who scored 16-24 had *unpleasant experience*, 25-32 moderately *pleasant experience* and 33-48, *very pleasant experience*.

On the other hand, measurement of customer satisfaction adapted and modified version of Customer Satisfaction with E-commerce Questionnaire (CSECQ) which has been employed in previous studies with similar focus (Buskin, 1998; Schaupp and Belanger, 2005). The questionnaire was drawn based on a 3-point Likert scale with 18-item statements which centred on *technological, shopping* and *product* factors with the following values: disagree = 1, undecided = 2 and agree = 3. Afterwards, the score of each respondent was calculated resulting in a minimum value of 18 (1x18 items) and a maximum value of 54 (3x18 items). The summation of values of responses will yield minimum score of 18 and maximum score of 54. The range of the value was 36 and the median was 27. Thus, respondents who scored 18-27 had *low satisfaction,* 28-36 *moderate satisfaction* and 37-54*high satisfaction.*

### 3.14        Ethical consideration

The following ethical issues were addressed: confidentiality of data, beneficence to participant, non-malfeasance to participants, voluntariness and justice

**Confidentiality of data:** During the interview sessions, the identity of the respondents and participants were protected. None of the data instruments required their names, addresses, or telephone numbers or any form of identification that can trace the identity of the interviewees. Only identification number was assigned to each customer in order to protect his or her identity.

**Beneficence to participants:** Participation in this research will only improve the understanding of customers experiences and satisfaction. The ultimate end of this research is further investigation into the experiences of customers in shopping online and how this affects their satisfaction. This study benefited the larger population and also provided new strategies to policy formulators on online shopping especially with reference to experience and satisfaction.

**Non-malfeasance to participants:** No physical risk was associated with participation in this study. There were situations where some participants felt insecure or thought their privacy were at risk. Such persons were advised not to participate in the interview session. The research did not cause any form of harm to the respondents.

**Voluntariness:** In this study, no form of force or coercion was exerted on the respondents, neither by the researcher nor by any of the trained field assistants that participated in the study. Participation was voluntary. Whenever the participant felt the need to discontinue participation in the study, they were at liberty. The objectives of the study were made known to the participants, including its methods and benefits for participating.

### 3.15    Limitations of the study

In the course of the study, the researcher was constrained by factors ranging from the location of the study and the respondents for the study, convenience of the customers, distance and finance.The nature and subject of this research may serve as a limitation on the adequacy and precision of the collected data. Since most of the questions asked in the process of primary data collection were sensitive, some customers and especially the service providers were hesitant to respond. There were cases where the service provider tried blocking all available opportunities for the researcher to interact with them and their customers. Some of the service providers felt customers experiences was too sensitive a topic to research on as customers might not be truthful about their responses and may lead to the collapse or reduction of the sales of these online store. The researcher was therefore advised to take the various experiences customers share about their online experiences with a pinch of salt. The researcher was also advised to validate the responses of customers with those of the online stores which the researcher took note of.

The researcher had to conduct the research at peak and off peak periods of sales online just to know the variations in the experiences of customers. The researcher was interested in knowing whether the experience of customers differs for example during big online sales like *black Friday, cyber Monday* and sale on every other day.

In a bid to understand the experiences of customers with online shopping the researcher adopted and modified a customers experience scale to suite online shopping a virtual reality. Customers experience is not a totally new concept especially in the fields of management but it is a new concept in sociology and virtual experiences therefore there exists no scale of measuring experiences as they were viewed to be subjective.

In addition, the questionnaire was voluminous because each section attempted to probe the responses of respondent to ensure internal consistency. Hence, the respondent omitted some sessions of the questionnaire. However, the largeness of the sample size took care of the attrition rates.

The researcher collected a letter of introduction from the Department of Sociology before copies of the questionnaire were administered, but some respondents, service providers and the regulatory agencies were reluctant to provide answers that were necessary for the study. This resulted in uncooperative attitude of some respondents while some were sceptical not knowing what the research would be used for. However, as a result of the researcher's doggedness, tenacity and the use of some research assistants who ensured that all aspects of the copies of questionnaire were not left untouched, some of the unco-operative respondents later co-operated with the researcher. It is important to note that these limitations did not affect the quality of data collected by the researcher.

This study solely concentrated or paid special focus on only respondents who had shopped online, as such further study might be conducted to know the experiences of non-shoppers as they constitute a majority of the population of internet users in Nigeria. Nigeria is a country that is fast at innovating new technologies but the reasons as to why a majority of Nigerians who have access to the internet are yet to shop online needs to be probed.

Despite the limitations of the study noted above, the strength of this research lays in its well defined methodology. This study

# CHAPTER FOUR

## DATA PRESENTATION, ANALYSIS AND INTERPRETATION

### 4.0     Preamble

This chapter presents data analysis and interpretation of findings. The chapter consists of eleven (11) sections, each dealing with customers socio-demographic profile, specific objectives and hypotheses of the study. The objectives include, social organisation of online shopping, the different online shopping platform customers had engaged, kinds of products customers had purchased, factors influencing experiences of customers, level of satisfaction, challenges encountered and coping strategies adopted.

The presentation includes the results of both quantitative and qualitative data. Descriptive and inferential statistics such as frequency distribution tables, chi square and regression (correlation, logistic and linear) were used to present quantitative data while content analysis and verbatim quotation were used to present qualitative data. Both results were integrated or triangulated to facilitate the discussions.

Results of the findings are outlined according to the objectives and hypotheses of the study for clarity and easy accessibility. Necessary inferences are drawn from some of the findings in line with the theoretical framework of the study, while observed similarities and differences between present study and extant literature are reconciled using appropriate sociological explanation.

### 4.1     Socio-demographic characteristics of the respondents

This section shows the sex, age, ethnic affiliation, religious affiliation, marital status, educational level, income and duration of online customer purchase of respondents in both study locations. The importance of socio-demographic characteristics of respondents cannot be overemphasised because they influence the thoughts and ideas of people especially in empirical studies.

**Table 4.1: Distribution of respondents by socio-demographic characteristics**

| Variables | Categories | Lagos (N= 1,011) | | Oyo (N= 388) | | Total | |
|---|---|---|---|---|---|---|---|
| | | Frequency | Percentage (%) | Frequency | Percentage (%) | Frequency | Percentage (%) |
| Sex | Male | 517 | 51.1 | 232 | 59.8 | 749 | 53.5 |
| | Female | 494 | 48.9 | 156 | 40.2 | 650 | 46.5 |
| Age | 18 – 22 | 7 | 0.7 | 8 | 2.1 | 15 | 1.1 |
| | 23 – 27 | 81 | 8.0 | 109 | 28.1 | 190 | 13.6 |
| | 28 – 32 | 231 | 22.8 | 103 | 26.5 | 334 | 23.9 |
| | 33 – 37 | 258 | 25.5 | 63 | 16.2 | 321 | 22.9 |
| | Above 37 | 434 | 42.9 | 105 | 27.1 | 539 | 38.5 |
| Ethnic Affiliation | Hausa | 43 | 4.2 | 11 | 2.8 | 54 | 3.9 |
| | Igbo | 320 | 31.7 | 67 | 17.3 | 387 | 27.7 |
| | Yoruba | 601 | 59.5 | 303 | 78.1 | 904 | 64.6 |
| | Others | 47 | 4.6 | 7 | 1.8 | 54 | 3.8 |
| Religious Affiliation | Christian | 781 | 77.3 | 273 | 70.4 | 1054 | 75.3 |
| | Islam | 215 | 21.3 | 109 | 28.1 | 324 | 23.2 |
| | Traditional | 12 | 1.2 | 6 | 1.5 | 18 | 1.3 |
| | Others | 3 | 0.2 | 0 | 0 | 3 | 0.2 |
| Marital Status | Married | 416 | 41.1 | 93 | 24.0 | 509 | 36.4 |
| | Single | 571 | 56.5 | 287 | 74.0 | 858 | 61.3 |
| | Divorced | 8 | 0.8 | 0 | 0.0 | 8 | 0.6 |
| | Separated | 10 | 1.0 | 3 | 0.8 | 13 | 0.9 |
| | Widowed | 6 | 0.6 | 5 | 1.3 | 11 | 0.8 |
| Highest Educational Level | Primary | 19 | 1.9 | 8 | 2.1 | 27 | 1.9 |
| | Secondary | 98 | 9.7 | 30 | 7.7 | 128 | 9.1 |
| | Tertiary | 612 | 60.5 | 301 | 77.6 | 913 | 65.3 |
| | Postgraduate | 282 | 27.9 | 49 | 12.6 | 331 | 23.7 |
| Occupation | Self-employed | 66 | 6.5 | 25 | 6.4 | 91 | 6.5 |
| | Student | 352 | 34.8 | 258 | 66.5 | 610 | 43.6 |
| | Civil servant | 298 | 29.5 | 65 | 16.8 | 363 | 25.9 |
| | Public servant | 99 | 9.8 | 28 | 7.2 | 127 | 9.1 |
| | Private sector worker | 176 | 17.4 | 9 | 2.3 | 185 | 13.2 |
| | Unemployed | 20 | 2.0 | 3 | 0.8 | 23 | 1.6 |
| Average Monthly Income (₦) | Less than 18,000 | 248 | 24.5 | 207 | 53.4 | 455 | 32.5 |
| | 18,001 - 50,000 | 223 | 22.1 | 87 | 22.4 | 310 | 22.2 |
| | 50,001 - 82,000 | 181 | 17.9 | 29 | 7.5 | 210 | 15.0 |
| | 82,001 - 114,000 | 131 | 13.0 | 31 | 8.0 | 162 | 11.6 |
| | 114,001 - 146,000 | 82 | 8.1 | 14 | 3.6 | 96 | 6.9 |
| | 146,001 - 178,000 | 40 | 4.0 | 8 | 2.1 | 48 | 3.4 |
| | Above 178,000 | 106 | 10.5 | 12 | 3.1 | 118 | 8.4 |
| Duration of Online product Purchase | Less than a year | 319 | 31.6 | 160 | 41.2 | 479 | 34.2 |
| | 1-2 years | 415 | 41.0 | 134 | 34.5 | 549 | 39.2 |
| | 3 years and above | 277 | 27.4 | 94 | 24.2 | 371 | 26.5 |

**Source: Fieldwork 2017**

Findings from the socio-demographic characteristics suggest that customers' behaviour and attitude differed in online shopping and one of the major influencers responsible for the variance is demographicsRao*et al.*(1998); Anuodo (2015); Philips Consulting (2016). Result from table 4.1, shows that males comprised a larger proportion of online shoppers in Lagos and Oyo States. Specifically, the result shows that most respondents (51.1% and 59.8%) were males from Lagos and Oyo States respectively. The dichotomy between the number of men and women in this study can be attributed to the fact that more men than women are faster at accepting and adopting new technological innovation. Chiang and Dholakia (2003) argued that more often than not the virtual environment contains computer technologies which are often associated with masculinity than feminity because of the notion that males were better empowered financially. The age distribution of respondents shows that, less than half of the respondents (42.9%) were above 37 years from Lagos State, while respondents from Oyo State, few (28.1%) of them were between 23-27 years. The majority of this group fell into the category of undergraduate students in higher institutions and those gainfully employed.

Ethnic affiliation of respondents shows that majority (59.5% and 78.1%) are Yoruba in Lagos and Oyo States respectively. This finding is not unexpected because the study was conducted in two Yoruba speaking States. However, other ethnic groups were also represented due to the cosmopolitan nature of the study locations. The religious affiliation of respondents shows that a greater percentage (77.3% and 70.4%) were of the Christian faith in both Lagos and Oyo States respectively, while the distribution of marital status shows that greater percentages (56.5% and 74.0%) were married also in Lagos and Oyo States respectively.

The distribution of respondents according to highest educational qualification shows that larger percentage from Lagos and Oyo States (60.5% and 77.6% respectively) had tertiary education. This emphasises the importance of formal education in the adoption and use of online shopping. Education plays a significant role in the acceptance and diffusion of technology across cultures. This also emphasises the importance of formal education in the adoption and use of online shopping in the locations studied. The level of education can influence the key variables in the diffusion of innovation theory (innovation, early adoption, early majority, late majority and laggards) and (relative advantage, compatibility, complexity, triability and observability). Individuals' differences in innovation, early adoption, early majority, late majority and

laggards/relative advantage, compatibility, complexity, triability and observability may be a function of educational qualification. The above finding is compatible with some outcomes in the studies of Rao*et al.*(1998), in which educated persons, were more confident decision makers, and were moredemanding. They also had better control over the acquisition procedure from origination or commencement of the purchase process to completion stage. Kim*et al.*, 2009 argue that customers with extensive accounts of Internet usage, who are enlightened and furnished with expertise and awareness of the virtual community hadconsiderablyadvancedconcentrations of online shopping experiences and are better candidates to be captured in the well-known concept of flow in the virtual and computer-generated domain (Hoffman & Novak, 1996; Sisk, 2000; Liao *et al.*, (2001).

Result on the occupation of respondents from Lagos and Oyo States shows that (34.8% and 66.5%) respectively were students. The respondents' monthly income ranged between less than ₦ 18,000 and over ₦ 160,001. A greater percentage (24.5% and 53.4%) from Lagos and Oyo States earned less than ₦ 18,000. The reason for the low income earned was as the result of the category of respondents being students. According to Palumbo and Herbig (1998) the typical characteristics of the 21st century internet user is early, expert, qualified, proficient, specialised and wealthy with sophisticated levels of wages and advanced level of training who value time more than money. Results on duration of patronage of online stores shows that, 41.0% of respondents from Lagos State had been shopping online between 1-2 years, while respondents from Oyo state, 41.2% had shopped online for less than a year.

## 4.2    Social Organisation of online shopping

Social organisation in sociology is the creation of a stable structure of relations within a group, which provides a foundation for order and guides relationships for new members. These organisations stress the significance of arrangement of parts in society and how these different parts affect the whole society. Ogburn and Nimkoff (2011) have defined organisation as an articulation of different parts which perform various functions; it is an active group device for getting something done. Eliott and Merrill (2013) say, organisation is a state of being, a condition in which the various institutions in a society are functioning in accordance with their recognized or implied purposes.Organisation refers to an aspect of interaction systems.

This section discusses the social organisation of online shopping. In sociology, social organisations consists of pattern of relationships between and among individuals and social groups. Contextually, the concept is applied to depict interactions that ensue in online communities. Accordingly, online communities consist of patterns of how people react and interact in a virtual community. In this study social organisation was viewed as social relations. Social relations and identity online create the impression that by virtue of going online, one is automatically involved in new social processes. The social organisation of online shopping was operationally discussed in terms of communication, actors, sociality and identity construction of which are produced within the virtual space and how they are sustained using the resource available within the online space or setting.

Social organisation may be seen online in terms of communities. The online communities show patterns of how people would react. Social relations and identity online creates the impression that by virtue of going online, one is automatically involved in new social processes. Hine, 2000 distinguishes between regarding the internet as a culture and as a cultural artefact. The internet as a cultural artefact as developed through the sociology of science and technology, involves investigating the co-configuration of objects and social contexts, and hence considering how a technology may be interpreted as to its social and technical potentials. The study of the internet as culture means regarding it as a social space in its own right, rather than as a complex object used within others contextualising spaces. It means looking at the forms of communication, sociality and identity that are produced within the social space and how they are sustained using the resources available within the online setting. Geddes (1953) defines social organisation as the directional activity which maintains the form(s) and serves the end of social relations sustaining interactions in a group. The principles which sustain the formation of social relations within a social organisation depend on the principles underlying social structure. Groves (1966) identifies various yardsticks for understanding the concept, of social organisation and its relevance for the comprehension of online shopping. He argues that a social organisation can be defined as:

> '…the working arrangements of society. It is the processes of ordering of action and of relations in reference to given social ends, in terms of adjustments resulting from the exercise of choices by members of the society'(Groves, 1966:113).

Groves(1966) described social organisation, as the visible patterns and regularities which result from the process of decision-making and allied processes. The study of social organisation is therefore a study of social groups and social relations of a relatively permanent kind, expressed in a very systematic, highly abstract form', and 'the study of how social relations actually work out overtime'.

However, social organisation online may be seen in terms of virtual communities. The online communities show patterns of how people would react in social networking and interaction situation. The technology allows people to use the constructed social organisation as a way to engage with one another without having to physically be in the same place. It allows for spatiotemporal. Social organisation online is a different way to think about it and a little challenging to connect the characteristics. While the characteristics of social organisation are not completely the same for online organisations, they can be connected and talked about in a different context to make the cohesiveness between the two apparent. Online, there are various forms of communication and ways that people connect. Again, this allows them to talk and share the common interest (which is what makes them a social organisation) and be a part of the organisation without having to physically be with the other members. Although these online social organisations do not take place in person, they still function as social organisations because of the relationships within the group and the goal to keep the communities going. The terminology of online social organisation and online communities has been often undefined. Jones, 1997 used the characterisation of 'virtual settlement' by referring to it as a virtual environment with connected groups of computer mediated communication (CMC) characteristics witha minimal rate of interaction; various channels of communicators; a minimal rate of constant affiliation; and a virtual collectivecommunity where a substantial percentage of interactive communication occurs (Zhang & Watts, 2008).

From the definitions and arguments above, this study argue that social organisation is a 'nature'. 'structure', 'ritual/practice' and 'relational' phenomenon that is characterised by specialised individuals as well as collective action, corporateness and goal orientation of actors who share common values. In the interviews which follow, this study discusses the structural aspect of the social organisation in which interdependent set of actors sustains online shopping merchandise.

Social organisation in sociology is the creation of a stable structure of relations within a group, which provides a foundation for order and guides relationships for new members. This organisation stresses the significance of arrangement of parts in society and how these different parts affect the whole society. The social organisation of online shopping is characterised by nature, structures and norms. The nature of the online shopping organisation is such that it comprised a definite purpose which is formed to allow customers to directly buy goods and services from a seller or vendor over the internet using a web browser. The structure comprises of actors carrying specific duties on a daily basis, process and technology. These duties are a system of obligations-relations existing among the group constituting the network. The ritual and practice entails the reason why customers are involved in online purchase and the meaning such purchase have to them. The relational aspect of online social organisation describes how the roles each actor plays are interrelated yet interdependent as a failure by an actor to perform their duties or roles would lead to the collapse of the organisation.

In this study, the social organisation of online shopping comprised of the following actors (customers, internal organisation, suppliers and regulators) from the placement of an order to the processing of the products to the final stage of product delivery. All actors are arranged to engage in any of the four the basic activities of placement of order, delivery, usage and agencies.

### 4.2.1 Key actors in online shopping

The key actors in online shopping represent the stakeholders who perform one goal or the other to ensure the effective running of the organisation. According to Freeman (1984), stakeholders are individuals or groups who are actors, affected by the achievement of the organisational goals. An organisation's worth is best understood by identifying stakeholders and how the organisational goals influence and are influenced by the stakeholder. Thus, an organisation is perceived to be surrounded by a set of stakeholders, each of whom is defined as interrelated.

**Table 4.2    Key actors in online shopping**

| S/N | ACTORS | ACTIVITY |
|-----|--------|----------|
| 1. | Customer | Included of persons who exchange goods or monies for products or services with the service provider or internal organisation. |
| 2. | Internal organisation | Comprised of management, employees and partners |
| 3. | Supplier | Supply materials that the internal organisation employs |
| 4. | Regulators | Includes all levels of government responsible for monitoring and controlling all activities from the point of purchase to the point of receiving or returning the products purchased. |

**Source: Fieldwork 2017**

**The 'customer'**

In this study a customer refers to any individual or organisation of which the Net-Enhanced Organisation (NEO) provides products and services. These include customers in business-to-consumer and purchasing organisations in business-to-business e-commerce who obtain the NEO's goods and services in interchange for money. The customers include consumers, business customers and communities. Findings from the study revealed that customers are at the base and apex of any business organisation be it traditional or virtual. A service provider who responded to the key actors in online shopping said thus:

> *The customers are a part of the primary stakeholder in this business. The role of the customer is important and it serves an economic purpose because it is the customers who demand goods and services demanding satisfaction. The customer is also seen as king because they are responsible in ensuring the continuity of the business. In this online store for example, we know that customer retention and repurchase plans are vital so we do not just stop at delivering the products the customer purchased, we go further by ensuring that customers rate the services of the store. Should in case any customer encounter any challenge, we are anxious to resolve the challenge. As a business, we have found out that Nigerian buyers are so cultural and would relay any challenge encountered to family, friends or even go online to discredit the online store.***(KII/Service Provider Agent/ Male/Lagos State/2017)**

The interview, as put forth by an agent of a service provider, emphasised the importance of potential buyers and actual buyers (customers) to any profit making business. Their importance to the business organisations cannot be overemphasised because they play a key role, are key

players or dominant actors and also ensure the continuity and sustainability of the business organisations. The second key actor in online shopping merchandise is the internal organisation. The internal organisation is where the business emanates from, it also encompasses the business environment from which the business and interactions with the end user originates.

**The 'internal organisation'**

The internal organisationis the next in this structure. They reflect interest groups within the net enhanced organisation (NEO) itself. 'Internal organisation' has the obligation of providing administrative and leadership roles. They reflect interest groups within the Net Enhanced Organisation (NEO). Employees and managers (that is, employees who make NEO decisions) comprised the internal organisational major stakeholders. Additionally, in an indirect distribution network, partners such as manufacturers, distributors, wholesalers, retailers and the likes are members of the internal organisation. However, the business owners/investors, are not considered as members of the internal organisation, unless they make active decisions about the direction of the NEO, in which case they may be thought of as managers. The internal organisation consists of employees, management and partners. The internal organisation is in charge of conducting retail activities, operating exclusively online. The organisation performs duties such as preparing business strategies, buying, merchandise, managing inventory, implementing marketing activities and shipping online orders and ensuring that customers have a very pleasant experience, are satisfied and repurchase. It is important to state that the distribution network channel of an online store is not direct as the internal organisation makes contact with various manufacturers of various items to supply products through the process of infusion then the internal organisation liaises with the customers and ensures the delivery of the products.

**'Merchants'**

The merchant/suppliers comprised the third actor in online shopping merchandise. The merchants are other organisations or individuals who supply raw materials or products that the NEO employs to meet the needs/demands of customers.The merchantencompasses manufacturers, distributors and businesses on the spot market that provide resources when one NEO is short. The merchants could also be the suppliers of products they produce or stakeholders who may or may not belong to the internal organisation of the value chain. They are

several rules guiding this category of actors. Being a producer of a product does not automatically make them players or actors in the NEO. It is said to be the most inflexible distribution channel in the organisation.

**'Regulators'**

Regulators comprise of the fourth dominant actor in online shopping merchandise. They serve as a watch dog to ensure that customers are treated fairly whenever a transaction is initiated. Although there are a number of regulatory agencies in Nigeria, the regulation of online shopping in Nigeria is evolving. This class of actors includes regulatory authority or government working under a legal framework (legislative act) responsible for exercising autonomous authority over the area upon which it was set up to operate. They also set standards in the specific fields of operation and enforce those standards. The major objective of regulatory agencies is to attempt to impact the NEO for some "greater" public good. The regulatory agencies also serve as gatekeeper. The regulatory activitiestake account ofdifferentranks of government and advocates. In Nigeria the regulatory agency that was enacted to regulate the electronic activities was NITDA (National Information Technology Development Agency). However, theCPC (Consumer Protection Council) is in charge of ensuring that customers/consumers of products are fairly treated at all times. They regulatory agency defines morality on the internet and also, they are law enforcement agents on the internet. For examples the Act that established the Consumer Protection Council empowers it to:

> *Be responsible forthe creation of the consumer protection council (CPC) and for issues related to the purview of their establishment. The Act empowered the agency to be responsible forquickreparation to consumers' grievances through arbitration, conciliation and resolution; Find means of eradicating from the market dangerous products and causing lawbreakers to substitute such products with more suitablereplacements; Broadcast, from time to time, the list of products the consumption and sale of which have been banned, inhibited, severally restricted or not approved by the Federal Government; Make an law breaking company or individual to defend, recompense, and offerassistance to incapacitated consumers or communities from adverse effects of technologies that are inherently harmful; Organise and carry out crusades and other forms of activities as will lead to increased public consumer awareness; Encourage trade, industry and professional associations to develop and enforce in their various fields quality standards designed to safeguard the interest of consumers; Issue recommendations to manufacturers, importers, dealers and wholesalers in relation to their obligation under the act; Inspire the formation of voluntary*

*consumer groups or associations for consumers, well-being; Ensure consumer interests receive due consideration at appropriate forums and provide redress for the exploitation of consumers; Encourage the implementation and acceptance of suitable measures to guarantee that products are safe for either intended or normally safe use; and accomplish such other functions as may be imposed on the council. Grievance and compensation ofconsumers or communities who have suffered loss, injury or damage as a result of the use of a product or service may make a complaint in writing to seek redress through a state committee. Whereupon an investigation, it is discovered that a consumer's rights has been violated and such consumer has incurred injury or damages, the consumer in addition to redress by the council can seek restitution or compensation in any competent court of law. Such courts may thus make an order for compensation to the injured party.***(KII/CPC/Representative/Lagos State/2017)**

The interview below explains the mandate of the regulatory agency as put forth by a representative of the regulatory agency:

*Online shopping is gaining a lot of awareness in Nigeria because a lot of people want to purchase things from the comfort of their home. There is increase in the number of people that purchase from different online stores. The mandate of CPC is to protect consumers to carry out speedy redress to consumer complain, to create awareness on consumer right, remove hazardous goods from market place, foster relationship with associations of trade unions and other groups that are related to consumer activities and also ensure that consumers interests are well represented in different deliberation.***(KII/CPC/Representative/Lagos State/2017)**

A representative of the regulatory Consumer Protection Council (CPC)agency explained that they receive and redress customers' complaints; although the complaint offline had gained more ground than online customers' complaints. Below is the explanation of the regulatory agency as regards that:

*We receive complaints from unsatisfied online purchasers from time to time. The complaints are not necessarily related to exploitation. The nature of the complaint range from delivery issues (delayed/never delivered products), customers not getting value for what they ordered for, defective or damaged products, receiving a different product other than the one ordered for, need a refund of money as a result of dissatisfaction and the list goes on and on. Though online customers make complaints, but it is as often or frequent as offline shoppers do. Online shopping complaint has not gained so much ground compared to offline customers' complaints about products. This maybe as a result of the lack of awareness on the part of the customers' about their rights or the functionality of the agency.***(KII/CPC/Official/Lagos State/2017)**

The regulatory agency further explained how customers' complaints are retrieved and addressed by saying thus:

> *Whenever customers' encounter any challenge while shopping online they make their complaint by either writing us or make their complaint through our websites. The complaint contains the challenge, the procedures the customer had tried to use to get the challenges resolved and the feedback received from the online store. This history helps use to know what next step to take to ensure that the customer is not short-changed. As an agency that has not gained adequate grounds regulating the online shopping activities of customers, we usually advice customers to patronise only from verified stores because a lot of stores are springing up on a regular basis. CPC has not been able to differentiate the sites that are trustworthy and not trustworthy. We advice customers to purchase from credible sites and make sure they check buyers review whenever they want to make a purchase, in other to avoid being scammed. Whenever the complaints gets to us we contact the online store, they respond promptly and at times send a representative to our office. We only protect the rights of customers who make purchases from Nigerian based online stores as our jurisdiction does not cover international online shopper and stores.***(KII/CPC/Official/Lagos State/2017)**

From the forgoing, regulatory framework of online shopping in Nigeria is still emerging and it is at the infancy level. The agency's representative said though they regulate and seek to redress customers' complaint but the framework is not adequate as it does not really capture online customers'. Below is the explanation given by a representative of the regulatory agency:

> *Online shopping is going to be sustainable in Nigeria especially with the increased number of youths gaining access to the internet and they form the larger percentage of the population. A section of the population that want to get things just at the snap of a finger. Online shopping has come to stay because of the convenience it affords customers. The only challenge is that Nigeria needs to come up with a legal framework that would regulate the online activities of customers. I feel that if customers are aware that there is/are agencies regulating their online activities, their trust for the system would increase and that would translate in more purchase and profit for the online store. Most Nigerians just believe that shopping in Nigeria online stores predisposes customers to risk. The concept 'caveat emptor', buyers beware as you are responsible for your purchase is the order of the day in Nigeria.***(KII/CPC/Official/Lagos State/2017)**

The Consumer Protection Council is a regulatory agency that is in charge of all forms of consumer complaints. However, in this study, findings show that it addresses more of the offline

117

consumer complaint than the complaint of online customers. It is important to state that this agency is only in charge of general consumer complaint and it does not cover the complaints online customers only. Due to the increase in the use of various electronic portals to transact business, buy and sell and utilise various services, the need arose for a regulatory agency that would regulate activities carried out via electronic means, hence the establishment of NITDA. (NITDA was established in the year 2007 not only to regulate the buying and selling of products and services via the internet but also their scope encompasses pre-sale and post-sale activities. NITDA was established because of the growing adoption of online shopping and as the preferred means of doing business in Nigeria. As a result of this, it became paramount for the establishment of an agency to provide adequate framework with which business transactions are conducted online. The NITDA Act establishes the NITDA as the regulatory body responsible for, inter alia, the development of framework rules for the governance and monitoring of the exchange of data and conduct of transactions online).The key role of the agency is as stated below:

> *Providing that transactions entered into online are not denied legal effect, validity and enforceability solely on that basis; guaranteeing the validity of electronic signatures provided that they are endorsed in accordance with guidelines produced by the NITDA;further strengthening the data protection regime started by the Agency; and developing guideline for the formation of agreements online.***(KII/NITDA/Official/Lagos State/2017)**

Furthermore, this study in a bid to understand how online shopping is socially organised, the study grouped some concepts such as norms, socialisation of actors, practice and factors influencing practice as key variables.

The first aspect in understanding social organisation as discussed in this study includes the norms guiding each of they actors as the play their roles in online shopping. Findings from the study showed that actors are socialised into role taking and role playing. For example the norms and the socialisation of the customer were measured by the knowledge derived from online shopping. Socialisation is a lifelong process which involves the process of internalisation of norms and ideologies of a group with the anticipation of joining that group. It is basically a knowledge building process. Socialisation encompasses learning the proper beliefs, values and norms of a status or group to which an individual aspires to play a role in.

**Table4.3:    Knowledge of online shopping customer**

| Variables | Categories | Total | |
|---|---|---|---|
| | | Frequency | Percentage (%) |
| | Friends/Family | 585 | 41.8 |
| | Online advert | 707 | 50.5% |
| Knowledge of online shopping | Offline advert | 107 | 7.7% |
| | **Total** | **1399** | **100.0** |

**Source: Fieldwork 2017**

Customer socialisation is the process of acquiring skills, knowledge and attitude relevant to a purchase process and functioning in market place. Customer socialisation does not only entail the knowledge building process but also encapsulates experiences with the choice of where to shop (preferred online store and comparison between online and offline stores), how to shop (exaggeration of products), what to shop (brand preference) and when to shop (freebies, discounts, promotional offers) among others. The knowledge of purchase behaviour through online shopping determines the frequency and willingness of customers towards continuous purchase. Also, the avenue through which the knowledge is gained determined or influenced the purchase process. Previous studies bySun, Firmin and Yearwood (2012), Turban and Volanino (2011)showed that online shopping customers rely solely on social networking, referrals or recommendations and appraisal from other online customers especially from family and friends before any purchase is made.

Specifically, findings from the table showed that a greater percentage (50.5%) gained their knowledge of online shopping through online advert, while 41.7% derived the online shopping experience or knowledge from family and friends and only 7.7% of the respondents gained the knowledge through offline adverts. The findings further showed a link between access to the electronic environment and increased awareness of online shopping. A respondent who gained the knowledge of online shopping from online advertisement stated thus:

> *I was online one of these days checking my email, I then saw an online advert promising me 50% discount on any purchase within a particular period. I got*

*interested with the advert so I just clicked on it. As soon as I did, it redirected me to the main page of the online store. Though that wasn't the first time of knowing about online shopping, I never knew I would ever engage in such kind of transaction because I am someone that is hard to please. I tried to place an order for a product with a meagre amount, I was surprised, they delivered as at when due.* **(IDI/Female/38yrs/Lecturer/Oyo State/2017)**

Another who gained knowledge about online shopping from family members opined:

*My elder brother has been persuading me to try get some products online but I never believed in the whole process. Then I need to change my laptop, went to the computer village, checked from shop to shop but they prices were so high and not affordable. I then shared the experience with my brother who advised me to try one of the online stores as they were doing some sales to corroborate 'Black Friday'. I went online, checked for the product I wanted, ordered for it and I got the product almost half of the price I would have purchased the product in a physical store. That has changed my perception about online shopping.***(IDI/Male/26yrs/Student/Lagos State/2017)**

Another respondent who was introduced to online shopping by her friend had this to say:

*I have a friend who always buy a lot of products and sell to some of us in the office. I got curious about the whole thing then I decided to ask her where she gets her goods from and she just laughed and said online. I then asked her online ke? Does online shopping work in Nigeria? She answered by saying why not. She then told me that she is an agent with one of the online stores. She didn't stop there but taught me how to make extra cash for myself by selling products of interest to my friends, family and other individuals. I was convinced with all she said so I decided to make my first purchase with her guiding. The whole process was just too straightforward. I never knew it would work because of all the bad stories I have heard about shopping online in Nigeria.***(IDI/Female/29yrs/Businesswoman/Oyo State/2017)**

From the above findings, it can be deduced that the knowledge of online shopping plays a key role in the utilisation of online shopping. On the other hand, the Nigerian internet users are grouped into four types of users, which include; researchers, sceptics, shopaholics/compulsive shoppers and money/time savers. More customers in Nigeria still belong to the skeptic group, because of the lack of trust which is dominant influencer for the acceptance or non-acceptance/adoption of online shopping in Nigeria. Additionally findings show that customers online shopping knowledge is influenced by internet and social network between family and friends/peers.Also, the internet was the major agent in customer's socialisation process and

finally, customers were aware of the dark sides of online shopping which made them sceptical about the process as such they needed affirmations from family and friends to make a purchase.

The second aspect which is the practice of online shopping was discussed with reference to the initiation of a transaction. Practice refers to the actual application, method, use, implementation, execution and exercise of an idea. Practices are procedures of incorporating the fundamentals of a thing which are commonly associated with identifications, processes and action/activities (Schatzki, 1996; Warde, 2005; Schau, Muniz & Arnould, 2009). Understanding as related to practice are shared knowledge regarding the way a practice is enacted, consisting of information, know-how and understanding of norms and rules as well as cultural meanings (Reckwitz, 2002). Procedure consists of specific "doings and sayings" guided by the prior element of understanding Schau *et al.* (2009, 34). Engagement consists of emotions and motivational knowledge, goals and moods that give the action meaning and tie it to a certain context. In this study practice was discussed as the initiation of the transaction and the routine way of understanding consumption as a symbolic action.

**Table 4.4    Practice of online shopping**

| Variables | Categories | Total | |
|---|---|---|---|
| | | **Frequency** | **Percentage (%)** |
| | Buyer | 843 | 60.3% |
| | Merchant | 426 | 30.4% |
| **Practice of online shopping** | Others | 130 | 9.3% |
| | **Total** | **1399** | **100.0** |

**Source: Fieldwork 2017**

The customer's response as to who initiated online shopping transaction shows that, about 60.3% of buyers initiated online shopping, while 30.4% of the respondents online shopping transactions were initiated by the merchants or vendors and only 9.3% of the respondents stated that the online shopping transaction process were initiated from other sources other than the buyers and merchants. In online shopping, the customer places an order through a website of a business organisation or e-tailer, the business organisation in return processes the order and make supply of products to the customers.

In the practice of online shopping, the first principal actor identified are the customers who are responsible for searching from site-to-site (web rooming) for products, examining products, evaluating and comparing products, making purchase, pay for the products, receive and check-out product and accept or return product.

> The process of online shopping is initiated by the customer in most cases, who have an internet connection, needing a product. The customer then search from store-to-store (web rooming) using a browser through the online stores website. The customer then search, examine, evaluate and compare products. When the customer is done searching, the customer puts into the shopping cart (temporary purchase). The online shopper may decide to add other items to the cart or move to the next purchase stage (payment). At this stage, the customer choose preferred payment options (cash/pay on delivery, net banking, credit/debit card, POS) and the delivery options (free delivery, all items in one delivery, express delivery, same day delivery, pick up purchase from a convenient location, pick up at post office or standard postal delivery for only non-critical items) among others. This stage also involves checking out which involves choosing an address to ensure that the billing information is the same as delivery information, tick that the customer agree with the terms and conditions. The customer has the opportunity to review their purchase. By so doing, the customer ensures that what they have ordered for are the right items and in the right quantity as well as given the correct name and address that the item is to go to. The next step involves waiting for the products and checks them before acceptance.**(IDI/Female/38yrs/Accountant/Lagos State/2017)**

The second principal actor in the process of online shopping was identified as the internal organisation. The internal organisation or the merchants were in charge of ensuring that customers get the products they desired and also ensure that customers are satisfied and keep purchasing. A representative of an online said:

> What we do here is basically classified advertisement, we deal in a wide variety of products and services, and any other things just name it. We reach customers in a direct way by advertising using various touch points like Face book, Twitter, Yahoo mail and other social media platforms to showcase the varieties we offer. A reasonable number of customers had gained knowledge of our platform and completed an online transaction through that means. We create a platform where buyers check out a wide range of product, choose what they want, we deliver what they want in the nearest possible time. As at today we have about 600,000 visitors daily visiting our site.**(KII/Internal Organisation Representative/Oyo State/2017)**

The third principal actor stated that they regulate the practices of commerce by monitoring and controlling all activities from the point of receiving or returning the products purchased. A CPC official stated:

> *The mandate of CPC is to protect consumers, to carry out speedy redress to consumer complaints, to create awareness on consumer right, remove hazardous goods from market place, foster relationship with associations of trade unions and other groups that are related to consumer activities, circulate periodically the list of products banned for consumption and sales as accepted by the Federal Government, reason an defaulting corporation or individual to defend, reimburse, and offer assistance and precautions to injured consumers or groups from contrary possessions of technologies that are essentially detrimental, also ensure that consumers interests are well epitomised in diverse deliberation among others. The mandate of the commission is to ensure that no harm is done to the users of the product.* **(KII/CPC/Official/Lagos State/2017)**

The last stage of social organisation as discussed in this study includes the factors influencing the practice of online shopping. Various ideologies have advanced to categorise the factors motivating online shopping behaviour of customers. Alam and Yasin (2010) developed a model identified consistency, artefact and distribution performance.Guo, Ling and Liu (2012) developed anexemplarydynamics manipulating online shopping in China. In their study, they identified eight(8) factors  prompting online shopping; namely, 'website design', 'security', 'quality of information',' payment method', 'e-service quality', 'product quality', 'product variety' and 'delivery service'. Another study by Byambaa and Chang (2012) identified the various factors as influencing or impacting online shopping. These factors are 'interactivity of the merchants site','payment', 'security' and 'ease of use'. However, the factors identified by those studies are location-based and may not be used to generalise the pattern of online shopping behaviour in the study location, the factors influencing were discussed in line with the socio-demographics of respondents. In the study, some socio-demographic characteristics such as the sex, ethnic affiliation, marital status, educational attainment, occupation and income influenced customers online shopping practice. However qualitative findings shows that convenience, security of the site, payment options especially POD, policy of the site (return policy) and online reviewers comments (positive or negative) influenced customers online shopping practice in the study locations. Aside the qualitative findings, further findings show that the socio-demographic characteristics of respondents also influenced customers online shopping purchase decisions. The table 4.5 further expantiated on the findings.

**Table 4.5**  **Distribution of respondents by socio-demographic characteristics that influenced online shopping**

| Variable | Categories | Factors influencing online shopping | | Chi square test | | |
|---|---|---|---|---|---|---|
| | | Influenced | No influenced | $X2$ | DF | P-value |
| **Sex** | Male | 538(53.7%) | 245(61.6%) | 2.693 | 1 | 0.056 |
| | Female | 463(46.3%) | 153(38.4%) | | | |
| | **Total** | **1001(71.6%)** | **398(28.4%)** | | | |
| **Age*** | 18 – 22 | 3(0.3%) | 10(2.4%) | 2.427 | 4 | 0.024 |
| | 23 – 27 | 69(7.0%) | 140(33.6%) | | | |
| | 28 – 32 | 219(22.3%) | 123(29.5%) | | | |
| | 33 – 37 | 263(26.8%) | 71(17.0%) | | | |
| | Above 37 | 428(43.6%) | 73(17.5%) | | | |
| | **Total** | **982(70.2%)** | **417(29.8%)** | | | |
| **Ethnic Affiliation*** | Hausa | 44(4.5%) | 16(3.8%) | 8.947 | 3 | 0.030 |
| | Igbo | 267(27.2%) | 100(23.9%) | | | |
| | Yoruba | 623(63.6%) | 294(70.2%) | | | |
| | Others | 46(4.7%) | 9(2.1%) | | | |
| | **Total** | **980(70.1%)** | **419(29.9%)** | | | |
| **Religious Affiliation** | Christian | 717(74.9%) | 330(74.7%) | 2.267 | 3 | 0519 |
| | Islam | 225(23.5%) | 106(24.0%) | | | |
| | Traditional | 12(1.3%) | 6(1.3%) | | | |
| | Others | 3(0.3%) | 0(0.00%) | | | |
| | **Total** | **957(68.4%)** | **442(31.6%)** | | | |
| **Marital Status*** | Single | 427(43.3%) | 71(17.2%) | 98.202 | 4 | 0.000 |
| | Married | 512(52.0%) | 335(81.1%) | | | |
| | Divorced | 10(1.0%) | 0(0.00%) | | | |
| | Separated | 21(2.1%) | 2(0.5%) | | | |
| | Widowed | 16(1.6%) | 5(1.2%) | | | |
| | **Total** | **986(70.5%)** | **413(29.5%)** | | | |
| **Highest Educational Level*** | Primary | 24(2.4%) | 4(1.1%) | 38.276 | 4 | 0.000 |
| | Secondary | 101(9.9%) | 9(2.4%) | | | |
| | Tertiary | 606(59.4%) | 42(11.1%) | | | |
| | Postgraduate | 289(28.3%) | 324(85.5%) | | | |
| | **Total** | **1020(72.9%)** | **379(27.1%)** | | | |
| **Occupation*** | Self-employed | 69(7.2%) | 27(6.2%) | 2.599 | 6 | 0.000 |
| | Student | 258(26.8%) | 307(70.1%) | | | |
| | Civil servant | 371(38.6%) | 69(15.75%) | | | |
| | Public servant | 175(18.2%) | 6(1.4%) | | | |
| | Private sector | 19(2.0%) | 27(6.2%) | | | |
| | Unemployed | 69(7.2%) | 2(0.5%) | | | |
| | **Total** | **961(68.7%)** | **438(31.3%)** | | | |

124

| Average Monthly Income (₦)* | Less than 18,000 | 163(17.1%) | 182(40.8%) | 2.067 | 6 | 0.000 |
|---|---|---|---|---|---|---|
| | 18,001-50,000 | 190(20.0%) | 123(27.6%) | | | |
| | 50,001-82,000 | 200(21.0%) | 36(8.1%) | | | |
| | 82,001-114,000 | 139(14.6%) | 40(9.0%) | | | |
| | 114,00 -146,000 | 88(9.2%) | 29(6.5%) | | | |
| | 146,001-178,000 | 51(5.4%) | 20(4.5%) | | | |
| | Above 178,000 | 122(12.7%) | 16(3.6%) | | | |
| | **Total** | **953(68.1%)** | **446(31.9%)** | | | |

**Source: Fieldwork 2017**

Table 4.5 shows that the socio-demographic characteristics of respondents (age, ethnic affiliation, marital status, educational level, occupation and monthly income) were significant $p<0.05$ factors that influenced their online shopping behaviour.

Specifically, findings as shown on the table 4.5shows that sex did not influence online shopping purchase however, more males 53.7% were influenced to shop when compared to females. With reference to the age of respondents, customers who were above 37 years of age were more influenced to shop online than other age categories. The ethnic affiliation of respondents shows that those of the Yoruba ethnic group 63.6% were influenced to shop online than other respondents of other ethnic identity. On the basis of the religious affiliation of customers, those of the Christian faith were74.9% influenced to shop online compared to other religious affiliation.

With respect to the marital status of respondents, findings shows that a greater proportion 52.0% of the respondents who were married were influenced to shop online than other marital status. The highest education level of the respondents showed that a greater percentage 59.4% of respondents who had tertiary education were more influenced to shop than respondents with other educational levels. The occupation of respondents was found to influence customers online purchase. Furthermore, a large percentage of respondents 38.6% who were students were influenced to shop online than other respondents with other kinds of occupation. The findings on the monthly income of respondents shows that it was a significant influencer on online shopping purchase, 21.0% of the respondents who earned between ₦50,001 and ₦82,000 were more influenced to shop online than other earner categories.

Qualitative findings further show that convenience, security of the site, payment options, policy of the site and online reviewers comments were factors that influenced continuous purchase of

products online in Lagos and Oyo States. For example, a respondent who shopped online solely because of the convenience it provides opined as follows:

> *To me, the convenience shopping online affords me is a major factor that influenced my engagement in the practice. For me I work and reside in Lagos State. I work on the Island and reside on the Mainland. The distance and traffic is so crazy. I have to wake up very early and I return late, that happens from Mondays to Saturdays. I do not have the time to shop so I have to utilise some reliable electronic portals to purchase various products both perishable and durable.* **(IDI/Female/34yrs/Human Resource Manager/Lagos State/2017)**

With reference to the security of the site a customer stated as follows:

> *I'm more bothered about the security of the site than any other thing. A site's security is paramount because if anything goes wrong it would affect the whole process. I look out for sites with strong security settings. The encryption is so important to me because we have a lot of internet fraudsters that use ones information to debit ones money.* **(IDI/Male/31yrs/Engineer/Oyo State/2017)**

The payment options available were also determining factors affecting the purchase and continuous purchase by customers. For instance a customer who only purchases when the payment option is pay-on-delivery option stated that:

> *I would say I have trust issues especially when it has to do with shopping online. I trust this cash-n-carry kind of purchase because you can see what you are paying for, you get to ascertain that you are satisfied with what you are purchasing before payment. In the case of online shopping, before I buy any product, I must as a matter of necessity ensure that the payment option is pay-on-delivery else, I won't buy.* **(IDI/Female/25yrs/Student/Oyo State/2017)**

Also, the reviewers 'comments were major factor influencing customers purchase online. A customer who always read reviewers comments and asks from friends and family before finalising a transaction online noted as follows:

> *Reading the reviews of customers inform my readiness to purchase any item online. There was a day I checked for some products online, I then checked the comment section, I read a couple of comments from previous customers, I even went as far as chatting those customers using their Facebook details. I was surprised that they responded to the questions I asked, the questions and answers provided helped me with my purchase decisions.* **(IDI/Male/34yrs/Banker/Lagos State/2017)**

From the forgoing, different factors influenced the factor facilitating customers purchase of products online. These factors were subjective, as they were interpreted differently by the

customers. The results also depict customers preferences and choices in the online purchase process.

## 4.3 Online shopping platform utilised by customers

This section discusses the various types of online shopping platforms customers had utilised. In this study, the major types of online platforms examined include business-to-business (B2B), business-to-customer (B2C) and customer-to-customer (C2C) online platforms.

**Table 4.6    Distribution of type of online shopping platforms utilized by customers'**

| Platforms | Locations | | | | Total | |
| | Lagos | | Oyo | | | |
| | Frequency | Percentage (%) | Frequency | Percentage (%) | Frequency | Percentage (%) |
|---|---|---|---|---|---|---|
| Business-to-Business | 104 | 10.3 | 21 | 5.4 | 125 | 8.9 |
| business-to-Customers | 611 | 60.4 | 230 | 59.3 | 841 | 60.1 |
| Customers-to-Customers | 109 | 10.8 | 48 | 12.4 | 157 | 11.2 |
| All Platforms | 187 | 18.5 | 89 | 22.9 | 276 | 19.7 |
| Total | 1011 | 100.0 | 388 | 100.0 | 1399 | 100.0 |

**Source: Fieldwork 2017**

From the information in table 4.6, a larger percentage (60.4%) from Lagos State and (59.3%) from Oyo State had patronised business-to-customer online shopping platform. Result further shows that 18.5% and 22.9% of respondents from Lagos and Oyo States respectively had utilized all the online shopping platforms. This study focuses on business to customer transaction. This finding corroborates the findings of Pandey and Agarwal (2014) which describe Business-to-Consumer (B2C) online shopping platform as the most preferred platform, where a business organisation sells products/services directly to the end user individual/group of customers via a web interface/website or by using other electronic communication network like a mobile phone. In this type of online shopping, the customer places an order through a website of a business

organisation. The business organisation in return processes the order and supplies product to the customer. This finding is in line with the qualitative results which show that B2C is the most common and preferred online platform utilised in Lagos and Oyo States, Nigeria. A service provider agent said:

> *Online shopping has become a major trend among Nigerians especially among the youths today. The increase of the middle class, introduction of the internet, personal computers and mobile phones had aided this increase. The resultant effect which is the increase in consumers seeking convenience, low cost of products with quality and a wide range of variety that cannot be found in physical store. The B2C online platform is the most utilized online platform in Nigeria. This platform is utilized because of the rise of customers base. The growth of the middle class and young population has created a demand for products increasing the online shopping base. Also, the rise in online businesses which has made it possible for customers to shop at their convenience without necessarily going to a physical store to purchase products.* **(KII/Service provider/Lagos State/2017)**

**Table 4.7**    **Chi square test of association between socio-demographic characteristics of respondents and online platform utilised**

| SOCIO-DEMOGRAPHICS | PLATFORMS | | | | TESTS |
|---|---|---|---|---|---|
| | B2B | B2C | C2C | ALL PLATFORMS | |
| **SEX \*** | | | | | $X^2 = 9.460$; |
| Male | 64 | 430 | 85 | 170 | df = 3; |
| Female | 61 | 411 | 72 | 106 | Sig. = 0.024 |
| **TOTAL** | 125 | 841 | 15 | 276 | |
| **AGE \*** | | | | | $X^2 = 28.101$; |
| 18-22 | 1 | 12 | 0 | 2 | df = 12; |
| 23-27 | 11 | 116 | 28 | 35 | Sig.= 0.005 |
| 28-32 | 26 | 201 | 44 | 63 | |
| 33-37 | 36 | 167 | 32 | 86 | |
| Above 37 | 52 | 345 | 53 | 90 | |
| **TOTAL** | 125 | 841 | 157 | 276 | |
| **ETHNIC AFFILIATION\*** | | | | | $X^2 = 14.305$; |
| Hausa | 5 | 30 | 5 | 16 | df = 6; |
| Igbo | 51 | 224 | 46 | 81 | Sig. = 0.026 |
| Yoruba | 68 | 582 | 100 | 174 | |
| Others | 1 | 5 | 6 | 5 | |
| **TOTAL** | 125 | 841 | 157 | 276 | |
| **RELIGIOUS AFFILIATION** | | | | | $X^2 = 2.585$; |
| Christianity | 101 | 633 | 113 | 210 | df = 3; |
| Islam | 20 | 202 | 40 | 57 | Sig. = 0.460 |
| Others | 4 | 6 | 4 | 9 | |
| **TOTAL** | 124 | 841 | 157 | 276 | |
| **EDUCATIONAL LEVEL** | | | | | $X^2 = 9.089$; |
| Primary | 3 | 11 | 5 | 8 | df = 9; |
| Secondary | 12 | 83 | 15 | 18 | Sig. = 0.429 |
| Tertiary | 86 | 544 | 103 | 180 | |
| Postgraduate | 24 | 203 | 34 | 70 | |
| **TOTAL** | 125 | 841 | 157 | 276 | |
| **MONTHLY INCOME (₦) \*** | | | | | $X^2 = 46.845$; |
| Less than 18,000 | 30 | 283 | 59 | 83 | df = 18; |
| 18,001 - 50,000 | 24 | 189 | 37 | 60 | Sig.= 0.000 |
| 50,001 - 82,000 | 34 | 125 | 17 | 34 | |
| 82,001 - 114,000 | 25 | 90 | 16 | 31 | |
| 114,001 - 146,000 | 5 | 62 | 8 | 21 | |
| 146,001 - 178,000 | 1 | 26 | 9 | 12 | |
| Above 178,000 | 6 | 66 | 11 | 35 | |
| **TOTAL** | 125 | 841 | 157 | 276 | |

| OCCUPATION * | | | | | $X^2 = 47.094$; |
|---|---|---|---|---|---|
| Self-employed | 17 | 45 | 9 | 20 | df = 12; |
| Student | 56 | 335 | 75 | 126 | Sig. = 0.000 |
| Public servant | 41 | 315 | 58 | 66 | |
| Private sector worker | 10 | 107 | 13 | 55 | |
| Unemployed | 0 | 11 | 2 | 9 | |
| **TOTAL** | 125 | 841 | 157 | 276 | |
| **MARITAL STATUS** | | | | | $X^2 = 12.838$; |
| Married | 41 | 330 | 57 | 81 | df = 9; |
| Single | 80 | 496 | 97 | 185 | Sig.= 0.170 |
| Divorced/separated | 2 | 10 | 2 | 7 | |
| Widow/widower | 2 | 5 | 1 | 3 | |
| **TOTAL** | 125 | 841 | 157 | 276 | |

**Source: Fieldwork 2017**

Findings from table 4.7show that there is an association between the platform utilised and customers' socio-demographic characteristics. Result shows that sex ($X^2$=9.460), age ($X^2$ = 28.101), income ($X^2$ = 46.845) and occupation ($X^2$ = 47.094) are associated with the kind of online shopping ever utilised by customers'. Result from the table specifically shows that a greater percentage 51.1% of males, 41.0% of the respondents who were above 37 years of age, 69.8% who were of the Yoruba ethnic group, 64.7% who had tertiary education as their highest educational level, 39.8% who were students and 58.9% who were single made more purchase on the B2C online platform than the B2B and C2C online shopping platform.

## 4.4 Kinds of products customers mostly patronised

This section discusses the acquisition and consumption of products respondents purchased in the course of shopping online. It categorises the products respondents purchased frequently as offered by the major business to customer (B2C) online shopping platforms. Although literature, (Nielsen, 2014), classified online products into two broad groups which are durable products and consumable products, this study categorised products into ten broad categories.

**Table 4.8      Distribution of Products frequently/ever purchased by respondents**

| Products | Ever Purchased | Locations | | | | Total | |
|---|---|---|---|---|---|---|---|
| | | Lagos | | Oyo | | | |
| | | F | % | F | % | F | % |
| Phone and Tablet | No | 567 | 56.1 | 196 | 50.5 | 763 | 54.5 |
| | Yes | 444 | 43.9 | 192 | 49.5 | 636 | 45.5 |
| Fashion | No | 701 | 69.3 | 282 | 72.7 | 983 | 70.3 |
| | Yes | 310 | 30.7 | 106 | 27.3 | 416 | 29.7 |
| Home and Office | No | 954 | 94.4 | 371 | 95.6 | 1325 | 94.7 |
| | Yes | 57 | 5.6 | 17 | 4.4 | 74 | 5.3 |
| Computing | No | 935 | 92.5 | 363 | 93.6 | 1298 | 92.8 |
| | Yes | 76 | 7.5 | 25 | 6.4 | 101 | 7.2 |
| Camera and Electronics | No | 998 | 98.7 | 370 | 95.4 | 1368 | 97.8 |
| | Yes | 13 | 1.3 | 18 | 4.6 | 31 | 2.2 |
| Watches and Sun Glasses | No | 957 | 94.7 | 370 | 95.4 | 1327 | 94.9 |
| | Yes | 54 | 5.3 | 18 | 4.6 | 72 | 5.1 |
| Toys | No | 1008 | 99.7 | 388 | 100.0 | 1396 | 99.8 |
| | Yes | 3 | 0.3 | 0 | 0.0 | 3 | 0.2 |
| Automobile | No | 1004 | 99.3 | 388 | 100.0 | 1392 | 99.5 |
| | Yes | 7 | 0.7 | 0 | 0.0 | 7 | 0.5 |
| Health and Beauty | No | 967 | 95.6 | 378 | 97.4 | 1345 | 96.1 |
| | Yes | 44 | 4.4 | 10 | 2.6 | 54 | 3.9 |
| Sport and fitness | No | 1008 | 99.7 | 386 | 99.5 | 1394 | 99.6 |
| | Yes | 3 | 0.3 | 2 | 0.5 | 5 | 0.4 |
| **Total** | | **1011** | **100.0** | **388** | **100.0** | **1399** | **100.0** |

**Source: Fieldwork 2017**

The findings from table 4.8 show that although customers from Lagos and Oyo States had purchased all categories of products, however, they purchased some products more than the others. There exist some variations in the frequencies of their purchase and motivation for

131

making such purchases. Specific results show that a greater proportion (43.9% and 49.5%) from Lagos and Oyo States respectively had purchased phones and tablets. Further, about (30.7% and 27.3%) of respondents had purchased fashion items from both study locations, while only (5.6% and 4.4%) purchased more of home and office equipment in Lagos and Oyo States. In addition 7.5% and 5.6% had purchased computing software, a few (1.3% and 4.6%) had purchased cameras and electronics.

Furthermore, 5.3% purchased watches and sunglasses in Lagos State and 4.6% in Oyo State. Also, (0.3% and 0.0%) purchased toys in Lagos and Oyo States respectively. With reference to the purchase of health/beauty and sports/fitness products, only 4.4% and 2.6% and 0.3% and 0.5% respectively had purchased those products from both study locations. From the results above, it is evident that the top purchased products in both study locations were phones/tablets and fashion which fell within the non-consumable categories of products as put forth by Nielsen Global E-commerce Report (2014). The findings were corroborated by Nielsen global connected commerce survey (2014) and Philip consulting (2014) which noted that the top selling products are clothing/foot wears and consumer electronic/computers. This could be because, clothing items are such a necessity and are generally more affordable, and thus customers purchased them more frequently. Products like electronics and computing are mostly purchased once in a while and more expensive. It also showed that customers are willing to spend between ₦ 50,001 and ₦ 100,000 on their choice or preferred products. An interviewee supported the forgoing finding when he said:

> *Although our customers had purchased a variety of products, but, the orders placed on daily basis are more on phones and clothing. The top selling products online are consumer electronics with phones and tablets topping the list and clothing which comprise of all fashion items and footwear.***(KII/Service Providers/Oyo State/2017)**

The study also examines the meanings customers attached to the process of the consumption of online products. Findings from the study show that consumption was a part of identity construction and as a status symbol as well as the motivation for shopping online. That is the meaning and the influence guiding customers purchase online. Results found that products were symbolic, having meanings in society and to the customers; they also served specific functions by complying with people's preferences and needs. Therefore, through the products customers purchase, created themselves and were created by products, services and experiences. Literature

(Hofacker, 2001; Wang, Ye*et al.*, 2005; The Tech Faq, 2008; Philips Consulting, 2014 & 2016) identified the ability of customers to buy at anytime and anywhere once there is access to the internet (convenience). Customers can find the matching product at a lesser price by correlating different websites at the same time (information); customers also sometimes want to avoid pressure of having a  face-to-face interaction with sales reps; they can avoid in-store traffic jam (cost and time efficiency) as the motivations for shopping online. This study found that, convenience was not the only factor influencing customers shopping behaviour, but also the cost effectiveness, displacement of time and space and the availability of a wide range of products, lack of bargaining power, access to reviewer's comments and cost of products were the major reasons customers shopped online.

From this study the following were identified as the rationale for shopping online by the customers in this study:

1. Convenience
2. Lack of bargaining power
3. Wide range of variety
4. Mode of payment
5. Promotional offers
6. Trial and error
7. Affirmation

**1. Convenience**

Convenience is often given as the major reason for the proliferation of online shopping when compared to brick and mortar retail or a conventional physical store. In this context, convenience implies access, search, evaluation, transactional ease and post-purchase satisfaction. According to Jiang (2013), convenience is a subjective term that conveys different meanings to different people depending on the usage of the term. Convenience was categorized into five (5), namely: Access convenience: this implies the ease of access to the retailers site. Customers value the ability to shop at anytime, anywhere and any day. This reduces the physical contact with sales representative and they avoid in-store traffic. This is also said to save time and energy. Evaluation convenience: this addresses the how question. Customers are not only interested in the ease of access but also the ease in the choice of products, understand the product description

and quality of the product. <u>Search convenience</u>: this encompasses website design as well as search functionality. Customers desire to search and find desired products in a very short time as possible. <u>Transactional convenience</u>: this describes the value customers place on flexible payment methods. <u>Post-purchase convenience</u>: this refers to the speed and quality of delivery. Customers want their goods quickly, safely and undamaged

For instance, a respondent who is a banker stated that he shopped online for the sake of convenience. He puts his assertion thus:

> *I shop from them because they are so convenient to purchase from. Once you are buying from a verified seller, what you see is usually what you get. I will count myself a lucky buyer online and I like to know that what I am buying is the original, so I do a little research and check it out on a few online shops. These verified stores usually fits cause it has the right balance of authenticity of goods, speed of delivery, moderate prices, offers good discounts in the form of exclusive deals which they get by direct contact with the company providing the service. Seeing them at cheaper prices makes them very attractive cause who does not like a good bargain?! It just makes a lot of sense to watch out for discounts and save what you can. I might check some of these verified stores once or twice a week to check out for their exclusive offers. They accept returns of maybe damaged or faulty products.* **(IDI/Male/ 36yrs/Banker/Lagos State/2017)**

## 2. Lack of bargaining power

For another respondent, lack of bargaining power was the rationale for shopping online. She retorted by saying:

> *Shopping in an offline market can be funny. There was a time when I got to the market, I was given a price for a product, I think 4000. I argued about the price of the product with the seller until we arrived at 3500. Only to get home and find out the price was meant to be 1500. My strength of bargaining is low. I don't know how to bargain at all. So I like price tags on products. Where you just put the price tag of what is up for sale.* **(IDI/Female/30yrs /Teacher/Oyo State/2017)**

## 3. Wide range of variety

Shopping online can provide customers with a wide range variety of products from different sellers at same time. Some other respondents who identified wide range of products and the comparison of price as the reasons why they shopped online noted their position from different perspectives. A respondent further expatiated by saying:

> *Online shopping provides me with a wide range or variety of products that I can choose from. Interestingly, the variety is limitless which gives you the opportunity for selective purchase. Price comparison is another rationale for shopping online; here you get to compare different brands. Delivery convenience is another motivation. The incidence of payment on delivery is very convenient and Order convenience- You can order at your own convenience.* **(IDI/Female/46yrs/Self-employed/Lagos State/2017)**

The freedom to make a choice from a wide range of assorted shopping outlets based on trial and error was identified by another interviewee as the motivation for purchasing products online. A respondent expressed his view thus:

> *I am not a millennial so I will always switch when I encounter any challenge or problem with the online site but as we all know Nigeria has problem with logistics. What I do is that if I start with a particular shop online I have any issue of ordering for an item, not getting the item within 15-20 days, or the product is defective, or it may even be a wrong item, I just switch to the next store if this eventually happens. For me shopping online is just a trial and error thing, if my trial does not result in an error I keep shopping but if it comes with errors, I back out. Another reason for using other sites are because you are looking for more variety so when you get to a particular website and you don't see what you are looking for you go another website and check until you eventually find the website where you can get what you are looking for.* **(IDI/Male/48yrs/Lecturer/Lagos State/2017)**

4. **Mode of payment**

The mode of payment was another subjective reason why customers shopped online. Online shopping customers were sceptical paying for products before delivery; hence most online stores provided various payment options just to enhance customers trust in the online platform. A businesswoman from Lagos State asserted:

> *Thanks to online shopping sites where you have different payment platforms, irrespective of the card you use e.g Verve, Master Card, Dollar denominated cards and so on you can make payment on the online shopping platforms. Convenience is the major reason why I shop online, the fact that you can sit down in one area e.g Mowe and even when you don't have internet you could dial up a service number (01-0000000) which is a customer care line, you follow the voice prompt and you tell the customer service operators what you want to buy and they will take down your details and deliver it at your doorstep. So I feel the convenience here is what makes the use of online stores quite interesting and the adoption of it by the Nigerian populace quite fast. A wide range of varieties is available online. Online stores provide customers a platform where they can buy all types of items or products. For instance the female category for dresses items has 50,000 items*

*which is obviously more than what you can find in a boutique. Price of online products is another rationale for me. I will make use of an example- if you go to a normal SLOT store the price they tell you is the last price of the product. But now from the comfort of your room/office you could literally check the prices of all the types of phones you want to buy from different websites. It thereby gives you the ability to compare prices between online stores. To buy offline, you need to have a good bargaining power; else, you may be cheated.* **(IDI/Female/29yrs/Businesswoman/Lagos State/2017***)*

### 5. Promotional offers

Some other respondents shopped online because the shops provided them from time-to-time promotional offers and vouchers. One respondent reported:

> *I have been opportuned to shop online at times when they are running some promotional offers. During those periods; I am entitled to bonuses and reduction in prices. Shopping online has also helped me in saving cost for example if you calculate the cost of going to the open air market, when you compare the price you finally paid on the good, you will discover that the price of going to a physical store will be on the higher side compared to when you buy online.* **(IDI/Male/38yrs/Civil servant/Lagos State/2017)**

### 6. Trial and error

Another respondent described shopping online as a big risk, but might trust the online store to deliver if they read reviewers comments online. Seeing online shopping as a risky endeavour, an interviewee preferred to depend on affirmations from fellow online shoppers to decide whether or not to purchase online. The respondent puts her point as

> *I hardly trust these entire online stores o, for me to buy anything online, I rely on the comments of those that had shopped and dropped a comment about the products and the general performance of the product before placing an order. I also have a limit in terms of the amount I can spend to buy a product online. The thing is if any issue arise, who do I hold responsible, the whole transactional process is faceless, and as a result of its facelessness, I have little or no trust that they will deliver.* **(IDI/Female/27yrs/Student/Oyo State/2017)**

### 7. Affirmation

136

A particular respondent noted that words of mouth (WOM) from family members and friends was a motivation for making any purchase online. WOM defines the behavioural intentions of customers. In literature (Phelps, Lewis, Mobillio, Perry & Raman, 2004) WOM is categorized into two, traditional (face to face) and online (electronic). In this study, respondents utilized both types of WOM. A female respondent stated that:

> *Before I made my first online purchase, I made sure I contacted friends and family to seek their experience. An agent came to showcase an online store to me, despite all that I was shown, I was not convinced, I had to ask people I trust and as soon as I got the confirmation from them, I went ahead to make my purchase. I started with a very low amount for the first purchase, because, I believe that I do not have to put in my legs to test the depth of a river. Prior to the time I got the confirmation from my friend and family, I have been going online to read the reviews of some customers some good and others bad. I concluded that those reviews were cooked up by the online store, I do not trust them enough.* **(IDI/Female/32yrs/Civil Servant/Oyo State/2017)**

The above comments show that online shopping customers sometimes, rely mainly on social networking, referrals or recommendations and appraisal from other online customers, family members and friends before any purchase is made. The responses explained some of the symbolic meanings customers commonly attached to the purchase of products online. In this study, affordability, quality, convenience and ability to return products defines the motivation and rationale for shopping online. Convenience, wider range of choices or variety, time efficiency, displacement of time and space in transaction, flexible mode of payment and Identity construction of "I want to belong" are some of the reasons that influenced customers wanting to purchase products online. Bourdieu (1984) maintains that cultural locations (habitus) directly influence the consumption behaviour and patterns of a people by developing their taste and furthermore, people of a culture consume in order to differentiate themselves in the social environment.

According to Giddens (1990), the process of time-space distantiation is developing ever faster in the present period he calls 'late or high modernity'. The dimensions of time and space seem to lose any importance in modern societies when using media and the web.

Although customers are informed of the implications of buying products online, they still make their purchases. However, the feeling of absence of bargaining power brings about displacement. Customers were made to rate their online and offline shopping experiences, the responses of customers varied.

Some customers' preferred to shop offline or in physical market because they are able to bargain, feel, touch and test the products before purchase. A respondent was of the view that:

> *For me shopping online is a preferred way of purchasing products because it affords me the opportunity to shop at the comfort of my home, it is convenient and you can always get your order anywhere you are. Just that the feel of bargaining, checking the quality and testing the product is absent and which are very vital in any purchase one makes. Prices are fixed one does not have the opportunity to bargain, so customers can not ascertain if the price displayed for the product is worth it or not.* **(IDI/Male/29yrs/Banker/Oyo State/2017)**

Another respondent from Oyo State noted that shopping online does not afford customers the opportunity to try-out products:

> *I won't say shopping online is a preferred way of getting products. I will rather say for some products shopping online are preferable to shopping in physical stores. There are certain products that a customer needs to go to a physical store to test first before buying and shopping online does not give customers that opportunity to test.The customers only rely on the description and review of products by other customers. There are some electronic devices that you do not just have to pay for online and tell them to ship it foryou.You need to go there yourself to see how it works before you pay for it.* **(IDI/Female/31yrs/Teacher/Oyo State/2017)**

Another interviewee said:

> *Although I shop online, I prefer to shop offline and in-store because I can feel the texture, of the products. Some of the products are over rated, while others are classified as 'limited edition' but it's unlimited.* **(IDI/Male/30yrs/Student/Oyo State/2017)**

This objective further investigates for the factors influencing the kind of products customers' purchased online. The socio-demographic characteristics of the respondents were used to measure factors that influence the purchase patterns through multivariate analysis involving logistic regression. The table 4.8 shows the results of the logistic regression analysis used in the assessment of the influence of socio-background factors on the respondents choice of products, a key aspect of online shopping. With reference to the range of factors that influenced the choice

of products purchased by customers, the study contextualised the role of socio-economic and demographic like sex, age, religious affiliation, ethnic identity, educational qualification, occupation and average monthly income as factors that influence how they purchase online and perceive their transactions online. While extant literature provided discussion on how these various characteristics shape consumers perception, however, emphasis is placed on how these demographic characteristics influence consumption patterns and categorical labelling of a purchase process.

**Table 4.9    Logistic regression of socio-demographic variables of respondents and product purchased online**

| Variables | Phones & Tablets | Fashion | Home & Office | Computing | Camera & Electronics |
|---|---|---|---|---|---|
| **Sex** | | | | | |
| Male | 1.456 * | 0.683 * | 0.829 | 0.994 | 3.132 |
| Female | RC | RC | RC | RC | RC |
| **Age** | | | | | |
| 18-22 | 1.405 | 4.988 * | 0.000 | 0.000 | 0.000 |
| 23-27 | 7.460 * | 0.606 | 0.491 | 0.101 * | 0.059 |
| 28-32 | 19.682 * | 0.306 * | 0.052* | 0.062 * | 0.110 |
| 33-37 | 6.578 * | 0.649 * | 0.307* | 0.118 * | 0.525 |
| Above 37 | RC | RC | RC | RC | RC |
| **Ethnic Affiliation** | | | | | |
| Hausa | 1.036 | 1.062 | 1.774 | 1.664 | 1.046 |
| Igbo | 0.100 | 0.904 | 1.031 | 1.250 | 1.068 |
| Yoruba | 1.406 | 4.903 | 3.184 | 5.358 | 4.205 |
| Others | RC | RC | RC | RC | RC |
| **Religious Affiliation** | | | | | |
| Christian | 1.114 | 0.965 | 0.912 | 0.664 | 0.046 * |
| Islam | 0.470 | 0.681 | 0.743 | 0.390 | 0.032 |
| Traditional | 0.247 | 0.385 | 0.443 | 0.102 | 0.104 |
| Others | RC | RC | RC | RC | RC |
| **Marital Status** | | | | | |
| Married | 0.904 | 0.483 | 1.326 | 1.609 | 24698677.704 |
| Single | 0.825 | 0.479 | 2.043 | 1.524 | 35289281.190 |
| Divorced/Separated | 1.852 | 0.267 | 2.181 | 0.701 | 1.546 |
| Widowed | RC | RC | RC | RC | RC |
| **Education Qualification** | | | | | |
| Primary | 0.827 | 0.622 | 2.902 | 0.367 | 0.000 |
| Secondary | 0.701 | 1.384 | 0.760 | 1.358 | 0.000 |
| Tertiary | 0.967 | 0.831 | 1.066 | 1.364 | 1.451 |
| Post-graduate | RC | RC | RC | RC | RC |
| **Occupation** | | | | | |
| Self-employed | 0.283 * | 1.851 | 26847089.924 | 128289631.075 | 0.747 |
| Student | 0.528 | 0.968 | 52686716.954 | 87283903.255 | 0.700 |
| Civil/Public servant | 0.473 | 0.726 | 49565744.617 | 65997095.222 | 1.301 |

| | | | | | |
|---|---|---|---|---|---|
| Private sector worker | 0.683 | 0.998 | 47363914.343 | 10481283.564 | 0.257 |
| Unemployed | RC | RC | RC | RC | RC |
| **Monthly Income (₦)** | | | | | |
| Less than 18,000 | 0.933 | 1.658 | 0.333* | 0.967 | 107671250.363 |
| 18,001-50,000 | 1.112 | 1.116 | 0.395 * | 1.051 | 47227527.809 |
| 50,001-82,000 | 1.981* | 0.923 | 0.423 * | 0.997 | 24617164.773 |
| 82,001-114,000 | 1.956 * | 1.099 | 0.392 * | 0.626 | 17387270.979 |
| 114,001-146,000 | 1.889 * | 0.819 | 0.577 | 0.490 | 57322245.320 |
| 146,00-178,000 | 1.450 | 0.923 | 0.437 | 1.483 | 57858618.635 |
| Above 178,000 | RC | RC | RC | RC | RC |
| **Key: * Significant at *P*< 0.05** | | | | **RC – Reference category** | |

**Source: Fieldwork 2017**

Males were 1.4 times more likely to purchase phones and tablets compared to females (the reference category). The sex of a customer is one of the key factors that can affect the buying behaviour and decision making of not just where to buy but what product to buy. It also explains the preferences each sex has in a purchase episode. It also describes the motives, perspectives, rationale and considerations put in place. A study by Philips Consulting (2016) shows that males purchased more of electronics than women. This finding further shows a significant relationship between sex and kind of product purchased. By age, those respondents aged 18-22, 23-27. 28-32 and 33-37 were (1.4, 7.4, 19.6 and 6.5 times) more expected to acquire phones and tablets than customers aged 37 and above the reference category. This finding shows a significant relationship between age and product purchased thereby reinforcing Webcouper's assertion on those aged 25-34 comprised of 93% of those who shop online (Webcouper, 2016). Respondents with Yoruba and Hausa ethnic identity were 1.4 and 1.0 times more likely to purchase phones and tablets while respondents from the Igbo ethnic group were 0.1 times less likely to purchase phones and tablets when compared to those of the other ethnic group, the reference category. The Christian respondents were 1.1 times more likely to purchase phones and tablets while those of the Islamic faith and traditionalist were 0.4 and 0.2 times less likely to purchase phones and tablets when compared to those of other religious faith the reference category. With reference to the marital status of respondents, the married and single were 0.9 and 0.8 times less likely to purchase phones and tablets when compared to the reference categories, however, respondents that were divorced/separated were 1.8 times more likely to purchase phones and tablets.

The highest educational qualification of the respondents showed that those with primary, secondary and tertiary education were 0.8, 0.7 and 0.9 times less likely to purchase phones and tablets than those with post-graduate education (the reference category). On the basis of

respondents occupation the table 4.4.2 further shows that those who were self-employed, students, civil/public servant and private sector workers were 0.2, 0.5, 0.4 and 0.6 times less likely to purchase phones and tablets than those that are unemployed (the reference category). The relationship between the level of income and products purchased among the respondents shows that, those that earned less than ₦ 18,000 were 0.9 times less likely to purchase phones & tablets when compared with the reference category. However, respondents who earned ₦ 18,001-₦ 50,000, ₦ 50,001- 82,000, ₦ 82,001-₦ 114,000, ₦ 114,001-₦ 146,000, ₦ 146,000-₦ 178,000 were 1.1, 1.9,1.9, 1.8 and 1.4 times most expected to buy phones & tablets when compares with customers thatearned above 178,000 (the reference category).

Approximately 68% of male respondents were less likely to purchase fashion product. This finding further showed the influence and the significant relationship of sex on the choice and preference respondents make in the purchase of products. In the age range of the respondents, those aged 18-22 years were 4.9 times more likely to purchase fashion products while those respondents 23-27, 28-32 and 33-37 years were (0.6, 0.3 and 0.6 times) less likely to purchase fashion products than those aged above 37 years (the reference category). The respondents with the Yoruba and Hausa ethnic identity were 4.9 and 1.0 times more likely to purchase fashion products while those with the Igbo ethnic identity were 0.9 times less likely to purchase fashion products than those with the other ethnic identity (the reference category). The Christian, Islam and Traditional respondents were 0.9, 0.6 and 0.3 times less likely to purchase fashion products compared with those of the other religious faith (the reference category). Marital status did not affect the choice in the purchase of fashion products. Specifically, respondents that were married, single, divorced/separated were 0.4, 0.4 and 0.2 times respectively less likely to purchase fashion products than the widowed (the reference category).

On the highest educational level, result shows that those with primary and tertiary education were 0.6 and 0.8 times respectively less likely to purchase fashion products while those with secondary education were 1.3 times more likely to purchase fashion products than those with post-graduate level of education (the reference category). With reference to the occupation of respondents, those who were self-employed were 1.6 times more likely to purchase fashion products while those who were students, civil/public servant and private sector workers were 96%, 73% and 99% respectively more likely to purchase fashion products than unemployed

respondents (the reference category). The relationship between the average monthly income and kind of product purchased shows that those who earned less than 18,000, between 18,001 and 50,000 and between 82,001 and 114,000 were 1.6, 1.1 and 1.0 times more likely to purchase fashion products while those who earned 50,001-82,000, 114,001-146,000 and 146,000 were 0.9, 0.8 and 0.9 times respectively less likely to purchase fashion products.

Males were 0.8 times less likely to purchase home and office equipment's than female respondents, the reference category. The age of respondents shows that those aged 18-22, 23-27, 28-32 and 33-37 were 0.0, 0.4, 0.1 and 0.3 times respectively less likely to purchase home and office equipments than those aged above 37 (the reference category). This finding shows a significant relationship between the age of respondents and the purchase of home and office equipments. Respondents with the Yoruba and Hausa ethnic identity were (3.1 and 1.7 times) more likely and those of the Igbo ethnic group were (1.0 times) less likely to purchase home and office equipment's than those that were of other ethnic identity (the reference category). The Christian, Muslim and Traditional respondents were 0.9, 0.7 and 0.4 times less likely to purchase home and office equipment's when compared with those of the other religious faith (the reference category). With reference to the marital status of respondents, result shows that those who were married, single and divorced/separated were 1.3, 2.0 and 2.1 times respectively more likely to purchase home and office equipments when compared with respondents' that were widowed (the reference category).

On the educational attainment of respondents, result shows that those who had primary and tertiary education were 2.9 and 1.0 times more likely to purchase home and office equipments while those who had secondary education as the highest educational qualification were 0.7 times less likely to purchase home and office equipments when compared with those who had post-graduate education (the reference category). With reference to the occupation of the respondents and the likelihood to purchase home and office equipments, findings show that those who were self-employed, students, civil/public servants and private sector workers were 26.8, 52.6, 49.5 and 47.3 times more likely to purchase home and office equipments when compared with those that are unemployed (the reference category). In addition, on the monthly income of respondents, result shows that those respondents who earned less than 18,000, 18,001-50,000, 50,001-82,000, 82,001-114,000, 114,001-146,000 and 146,001-178,000 were 0.3, 0.4, 0.4, 0.6 and 0.4 times less

likely to purchase home and office equipments when compared with those who earned above 178,000 (the reference category).

Approximately, 99% of male respondents were less likely to purchase computing (computers, soft wares, accessories, storage) products when compared with females (the reference category). The age range of respondents showed that, those aged 18-22, 23-27, 28-32 and 33-37 were 0.0, 0.1, 0.1 and 0.1 times respectively less likely to purchase computing products than those above 37 years (the reference category). The finding shows a significant relationship between age that is those aged (23-27, 28-32 and 33-37) and the purchase of computing products. The respondents with Yoruba, Hausa and Igbo ethnic identity were 5.3, 1.6 and 1.2 times respectively more likely to purchase computing products when compared to those of the other ethnic identity. The Christian, Muslim and Traditional respondents were 0.6, 0.3 and 0.1 times less likely to purchase computing products than those of the other religious believe/faith. Those that were married and single, were 1.6 and 1.5 times respectively more likely to purchase computing products while those who were divorced/separated were 0.7 times less likely to purchase computing products when compared to those that were widowed (the reference category).

Further, respondents with primary education were 0.3 times less likely to purchase computing products while respondents with secondary and tertiary educational qualification were 1.3 and 1.3 times respectively to purchase computing products when compared to those who had post-graduate education (the reference category). On the occupation of respondents, those who were self-employed, students, civil/public servants and private sector workers were 1.2, 7.8, 6.5 and 1.0 times respectively more likely to purchase computing products when compared with those who were unemployed (the reference category). With reference to the average monthly income of respondents, those who earned less than 18,000, 50,001-82,000, 82,001-114,000 and 114,001-146,000 were 0.9, 0.9, 0.6 and 0.4 less likely respectively to purchase computing products while those who earn 18,001-50,000 and 146,001-178,000 were 1.0 and 1.4 times respectively most expectedto shop for computing products when likened to those who earned above 178,000 averagely (the reference category).

On the purchase of cameras and electronics products, result shows that males were 3.1 times most expected to buy such products in comparison to females (the reference category). Also, the age of the respondents shows that, all the age categories 18-22, 23-27, 28-32 and 33-37 were 0.0,

0.1, 0.1 and 0.5 times less expected to purchase cameras and electronics when associated to those above 37 years (the reference category). Those of the Yoruba, Hausa and Igbo ethnic identity were also 4.2, 1.0 and 1.1 times respectively most expected to purchase cameras and electronics than those of the other ethnic identities (the reference category). The finding on respondents religious affiliation shows a significant relationship between religious affiliation (Christian faith) and the cameras and electronic products. It further shows that those of the Christian, Muslim and Traditional faith were 0.0, 0.0 and 0.1 times less expected to buy cameras and electronics than those of the other religious faith (the reference category). With reference to the marital status of respondents, all marital categories that is married, single and divorced/separated were 2.4, 3.5 and 1.5 times most expected to purchase camera and electronic products when compared with those who were widowed (the reference category).

**Table 4.10    Logistic regression of socio-demographic variables of respondents and choice of product purchased online**

| Variables | Watches & Sunglasses | Toys | Automobile | Health & Beauty | Sport & Fitness |
|---|---|---|---|---|---|
| **Sex** | | | | | |
| Male | 1.047 | 0.000 | 6.463 | 0.681 * | 1.530 |
| Female | RC | RC | RC | RC | RC |
| **Age** | | | | | |
| 18-22 | 0.000 | 495.692 | 0.000 | 0.000 | 0.000 |
| 23-27 | 0.291 | 15465.671 | 0.000 | 1.510 | 0.966 |
| 28-32 | 0.040 | 1806.298 | 0.000 | 0.630 | 1.365 |
| 33-37 | 0.205 | 435927.180 | 0.480 | 0.443 | 0.771 |
| Above 37 | RC | RC | RC | RC | RC |
| **Ethnic Affiliation** | | | | | |
| Hausa | 0.241 | 0.000 | 0.000 | 0.000 | 0.000 |
| Igbo | 0.697 | 0.000 | 0.708 | 0.527 * | 0.000 |
| Yoruba | 0.871 | 0.265 | 1.318 | 0.910 | 0.000 |
| Others | RC | RC | RC | RC | RC |
| **Religious Affiliation** | | | | | |
| Christian | 0.574* | 0.308 | 0.351 | 2.506 * | 20918090797.669 |
| Islam | 0.304 | 0.194 | 0.183 | 1.352 | 0.000 |
| Traditional | 0.142 | 0.117 | 0.119 | 0.862 | 0.000 |
| Others | RC | RC | RC | RC | RC |
| **Marital Status** | | | | | |
| Married | 1.512 | 0.000 | 1541757.496 | 109364912.316 | 0.004 |
| Single | 1.297 | 0.000 | 208977.917 | 83093094.782 | 61462098.293 |
| Divorced/Separated | 1.258 | 0.028 | 0.116 | 212472526.058 | 3.662 |
| Widowed | RC | RC | RC | RC | RC |
| **Education Qualification** | | | | | |
| Primary | 5.192 | 0.021 | 0.000 | 5.155 * | 0.000 |
| Secondary | 1.452 | 392262.707 | 0.000 | 1.118 | 0.000 |
| Tertiary | 1.936 * | 0.000 | 0.088* | 0.922 | 2.203 |
| Post-graduate | RC | RC | RC | RC | RC |
| **Occupation** | | | | | |

144

| | | | | | |
|---|---|---|---|---|---|
| Self-employed | 6109039.489 | 0.000 | 19799048.341 | 14008608.139 | 18.604 |
| Student | 19858994.892 | 0.000 | 12599193.636 | 43251652.685 | 5278937.499 |
| Civil/Public servant | 48768831.457 | 0.000 | 2582863.127 | 70706334.296 | 1504702600830.770 |
| Private sector worker | 0.343 | 0.00 | 10672914.874 | 31558035.847 | 777378785163.497 |
| Unemployed | RC | RC | RC | RC | RC |
| **Monthly Income (₦)** | | | | | |
| Less than 18,000 | 107671250.363 | 1.294 | 0.074 | 0.231 * | 23361.002 |
| 18,001-50,000 | 47227527.809 | 1.531 | 2.597 | 0.651 | 0.000 |
| 50,001-82,000 | 24617164.773 | 1.559 | 0.000 | 0.197 * | 0.000 |
| 82,001-114,000 | 17387270.979 | 1.156 | 136748637321.268 | 0.379 | 0.000 |
| 114,001-146,000 | 57322245.320 | 2.568 | 0.105 | 0.215 * | 1.199 |
| 146,00-178,000 | 57858618.635 | 2.665 | 0.359 | 0.000 | 0.000 |
| Above 178,000 | RC | RC | RC | RC | RC |
| **Key: * Significant at *P*< 0.05** | | | **RC – Reference category** | | |

**Source: Fieldwork 2017**

The sex distribution of respondents shows that male customers were 1.0 times most expected to purchase watches and sunglasses than female customers (the reference category). The age range indicates that respondents who were 18-22, 23-27, 28-32 and 33-37 respectively were 0.0, 0.3, 0.0 and 0.2 times less expected to purchase watches and sunglasses when compared to those who were above 37 years (the reference category). Respondents who were of the Yoruba, Hausa and Igbo ethnic identity were 0.8, 0.2 and 0.7 times less expected to purchase watches and glasses than those from the other ethnic groups (the reference group). Respondents' religious affiliation shows that those of the Christian, Islamic and Traditional faith were 0.6, 0.3 and 0.1 times less expected to purchase watches and glasses when compared with those of the other religious faith (the reference category). Result also shows a significant relationship between the religious affiliation (Christian faith) and the purchase of watches/glasses. On the basis of the marital status of customers, those who were married were (1.5 times), single respondents were (1.3 times) and divorced/separated were (1.3 times) most expected to purchase watches and glasses when compared to those who were widowed (the reference category). With reference to the highest educational qualification of the respondents, it is shown that all educational levels primary (52%), secondary (15%) and tertiary (19%) were more likely to purchase watches and sunglasses when compared to those whose highest educational qualification was post-graduate. The occupational status shows that those who were self-employed, students and civil/public servants were 6.1, 1.9 and 4.8 times most expected to buy watches and glasses while those who were private sector workers were 0.3 times less likely to purchase watches and glasses compared to those who were unemployed (the reference category). The average monthly income of respondents shows that those who earned Less than 18,000, 18,001-50,000, 50,001-82,000,

82,001-114,000, 114,001-146,000, 146,00-178,000 were (1.0, 4.7, 2.4, 1.7, 5.7 and 5.8 times) more likely to purchase watches and glasses when compared to those who earned above ₦178,000 (the reference category).

The relationship between socio-demographic characteristics and the purchase of toys shows that males were 0.0 times less likely to purchase toys when compared to females (the reference category). Further, all the age categories of customers shows that those who were between 18 and 22 were (4.9 times), those aged 23-27 were (1.5 times), ages 28-32 were (1.8 times) and those between 33 and 37 were (4.3 times) more likely to purchase toys than those above 37 years of age (the reference category). On ethnic affiliation of respondents, result shows that those of the Yoruba ethnic were (0.2 times), of the Hausa ethnic affiliation were (0.0 times) and of the Igbo ethnic group were (0.0 times) less likely to purchase toys compared to those of the other ethnic groups (the reference category). The religious affiliation shows that those of the Christian, Islamic and Traditional faith were (0.3, 0.1 and 0.1 times) less likely to purchase toys when compared with those who are of the other religious faith (the reference category). With respect to the marital status of respondents, married customers were (0.0 times), single respondents were (0.0 times) and those who were divorced/separated were also (0.0 times) less likely to purchase toys when compared with those who were widowed (the reference category). The educational qualification of the respondents shows that those who had primary and tertiary education as their highest educational level were (0.0 times) and (0.0 times) respectively less likely to purchase toys while those with secondary education were 3.9 times more likely to purchase toys when compared to those who had post-graduate education as their highest educational level. On the occupational status of respondents, result shows that those who were self-employed, students, civil/public servant and private sector workers were (0.0, 0.0, 0.0 and 0.0 times respectively) less likely to purchase toys compared to those who were unemployed (the reference category). With regards to the monthly income of customers, result shows that those who earned less than 18,000, 50,001-82,000, 82,001-114,000, 114,001-146,000 and 146,00-178,000 were 1.2, 1.5, 1.6, 1.2, 2.5 and 2.7 times most expected to buy toys compared to the those who earned above ₦178,000 (the reference category).

With reference to the purchase of automobiles, result shows that male respondents were 6.5 times most expectedto buyautomobiles when compared to females (the reference category). With

respect to the age range of respondents, result shows that those aged 18-22 were (0.0 times), aged 23-27 were (0.0 times), aged 28-32 were (0.0 times) and those between 33 and 37 years of age were (0.5 times) less likely to purchase automobile products when compared to those who were above 37 years of age (the reference category). This result was expected, as it is assumed that those above 37 years of age would be employed or economically empowered and have the capability to purchase automobiles because it is so expensive and might not be afforded by respondents of other age categories. The ethnic affiliation of respondents shows that customers with the Yoruba ethnic affiliation were 1.3 times more likely to purchase automobile while those of the Hausa and Igbo ethnic affiliation were 0.0 and 0.7 times less likely to purchase automobiles compared to those of the other ethnic identity (the reference category). On the basis of religious affiliation, those who are of the Christian, Islamic and Traditional faith were 0.4, 0.1 and 0.1 times less likely to purchase automobile online when compared to those of the other religious faith (the reference category). Findings on the marital status of respondents shows that married respondents were (1.5 times) and single customers' were (2.1 times) most expected to purchase automobile while those who were single were 0.1 times less likely to purchase automobile compared to those respondents that were widowed (the reference category). Furthermore, in regard to the educational qualification of customers', result shows that all categories of education (primary, secondary and tertiary) respectively were 0.0, 0.0 and 0.1 times less likely to purchase automobiles in comparison to those with tertiary education as their highest educational qualification (the reference category). The relationship between educational qualification (tertiary) and the purchase of automobiles showed a positive relationship. The relationship between occupational status of respondents and the purchase of automobile show that respondents who were self-employed, students, civil/public servants and private sector workers respectively were 1.9, 1.3, 2.6 and 1.1 times most expected to purchase automobiles when compared to those who were unemployed (the reference category). The average monthly income of respondents shows that those who earned less than 18,000, 50,001-82,000, 114,001-146,000 and 146,000-178,000 respectively were 0.1, 0.0, 0.0 and 0.4 times less likely to purchase automobiles while those who earned between 18,001 and 50,000 were 2.6 times more likely and those who earned 82,000-114,001 were 1.4 times more likely to purchase automobile products when compared with those aged above 178,000 (the reference category).

The result regarding the purchase of health and beauty products shows that males were 0.7 times less likely to purchase such products when compared to females (the reference category). This result shows that females were most expected to purchase health and beauty products online compared with males who dominated in some other products. With reference to the age of respondents the result shows that those who were ages 18-22 were (0.0 times), 28-32 age were (0.6 times) and 33-37 years were (0.4 times) less likely to purchase health and beauty products while those between 23-27 age were 1.5 times more likely to purchase health and beauty products when compared with those who were above 37 years of age (the reference category). With respect to the purchase of health and beauty products, result shows that respondents of the Yoruba, Hausa and Igbo ethnic group were 0.9, 0.0 and 0.5 times less likely to purchase health and beauty products compared with respondents from the other ethnic group (the reference category). In addition, the relationship between the purchase of health/beauty products and the religious affiliation showed a significant relationship. Further the findings shows that respondents of the Christian and Muslim faith were 2.5 and 1.3 times more likely to purchase health and beauty products while those that are Traditional worshippers were 0.8 times less likely when compared to those of the other religious faith (the reference category). Result on the marital status of respondents shows that married, single and divorced/separated were 1.1, 8.3 and 2.1 times more likely to purchase health and beauty products in comparison to those who were widowed (the reference category). The educational qualification shows that respondents who had primary and secondary education were 5.2 and 1.1 times more likely to purchase health and beauty products while those who had tertiary education were 0.9 times less likely to purchase health and beauty products when compared with those who had post-graduate education (the reference category). With reference to the occupation of respondents, result shows that all occupational categories (self-employed, students, civil/public servant and public sector workers) respectively were 1.4, 4.3, 7.1 and 3.2 times most expected to purchase health and beauty products in comparison to those who were unemployed (the reference category). The average monthly income of respondents shows that all other income categories (<18,000, 50,001-82,000, 82,001-114,000, 114,001-146,000 and 146,000-178,000) respectively were 0.2, 0.6, 0.2, 0.4, 0.2 and 0.0 times less likely to purchase health and beauty products compared to respondents who earned above 178,000 (the reference category). The findings further shows the relationship

between average monthly income (<18,000, 82,001-114,000 and 146,000-178,000) and the purchase of health and beauty products.

Males were 1.5 times most likely to buy sport and fitness products when compared with females (the reference category). With regard to the relationship between the purchase of sport/ fitness products and respondents age show that, those aged 18-22 were (0.0 times) ages 23-27 were (0.9 times), ages 33-37 were (0.7 times) were less likely to purchase sport and fitness products while those between 28-32 age group were 1.4 times most expected to purchase sport and fitness products when compared to the reference category. With regards to the ethnic identity of respondents result shows that those of the Yoruba, Hausa and Igbo ethnic identity were 0.0, 0.0 and 0.0 times less likely to purchase sport and fitness equipments online compared to those from the Yoruba ethnic identity (the reference category). With reference to the religious affiliation of customers, result shows that those who practice Christian religion were 2.1 times most expected to buy sport and fitness products while those of the Islamic faith and of Traditional worshippers were 0.0 and 0.0 less likely to purchase sport and fitness products in comparison with those who practiced other religious faith (the reference category). Marital status of customers showed that those married were 0.0 times less likely to purchase sport and fitness products while single and divorced/separated respondents were 6.1 and 3.6 times most expected to buy sport and fitness equipments compared with those that are widowed (the reference category). Those who had primary and secondary education as their highest educational qualification were 0.0 and 0.0 times less likely to purchase sport and fitness products while those who had tertiary education were 2.2 times most expected to buy sport and fitness products when compared with those who had post-graduate qualification (the reference category). The occupational status of respondents shows that all occupational categories (self-employed, students, civil/public servants and private sector workers) respectively were 1.8, 5.2, 1.5 and 7.7 times most expected to buy sport and fitness products compared to those who were unemployed (the reference category). On the average monthly income of respondents, findings showed that those who earned <18,000 and between 114,000 and 146,000 were 2.3 and 1.2 times more likely to purchase sport and fitness products. Moreover, those who earned 18,001-50,000, 50,001-82,000, 82,001-114,000, 146,000-178,000 were 0.0, 0.0, 0.0 and 0.0 respectively less likely to purchase sports and fitness products compared to those who earned above 178,000 (the reference category).

This section represented on figure 4.1 further probed for the number of times customers had purchased products online in both study locations prior to the study.



**Number of times purchased**

26.5, 27%

34.2, 34%

39.3, 39%

- Once
- 2-4 times
- 5 times and above
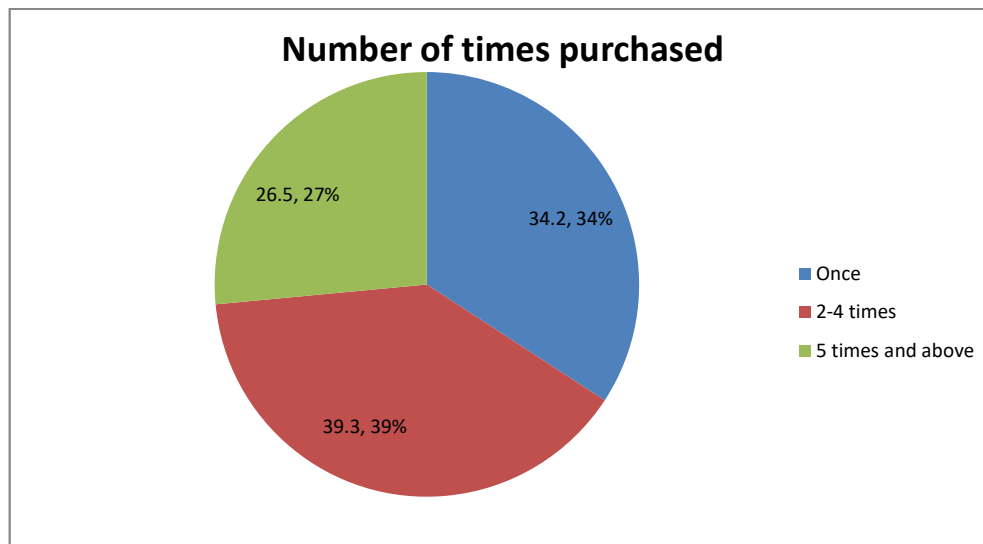
**Figure 4.1:     Number of times customers purchased products online**

**Source: Fieldwork 2017**

The figure 4.1 showed that a greater percentage 39.3% had shopped 2-4 times before the survey while 34.2% had shopped only once and only 26.5% had shopped 5 times and above. The implication of this result was that, a majority of respondents were trial shoppers desiring to have a first-hand experience with the shopping processes.

**4.5     Experiences of customers with online shopping**

Customers' experiences are like journeys embarked on by customers throughout the shopping process or purchase stage. This section shows the experiences of customers in the utilisation of online shopping.

**4.5.1          Pre-purchase experience stage**

The pre-purchase experience is the first stage in the purchase process. It is an awareness/knowledge building stage where potential customers generate relevant information about the online store or service providers. This stage requires cross-checking of price and quality, reading reviewers comments, navigate using the service interface among others.

**Table 4.11     Distribution of pre-purchase experiences ofcustomers**

| Customers' Experiences | Lagos State | | | Oyo State | | |
|---|---|---|---|---|---|---|
| | t | Sig. (2-tailed) | Mean Difference | t | Sig. (2-tailed) | Mean Difference |
| **Pre-Purchase Experience** | | | | | | |
| Cross-check before purchase online (Price) | 76.024 | **0.000** | 3.381 | 44.782 | **0.000** | 3.116 |
| Cross-check before purchase online (Quality) | 89.114 | **0.000** | 4.190 | 51.862 | **0.000** | 3.015 |
| Shopping within budget | 142.991 | **0.000** | 4.073 | 72.037 | **0.000** | 3.992 |
| Definite plan to purchase a product | 122.576 | **0.000** | 3.873 | 72.053 | **0.000** | 3.849 |
| Shopping sites are customer friendly | 130.552 | **0.000** | 3.847 | 76.499 | **0.000** | 3.915 |

**Source: Fieldwork 2017**

Findings from the Table 4.11showed that all the variables used in measuring customers pre-purchase experiences were significant at p-value = 0.000 in both study locations. Though the findings from the quantitative data showed that customers cross-checking for the price, quality, shop with a budget, definite plan to purchase and site user friendly were significant measures of pre-purchase experience, qualitative data showed that the pre-purchase stage is at variance with acquisition and actual purchase and it involves a fantasy experience or a fantasy stage. At this stage 'commodity distance' emerges as a major theme, as what are available for the customer are just mere pictures and descriptions of commodity. The qualitative data shows that the stage involves imaging, searching, planning and budgeting. In relation to imaging at the pre-purchase stage, some customers said at the pre-purchase stage a lot of customers fantasise about the wide range of variety of products available and the pictures of these products which of course appear very nice. The stage of imaging also has a pull effect on the customers thereby changing window shoppers into actual buyers. At this stage potential buyers would like to "test and see" that the product is good. Once this is ascertained, it could lead to continuous purchase or stop subsequent

purchase of products. The issue identified with imaging is that, most of the products appear bigger and more colourful than what is eventually delivered after purchase. A customer from Lagos State stated thus:

> *Though the images are very nice I have a problem with them. On the site you will see something very beautiful and attractive images or pictures of products, but when it is delivered to you, you have to ask yourself 'is this what I saw on the site'. I think most of those images are a means of deceiving people and luring them into buying substandard goods.* **(IDI/Female/40yrs/Banker/Lagos State/2017)**

In a corroborating view, another customer said:

> *Imaging online is where my problem really is, is not as we have seen or been told. Sometimes the pictures appear bigger, at times smaller than your expectations. Sometimes when you see what they bring, you ask yourself, this is not what I saw online.* **(IDI/Female/33yrs/Technologist/Oyo State/2017)**

A respondent in a similar way said:

> *The images of the products were good and nice only for them to bring different colours from what you ordered. I mean when you order for an item with the colour Oxen Red and they bring you blood red. Although they are close to each other, but there are discrepancies. But the images portrayed are very good and can attract a potential buyer to become an actual buyer.* **(IDI/Male/34yrs/Musician/Lagos State/2017)**

The qualitative responses above showed that imaging is an essential pre-purchase stage because this stage affords the customers to view a wide range of products that may be of interest to them. This stage involves the process of viewing proposed products. The comments above indicate that imaging is a fundamental pre-purchase phase of online shopping experience but it comes with a lot of deceit as products displayed online may appear different from what is eventually delivered.

The second pre-purchase stage is searching. It involves the process of product surveying from different online stores at the same time. The process of searching for a product online is called web rooming. According to literature, searching was a common online activity found among prospective buyers. Searching for products online was found to be somewhat easy because the Google search engine has made the search for any product less stressful. Findings showed that a

customer's ability to navigate different stores is dependent on the customer's knowledge of the technology. A respondent stated thus:

> *By using Google as a search engine I can simply type the name of the product in the task bar, along with the name of the store portal. Usually I do it for about three stores so that I can view the product on the three different stores all at once and compare the prices and try and to figure out why the disparity.* **(IDI/Male/26yrs/Student/Lagos State/2017)**

Another respondent said:

> *I didn't have any issue with the searching. Normally my type of person I like to use the net a lot to search for things. For me, it just the same way you use Google or any other search engine. You have to deal with key words and be specific about what you want. The searching process like I said before is like using Google search engine. Plus even if you are the type of person that doesn't use the net regularly, the process is simple enough to follow through and built practically for laymen.* **(IDI/Female/40yrs/Civil Servant/Oyo State/2017)**

Yet another customer said that the search for products does not only involve the search for quality products or products of interest to the customer, but encompasses budget filters which helps streamline not only the specific products but also the cost the customer would pay for the products:

> *In the area of searching for products, I already know what I want. And one beautiful thing is that everything is sectionalised. You have filtering concerning budgeting, from the least price to the highest price. You have your brands of products and they give you the particular price by which you can go for by reason of your budget. So, if you're looking for Gucci, Marks and Spencer or T. M Lewin, you just type it in, the search results comes out, then you filter it from the least to the highest. Then you get to pick. So it's very flexible. I always know what I want so I don't get lost searching a wide variety. There are so many things you can buy online like Garri, Rice and even a pot of soup.* **(IDI/Male/30yrs/Banker/Lagos State/2017)**

Another respondent said:

> *While buying online I have a price in mind, the price I have guide my search for products. The searching products become very easy if you have basic knowledge of computer and ICT.* **(IDI/Male/34yrs/Engineer/Lagos State/2017)**

153

Some other respondents viewedthe process of searching as important or primary because once a prospective buyer finds what they are looking for the remaining process is a work away. Further findings show that some other respondents do not just stick to one online store in the search process as there might be some slight price differences. A customer who is a banker further puts her arguments this way:

> Before placing an order, I even go extra miles by checking other stores, because we have chain of stores online so I compared the prices before making my order. **(IDI/Female/25yrs/Student/Oyo State/2017)**

Web-rooming and show-rooming were common search activities customers engaged in before shopping online, the implication being that customers do not only search online but also go the extra mile of searching for the desired products offline before making their purchase. This process was undergone by customers to ensure they are not cheated by online merchants who might want to sell inferior products at a high price. Another respondent further buttressed this by saying:

> What I usually do before purchasing an item is that I subconsciously think about where I can get the item at the cheapest price since we have some many online stores. I usually ask myself questions like where can I get this, who could be selling this item, what is my budget for the items, what price do I expect and who is selling it at the right price. Then once I am done with that I basically start searching from website to website. **(IDI/Male/26yrs/Student/Lagos State/2017)**

Some other customers do not bother themselves searching because they already know what they want to purchase. Acustomer who didn't search before making a purchase said:

> I just went online to buy the product I desired, there are online catalogue there you see what they have under different section, there are pictures of what you are buying and also specifications, so for me I just go straight to online to buy my goods.**(IDI/Male/23yrs/Student/Oyo State/2017)**

In a corroborating view, another respondent asserted:

> I do not bother checking the prices in physical stores before I purchase and sometimes when I do the difference may just be between five hundred and one thousand Naira and that is ok by me because going to physical stores like Lagos Island for instance in your personal car you have to buy fuel and so everything will still end up being the same price. **(IDI/Female/31yrs/Business Woman/Lagos State/2017)**

For other customers, they do not only stop at comparing prices of products from one online store to the other, but this customer goes to physical stores comparing the prices of products being offered online to the one offered offline. The customer further posited:

> *Before now what I actually do was to go online, look for what I need, order for it and get it but recently I have started going to physical store to make enquires just to compare the differences in price to know actually if it worth it.* **(IDI/Male/26yrs/Student/Lagos State/2017)**

The responses above show that searching is a key pre-purchase experience factor, because it gives customers the ability to check for a wide range of products, comparing the prices of products online and offline before finally making a purchase.

The third pre-purchase stage is the planning stage. The concept of planning as discussed by customers is subjective rather than objective as what planning means to each actor is different. The responses of customers as regard planning found out that:

> *A whole lot of planning on purchasing is actually done online. Even if the item is eventually brought offline, a lot of product information can be found online. Different sellers offer similar goods and by having a cursory look at a few trusted websites, you can usually find them, each one compete with their own product information which gives a good idea of the product you want to purchase. Pictures are available at different zooms and angles so that the product can be scrutinised as much as humanly possible without actually touching it.* **(IDI/Male/26yrs/Banker/Lagos State/2017)**

Yet another respondent had this to say:

> *This I feel depends on the individual as you could have someone who ordered for about 3-5 items and they don't plan ahead for the delivery person and the delivery person eventually calls the person who is meant to receive the goods that they are coming that very day and because the person in question doesn't have money with them neither their ATM card at hand, the person keep rescheduling the time for the delivery of the goods, the company will eventually see the person as an unserious person and will cancel your order without notifying you. It happens a lot when a person cannot plan their items delivery ahead.***(IDI/Male/36yrs/Pastor/Oyo State/2017)**

The fourth pre-purchase stage is the budgeting stage. The concept of budgeting as discussed by customers is subjective rather than objective. What budgeting mean to each actor is different.

Budgeting in this study indicates rationality of choice among online shoppers. The responses of customers as regards to budgeting are as stated below:

> *I already have a price in mind for everything I buy. That is why I prefer to go to the physical markets. I like pricing (bargaining) the hell out of a thing. There is a satisfaction that comes out of knowing I bought something at cheapest price available. I already knew the amount I would be spending. Let me remind you that I saw the products I purchased online with someone before I made up my mind to buy it. You can be sure that I had gotten all the necessary information I needed from the person before attempting to make the purchase. Plus these sites sell at a fixed price; you just have to buy the brand you can afford since there are varieties.* **(IDI/Female/40yrs/Self-Employed/Lagos State/2017)**

A respondent's opined

> *I don't find it difficult as there is always a space for you to search within your budget, for you to search the price you want on the particular store I use. I already have a range of what I want to buy. So no matter what my budget is already fixed. I make up my mind not to go beyond a particular amount.* **(IDI/Male/34yrs/Civil Servant/Oyo State/2017)**

Yet still, another customer's response:

> *Most time I usually have budget for what I bought but at times if you go online you see certain things which you feel that is cheaper than what is obtainable in physical store you go out of your budget especially if they are things you need not things you want.* **(IDI/Female/40yrs/Asset Manager/Lagos State/2017)**

Another customer responded in the following way:

> *I will say I budget a greater part of the time and at times on the basis of what I see online that I like. Wednesday last week I placed some orders for dresses and tops just like six items so when I went to other stores I now saw some other one that were so nice so I end up buying them as well. If you are addicted to shopping online you may become impulsive in buying because the pictures of products displayed are catchy and too tempting to resist.* **(IDI/Female/25yrs/Student/Oyo State/2017)**

Online customers are well informed of a variety of online retail stores, affords customers to cross check from site to site checking the prices, coupons, promotional offers and quality of products (web-rooming and show-rooming).

Online searches were common pre-purchase activities among window shoppers and actual buyers. Findings from the study showed that most online shoppers in Nigeria do not only cross check for prices and quality, they also check reviewers, and comments which act as either a push or pull factor

**Table 4.12     Distribution of respondents' pre-purchase experience by location**

| Pre-purchase experience | Location | | | | Total | |
|---|---|---|---|---|---|---|
| | Lagos | | Oyo | | | |
| Unpleasant | 19 | 1.9 | 17 | 4.4 | 36 | 2.6 |
| Moderately pleasant | 491 | 48.6 | 196 | 50.5 | 687 | 49.1 |
| Very Pleasant | 501 | 49.6 | 175 | 45.1 | 676 | 48.3 |
| **Total** | **1011** | **100.0** | **388** | **100.0** | **1399** | **100.0** |

**Source: Fieldwork 2017**

From the table 4.12, about 501(49.6%) a majority of the respondents from Lagos State had very pleasant pre-purchase experience, however, 196(50.5%) of respondents from Oyo State had moderately pleasant pre-purchase experience. The dichotomy in the level of pre-purchase experience between Lagos and Oyo States respondents was as a result of the various experiences of customers in the study locations. Furthermore, the level of customers pre-purchase experiences could be as a function of what the stage entails. The stage is regarded as fantasy where customers form mental pictures about the product before actual process. Since this involves imaging and searching of products, customers are usually eager to purchase products online because of the images they have viewed during the course of search. Further findings show that only 1.9% and 4.4% of the respondents from Lagos and Oyo States had unpleasant pre-purchase customer experience. The finding is expected because the actual experiences of customers can only be measured when the customers have contact with the product being imaged

and searched. However, this stage of customer experience was very important in measuring the overall experiences of customers.

**Table 4.13    Distribution of products purchased and pre-purchase experience of respondents**

| Purchased Product | Pre-Purchase Experience | | | Total |
|---|---|---|---|---|
| | Unpleasant | Moderately pleasant | Very Pleasant | |
| Phones & Tablets | 18 | 321 | 297 | 636 |
| | 2.8 | 50.5 | 46.7 | 45.5 |
| Fashion | 12 | 193 | 211 | 416 |
| | 2.9 | 46.4 | 50.7 | 29.7 |
| Home & Office | 3 | 35 | 36 | 74 |
| | 4.1 | 47.3 | 48.6 | 5.3 |
| Computing | 0 | 52 | 49 | 101 |
| | 0.0 | 51.5 | 48.5 | 7.2 |
| Cameras & Electronics | 0 | 16 | 15 | 31 |
| | 0.0 | 51.6 | 48.4 | 2.2 |
| Watches & Sunglasses | 2 | 35 | 35 | 72 |
| | 2.8 | 48.6 | 48.6 | 5.1 |
| Toys | 0 | 1 | 2 | 3 |
| | 0.0 | 33.3 | 66.7 | 0.2 |
| Automobiles | 0 | 3 | 4 | 7 |
| | 0.0 | 42.9 | 57.1 | 0.5 |
| Health & Beauty | 0 | 30 | 24 | 54 |
| | 0.0 | 55.6 | 44.4 | 3.9 |
| Sports & Fitness | 1 | 1 | 3 | 5 |
| | 20.0 | 20.0 | 60.0 | 0.4 |
| Total | 36 | 687 | 676 | 1399 |

| | 2.6 | 49.1 | 48.3 | 100.0 |
|---|---|---|---|---|
| $X^2$ = 15.985; df = 18; Asymp. Sig. (2-sided) = 0.594 | | | | |

**Source: Fieldwork 2017**

The table4.13 showed that respondents who purchased phones and tablets, 321(50.5%) had moderately pleasant pre-purchase experiences. With reference to the purchase of fashion products, result shows that, a greater proportion, 211(50.7%) had very pleasant pre-purchase experiences. It further shows that for respondents who purchased home & office equipments, a higher percentage 36(48.6%) had very pleasant pre-purchase experience. With respect to the purchase of computing (software), a greater proportion, 52(51.6%) had moderately pleasant experiences. For customers who purchased cameras and electronics, a greater percentage, 16(51.6%) had moderately pleasant experiences. Respondents who purchased watches and sunglasses, a majority, 35(48.6%) had very pleasant experiences. Also, those customers who purchased toys, a higher proportion 2(66.7%) had very pleasant experience. Furthermore, respondents who purchased automobiles, a greater percentage, 4(57.1%) had very pleasant pre-purchase experience. Those respondents who purchased health and beauty products had moderately pleasant experiences and respondents that purchased sport and fitness items had very pleasant experiences.

Further findings showed that, there was no significant association between the socio-demographic variables and customers' pre-purchase experience.

**Table 4.14    Association between customers' characteristics and pre-purchase experience**

| Characteristics | Pre-purchase Experience | | | | Value | df | p-value |
|---|---|---|---|---|---|---|---|
| | **Unpleasant** | **Moderately pleasant** | **Very pleasant** | **Total** | | | |
| **Sex** | | | | | | | |
| Male | 21(2.8%) | 359(47.9%) | 369(49.3%) | 749(53.5%) | 1.085 | 2 | 0.581 |
| Female | 15(2.3%) | 328(50.5%) | 307(47.2%) | 650(46.5%) | | | |
| **Age *** | | | | | | | |
| 18-22 | 2(13.3%) | 5(33.3%) | 8(53.3) | 15(1.1%) | 28.148 | 8 | 0.000 |
| 23-27 | 613.2%) | 77(40.5%) | 107(56.3%) | 190(13.6%) | | | |
| 28-32 | 16(4.8%) | 160(47.9%) | 158(47.3%) | 334(23.9%) | | | |
| 33-37 | 5(1.6%) | 176(54.8%) | 140(43.6%) | 321(22.9%) | | | |
| Above 37 | 7(1.3%) | 269(49.1%) | 263(48.8%) | 539(38.5%) | | | |
| **Ethnic affiliation** | | | | | | | |
| Hausa | 2(3.6%) | 26(46.4%) | 28(50.0%) | 56(4.0%) | 1.374 | 4 | 0.849 |
| Igbo | 8(2.0%) | 194(48.3%) | 200(49.8%) | 402(28.7%) | | | |
| Yoruba | 26(2.8%) | 467(49.6%) | 448(47.6%) | 941(67.3%) | | | |
| Others | 1(4.8%) | 3(2.3%) | 4(#.2%) | 8(4.8%) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 26(2.4%) | 537(50.1%) | 509(47.5%) | 1072(76.6%) | 1.967 | 2 | 0.374 |
| Islam | 30(3.12%) | 150(45.9%) | 167(51.1%) | 327(23.4%) | | | |
| Traditional | 2(3.7%) | 1(4.8%) | 0(0%) | 3(2.3%) | | | |
| Others | 0(0%) | 0(0%) | 0(0%) | 0(0%) | | | |
| **Marital status** | | | | | | | |
| Single | 27(3.1%) | 426(49.7%) | 405(47.2%) | 858(61.3%) | 5.221 | 6 | 0.516 |
| Married | 8(1.6%) | 248(48.7%) | 253(49.7%) | 509(36.4%) | | | |
| Divorced/Separated | 1(4.8%) | 8(38.1%) | 12(57.1%) | 21(1.5%) | | | |
| Widowed | 0(0.0%) | 5(45.5%) | 6(54.5%) | 11(0.8%) | | | |

160

| Educational level | | | | | | | |
|---|---|---|---|---|---|---|---|
| Primary | 1(3.7%) | 6(22.2%) | 20(74.1%) | 27(1.9%) | 10.860 | 6 | 0.093 |
| Secondary | 3(2.3%) | 67(52.3%) | 58(45.3%) | 128(9.1%) | | | |
| Tertiary | 27(3.0) | 454(49.7%) | 432(47.3%) | 913(65.3%) | | | |
| Postgraduate | 5(1.5%) | 160(48.3%) | 166(50.2%) | 331(23.7%) | | | |
| **Occupation *** | | | | | | | |
| Unemployed | 0(0.0%) | 11(47.8%) | 12(52.2%) | 23(1.6%) | 21.545 | 8 | 0.006 |
| Student | 28(4.6%) | 290(47.5%) | 292(47.9%) | 610(43.6%) | | | |
| Self employed | 2(2.2%) | 40(44.0%) | 49(53.8%) | 91(6.5%) | | | |
| Civil/public servant | 6(1.2%) | 245(50.0%) | 239(48.8%) | 490(35.0%) | | | |
| Private sector worker | 0(0.0%) | 101(54.6%) | 84(45.4%) | 185(13.2%) | | | |
| **Monthly Income ₦ *** | | | | | | | |
| Less than 18,000 | 25(5.5%) | 200(44.0%) | 230(50.5%) | 455(32.5% | 39.485 | 12 | 0.000 |
| 18,001 - 50,000 | 2(0.6%) | 168(54.2%) | 140(45.2%) | 310(22.2%) | | | |
| 50,001 - 82,000 | 41.9%) | 100(47.6%) | 106(50.5%) | 210(15.0%) | | | |
| 82,001 - 114,000 | 1(0.6%) | 94(58.0%) | 67(41.4%) | 162(11.2%) | | | |
| 114,001 - 146,000 | 2(2.1%) | 37(38.5%) | 57(59.4%) | 96(6.9%) | | | |
| 146,001 - 178,000 | 0(0.0%) | 24(50.0%) | 24(50.0%) | 48(3.4%) | | | |
| Above 178,000 | 2(1.7%) | 64(54.2%) | 52(44.1%) | 118(8.4%) | | | |
| **Key: * Significant at *P*< 0.05** | | | | | | | |

**Source: Fieldwork 2017**

The findings on table 4.14 further investigate the association between respondents socio-demographic characteristics and their pre-purchase experience. Findings show that the age (Sig.= 0.000), occupation (Sig.=0.006) and average monthly income (Sig.=0.000) of respondents had an association with their pre-purchase experiences. Specific findings show that, a greater proportion, 369(49.3%) of male respondents had very pleasant pre-purchase experiences while majority 328(50.5%) of female respondents had moderately pleasant pre-purchase experiences. With reference to the age of respondents, result shows that majority 269(49.1%) of those above 37 years had moderately pleasant pre-purchase experiences. Result on the ethnic affiliation of respondents shows that a greater proportion 467(49.6%) of the Yoruba ethnic group had moderately pleasant pre-purchase experiences. With reference to customers' religious affiliation, the result shows that a greater proportion 537(50.1%) of the Christian faith had moderately pleasant pre-purchase experiences. Result on the marital status of respondents show that majority 426(49.7%) of those single had moderately pleasant pre-purchase experiences. In addition, the highest educational level of respondents and their pre-purchase experience showed that respondents whose highest educational qualification was primary, majority 20(74.1%) had very pleasant pre-purchase experiences, those with secondary education 67(52.3%) had moderately pleasant pre-purchase experiences, those who had tertiary education 454(49.7%) had moderately

pleasant pre-purchase experiences and those who had attained the postgraduate level, 166(50.2%) had very pleasant pre-purchase experiences. With regard to the occupation of respondents, result shows that a majority of those who were unemployed 12(52.2%), students 292(47.9%) and self-employed 49(53.8%) had very pleasant pre-purchase experiences. However, a greater proportion of respondents that were civil/public servants 245(50.0%) and private sector workers 101(54.6%) had moderately pleasant pre-purchase experiences with online shopping. Additionally, the result on the association between average monthly income of respondents and level of pre-purchase experiences shows that a majority of respondents who earned less that ₦18,000 230(50.5%), earned between ₦50,001and ₦82,000, 106(50.5%), earned ₦114,001-₦146,000 57(59.4%), earned between ₦146,000 and ₦178,000 24(50.0%) and earned above ₦178,000 had very pleasant pre-purchase experiences. Moreover, a larger proportion of respondents who earned between ₦18,001 and ₦50,000 168(54.2%), those who earned between ₦82,001 and ₦114,000 94(58.0%) and respondents who earned above ₦178,000 64(54.2%) had moderately pleasant pre-purchase experiences.

### 4.5.2    Purchase experience stage

The purchase experience stage is the acquisition or actual purchase stage. At this stage, prospective customers weigh their knowledge gained from the pre-purchase stage by examining the quality of interaction during the information gathering stage. The purchase experience focuses on the experiences customers had while placing an order online.

This section focused on the actual purchase experiences of customers in the utilization of online shopping. This stage is also known as the consideration, selection and trial stage. At this stage, prospective customers evaluate their knowledge of available products against their needs then place them on a hierarchy. This is done in line with the budget and specific need(s) of the customer. The prospective customer will examine criteria for purchase and the processes involved in the purchase of the products against their hierarchy of needs to develop a profile of the ideal products to purchase. Also, the prospective buyermakes a selection based on how well the online store meets their needs and as well as the process and quality interaction enjoyed during the information gathering stage. The purchase experience focuses on the experiences

customers had while placing an order online. According to the theory of reasoned action (TRA) by Ajzen and Fishbein, 1980, plans to purchase were a predictor of actual volitional behaviour. Consequently, actual purchase or the decisions to transact are divided into two parts: *willingness to purchase (WP)* and *completion of purchase (CP)*. WP explains the degree to which a customer intends to make a transaction from a certain online store and CPdepicts a customer's actual transaction decision. From the forgoing, it could be inferred that at the purchase stage, the customer is willing to purchase if the transactional process is not cumbersome but straightforward and understandable. The readiness of customers to complete the online shopping transactional process is dependent on the trust of the security features of the merchants website.

Customers might be willing to complete an online purchase once they are sure that they trust the merchant enough to deliver. The completion of a purchase online is of utmost importance and critical to both the customer and the business organisation because it helps in measuring the overall experiences of customers and their eventual satisfaction. Cart abandonment is one concept online stores are weary of as this leads the organisation to incur a lot of cost.

**Table 4.15     Distribution of purchase experiences of customers**

| | **Lagos State** | | | **Oyo State** | | |
|---|---|---|---|---|---|---|
| **Customers' Experiences** | T | Sig. (2-tailed) | Mean Difference | T | Sig. (2-tailed) | Mean Difference |
| **Purchase Experiences** | | | | | | |
| Additional/hidden charges incurred | 84.880 | 0.000 | 3.351 | 44.760 | 0.000 | 3.152 |
| Purchasing items online saved time | 131.462 | 0.000 | 3.960 | 69.262 | 0.000 | 3.905 |
| Purchasing items online saved me money | 53.700 | 0.000 | 3.558 | 51.141 | 0.000 | 3.422 |
| Purchasing items online saved my energy | 143.996 | 0.000 | 4.079 | 77.300 | 0.000 | 4.089 |
| Purchasing items online is rewarding for me | 101.975 | 0.000 | 3.648 | 55.283 | 0.000 | 3.515 |

**Source: Fieldwork 2017**

Result from table 4.15 shows that all the variables were significant purchase experiences. Qualitative data presented here further expatiated on the purchase experiences of customers. The purchase experience stage precedes the pre-purchase experience stage. It involves the interaction

163

with the service interface and it involves the actual purchase stage. At this stage the customer makes a lot of rationale choices depending on their interaction with the service interface. At this stage, understanding and the ability of the customer to navigate the service interface is fundamental or key as the ability to navigate through the service interface would probably lead to satisfaction. The qualitative data further shows the responses of customers in relations to their interaction with the service interface. In relations to the interaction with the service interface, some customers said:

> *Online shopping varies from site to site. Some are more expansive and better in terms of responsibility. Some websites allow you sign up, so that at a touch of a button, you are ready to shop. They also come with Cart that saves your selection of items when buying more than 1 and wish list, which allows you save something for later purchase. Adding an item to your wish list and pasting the link to social media is a way for someone who wants to surprise you without your knowledge to do so easily. Online shopping is the future of commerce, bringing accessibility of products straight to you through your mobile; you can buy a whole lot of things without leaving your living room.* **(IDI/Male/Engineer/26yrs/Lagos State/2017)**

Another customer said:

> *The interaction was good, I enjoyed it actually. You know you can go through each product one after the other, just like going to a physical store to window shop. Am guessing they got themselves good website developers to work on it. Plus if you as a person have basic knowledge of how to use a computer, you shouldn't have any problems with the service interface.* **(IDI/Female/Fashion designer/40yrs/Oyo State/2017)**

Yet another respondent said:

> *The use of the service interface has been relatively satisfactory. I believe the nature of the interface which is user friendly has made the whole purchase procedure relatively straightforward for me. I can't really say about for someone else. So in my own opinion, the service interface is user friendly.* **(IDI/Female/Business woman/37yrs/Lagos State/2017)**

The response of another customer is stated as follows:

> *The service interfaces of the stores I patronise are very user friendly. Maybe it is because I know about it or am used to the environment. But it is very user friendly.*

164

*The interface is okay, except that sometime during peak periods one experiences traffic where there are too many shoppers on the site. Sometimes it is slow. But really the interface is okay. It is fine and trendy.* **(IDI/Male/Sales rep/30yrs/Lagos State/2017)**

The response of another customer was reported as follows:

*Well to my own taste the interface is very user friendly, but in this part of the world where internet is not really common to some group of people, they may not understand how the interface works as it may confuse them.* **(IDI/Female/Caterer/34yrs/Oyo State/2017)**

**Table 4.16     Customers purchase experiences by location**

| Experience | Location | | | | Total | |
|---|---|---|---|---|---|---|
| | Lagos | | Oyo | | | |
| Unpleasant | 19 | 1.9 | 16 | 4.1 | 35 | 2.5 |
| Moderately pleasant | 488 | 48.3 | 219 | 56.4 | 707 | 50.5 |
| Very Pleasant | 504 | 49.9 | 153 | 39.4 | 657 | 47.0 |
| **Total** | 1011 | 100.0 | 388 | 100.0 | 1399 | 100.0 |

**Source: Fieldwork 2017**

From the table 4.16, majority of the respondents 504(49.9%) from Lagos state had very pleasant purchase experiences while majority 219(56.4%) of respondents from Oyo state had moderately pleasant experiences. The table further shows that there is a connection between the location of customers and the type of experiences customers derive while purchasing a product online. This connection could be attributed to the level of expectations customers had before purchase. Only 1.9% and 4.1% of the respondents from Lagos and Oyo States had unpleasant purchase experiences with online shopping.

**Table 4.17     Distribution of products purchased and purchase experience of respondents**

| PRODUCT PURCHASED | PURCHASE EXPERIENCE | | | Total |
|---|---|---|---|---|
| | Unpleasant | Moderately pleasant | Very Pleasant | |
| **Phones & Tablets** | 20 | 323 | 293 | 636 |
| | 3.1 | 50.8 | 46.1 | 45.5 |
| **Fashion** | 8 | 225 | 183 | 416 |
| | 1.9 | 54.1 | 44.0 | 29.7 |
| **Home & Office** | 3 | 38 | 33 | 74 |
| | 4.1 | 51.4 | 44.6 | 5.3 |

| | | | | |
|---|---|---|---|---|
| Computing | 0 | 46 | 55 | 101 |
| | 0.0 | 45.5 | 54.5 | 7.2 |
| Cameras & Electronics | 2 | 12 | 17 | 31 |
| | 6.5 | 38.7 | 54.8 | 2.2 |
| Watches & Sunglasses | 1 | 31 | 40 | 72 |
| | 1.4 | 43.1 | 55.6 | 5.1 |
| Toys | 0 | 1 | 2 | 3 |
| | 0.0 | 33.3 | 66.7 | 0.2 |
| Automobiles | 0 | 3 | 4 | 7 |
| | 0.0 | 42.9 | 57.1 | 0.5 |
| Health & Beauty | 1 | 25 | 28 | 54 |
| | 1.9 | 46.3 | 51.9 | 3.9 |
| Sports & Fitness | 0 | 3 | 2 | 5 |
| | 0.0 | 60.0 | 40.0 | 0.4 |
| Total | 35 | 707 | 657 | 1399 |
| | 2.5 | 50.5 | 47.0 | 100.0 |

$X^2$ = 15.985; df = 18; Asymp. Sig. (2-sided) = 0.594

**Source: Fieldwork 2017**

Results from the table 4.17 specifically depicts that respondents who purchased phones and tablets, a greater proportion 323(50.8%) had moderately pleasant experience. With reference to those respondents that had purchased fashion products/items 225(54.1%) had moderately pleasant purchase experience. Furthermore, respondents who purchased home and office equipments, majority 38(51.4%) had moderately pleasant purchase experiences. In addition to the association between products purchased and purchase experiences showed that a greater proportion of respondents who purchased computing, 55(54.5%) cameras and electronic, 17(54.8%) watches and sunglasses, 40(55.6%), toys 2(66.7%), automobiles 4(57.1%) and sports and fitness 28(51.9%) had very pleasant purchase experiences. However, only 3(60.0%) of the respondents who purchased sport and fitness had moderately pleasant purchase experiences. The result shows that more often or top most purchased items or products phones/tablets and fashion item had moderately pleasant purchase experiences while customers who purchased other items had very pleasant purchase experiences.

The study further probes for the association between products purchased and their purchase experiences. Result from the table 4.17 depicts that there is no noteworthy connection between

the type of products purchased and customers' purchase experience. It further explains that other factors influence customers purchase behaviour other than the products they purchase.

**Table 4.18    Association between customers' socio-demographic characteristics and purchase experiences**

| Characteristics | Purchase Experience | | | | Value | Df | p-value |
|---|---|---|---|---|---|---|---|
| | Unpleasant | Moderately pleasant | Very pleasant | Total | | | |
| **Sex** | | | | | | | |
| Male | 22(2.9%) | 359(47.9%) | 368(49.1%) | 749(53.5%) | 5.004 | 2 | 0.082 |
| Female | 13(2.0%) | 348(53.5%) | 289(44.5%) | 650(46.5%) | | | |
| **Age \*** | | | | | | | |
| 18-22 | 1(6.7%) | 5(33.3%) | 9(60.0%) | 15(1.1%) | 40.682 | 6 | 0.000 |
| 23-27 | 412.1%) | 116(61.1%) | 70(36.8%) | 190(13.6%) | | | |
| 28-32 | 19(5.7%) | 182(54.5%) | 133(39.8%) | 334(23.9%) | | | |
| 33-37 | 4(1.2%) | 153(47.7%) | 164(51.1%) | 321(22.9%) | | | |
| Above 37 | 7(1.3%) | 251(46.6%) | 281(52.1%) | 539(38.5%) | | | |
| **Ethnic affiliation** | | | | | | | |
| Hausa | 1(1.8%) | 28(50.0%) | 27(48.2%) | 56(4.0%) | 4.263 | 4 | 0.372 |
| Igbo | 6(1.5%) | 195(48.5%) | 201(50.0%) | 402(28.7%) | | | |
| Yoruba | 28(3.0%) | 484(51.4%) | 429(45.6%) | 941(67.3%) | | | |
| Others | 5(2.3%) | 12(7.9%) | 3(1.8%) | 20(1.7%) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 27(2.5%) | 552(51.5%) | 493(46.0%) | 1072(76.6%) | 1.761 | 2 | 0.415 |
| Islam | 8(2.4%) | 155(47.4%) | 164(50.2%) | 327(23.4%) | | | |
| Traditional | 0(0%) | 0(0%) | 0(0%) | 0(0%) | | | |
| Others | 0(0%) | 0(0%) | 0(0%) | 0(0%) | | | |
| **Marital status \*** | | | | | | | |

| | | | | | $X^2$ | df | p |
|---|---|---|---|---|---|---|---|
| Single | 28(3.3%) | 470(54.8%) | 360(42.0%) | 858(61.3%) | 29.796 | 2 | 0.000 |
| Married | 6(1.2%) | 221(43.4%) | 282(55.4%) | 509(36.4%) | | | |
| Divorced/Separated | 1(4.8%) | 8(38.1%) | 12(57.1%) | 21(1.5%) | | | |
| Widowed | 0(0.0%) | 3(27.3%) | 3(27.3%) | 11(0.8%) | | | |
| **Educational level** | | | | | | | |
| Primary | 1(3.7%) | 10(37.0%) | 16(59.3%) | 27(1.9%) | 9.313 | 6 | 0.157 |
| Secondary | 2(1.6%) | 63(49.2%) | 63(49.2%) | 128(9.1%) | | | |
| Tertiary | 26(2.8%) | 482(49.7%) | 405(44.4%) | 913(65.3%) | | | |
| Postgraduate | 6(1.8%) | 152(45.9%) | 173(52.3%) | 331(23.7%) | | | |
| **Occupation *** | | | | | | | |
| Unemployed | 0(0.0%) | 9(39.1%) | 14(60.9%) | 23(1.6%) | 25.766 | 8 | 0.001 |
| Student | 25(4.1%) | 332(54.4%) | 253(41.5%) | 610(43.6%) | | | |
| Self employed | 2(2.2%) | 40(44.0%) | 49(53.8%) | 91(6.5%) | | | |
| Civil/public servant | 6(1.2%) | 227(46.3%) | 257(52.4%) | 490(35.0%) | | | |
| Private sector worker | 2(1.1%) | 99(53.5%) | 84(45.4% | 185(13.2%) | | | |
| **Monthly Income ₦ *** | | | | | | | |
| Less than 18,000 | 21(4.6%) | 248(54.5%) | 186(40.9%) | 186(40.9%) | 40.615 | 12 | 0.000 |
| 18,001 - 50,000 | 7(2.3%) | 157(50.6%) | 146(47.1%) | 146(47.1%) | | | |
| 50,001 - 82,000 | 2(1.0%) | 78(37.1%) | 130(61.9%) | 130(61.9%) | | | |
| 82,001 - 114,000 | 1(0.6%) | 90(55.6%) | 71(43.8%) | 71(43.8%) | | | |
| 114,001 - 146,000 | 1(1.0%) | 43(44.8%) | 52(54.2%) | 52(54.2%) | | | |
| 146,001 - 178,000 | 1(2.1%) | 24(56.8%) | 23(47.9%) | 23(47.9%) | | | |
| Above 178,000 | | | | | | | |
| **\* Significant at 0.05** | | | | | | | |

**Source: Fieldwork 2017**

Table 4.18 focused on the association between customers' socio-demographic characteristics and purchase experiences of customers. Result shows that there were significant relationship between (age $X^2$=40.682, marital status $X^2$=29.796, occupation $X^2$=25.766 and monthly income $X^2$=40.615) and their purchase experiences. Specifically, data presented on the table show that more males 368(49.1%) had very pleasant purchase experience while a majority of females 348(52.5%) had moderately pleasant purchase experience. With reference to the age of respondents, a greater percentage 281(52.1%) who were above 30 years had very pleasant purchase experiences while shopping online. The ethnic affiliation shows that those of the Yoruba ethnicity 484(51.4%) had moderately pleasant purchase experiences. About 552(51.5%) of respondents of the Christian faith had moderately pleasant purchase experiences with online shopping. In addition, a majority 470(54.8%) of respondents who were single had moderately pleasant purchase experience with online shopping. With regards to the highest educational level of respondents results shows that a majority 482(49.7%) had moderately pleasant purchase experiences with online shopping. The occupational status of respondents shows that more 332(54.4%) were students and they had moderately pleasant experiences with online shopping.

The average monthly income of respondents who earned less than 18,000 had moderately pleasant experiences compared to other respondents who earned differently.

### 4.5.3 Post-purchase experience with online shopping

The last stage in the purchase process is the post-purchase experience. The post-purchase experience stage involves the delivery, confirmation of expectation and actual consumption. The post purchase experience focus on the after completion of an online purchase. At this stage, customers confirm their expectation through an estimation/valuation process. At the post-purchase experience stage the customer has a considerable and previous experience to draw from. At this stage, the prospect may become a customer, if the customers expectations are met and/or exceeded during this stage, it would lead to satisfaction. At this stage the performance of the process is weighed against expectations to determine satisfaction. Also at this stage, a suspect becomes a prospect, a prospect may become inactive or active depending on the encounter they have with the service interface, an active customer may then graduate from small to medium to big and then top all depending on the cumulative experiences they get while purchasing.

**Table 4.5.9    Distribution of post-purchase experiences of customers**

| | Lagos State | | | Oyo State | | |
|---|---|---|---|---|---|---|
| Customers' Experiences | t | Sig. (2-tailed) | Mean Difference | T | Sig. (2-tailed) | Mean Difference |
| **Post-Purchase Experience** | | | | | | |
| Warranty given on the items purchased | 101.468 | 0.000 | 3.575 | 57.296 | 0.000 | 3.623 |
| The item(s) quality is as expected | 72.495 | 0.000 | 3.837 | 70.065 | 0.000 | 3.827 |
| The items purchased lasted to expectation | 120.173 | 0.000 | 3.783 | 70.786 | 0.000 | 3.803 |
| Derived full benefit from the items purchased online | 87.753 | 0.000 | 3.845 | 71.710 | 0.000 | 3.830 |
| Recommend online purchasing to family, peers and friends | 131.703 | 0.000 | 3.891 | 72.947 | 0.000 | 3.849 |
| Post-purchase experience is rewarding | 112.211 | 0.000 | 3.690 | 63.630 | 0.000 | 3.673 |

**Source: Fieldwork 2017**

Result from table 4.19 shows that all the variables were significant in measuring customers post-purchase experiences. Qualitative data presented here further expatiates on the post-purchase experiences of customers. The qualitative data shows that the post-purchase experience stage involves the delivery, confirmation of expectation and actual consumption. In relation to delivery at the post-purchase experience stage, a customer had this to say:

> *When the goods are delivered, the delivery man 'dispatcher' will ask you there and then to check the goods, that is aimed at confirming that; what you have been given is what you ordered. Immediately you check and you find out this is not what you ordered, you get in touch with their customer service. So they can confirm whether they have another of the product or they get you something else. So really you don't lose out.* **(IDI/Male/Pharmacist/30yrs/Lagos State/2017)**

With respect to confirmation of expectation, some customers view online product appearance as often a 'make belief'. The responses of respondents with these views are stated as follows:

> *Due to my meticulous nature, I have been satisfied with most of items that I have bought online, because of the amount of background checks that I do. The only time I remember that I didn't like the item bought, it was very different from the picture of the item and I returned it. I was refunded in the form of a voucher which I used to buy something else.* **(IDI/Male/Student/26yrs/Oyo State/2017)**

In a corroborating view, another customer said:

> *It's been terrible as I still refer to the issues of counterfeit products. It's a give and take process as the owners of these websites want to make money and they don't really put in as much work as they ought to in vetting these merchants as they should. These leave the market full of those who sell counterfeit products or a false representation of goods they intend to sell. For example you see a blue shirt but by the time it comes it is brown in colour and you can't return it or when you even try to return it takes between 20-25 days to get your money back. The experience has been quite terrible and this has been the situation I have faced in the last 5-6 years.***(IDI/Male/Marketer/26yrs/Lagos State/2017)**

Yet another respondents post purchase experience was pleasant. The respondent reported that:

> *In relation to confirmation of my expectation, most, if not all of my expectations have been met after I finally received the goods I purchased. In every case I have been satisfied with the quality of the goods I received when I eventually received them.* **(IDI/Male/Blogger/24yrs/Lagos State/2017)**

Another customer who reported their post-purchase experience as a gamble for which shoppers must take responsibility for the outcome noted thus:

> *Sometimes it is fulfilling while at other times it is disappointing. You just don't want to go through the stress of returning the product again so you accept whatever you get with fate. There exist a lot of bottlenecks returning already purchased products. As long as you have something that looks like what you ordered. You manage it.* **(IDI/Female/Teacher/28yrs/Oyo State/2017)**

With respect to the actual consumption of commodity found out "*quality*", "*non-predictability*", "*commodity distance*" and the inability of customers to "*try-out*" emerge as major themes here. Actual consumption implies usage and the quality of products received. The responses of some customers are reported as follows:

> *The number of background research and planning that goes into it makes sure that the items I want to buy online are up to standard and perform as planned. The time I bought a pair of shoes that were really classy, but they hurt my feet due to its type of heel, I told myself that I won't fall prey to that again, buying an item simply because it is attractive. I still have the shoes but they are not serviceable to me.* **(IDI/Male/Musician/26yrs/Lagos State/2017)**

Another respondent had this to say:

> *Using the online shopping site was not very good too. For instance I had to have the phone returned twice before they were willing to give me my money back. I eventually went to Computer village to get the phone I needed. As for the shoes I brought for my husband, after paying so much for it. He pointed out to me that the sole had begun to eat up seriously after just a month. He later had to get a cobbler to fix the sole.* **(IDI/Female/Caterer/40yrs/Lagos State/2017)**

Yet another respondent's response was captured as follow:

> *The usage of the site is quite good and it still boils down to the give and take mentality that I talked about earlier on. They spend a lot of money on the design of the site so it looks and works very well on mobile phones and desktops devices. It is optimized. The problem is when you actually purchase the item and realize it is much inferior to the quality you initially expected, it could be that the material*

*is lighter in weight, the colour tone is wrong, the size is not right etc. Something must always happen.* **(IDI/Female/Artist/36yrs/Oyo State/2017)**

Another customer asserted that:

> *There was this time I brought an air-conditioner of 2 horse power. So when I put it on it was beautiful and I was enjoying it, then I noticed that one day it just stopped functioning. I had to call a technician to check it out and we discovered the compressor inside it that should have been 2 horse powers was 1.5 horse power. So it couldn't do the work, even though initially it worked. Now the complaint is late. But if I had a place where I went to purchase it, I could just have carried it there to make complaints. But that's just one of the little things. But many times I enjoy it.***(IDI/Male/Medical Practitioner/30yrs/Lagos State/2017)**

Another respondent emphasised that:

> *Sometimes you get a product, which has been tampered with maybe on transit. But one beautiful thing is that every time you return or make a complaint, there is always someone there to take it back, refund your money or get you what you paid for. The delay is also a problem because they tell you 2-5 days for delivery. That should be reviewed. If there is any delay at all. That should just be a day.* **(IDI/Female/Fashion Designer/40yrs/Oyo State/2017)**

**Table 4.20    Post-purchase experience by location**

| Experience | Location | | | | Total | |
|---|---|---|---|---|---|---|
| | Lagos | | Oyo | | | |
| Unpleasant | 34 | 3.4 | 20 | 5.2 | 54 | 3.9 |
| Moderately pleasant | 423 | 41.8 | 150 | 38.7 | 573 | 41.0 |
| Very Pleasant | 554 | 54.8 | 218 | 56.2 | 772 | 55.2 |
| **Total** | **1011** | **100.0** | **388** | **100.0** | **1399** | **100.0** |

**Source: Fieldwork 2017**

The table 4.20 show that a greater percentage 54.8% and 56.2% of respondents in Lagos and Oyo States respectively had very pleasant post-purchase experiences with online shopping. The findings further explained the sequence in the level of experiences of customers in Lagos State

while findings from Oyo State did not show the sequence in customers level of experiences. Hence, one could conclude that for respondents in Lagos State, the level of customers pre-purchase experience could tell on the level of customers purchase and post-purchase experiences. However, in Oyo State, the level of customers pre-purchase experience did not explain how pleasant or unpleasant the next stage of experience would be. Furthermore, only 3.4% and 5.2% of respondents from Lagos and Oyo States had unpleasant post-purchase experiences.

**Table 4.21    Distribution of products purchased and post-purchase experience of respondents**

| Product purchased | Post-purchase Experience | | | Total |
|---|---|---|---|---|
| | **Unpleasant** | **Moderately pleasant** | **Very Pleasant** | |
| Phones & Tablets | 22 | 279 | 335 | 636 |
| | 3.5 | 43.9 | 52.7 | 45.5 |
| Fashion | 19 | 171 | 226 | 416 |
| | 4.6 | 41.1 | 54.3 | 29.7 |
| Home & Office | 6 | 25 | 43 | 74 |
| | 8.1 | 33.8 | 58.1 | 5.3 |
| Computing | 1 | 36 | 64 | 101 |
| | 1.0 | 35.6 | 63.4 | 7.2 |

| | | | | |
|---|---|---|---|---|
| Cameras & Electronics | 1 | 8 | 22 | 31 |
| | 3.2 | 25.8 | 71.0 | 2.2 |
| Watches & Sunglasses | 1 | 26 | 45 | 72 |
| | 1.4 | 36.1 | 62.5 | 5.1 |
| Toys | 1 | 0 | 2 | 3 |
| | 33.3 | 0.0 | 66.7 | 0.2 |
| Automobiles | 0 | 4 | 3 | 7 |
| | 0.0 | 57.1 | 42.9 | 0.5 |
| Health & Beauty | 2 | 22 | 30 | 54 |
| | 3.7 | 40.7 | 55.6 | 3.9 |
| Sports & Fitness | 1 | 2 | 2 | 5 |
| | 20.0 | 40.0 | 40.0 | 0.4 |
| **Total** | **54** | **573** | **772** | **1399** |
| | **3.9** | **41.0** | **55.2** | **100.0** |

**$X^2$ = 29.457; df = 18; Asymp. Sig. (2-sided) = 0.043**
**Source: Fieldwork 2017**

Specifically, the findings as shown on table 4.21 showed that a majority 335(52.5%) of customers who purchased phones and tablets had very pleasant post-purchase experience with online shopping. With result to the purchase of fashion products a greater percentage 226(54.3%) also had very pleasant post-purchase experiences. On the experience customers have with the purchase of home and office equipments, showed that majority 43(58.1%) had very pleasant post-purchase experiences with online shopping. The purchase of computing products shows that more 64(63.4%) had very pleasant post-purchase experiences with online shopping. The post-purchase experiences of customers with regards to the purchase of cameras and electronics shows that a majority 22(71.0%) had very pleasant experiences. The result further showed that a majority 45(62.5%) of customers who had purchased watches and sunglasses had very pleasant post-purchase experiences with online shopping. With reference to the purchase of toys, the findings indicates that a majority 2(66.7%) had very pleasant post-purchase experiences with the purchase of that product. On the purchase of automobile, there was a variation in the level of satisfaction as a majority 4(57.1%) had moderately pleasant experience with the post-purchase experience. Furthermore, a greater percentage 30(55.6%) had very pleasant post-purchase experience with the purchase of health and beauty products online. On the purchase of sport and fitness products, findings show that majority 2(40.0%) had both moderately pleasant and very pleasant post-purchase products.

Furthermore, the result showed that there exists a relationship between all categories of products (phone/tablets, fashion, home/office, computing, cameras/electronics, watches/glasses, toys, automobiles and health/beauty) and post-purchase experiences with online shopping as $P <0.05$.

**Table 4.22    Association between customers' characteristics and post-purchase experience**

| Characteristics | Post-purchase Experience | | | | Value | Df | p-value |
|---|---|---|---|---|---|---|---|
| | Unpleasant | Moderately pleasant | Very pleasant | Total | | | |
| **Sex \*** | | | | | | | |
| Male | 27(3.6%) | 285(38.1%) | 437(58.3%) | 749(53.5%) | 6.519 | 2 | 0.038 |
| Female | 27(4.2%) | 288(44.3%) | 335(51.5%) | 650(46.5%) | | | |
| **Age** | | | | | | | |
| 18-22 | 1(6.7%) | 6(40.0%) | 8(53.3%) | 151.1%) | 14.606 | 8 | 0.067 |
| 23-27 | 10(5.3%) | 76(40.0%) | 104(54.7%) | 190(13.6%) | | | |
| 28-32 | 17(5.1%) | 157(47.0%) | 160(47.9%) | 334(23.9%) | | | |
| 33-37 | 10(3.1%) | 134(41.7%) | 177(55.1%) | 321(22.9%) | | | |
| Above 37 | 16(3.0%) | 200(37.1%) | 323(59.9%) | 539(38.5%) | | | |
| **Ethnic affiliation** | | | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Hausa | 1(1.8%) | 25(44.6%) | 30(53.6%) | 56(4.0%) | 2.145 | 4 | 0.709 |
| Igbo | 19(4.7%) | 158(39.4%) | 225(56.0%) | 402(28.7%) | | | |
| Yoruba | 34(3.6%) | 390(41.4%) | 517(54.9%) | 941(67.3%) | | | |
| Others | 3(1.2%) | 5(2.7%) | 2(0.9%) | 10(3.7%) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 40(3.7%) | 439(41.0%) | 593(55.3%) | 1072(76.6%) | 0.212 | 2 | 0.900 |
| Islam | 14(4.3%) | 134(41.0%) | 179(54.7%) | 327(23.4%) | | | |
| Traditional | 0(0%) | 0(0%) | 0(0%) | 0(0%) | | | |
| Others | 0(0%) | 0(0%) | 0(0%) | 0(0%) | | | |
| **Marital status *** | | | | | | | |
| Single | 37(4.3%) | 382(44.5%) | 439(51.2%) | 858(61.3%) | 18.763 | 2 | 0.005 |
| Married | 15(2.9%) | 176(34.6%) | 318(62.5%) | 509(36.4%) | | | |
| Divorced/Separated | 1(4.8%) | 9(42.9%) | 11(52.4%) | 21(1.5%) | | | |
| Widowed | 1(9.1%) | 6(54.5%) | 4(36.4%) | 11(0.8%) | | | |
| **Educational level** | | | | | | | |
| Primary | 1(3.7%) | 12(44.4%) | 14(51.9%) | 27(1.9%) | 3.230 | 6 | 0.780 |
| Secondary | 7(5.5%) | 52(40.6%) | 69(53.9%) | 128(9.1%) | | | |
| Tertiary | 36(3.9%) | 382(41.8%) | 495(54.2%) | 913(65.3%) | | | |
| Postgraduate | 10(3.0%) | 127(38.4%) | 194(58.6%) | 331(23.7%) | | | |
| **Occupation** | | | | | | | |
| Unemployed | 0(0.0%) | 10(43.5%) | 13(56.5%) | 23(1.6%) | 12.091 | 8 | 0.147 |
| Student | 30(4.9%) | 268(43.9%) | 312(51.1%) | 610(43.6%) | | | |
| Self employed | 2(2.2%) | 31(34.1%) | 58(63.7%) | 91(6.5%) | | | |
| Civil/public servant | 17(3.5%) | 185(37.8%) | 288(58.8%) | 490(35.0%) | | | |
| Private sector worker | 5(2.7%) | 79(42.7%) | 101(54.6%) | 185(13.2%) | | | |
| **Monthly Income ₦ *** | | | | | | | |
| Less than 18,000 | 223(5.1%) | 196(43.1%) | 236(51.9%) | 455(32.5%) | 24.681 | 12 | 0.016 |
| 18,001 - 50,000 | 10(3.2%) | 128(41.3%) | 172(55.5%) | 310(22.2%) | | | |
| 50,001 - 82,000 | 5(2.4%) | 70(33.3%) | 135(64.3%) | 210(15.0%) | | | |
| 82,001 - 114,000 | 5(3.1%) | 74(45.7%) | 83(51.2%) | 162(11.6%) | | | |
| 114,001 - 146,000 | 3(3.1%) | 27(28.1%) | 66(68.8%) | 96(6.9%) | | | |
| 146,001 - 178,000 | 1(2.1%) | 25(52.1%) | 22(45.8%) | 48(3.4%) | | | |
| Above 178,000 | 7(5.9%) | 53(44.9%) | 58(49.2%) | 118(8.4%) | | | |

**Source: Fieldwork 2017**

Table 4.22 investigated the relationship between customers characteristics and post-purchase experiences. Result showed that sex, marital status and income were significant in determining the post-purchase experiences of customers with online shopping. Categorically, a greater percentage 58.3% of male customers had very pleasant post-purchase experience. The age distribution showed that more respondents 59.9% who were above 37 years had very pleasant post-purchase experiences. Results on the ethnic affiliation show that a larger proportion (54.9%) of respondents who were of the Yoruba ethnic affiliation had very pleasant post-purchase experiences. With regard to the religious affiliation of respondents, result shows that about 55.3% of respondents that were Christians had very pleasant post-purchase experiences. Further, result on the marital status of respondents shows that a greater proportion of single customers

had very pleasant post-purchase experiences with online shopping. The distribution of respondents with reference to their educational level shows that a larger percentage 54.2% who had tertiary education as their highest educational qualification had very pleasant post-purchase experience. The occupational status of respondents showed that 51.1% of the respondents who were students had very pleasant post-purchase experience. With reference to the monthly income of respondents, result shows that a greater percentage 51.9% who earned less than ₦18,000 had very pleasant post-purchase experience.

**Table 4.23    Distribution of overall customers experiences and study location**

| Experience | Lagos | | Oyo | | Total | |
|---|---|---|---|---|---|---|
| | Frequency | Percentage (%) | Frequency | Percentage (%) | Frequency | Percentage (%) |
| Unpleasant | 10 | 1.0 | 6 | 1.5 | 16 | 1.1 |
| Moderately Pleasant | 596 | 59.0 | 235 | 60.6 | 831 | 59.4 |
| Very Pleasant | 405 | 40.1 | 147 | 37.9 | 552 | 39.5 |
| **Total** | **1011** | **100.0** | **388** | **100.0** | **1399** | **100.0** |

**Source: Fieldwork 2017**

Results on the overall experiences of customers showed that in Lagos State 59.0% and in Oyo State (60.6%) had moderately pleasant experiences. Further findings show that 40.1% and 37.9% of respondents had overall moderately pleasant experiences. However, the pre-purchase, purchase and post-purchase experiences were jointly considered.

**Table 4.24    Distribution of product purchased and overall experience of respondent**

| Products Ever Purchased | Overall Experience | | | Total |
|---|---|---|---|---|
| | Unpleasant | Moderately pleasant | Very Pleasant | |
| Phones & Tablets | 9 | 404 | 223 | 636 |
| | 1.4 | 63.5 | 35.1 | 45.5 |
| Fashion | 3 | 236 | 177 | 416 |
| | 0.7 | 56.7 | 42.5 | 29.7 |
| Home & Office | 2 | 47 | 25 | 74 |
| | 2.7 | 63.5 | 33.8 | 5.3 |
| Computing | 0 | 53 | 48 | 101 |
| | 0.0 | 52.5 | 47.5 | 7.2 |

| | | | | |
|---|---|---|---|---|
| Cameras & Electronics | 0 | 15 | 16 | 31 |
| | 0.0 | 48.4 | 51.6 | 2.2 |
| Watches & Sunglasses | 1 | 38 | 33 | 72 |
| | 1.4 | 52.8 | 45.8 | 5.1 |
| Toys | 0 | 1 | 2 | 3 |
| | 0.0 | 33.3 | 66.7 | 0.2 |
| Automobiles | 0 | 4 | 3 | 7 |
| | 0.0 | 57.1 | 42.9 | 0.5 |
| Health & Beauty | 1 | 30 | 23 | 54 |
| | 1.9 | 55.6 | 42.6 | 3.9 |
| Sports & Fitness | 0 | 3 | 2 | 5 |
| | 0.0 | 60.0 | 40.0 | 0.4 |
| **Total** | **16** | **831** | **552** | **1399** |
| | **1.1** | **59.4** | **39.5** | **100.0** |

$X^2$ = 18.591; df = 18; Asymp. Sig. (2-sided) = 0.417

**Source: Fieldwork 2017**

Findings on table 4.24 revealedthat a greater proportion 63.5% who had purchased phones and tablets, 56.7% who purchased fashion items, 63.5% (home and office equipments), 52.5% (computing), 52.8% (watches and sunglasses), 57.1% (automobiles), 55.5% (health and beauty) and 60.0% (sports and fitness had moderately pleasant overall experiences with online shopping. Further a higher percentage 51.6% who purchased cameras and electronics and 66.7% who purchased toys online had very pleasant overall experiences with online shopping.

Further findings from table 4.24 indicated that the association linking the products ever purchased and customers overall experiences was insignificant. Hence, the products customers had ever purchased influence their cumulative experiences with online shopping.

In addition to the quantitative findings and in-depth interviews conducted, case studies (CS) were used to relay the pleasant and unpleasant respondents experiences with online shopping. Below are some of the experiences as stated by the respondents from Lagos and Oyo States who had pleasant and unpleasant experiences while shopping online. In this study, the use of case study was applied to ascertain the pleasant and unpleasant customers' experiences while shopping. Below are some of the experiences as stated by customers' in both study locations.

---

**CASE STUDY ONE**

*I ordered a fridge from an online shopping platform for my brother. I wanted HR-142 Haier Thermocol. On the day of delivery, the dispatch van came with a much smaller one. It was*

---

*not only small, it was not even the same brand of product I ordered. The delivery man insisted I pay, I refused making payment and decided to show him the copy of my order sent to my email it was at that point he agreed with me and took back the fridge. For a good worth 85,000 how could such a mistake occur? With the economic recession, a lot of Nigerians that shopped on foreign online shopping platforms now utilize the Nigerian based online stores. If not sorry would be the case of the Nigerian online stores. From the international stores I patronise, what I see is what I get. I can't afford to purchase from them with the increased cost of currency. By this, the Nigerian based online stores have several advantage to tap on, they can utilize this bad timing and create something to win back the trust of their customers*
**(Case study/Male/Civil Servant/47yrs/Lagos State/2017)**

Another customer reported his case as follows:

**CASE STUDY TWO**
*I ordered two wrist watches on a Nigerian online shopping platform one for ₦7000 and another one for ₦18000. The delivery guy came on schedule and delivered the two wrist watches. I was shocked to find out that the quality of the wrist watch was inferior compared to what my colleague wore. I tried convincing the dispatcher that his company sold fake wrist watch to me but he kept insisting on getting paid for the service rendered. Luckily for me my colleague was in the office and he wore the wrist watch. I just called him to bring the watch. Long story short, we gave the delivery man the supposed ₦18000 watch and the real one to see the difference, this was exactly his reaction "nawa for this people ooo" and he didn't even know when he said it. Of course I cancelled the order and bought instead on Amazon, it took some time but I got exactly what I ordered and have been using it for 2 years plus now no problems. For me Nigerian E-commerce companies are not yet ready, imagine if I have paid before the delivery, OYO for be my case. My saving grace was the preferred payment option selected*
**(Case study/Male/Banker/39yrs/Lagos State/2017)**

A female customer stated her case as follows:

**CASE STUDY THREE**
*I have both good and bad experiences shopping online, but the bad experiences outweigh the good experiences. One time I ordered bathroom foot mats from an online store, chose the POD option. When they brought the foot mats, it was torn and dirty like it was taken from someone's bathroom and brought to me. Well, nothing lost since I had not paid. I sharply returned it. At another time I ordered an aluminum electric kettle from another online store, what was delivered to me was a plastic electric kettle. I just jejely gave it to the dispatch person back and told him that was not what I ordered for. Two weeks ago, I ordered a four*

*slice Russell Hobbs toaster from another online store. In fact what they delivered to me was one other product that I could not even get reviews on. I did not mind, shebi toaster ni gbogbo e. I decided to test the toaster before I paid. Well, it turned out that only one side of the toaster was working. The other side was dead. I can keep counting but it does not mean that it's all been bad news with my online shopping experiences. I have really had some very good quality purchases from these websites too. However, when it comes to clothes/shoes/bags, if it's not from an international online store, then I have to make the dreaded journey to Balogun Market. At least with the international online stores, I am guaranteed of the quality of what I am buying although most times this also depends on the brand. Besides, if after one week of waiting, I finally received the items and I don't like them, I can return it and my shipping costs and my money will be returned to me, with a 15% discount code on my next order. So in the international online store it's a win-win thing. Most online shopping stores in Nigeria are yet to introduce such. But I can say if they have such mind set to return products to customers and give a discount code, they would be obligated to satisfying the customers and enhancing their experiences. Anytime someone ask about my opinion about shopping online especially from our Nigerian e-commerce sites, I advise them in this regard- ALWAYS use the pay on delivery (POD) option. NEVER pay before you test the products. ALWAYS pay AFTER. Once a customer knows this trick, they would minimise their unpleasant experiences.*
**(Case study/Female/Civil Servant/34yrs/Lagos State/2017)**

A female stated her case as follows:

CASE STUDY FOUR

*My last order from one of the online shopping stores in Nigeria, I had to return about half the items purchased. The quality of the product received was not as advertised by the sellers, a couple of times, it was size issues. I purchased two items from two different sellers and I had already paid for with the products via POS. I noticed that the quality of one of the fabric was not what I was expecting, the other was as advertised. I then contacted the Customer Service, and they were very friendly and efficient in contacting the sellers. They gave my contact details to the seller to contact me, and they also give me the sellers' contact numbers. They customer care representative stated that they were committed to ensuring my satisfaction. I was advised to place my subsequent orders using their website and not the mobile app because the website has the buyer protection policy while the app doesn't. I kept the online store informed about the conversations I had with the seller. I also had to report the seller to the online store when they stopped taking my calls. But after some days I was contacted by the seller who came around with a whole bagful of options for me to choose from and swap. The other seller was very cordial and also gave me multiple swap options. At the end of the day I felt a little satisfied since I didn't lose at both ends.*

**(Case study/Female/Businesswoman/29yrs/Oyo State/2017)**

Another case was stated as thus:

CASE STUDY FIVE

*The challenges I encounter with most online stores are with their delivery/dispatch guys. A few of them mess them up. They don't call to say they're coming and just turn up and call to say they're at the delivery address, and you're not there. When they call, sometimes, they don't come at the agreed times. They don't come at the time they say they're coming. It could be hours later. An item is specified to be collected at their pick up station, and surprisingly a dispatch phoned to say he was on his way to deliver the item. I told him it was meant for pick up at an address stated at the point of purchase. He insisted that I pick up my product at an address which was different from the one stated at the point of placing the order. I then told him to return the product to the warehouse if he won't bring it to the address stated. I was surprised that he returned the item to their warehouse instead of the pick-up station. I later received a text message saying 'we are sorry we tried to deliver your item to you today but could not…'. This said message is usually sent when the customer is not present to receive the product. I felt so disappointed because I had urgent need for the products I ordered for.  That's what some of dispatch riders do, they mess up their organisation and then make a false report and put in their records that the customer was not around blaming the customers for their inability to locate the customers address. I knew, from other occasions, that If I reported to their Customer service, even the same day, they would simply tell me to make the order all over again from the website and I just could not be bothered. I only feel sorry for the merchants on the online platform who lose business as a result of the lackadaisical attitude of the dispatch riders.***(Case study/Female/Estate Manager/33yrs/Oyo State/2017)**

A female customer who had an unpleasant experience with online shopping stated her case as follows:

---

**CASE STUDY SIX**

*You can't miss the pervasive nature of some online store ads. Apparently, the online stores follow you everywhere on every platform you try to click, especially when you are using the internet. The advert are catchy enough and they have the power of attracting one to click and make a purchase of an item not budgeted for. Good enough, the images viewed gets one interested but the products delivered are not usually as good as the pictures viewed on the platform. They are of such poor make (I can't use the word quality). The fabrics are so cheap, nylon, nylon lace (the lace is so cheap, I don't know what else to call it), etc. It's not just that they're very bad, poor copies of what you saw and paid for, sometimes, they're so bad that if you bought several items (as i did), you have a hard time recognizing and figuring out what item you saw and paid for that each item sent corresponds to/is supposed to be the copy of. It's not only the fabric and cut. Everything! Even colours too! e,g, For the red that you saw and paid for, you'll be sent a gaudy neon pink.* **(Case study/Female/Teacher/28yrs/Oyo State/2017)**

---

A Male accountant from Oyo State with an unpleasant experience stated thus:

---

**CASE STUDY SEVEN**

*Bought clothes one time on an online store and I swore never to try it. Broke my promise and went another site to buy clothes. When they came, it was not the quality I was expecting and the ones that were ok in terms of quality did not fit. Well, the dispatch guy refused to collect the items. Said I had to find a way to send it back to the online store. I was livid. Why?? And I had already paid into their account for the items. After much callings, I finally managed to return the items. That was how they told me that my money could not be refunded, that I have to pick another item from the website. Since nothing appealed to me, I left the money for them. That was the last time I ever bought clothes on a Nigerian website.* **(Case study/Female/Accountant/33yrs/Oyo State/2017)**

---

A female entrepreneur from Oyo State noted that:

---

**CASE STUDY EIGHT**

*I have been shopping online for the past 5 years and I have never had any issue relating to my transactions. Initially when a friend introduced online shopping to me, I told her that it was a scam, but I can say that it is no scam. I had bought various items electronics, house hold appliances, clothing, Jewelleries and a countless number of products but in all this transactions, the stores performed beyond my expectation, delivery coming earlier than scheduled or exactly when scheduled. In all I have no regrets shopping online.* **(Case study/Female/Entrepreneur/26yrs/Oyo State/2017**)

---

From the case studies presented above it can deduce that customers had both pleasant and unpleasant customer experiences with online shopping.

## 4.6    Level of customers' satisfaction

Customers' satisfaction is an evaluation which emanated from consumption experience. From literature (Rahman *et al.*, 2011), customer satisfaction differs in terms of its definition. First, customer satisfaction is an outcome resulting from the consumption experiences and second, it is a process. In this study, customers' satisfaction is defined as an outcome of both a consumption experience and a process. Customer's satisfaction is categorised based on three factors: technological, shopping and product factors. According to Schaupp *et al.*(2005), these factors are used to measure the overall customers' satisfaction with online shopping. In online shopping, customers satisfaction is a combination of both technical features and human behavioural aspects.

### 4.6.1          Satisfaction with technological factors

The technological factor satisfaction focuses on the service interface and the usability of the sites in the purchase of the product online.

Table 4.25     Technological satisfaction

| Items | Lagos State | | | Oyo State | | |
|---|---|---|---|---|---|---|
| | T | Sig. (2-tailed) | Mean Difference | T | Sig. (2-tailed) | Mean Difference |
| **Technological Factors** | | | | | | |
| Website design | 155.841 | **0.000** | 3.903 | 75.543 | **0.000** | 3.827 |
| Website is user friendly | 151.835 | **0.000** | 3.894 | 87.609 | **0.000** | 3.907 |
| Security of the site | 145.526 | **0.000** | 3.884 | 72.846 | **0.000** | 3.737 |
| My transactions with the site | 148.063 | **0.000** | 3.924 | 73.879 | **0.000** | 3.784 |
| Privacy using this site | 154.476 | **0.000** | 3.931 | 75.088 | **0.000** | 3.856 |

**Source: Fieldwork2017**

The table 4.25shows that the variables such as website design, website being user friendly, security if the site, safety of transaction and the privacy of the site were significant in measuring technological factor satisfaction. Qualitative data presented here further expatiated on the

technological factors involved in the consumption process. It further reveals that the technological factor entails security, privacy and the usability/site design. Some responses of the respondents in regards to the security of the site are as stated below:

> *Security of money is paramount in online shopping. The best way to secure your money from online hackers and such is to purchase from verified stores and verified sellers on such stores if they have different categories of sellers on their portal. Buying through non-verified stores and sources could result in loss of money. There are countless stories of people who patronised sellers through social media like Twitter, Facebook and Instagram who either received fake products or no product delivered at all. These sellers hide behind the anonymity of social media and blatantly display no refunds on their home page. I try as much as possible to avoid such sellers and try to stick to sellers who have verified status. While it is not completely possible to avoid them, when purchasing, it is best to shine your eye.* **(IDI/Male/Tailor/26yrs/Lagos State/2017)**

Another respondent opined:

> *I feel security depends on the online store you are using. The security measures put in place are dependent on the security of these stores that affect the user satisfaction with the stores I have actually put a lot of measure in place to help with online security issues although as an individual you have to keep your eyes peeled for any unusual activities.***(IDI/Male/Student/24yrs/Lagos State/2017)**

A respondent who was always conscious about her online transaction never had any issue while transacting online because she was aware of the risk that comes with such transaction. She also stated that some customers predispose themselves to risk by the payment option they choose. She further stated thus:

> *To me I always like to be security conscious, so I didn't have an issue with that. Plus everyone knows that whatever you do online comes with a risk especially if the organisation is not putting measures in place to protect the consumers identity. Learn to protect yourself. For instance I wouldn't purchase anything that would cost me a huge sum of money, let's say 150000 and decide to pay on delivery, impossible. With that you just make yourself a prey.* **(IDI/Female/Marketer/40yrs/Oyo State/2017)**

Further, a customer noted the security with the online store as not posing any threat to customers as the payment option had reduced to the barest minimum the risk involved with shopping online. The respondent puts forth her arguments as follows:

*I am satisfied, I think this has to do with the fact that they are very few hackers in Nigeria and very few people pay with their ATM cards as most pay on delivery. If you order for an item you don't have to put down your Credit card details. Other than someone gets in possession of your name and phone number. I feel they are really no security threats on Nigerian online stores.***(IDI/Male/Musician/26yrs/Oyo State/2017)**

In another way, a respondent associated risk not only to the payment of the products purchased but also associated risk to the place of delivery as the place of delivery could expose the customer to threat by the dispatcher. The customer further asserted that:

*For Online Shopping, you get to choose the place where you meet. So you get your safety first before the person comes. So you secure yourself. Whatever place you choose. You make sure that you are secured, and nothing can be taken from you. I like the fact that I can choose the place that it can be delivered. Sometimes we can go to their hub to pick it up, maybe because am not around or I missed an appointment because of one discrepancies or the other, I just go to their hub to pick it up.***(IDI/Male/Civil Servant/30yrs/Oyo State/2017)**

A customer pointed at the terms and conditions spelt out by shopping as important as it ensures a hitch-free transaction and also guides customers how to transact. Going through the terms and conditions could minimise the risk a customer is exposed to. The respondent emphasised that:

*Technology wise, online shopping is a big risk and it is at your own discretion and cost. That's why you see terms and conditions on the web page. There is no amount of passwords you use it can still be hacked. There is no amount to the way you can protect yourself, but averagely basically if you're not a public figure it safe enough. No one really cares about anybody in this world except that there is something that matters about you. So for me it's okay.* **(IDI/Male/Student/26yrs/Lagos State/2017)**

Another customer argued:

*I do not trust the security of my card so I don't provide my card details online. Whenever I shop, I prefer the pay on delivery option so that I do not expose myself to too much risk online. Since I do not pay with my card I think my payment option does not pose any risk to me.* **(IDI/Male/Student/31yrs/Oyo State/2017)**

Customers do not only link privacy to their personal details provided online to the online store but also to their addresses such as place of residence and work place. Most respondents in this study prefer to meet with the online agent at public places so that they won't be able to associate

the customer to a location. With regards to the privacy of the site some customers outlined their experiences as follows:

> *The site is as private as you want it to be. It is easy to order things on line that you would not have been able to buy in a shop due to a myriad of reasons which might threaten your privacy. In these instances, the seller is protected via internet anonymity and the buyer is protected via online store regulations which do not allow sellers to share the names of their customers who they want to protect anyway to ensure continued patronage. Verified sellers are more private than individual sellers who have no laws to regulate their customers. So once again, shine your eye!* **(IDI/Male/Student/26yrs/Lagos State/2017)**

Another customer said:

> *The issue of privacy is fine as you have the choice to shop from your closet and nobody has to know who you are there is an iota of anonymity. To me the privacy is good enough. But remember anything online is a risk even in developed countries not to talk less of a developing country like Nigeria.* **(IDI/Male/Student/24yrs/Lagos State/2017)**

Another respondent emphasised:

> *Privacy is an issue and I feel it's a general phenomenon in Nigeria. I've gotten mails from companies that are affiliated with an online store I had patronised. These are new companies so you ask yourself how did they get your phone number and email address. Some even call and make offers. So I think privacy wise they sell a lot of customer data although I feel this is a general thing as almost everybody does it. As Nigeria doesn't have strong regulations against selling customer data online, sellers just do anything and get away with it.* **(IDI/Female/Marketer/26yrs/Lagos State/2017)**

A customer said:

> *Privacy is fine, because I get to choose where the delivery is made. I wouldn't choose a place where am not secured or am exposed. I can get to choose a place like a police station or a public place because I do not trust anyone.***(IDI/Female/Self-employed/37yrs/Oyo State/2017)**

With respect to the usability and site design, the study found out that though it is not so complicated using the site, customers must have basic computer literacy or skills to be able to access the online store. Some responses with regards to the usability /site design are presented below:

*The verified shops have the best interfaces while the non-verified stores have less sophisticated layout arrangements and pictures. Some of which might be borrowed legally or illegally from other sites. On the best sites, user options such as "high to low pricing" and "price ranging", "product rating" can be manipulated to enhance specificity of the search so that you get exactly what you want at right price or the next best thing. Ads are spoiling these particular features.* **(IDI/Male/Unemployed/33yrs/Oyo State/2017)**

Another respondent said that most web pages of these online shops are optimised for personal computers and not mobile phones. A majority of online shoppers in Nigeria shop purchase online using their mobile phones. If this is a typical case of customers in Nigeria, then there is the need for the sites to be optimised to suit mobile devices.

*Most of these online sites the more common ones are optimized for personal computers. Using them on mobile phones can actually be very stressful. The shops should optimize their websites for mobile usage not just computer usage. Basic computer skills should give you a good experience with these sites. I for one had no problem as am used to browsing a lot anyway.* **(IDI/Male/Student/24yrs/Lagos State/2017)**

A customer said:

*I don't always look for too much because it is not the graphical user interface, The GUI or any other thing that gets my attention. My own is I get value for my money. So when I can get to the site, so long as I can get to the places I want to go. I am fine. For me the little that I get is okay for me.* **(IDI/Male/Student/26yrs/Lagos State/2017)**

**Table 4.26    Technological factor satisfaction**

| Factors Customer Satisfaction | Lagos | | Oyo | | Total | |
|---|---|---|---|---|---|---|
| | Frequency | Percentage (%) | Frequency | Percentage (%) | Frequency | Percentage (%) |
| **Technological Factors** | | | | | | |
| Low | 14 | 1.4 | 19 | 4.9 | 33 | 2.4 |
| Moderate | 359 | 35.5 | 147 | 37.9 | 506 | 36.2 |
| High | 638 | 63.1 | 22 | 57.2 | 860 | 61.5 |
| **Total** | **1011** | **100.0** | **388** | **100.0** | **1399** | **100.0** |

**Source: Fieldwork 2017**

From the table 4.26, about 63.1% of the respondents from Lagos State and 57.2% from Oyo State had high satisfaction with technological factors. Shopping online effectively demands an adequate knowledge about the technology. Further findings from this study shows that most

187

online shoppers had adequate knowledge about the usability of the online shopping sites hence their high satisfaction with technological factors. Further findings show that 35.5% and 37.9% of the respondents from Lagos and Oyo State respectively had moderate technological factor satisfaction and only 1.4% and 4.9% had low technological factor satisfaction with online shopping.

**Table 4.27     Association between product purchased and satisfaction with technology**

| Products Purchased | Technological Factors | | | Total |
|---|---|---|---|---|
| | Low | Moderate | High | |
| Phones & Tablets | 16 | 229 | 391 | 636 |
| | 2.5 | 36.0 | 61.5 | 45.5 |
| Fashion | 13 | 149 | 254 | 416 |
| | 3.1 | 35.8 | 61.1 | 29.7 |
| Home & Office | 1 | 26 | 47 | 74 |
| | 1.4 | 35.1 | 63.5 | 5.3 |
| Computing | 0 | 37 | 64 | 101 |
| | 0.0 | 36.6 | 63.4 | 7.2 |
| Cameras & Electronics | 1 | 9 | 21 | 31 |
| | 3.2 | 29.0 | 67.7 | 2.2 |
| Watches & Sunglasses | 1 | 22 | 49 | 72 |
| | 1.4 | 30.6 | 68.1 | 5.1 |
| Toys | 0 | 1 | 2 | 3 |
| | 0.0 | 33.3 | 66.7 | 0.2 |
| Automobiles | 0 | 3 | 4 | 7 |
| | 0.0 | 42.9 | 57.1 | 0.5 |
| Health & Beauty | 1 | 28 | 25 | 54 |
| | 1.9 | 51.9 | 46.3 | 3.9 |
| Sports & Fitness | 0 | 2 | 3 | 5 |
| | 0.0 | 40.0 | 60.0 | 0.4 |
| **Total** | **33** | **506** | **860** | **1399** |
| | **2.4** | **36.2** | **61.5** | **100.0** |
| $X^2$ = 12.383; df = 18; Asymp. Sig. (2-sided) = 0.827 | | | | |

**Source: Fieldwork 2017**

Finding from the table 4.27 depicts that there was no association between products purchased and satisfaction with technological factor as Sig. = 0.827. The result specifically shows that a greater percentage 391(61.5) who had purchased phones and tablets, 254(61.1) who purchased fashion products, 47(63.5) who purchased home and office equipment, 21(67.7) who had purchased computing, 21(67.7) who had bought cameras and electronics, 49(68.1) who

purchased watches and sunglasses, 2(66.7%) who purchased toys, 4(57.1) of respondents who purchase automobiles, 25(46.3) who purchased health and beauty products and 3(60.0) who purchased sports and fitness equipments had high satisfaction with the technological factors.

**Table 4.28    Association between socio-demographic characteristics and satisfaction with technological factors**

| Characteristics | TECHNOLOGICAL FACTORS | | | | Value | df | P-value |
|---|---|---|---|---|---|---|---|
| | LOW | MODERATE | HIGH | TOTAL | | | |
| **Sex** | | | | | | | |
| Male | 17(2.3) | 263(35.1) | 469(62.6) | 749(53.5) | 0.894 | 2 | 0.640 |
| Female | 16(2.5) | 243(37.4) | 391(60.2) | 650(46.5) | | | |
| **Age** | | | | | | | |
| 18-22 | 2(13.3) | 5(33.3) | 8(53.3) | 15(1.1) | 14.360 | 8 | 0.073 |
| 23-27 | 4(2.1) | 70(36.8) | 116(61.1) | 190(13.6) | | | |
| 28-32 | 11(3.3) | 134(40.1) | 189(56.6) | 334(23.9) | | | |
| 33-37 | 5(1.6) | 113(35.2) | 203(63.2) | 321(22.9) | | | |
| Above 37 | 11(2.0) | 184(34.1) | 344(63.4) | 539(38.5) | | | |
| **Ethnic affiliation** | | | | | | | |
| Hausa | 3(5.4) | 13(23.2) | 40(71.4) | 56(4.0) | 7.650 | 2 | 0.105 |
| Igbo | 10(2.5) | 137(34.1) | 255(63.4) | 402(28.7) | | | |
| Yoruba | 20(2.1) | 356(37.8) | 565(60.0) | 941(67.3) | | | |
| Others | 0(0%) | 1(0.4%) | 1(1.2%) | 2(1.4%) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 23(2.1%) | 387(36.1) | 662(61.8%) | 1072(76.6) | 0.950 | 2 | 0.622 |
| Islam | 10(3.1%) | 119(36.4) | 198(60.6%) | 198(60.6) | | | |
| Traditional | 0(0%) | 0(0%) | 0(0%) | 0(0%) | | | |
| Others | 0(0%) | 0(0%) | 0(0%) | 0(0%) | | | |
| **Marital status** | | | | | | | |
| Single | 23(2.7) | 326(38.0) | 509(59.3) | 858(61.3) | 6.428 | 6 | 0.377 |
| Married | 10(2.0) | 172(33.8) | 327(64.2) | 509(36.4) | | | |
| Divorced/Separated | 0(0.0) | 5(23.8) | 16(76.2%) | 21(1.5) | | | |
| Widowed | 0(0.0) | 3(27.3) | 8(72.7%) | 11(0.8) | | | |
| **Educational level** | | | | | | | |
| Primary | 0(0.0) | 5(18.5) | 22(81.5) | 27(1.9) | 0.950 | 2 | 0.134 |
| Secondary | 4(3.1) | 43(33.6) | 81(83.3) | 128(9.1) | | | |
| Tertiary | 26(2.8) | 338(37.0) | 549(60.1) | 913(65.3) | | | |
| Postgraduate | 3(0.9) | 120(36.3) | 208(62.8) | 331(23.7) | | | |
| **Occupation** | | | | | | | |
| Unemployed | 0(0.0) | 7(30.4) | 16(69.6) | 23(1.6) | 7.625 | 8 | 0.471 |
| Student | 17(2.8) | 233(38.2) | 360(59.0) | 610(43.6) | | | |
| Self employed | 1(1.1) | 26(28.6) | 64(70.3) | 91(6.5) | | | |
| Civil/public servant | 13(2.7) | 174(35.5) | 303(61.8) | 490(35.0) | | | |
| Private sector worker | 2(1.1) | 66(35.7) | 66(35.7) | 185(13.2) | | | |
| **Monthly Income ₦ *** | | | | | | | |
| Less than 18,000 | 13(2.9) | 166(36.5) | 276(60.7) | 455(32.5) | 15.850 | 12 | 0.198 |
| 18,001 - 50,000 | 11(3.5) | 110(35.5) | 189(61.0) | 310(22.2) | | | |
| 50,001 - 82,000 | 2(1.0) | 61(29.0) | 147(70.0) | 210(15.0) | | | |
| 82,001 - 114,000 | 3(1.9) | 68(42.0) | 91(56.2) | 162(11.6) | | | |
| 114,001 - 146,000 | 0(0.0) | 34(35.4) | 62(64.6) | 96(9.6) | | | |
| 146,001 - 178,000 | 1(2.1) | 19(39.6) | 28(58.3) | 48(3.4) | | | |
| Above 178,000 | 3(2.5) | 48(40.7) | 67(56.8) | 118(8.4) | | | |

**Source: Fieldwork 2017**

The table 4.28 further probes for the association between customers' socio-demographic characteristics and their level of satisfaction with technological factors. Findings from the table show that there was no significant relationship between all demographic variables and satisfaction with technological factors as p-value was >0.05. In addition, the qualitative results are at variance with the quantitative findings which show that respondent's level of education influenced their usability and easy navigation on the site. Furthermore, result on specific demographic variables shows that, 469(62.6%) males had high satisfaction with the technological factors. With reference to the age of respondents, findings show that those that were above 37 years of age 344(63.4%) had high satisfaction with the technological factors. On the basis of ethnic identity, a majority 565(60.0%) of respondents with the Yoruba ethnic identity had high satisfaction with the technological factors. The result on religious affiliation of the respondents shows that a greater proportion 662(61.8%) of those of the Christian faith had high satisfaction with the technological factors.

A majority 509(59.3%) of respondents who were single had high satisfaction with the technological factors. The respondents who had tertiary education as their highest educational qualification, 549(60.1) a greater proportion derived high satisfaction with the technological factors. On the basis of the occupation of customers, resultshows that, more 360(59.0%) of respondents who were students derived high satisfaction with the technological factors. With reference to the average monthly income of respondents, about 276(60.7%) of the customers who earned less than ₦18,000 had high satisfaction with the technological factors.

**4.6.2        Satisfaction with shopping factors**

The shopping factors focus on the customers' feelings and perception during and after the shopping experience. The shopping factorsalso take into consideration the actual purchase process.

**Table 4.29     Satisfaction with Shopping Factors**

| ITEMS | Lagos State | | | Oyo State | | |
|---|---|---|---|---|---|---|
| | T | Sig. (2-tailed) | Mean Difference | T | Sig. (2-tailed) | Mean Difference |
| **Shopping Factors** | | | | | | |
| Service providers I shop with online | 135.052 | **0.000** | 3.805 | 77.221 | **0.000** | 3.820 |
| Trustworthiness of the service provider | 141.050 | **0.000** | 3.828 | 74.942 | **0.000** | 3.786 |
| Details and accuracy of products displayed online | 132.930 | **0.000** | 3.803 | 77.264 | **0.000** | 3.768 |
| Timely delivery of items purchased | 129.089 | **0.000** | 3.844 | 76.628 | **0.000** | 3.825 |
| variety of products to choose from | 147.582 | **0.000** | 3.967 | 85.319 | **0.000** | 3.943 |
| Find it easy to cancel orders | 133.296 | **0.000** | 3.899 | 73.315 | **0.000** | 3.802 |
| Convenient to shop online | 150.137 | **0.000** | 3.983 | 88.926 | **0.000** | 4.026 |

**Source: Fieldwork 2017**

Table 4.29 shows that the variables of trustworthiness of the service providers, detailed or accuracy of products displayed, timely delivery of products, variety of products, ease of cancelling orders and convenience of shopping online were significant variables in determining shopping factor satisfaction with online shopping. Qualitative data presented below further expatiates the shopping factors involved in the consumption process. It reveals that the shopping factor entails convenience, trustworthiness of web merchant and delivery time. The responses of some participants with regard to the convenience of shopping online are as stated below. A customer from Lagos State viewed online shopping as extremely convenient and also viewed the removal of face-to-face interaction as one of the reasons that had made it so convenient. The respondent further stated that:

> *Online shopping is extremely convenient because you are doing it from the comfort of wherever you are. You don't have to go to any store; it doesn't take much time. You don't have to interact with anybody, you just have to go to log online to an online store, order what you want and you get it immediately. There are little or no hassles to it.* **(IDI/Male/Student/26yrs/Lagos State/2017)**

For another customer, the fact that he can check from site-to-site for a wide range of variety was convenient enough for him. He further stated that:

> *The fact you have just shopped from your comfort zone and gotten exactly what you wanted, I don't think anything could be more convenient than that. Looking at a range of alternative goods from one spot in your house and getting it delivered to you I feel this is most convenient.* **(IDI/Male/Student/24yrs/Lagos State/2017)**

Another customer differentiated between shopping online or shopping in a physical store in terms of the convenience the previous provided and the value for money that the latter provides. The respondent stated thus:

> *Shopping online is definitely more convenient than shopping in the physical markets, but if am not getting value for money it is better I go to the physical markets and get value for my money.* **(IDI/Female/HR Manager/34yrs/Oyo State/2017)**

In another view, a customer said:

> *In terms of convenience it has been a very satisfactory. At the click of a button I can sit down anywhere in the world and purchase goods from anywhere in the world.***(IDI/Female/Marketer/30yrs/Oyo State/2017)**

Similarly, another respondent said:

> *It is very convenient for me. The fact that I don't have to go out is good for me. So I can use my time for other things, rather than spending six hours in the market. It's really very convenient for me. Technology wise, it is not hard for someone who knows normal Microsoft and navigation.***(IDI/Female/Fashion Designer/33yrs/Lagos State/2017)**

In this study, convenience had various subjective interpretations to respondents. To some respondents convenience implies theability ofsitting at the comfort of one's home, searching for a wide variety of products without leaving the comfort of one's home or location, ease in navigating the site of the online store among others. With regards to trust and the trustworthiness of the web merchant, a respondent associated trust with risk involved in the process of purchase. The customer further said that:

> *In terms of trust, I only purchase from verified sellers and verified products. The site has to be verified before I purchase from it. If you make sure that the store you are purchasing from is a verified store, you minimise the risks of falling into the hands of these internet scammers. If the website is a trustworthy one you*

*won't have issue with the web merchants that sell on the site.* **(IDI/Female/Civil Servant/34yrs/Lagos State/2017)**

Another respondent was of the view that trusts in an online store or merchant could only be developed if one has a personal experience with them or if the proposed customer read reviewers comments. By so doing, the customer already prepares their mind on what to expect from the online merchant. The customer further stated that:

> *I feel it depends on the products and the users expectations. Moreover, shopping online entails going through user reviews of the site in question. This would help you get a clear view on what to expect. If the reviews are good you know that you are safe and okay to go ahead and purchase. I feel there are some sites that are trustworthy while they are other online stores that allow varieties of sellers to come and advertise which gives opportunity to scammers to comes and advertise their goods at different prices too. Sites like these are not trustworthy because you see goods at really weird and cheap prices the normal average person would immediately jump at the offer when he sees it. He/she goes ahead to purchase the product and gets scammed in the process. Those sites allow different sellers to come and advertise without verifying if the sellers are trustworthy or not. Anyway this depends on the way the site runs their things.* **(IDI/Male/Student/24yrs/Lagos State/2017)**

A customer associated trust to safety. The customer buttressed this by saying:

> *Trust, well I guess its trust worthy enough. But I think people should learn to stay with the well-known and bigger sites. This may help reduce chances of fraud. This will help avoid too many issues. But this doesn't mean it's 100% safe. You will still need to play safe at your end. You can't really trust someone you don't know or haven't met.* **(IDI/Female/Lecturer/40yrs/Oyo State/2017)**

Another customer viewed trust as a great task for online stores since they don't produce all the products they sell, there is the need to verify the products before accepting or infusing it into the market. The customer further stated that:

> *I feel the online shopping sites need to vet their merchants more. For instance when you are dealing with an online merchant and you call to ask if the goods they are selling are original and they confirm to the fact that they are only after 2 the purchase of the goods the goods would fall apart e.g. when you order a Philip Patek watch and the merchant claims the watch is from Switzerland. After two days of purchase the silver begins to fade and you realise that it wasn't a silver wrist watch after all it was just silver sprayed and you can't return it because you have used it for two days. So you have genuine issues like this.* **(IDI/Female/Student/26yrs/Lagos State/2017)**

Another respondent had this to say:

> *The stores I use frequently are very trustworthy and I have not really had any issue with any of them neither the goods I have bought in the past. As for the web merchants I have dealt with one on one, it has been a beautiful experience for me. Some have gone out of their way to arrange special delivery for me at their own cost. I remember a particular experience I had. I travelled and had purchased some goods before my journey. Before my return from the trip, the goods had already arrived and my number could not be reached. The merchants kept sending their courier till someone accepted the delivery of goods on my behalf.***(IDI/Female/Student/26yrs/Oyo State/2017)**

A respondent said:

> *Well most of the websites are trustworthy. But we have with exception a few of them. Like the time I bought a phone from one of these stores, they had to replace the phone for me about 4 times. The web merchants I have dealt with in the past have been worthy to some extent. The issue I have with most of these online stores is that some of the web merchants that come on their sites may actually be internet scammers waiting for unsuspecting victims.* **(IDI/Male/Civil Servant/34yrs/Lagos State/2017)**

Another aspect of satisfaction with shopping factor is the delivery time. The delivery time depicts the product reaching the end user as at when due, without any form of delay. Some customers stated their view on the delivery of products as follows. A customer for instance stated that the delivery of products from online stores may not be appropriate if the product is needed urgently. The customer puts forth his argument thus:

> *Delivery time is terrible. For the trustworthy sites you could probably order for something that is not really expensive e.g. Cutlery set or major household items. And when you check it out you find that it would be delivered to you in 5 days. I mean I can walk across the road to get a knife why should I wait 5 days to get it? The delivery time has been really poor.* **(IDI/Male/Engineer/44yrs/Oyo State/2017)**

Another respondent said:

> *Delivery time needs to be worked on as they don't deliver items early. I could order for an item now and it would take a while before it gets to me. So delivery time is quite poor for me.***(IDI/Female/Sales person/34yrs/Oyo State/2017)**

194

Another respondent had this to say:

> *The delivery time is considerable. Sometimes it's a day or some hours away. Sometimes its two days away. The delivery time has been okay for me, though I have heard people complain. Even the operators call to confirm the receipt of the ordered products.* **(IDI/Male/Unemployed/30yrs/Lagos State/2017)**

A respondent said:

> *The delivery time should not be in range, it should be specific. If you're coming on Tuesday come on Tuesday. It shouldn't be that am coming between Tuesday and Friday. So if am not around, you give me specific time.* **(IDI/Male/Pastor/34yrs/Oyo State/2017)**

A first time shopper who believed that shopping online was strictly for the rich stated thus:

> *A friend was celebrating her 18th birthday and her mother graciously gave her 8k to get a dress. We both thought of going to some open markets to get the dress in preparation for her birthday then my friend's mum suggested we shop online instead of stressing ourselves going from store-to-store. My friend and I had this mentality 'online shopping is for RICH people'. But it was debunked that day. Funny, enough, that had made me not shop online. Anyway, we looked up some shopping sites online and found out about one of the biggest in Nigeria, searched and found something she liked then placed the order. They informed us that we had to pay ₦500 for delivery, which was okay. She ordered the gown a week before her birthday. They assured her that she would get the dress by 10am on her birthday. Birthday Morning: she decided to just wear her everyday jeans and top, waiting for the dress to arrive. The dress never came so she gave up. She was a bit perplexed because she didn't know who to report initially since it's a virtual experience, but was advised to call the customer service number and they said there was nothing they could do about the delay in the delivery of the product. Luckily for her, she selected the "pay on delivery" payment option. Eventually, she got the gown 5 days after the supposed date of delivery with no apology, whatsoever. She just got a blank stare from the delivery man and "where is the money question?". In all, the dress was beautiful, which was the only consolation for the delay in the delivery of the product.* **(IDI/Male/Civil Servant/34yrs/Lagos State/2017)**

An online service provider

> *Deliveries of products to the end users are in stages and take a whole lot of process. Once a customer indicates interest for a product, it is our duty to make available the products to the customer. Whenever a customer encounters any*

195

*challenge while shopping online especially that of delay in the delivery of the products, it might be related to either a mix up or issues relating to dispatch or unavailability of the products. However, whenever any of those occur, we inform our customers about the likely issues they might encounter just to prepare their minds. We are aware that customers are the backbone or the survival of our business.***(IDI/Female/Teacher/34yrs/Oyo State/2017)**

**Table 4.30     Shopping factor satisfaction**

| Factors Customer Satisfaction | Lagos State | | Oyo State | | Total | |
|---|---|---|---|---|---|---|
| | Frequency | Percentage (%) | Frequency | Percentage (%) | Frequency | Percentage (%) |
| **Shopping Factors** | | | | | | |
| Low | 19 | 1.9 | 11 | 2.8 | 30 | 2.1 |
| Moderate | 415 | 41.0 | 167 | 43.0 | 582 | 41.6 |
| High | 577 | 57.1 | 210 | 54.1 | 787 | 56.3 |
| **Total** | **1011** | **100.0** | **388** | **100.0** | **1399** | **100.0** |

**Source: Fieldwork,2017**

The table 4.30 further shows that majority of the respondents, 57.1%, from Lagos State and 54.1% from Oyo State had high satisfaction with product factors. About 41.0% and 43.0% of respondents from Lagos and Oyo States respectively had moderate product factor satisfaction while only, 1.9% and 2.8% of respondents in Lagos and Oyo State respectively had low product factor satisfaction.

**Table 4.31    Distribution of product purchased and satisfaction with shopping**

| Products purchased | Shopping Factors | | | Total |
|---|---|---|---|---|
| | **Low** | **Moderate** | **High** | |
| Phones & Tablets | 15 | 257 | 364 | 636 |
| | 2.4 | 40.4 | 57.2 | 45.5 |
| Fashion | 11 | 177 | 228 | 416 |
| | 2.6 | 42.5 | 54.8 | 29.7 |
| Home & Office | 0 | 31 | 43 | 74 |
| | 0.0 | 41.9 | 58.1 | 5.3 |
| Computing | 1 | 38 | 62 | 101 |
| | 1.0 | 37.6 | 61.4 | 7.2 |
| Cameras & Electronics | 0 | 12 | 19 | 31 |
| | 0.0 | 38.7 | 61.3 | 2.2 |
| Watches & Sunglasses | 1 | 27 | 44 | 72 |
| | 1.4 | 37.5 | 61.1 | 5.1 |
| Toys | 0 | 2 | 1 | 3 |
| | 0.0 | 66.7 | 33.3 | 0.2 |
| Automobiles | 0 | 3 | 4 | 7 |
| | 0.0 | 42.9 | 57.1 | 0.5 |
| Health & Beauty | 1 | 34 | 19 | 54 |
| | 1.9 | 63.0 | 35.2 | 3.9 |
| Sports & Fitness | 1 | 1 | 3 | 5 |
| | 20.0 | 20.0 | 60.0 | 0.4 |
| Total | **30** | **582** | **787** | **1399** |
| | **2.1** | **41.6** | **56.3** | **100.0** |

$X^2$ = 25.125; df = 18; Asymp. Sig. (2-sided) = 0.122

**Source: Fieldwork 2017**

With reference to respondents who purchase phones and tablets, a higher proportion 364(57.2%), purchased fashion products 228(54.8%), 43(58.1%) who purchased home and office equipments, 62(61.4%) who had purchased computing, 19(61.3%) who purchased cameras and electronics, 44(61.1%) who purchased watches and sunglasses, 4(57.1%) who purchased automobiles, 3(60.0%) who purchased sport and fitness products had high satisfaction with  shopping factors

whereas those who purchased toy and health/beauty products, a greater proportion 2(66.7%) and 34(63.0%) respectively were moderately satisfied with shopping factors.

Findings on table 4.31 showed that there exist an association between products purchased and satisfaction with shopping factors shows no significant relationship as p-value >0.05.

**Table 4.32    Association between socio-demographic characteristics and satisfaction with shopping factors**

| Characteristics | SHOPPING FACTORS | | | | Value | df | p-value |
|---|---|---|---|---|---|---|---|
| | LOW | MODERATELY | HIGH | Total | | | |
| **Sex** | | | | | | | |
| Male | 14(1.9) | 301(40.2) | 434(57.9) | 749(53.5) | 2.162 | 2 | 0.339 |
| Female | 16(2.5) | 281(43.2) | 353(54.3) | 650(46.5) | | | |
| **Age** | | | | | | | |
| 18-22 | 1(6.7) | 5(33.3) | 9(60.0) | 15(1.1) | 9.160 | 8 | 0.329 |
| 23-27 | 6(3.2) | 73(38.4) | 111(58.4) | 190(13.6) | | | |
| 28-32 | 11(3.3) | 146(43.7) | 177(53.0) | 334(23.9) | | | |
| 33-37 | 4(1.2) | 129(40.2) | 188(58.6) | 321(22.0) | | | |
| Above 37 | 8(1.5)` | 229(42.5) | 302(56.0) | 539(38.5) | | | |
| **Ethnic affiliation** | | | | | | | |
| Hausa | 2(3.6) | 22(39.3) | 32(57.1) | 56(4.0) | 0.961 | 4 | 0.916 |
| Igbo | 7(1.7) | 168(41.8) | 227(56.5) | 402(28.7) | | | |
| Yoruba | 21(2.2) | 392(41.7) | 528(56.1) | 941(67.3) | | | |
| Others | 0(0%) | 2(1.0%) | 1(0.4%) | 3(1.2%) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 20(1.9) | 445(41.5) | 607(56.6) | 1072(76.6) | 1.781 | 2 | 0.410 |
| Islam | 10(3.1) | 137(41.9) | 180(55.0) | 327(23.4) | | | |
| Traditional | 0(0.0%) | 0(0.0%) | 0(0.0%) | 0(0.0%) | | | |
| Others | 0(0.0%) | 0(0.0%) | 0(0.0%) | 0(0.0%) | | | |
| **Marital status** | | | | | | | |
| Single | 19(2.2) | 369(43.0) | 470(54.8) | 858(61.3) | 8.055 | 6 | 0.234 |
| Married | 10(2.0) | 198(38.9) | 301(59.1) | 509(36.4) | | | |
| Divorced/Separated | 1(4.8) | 7(33.3) | 13(61.9) | 21(1.5) | | | |
| Widowed | 0(0.0) | 8(72.7) | 3(27.3) | 11(0.8) | | | |
| **Educational level** | | | | | | | |
| Primary | 1(3.7) | 9(33.3) | 17(63.0) | 27(1.9) | 2.471 | 6 | 0.872 |
| Secondary | 4(3.1) | 55(43.0) | 69(53.9) | 128(9.1) | | | |
| Tertiary | 20(2.2) | 377(41.3) | 516(56.5) | 913(65.3) | | | |
| Postgraduate | 5(1.5) | 141(42.6) | 185(55.9) | 331(23.7) | | | |
| **Occupation** | | | | | | | |
| Unemployed | 0(0.0) | 8(34.8) | 15(65.2) | 23(1.6) | 11.089 | 8 | 0.197 |
| Student | 20(3.3) | 247(40.5) | 343(56.2) | 610(43.6) | | | |
| Self employed | 0(0.0) | 34(37.4) | 57(62.6) | 91(6.5) | | | |
| Civil/public servant | 8(1.6) | 207(42.2) | 275(56.1) | 490(35.0) | | | |
| Private sector worker | 2(1.1) | 86(46.5) | 97(52.4) | 185(13.2) | | | |
| **Monthly Income ₦ *** | | | | | | | |
| Less  than 18,000 | 13(2.9) | 191(42.0) | 251(55.2) | 455(32.5) | 21.620 | 12 | 0.042 |
| 18,001 - 50,000 | 7(2.3) | 127(41.0) | 176(56.8) | 310(22.2) | | | |
| 50,001 - 82,000 | 4(1.9) | 71(33.8) | 135(64.3) | 210(15.0) | | | |
| 82,001 - 114,000 | 3(1.9) | 76(46.9) | 83(51.2) | 162(11.6) | | | |
| 114,001 - 146,000 | 0(0.0) | 32(33.3) | 64(66.7) | 96(6.9) | | | |
| 146,001 - 178,000 | 0(0.0) | 24(50.0) | 24(50.0) | 48(3.4) | | | |

| Above 178,000 | 3(2.5) | 61(51.7) | 54(45.8) | 118(8.4) | | | |

The study further probes for the association between customers' socio-demographic characteristics and their level of shopping factors. The result shows that among all the socio-demographic variables tested in this section, only the average monthly income showed a relationship with the shopping satisfaction as p-value <0.05. However, findings also showed that, there was no association between age, sex, ethnic affiliation, religious affiliation, marital status, educational level and occupation and satisfaction with shopping factors. Furthermore, a majority of males 434(57.9%) had high satisfaction with shopping factors. In the age range of respondents, a greater proportion 302(56.0%) of those above 37 years had high satisfaction with shopping factors. The respondents with the Yoruba ethnic identity 528(56.1%) had high satisfaction with shopping factors. The Christian respondents 607(56.6%) had high satisfaction with shopping factors. Further, a greater proportion 470(54.8%) who were single, 516(56.2%) of respondents who had tertiary education as their highest educational level, 343(56.2%) of respondents who were students and 252(55.2%) of respondents who earned less than ₦18,000 had high satisfaction with shopping factors.

### 4.6.3 Satisfaction with product factors

The product factor pertains to the quality of the product purchased. At this stage customer evaluates how satisfied they are with the product purchased. This stage is the most important stage to the customer in the purchase process as customers are no longer disembodied from the products or images viewed at the interaction with the service interface. Here the procurement/acquisition of online products by customers is ascertained. Customers are eager to receive products purchased because they want to confirm their expectation with the products received.

**Table 4.33    Distribution of products factor satisfaction**

| Items | Lagos State | | | Oyo State | | |
|---|---|---|---|---|---|---|
| | T | Sig. (2-tailed) | Mean Difference | T | Sig. (2-tailed) | Mean Difference |
| **Product Factors** | | | | | | |
| Quality of product purchased | 124.164 | **0.000** | 3.773 | 75.514 | **0.000** | 3.897 |
| Value of product purchased | 146.915 | **0.000** | 3.918 | 87.030 | **0.000** | 3.964 |
| Product represented accurately by the site | 131.876 | **0.000** | 3.813 | 79.380 | **0.000** | 3.897 |
| Product purchased has second-hand value | 110.710 | **0.000** | 3.589 | 65.696 | **0.000** | 3.652 |
| Availability of desired products online | 117.080 | **0.000** | 3.696 | 71.490 | **0.000** | 3.724 |
| Satisfied with product purchased | 140.907 | **0.000** | 3.933 | 83.659 | **0.000** | 4.036 |

**Source: Fieldwork 2017**

Result from table 4.33showed that all the factors in the table were significant in measuring product factors satisfaction. Qualitative data presented here further expatiate the product factor satisfaction. This section solely focuses of the product factor satisfaction. These factors include, quality of products and services, merchandising, product value, availability and product value. With reference to the quality of the products purchased by customers, some customers state the following:

> If the product is from a verified merchant, there is a high level that the customer would be satisfied with what they would eventually purchase.**(IDI/Male/Student/24yrs/Lagos State/2017)**

Another customer had this to say:

> There are times qualities of products have been put to question. But that depends on the store you are using. There are stores that are known for selling pirated or fake goods since you are trying to make a trade off of quality as against prices of goods. But when you use the more popular sites their quality is very okay. **(IDI/Female/Business woman/29yrs/Lagos State/2017)**

A respondent said:

> *I would give most of the top e-commerce sites 10/10 for packaging because they do that well. But it all boils down to the received final product. It is not an event that happens every time but out of 5 events you would get to that actually meets your expectations. As regards the quality this too comes with mixed feelings.* **(IDI/Male/Student/26yrs/Oyo State/2017)**

A customer opined that:

> *The qualities of goods brought on the internet are very good, at least based on my own discretion. Like I said I have never really had an issue with the product quality after purchase.* **(IDI/Female/Lawyer/37yrs/Oyo State/2017)**

Another customer reported that:

> *I don't take them unless that's what I bargained for. There has been a number of times that they brought products that were inferior. So you don't pay until you are satisfied and they get you what you really want. So you're not forced to pay until you get what you want.* **(IDI/Male/Medical Practitioner/30yrs/Lagos State/2017)**

A respondent stated that:

> *What I got was what I ordered for. Although it was just the colour that was a bit different, but I was satisfied. You know the online shopping platform get to stock a lot of products in their catalogue which many at times appear in different colours other than the one viewed online.* **(IDI/Female/Musician/34yrs/Lagos State/2017)**

With respect to merchandising, the responses of some respondents are as follows:

> *Adverts are usually run through Twitter feeds, Instagram reels, news feeds, Face book ads, YouTube ads, Google ads etc and sponsorship of youth activity to generate positive feedback and consumers-brand familiarity. Customised user experience online can help tailor ads that suit the age, sex, and preference demographics of the user, to deliver the most likely products to purchase to the right audience.* **(IDI/Male/Self-employed/26yrs/Oyo State/2017)**

Another respondent reported that:

> *These stores provide wide varieties of products ranging from clothing to beauty and health products to electronics computing and softwares, household gadgets, cars, furniture, stationery and other unbelievable products. I feel it is relatively okay.* **(IDI/Male/Student/24yrs/Oyo State/2017)**

Another respondent reported that:

*In terms of merchandising I have always been comfortable with shopping with some online stores. I like the way they deal in the sale of their products, as money is only taken after goods have been shipped.* **(IDI/Male/Evangelist/34yrs/Lagos State/2017)**

Another customer had this to say:

*It is good, because immediately you make the order and it is transferred to the vendors. The vendors put calls through to you, to know when you will be available. So I don't think it's bad.* **(IDI/Female/Businesswoman40yrs/Lagos State/2017)**

Qualitative data about the product value, found out that:

*Despite the many advantages of shopping online, one of the setbacks is that the products online are usually more expensive than the products in physical shops. Phones for example range between 2 thousand to 20 thousand Naira cheaper in physical stores than online. Of course this shouldn't be because the seller does not need to consider displaying the goods or renting a shop in addition to a warehouse, they just need the warehouse and pictures of the goods which should technically cost less. Hopefully with the growth of e commerce, this anomaly would eventually iron itself out.* **(IDI/Male/Banker/36yrs/Oyo State/2017)**

Another customer reported that:

*Compared to the pricing, product value sometimes is not at par with the quality level of the product. Sometimes the product value level meets up to the price in question. That is why I mentioned earlier that prices of goods should be worked on. But then there are always some products that have great value and there is always those discount purchase you can get.***(IDI/Male/Unemployed/22yrs/Lagos State/2017)**

A customer had this to say:

*Most of the appliances that I have purchased online are still working today, but they are also some categories that have to be looked into in terms of value as the merchants sometimes try and cut corners to make profits by selling sub-standard goods. They buy cheap products and sell at high prices. I would rate them 7/10 in terms of value.* **(IDI/Female/Student/26yrs/Oyo State/2017)**

Another respondent said:

*I see people go to the market and come back. They end up purchasing the same thing at almost the same price. Although sometimes lesser, sometimes higher. But the plus or minus is very little. The moment you buy above a product that cost more than ₦10,000, delivery is free. That's why I like to buy in bulk.* **(IDI/Male/Single/30yrs/Lagos/2017)**

Another respondent reported that:

*There is value for the products brought. It is worth it. The price/cost of the product is worth it. It's not too expensive and it's not cheap either.* **(IDI/Male/Single/34yrs/Lagos/2017)**

Some customers view with respect to the availability of products online found the following:

*The widest selection can be found online because e commerce is becoming ubiquitous. Almost all items can be purchased online at the right price.* **(IDI/Male/Student/26yrs/Lagos State/2017)**

Another respondent reported that:

*I don't think online stores advertise what they do not have although I have heard about things like that but personally I have not experienced it virtually everything I wanted has always been online.* **(IDI/Male/Student/24yrs/Lagos State/2017)**

A particular customer said:

*This is another issue. You could order for an item online. You pay for it. You chose three different quantities and the online store calls you afterwards to tell you that item is not available. I would rate the store 5/10 for this.* **(IDI/Male/Self-employed/26yrs/Oyo State/2017)**

Another respondent reported that:

*In terms of availability I believe I have always gotten what I need. I think it has only been on two occasions that I didn't get the exact product I needed. In that situation I had to go for another brand which still offered me the same level of quality I needed.* **(IDI/Female/Self-employed/40yrs/Oyo State/2017)**

A respondent stated that:

*Maybe it's because I don't use things that are not available. So I don't always have issue with availability. I always use things that I can get online. The first product I ordered for, after one week, I was told it was not available. I had to now make another choice. The other choice I made the size was not exactly what I wanted. But within 24 hours they brought another one. So when you talk about availability; there are times when their goods are available and there are times when they are not available.***(IDI/Male/Tailor/34yrs/Lagos State/2017)**

The responses of the customers with reference to the purchase of the actual product found the following:

*The issue about most online stores is that sometimes you don't buy what you need. You actually just see what you want and because you can afford it you buy it and products like that they tickle your fancy for a while and after sometime you just discard them so I think it depends on what you are getting the product for. If it is something you need than I feel you would actually values the product. But if it's something you just wanted in a matter of time you push it aside and go into something else.***(IDI/Male/Student/24yrs/Lagos State/2017)**

Another respondent said:

*My perception is in relation to what I see online and what I should get. Sometimes it works and sometimes it doesn't. But the good thing is that i can always return items back or get our money back and if I decide to change my mind along the way nobody will hold me for that. I would rate this on a scale of 6/10.* **(IDI/Female/Student/26yrs/Lagos State/2017)**

A customer reported that:

*For instance, like loafers, sometimes I just want loafer and when I get there I see the type I haven't seen before. My perception about it is that I already have an idea of what I would eventually purchase. So no matter the type of loafers that are displayed by the store I don't get attracted or distracted so I just go ahead to place the order of what I want.***(IDI/Female/Nurse/30yrs/Oyo State/2017)**

**Table 4.34    Distribution of customers satisfaction with product factors**

| Level | Frequency | Percent |
|-------|-----------|---------|
| Low | 56 | 4.0 |
| Moderate | 592 | 42.3 |
| High | 751 | 53.7 |
| **Total** | **1399** | **100.0** |

**Source: Fieldwork 2017**

The result on the satisfaction of customers with product factors, showed that a majority, 751(53.7%) had high products factors satisfaction with online shopping. About 42.3% of respondents had moderate product factor satisfaction and only 4.0% of the respondents had low product factor satisfaction with online shopping.

**Table 4.35    Distribution of product purchased and satisfaction with product factors**

| Products purchased | Product Factors | | | |
| | Low | Moderate | High | Total |
|---|---|---|---|---|
| Phones & Tablets | 25 | 255 | 356 | 636 |
| | 3.9 | 40.1 | 56.0 | 45.5 |
| Fashion | 17 | 186 | 213 | 416 |
| | 4.1 | 44.7 | 51.2 | 29.7 |
| Home & Office | 3 | 40 | 31 | 74 |
| | 4.1 | 54.1 | 41.9 | 5.3 |
| Computing | 4 | 38 | 59 | 101 |
| | 4.0 | 37.6 | 58.4 | 7.2 |
| Cameras & Electronics | 2 | 12 | 17 | 31 |
| | 6.5 | 38.7 | 54.8 | 2.2 |
| Watches & Sunglasses | 1 | 27 | 44 | 72 |
| | 1.4 | 37.5 | 61.1 | 5.1 |
| Toys | 1 | 1 | 1 | 3 |
| | 33.3 | 33.3 | 33.3 | 0.2 |
| Automobiles | 0 | 4 | 3 | 7 |
| | 0.0 | 57.1 | 42.9 | 0.5 |
| Health & Beauty | 2 | 28 | 24 | 54 |
| | 3.7 | 51.9 | 44.4 | 3.9 |
| Sports & Fitness | 1 | 1 | 3 | 5 |
| | 20.0 | 20.0 | 60.0 | 0.4 |
| Total | 56 | 592 | 751 | 1399 |
| | 4.0 | 42.3 | 53.7 | 100.0 |

$X^2$ = 24.012; df = 18; Asymp. Sig. (2-sided) = 0.155
**Source: Fieldwork 2017**

The result on table 4.35 shows that, there was no association between the products customers purchased and their level of satisfaction with product factors. With regard to the specific

205

products purchased and their level of satisfaction, it showed that a greater percentage 356(56.0%), 213(51.2%), 59(58.4%), 17(54.8%) 44(61.1%) 1(33.3%) and 3(60.0%) of respondents who purchased phones/tablets, fashion, computing, cameras/electronics, watches/sunglasses and sport/fitness products respectively had high satisfaction with product factors. A greater proportion 40(54.1%), 4(57.1%) and 28(51.9%) of those who had purchased home/office appliances, automobile and health/beauty products respectively had moderate satisfaction with product factors.

Furthermore, as shown on table 4.35, the existed an association between products purchased and their level of product factor satisfaction.

**Table 4.36**     **Association between socio-demographic characteristics and satisfaction with product factors**

| Characteristics | PRODUCT FACTORS | | | | Value | df | p-value |
|---|---|---|---|---|---|---|---|
| | LOW | MODERATELY | HIGH | Total | | | |
| **Sex** | | | | | | | |
| Male | 24(3.2) | 309(41.3) | 416(55.5) | 749(53.5) | 4.036 | 2 | 0.133 |
| Female | 32(4.9) | 283(43.5) | 335(51.5) | 650(46.5) | | | |
| **Age** | | | | | | | |
| 18-22 | 1(6.7) | 7(46.7) | 7(46.7) | 15(1.1) | 10.648 | 8 | 0.222 |
| 23-27 | 11(5.8) | 68(35.8) | 111(58.4) | 190(13.6) | | | |
| 28-32 | 16(4.8) | 149(44.6) | 169(50.6) | 334(23.9) | | | |
| 33-37 | 12(3.7) | 125(38.9) | 184(57.3) | 321(22.9) | | | |
| Above 37 | 16(3.0) | 243(45.1) | 280(51.9) | 539(38.5) | | | |
| **Ethnic affiliation** | | | | | | | |
| Hausa | 2(3.6) | 23(41.1) | 31(55.4) | 56(4.0) | 1.654 | 4 | 0.799 |
| Igbo | 15(3.7) | 161(40.0) | 226(56.2) | 402(28.7) | | | |
| Yoruba | 39(4.1) | 408(43.4) | 494(52.5) | 941(67.3) | | | |
| Others | 1(0.7) | 2(1.2) | 3(1.6) | 6(3.4) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 43(4.0) | 463(43.2) | 566(52.8) | 1072(76.6) | 1.495 | 2 | 0.474 |
| Islam | 13(4.0) | 129(39.4) | 185(56.6) | 327(23.4) | | | |
| Traditional | 0(0.0) | 0(0.0) | 0(0.0) | 0(0.0) | | | |
| Others | 0(0.0) | 0(0.0) | 0(0.0) | 0(0.0) | | | |
| **Marital status** | | | | | | | |
| Single | 38(4.4) | 363(42.3) | 457(53.3) | 858(61.3) | 5.508 | 6 | 0.480 |
| Married | 17(3.3) | 212(41.7) | 280(55.0) | 509(36.4) | | | |
| Divorced/Separated | 1(4.8) | 9(42.9) | 11(52.4) | 21(1.5) | | | |
| Widowed | 0(0.0) | 8(72.7) | 3(27.3) | 11(0.8) | | | |
| **Educational level** | | | | | | | |
| Primary | 1(3.7) | 10(37.0) | 16(59.3) | 27(1.9) | 1.266 | 6 | 0.974 |
| Secondary | 5(3.9) | 57(44.5) | 66(51.6) | 128(9.1) | | | |
| Tertiary | 39(4.3) | 382(41.8) | 492(53.9) | 913(65.3) | | | |
| Postgraduate | 11(3.3) | 143(43.2) | 177(53.5) | 331(23.7) | | | |
| **Occupation** | | | | | | | |
| Unemployed | 0(0.0) | 6(26.1) | 17(73.9) | 23(1.6) | 10.415 | 8 | 0.237 |
| Student | 29(4.8) | 253(41.5) | 328(53.8) | 610(43.6) | | | |

| | 2(2.2) | 32(35.2) | 57(62.6) | 91(6.5) | | | |
|---|---|---|---|---|---|---|---|
| Self employed | 2(2.2) | 32(35.2) | 57(62.6) | 91(6.5) | | | |
| Civil/public servant | 19(3.9) | 214(43.7) | 257(52.4) | 490(35.0) | | | |
| Private sector worker | 6(3.2) | 87(47.0) | 92(49.7) | 185(13.2) | | | |
| **Monthly Income ₦** | | | | | 20.328 | 12 | 0.061 |
| Less than N18,000 | 19(4.2) | 182(40.0) | 254(55.8) | 455(32.5) | | | |
| N18,001 - N50,000 | 15(4.8) | 133(42.9) | 162(52.3) | 310(22.2) | | | |
| N50,001 - N82,000 | 4(1.9) | 81(38.6) | 125(59.5) | 210(15.0) | | | |
| N82,001 - N114,000 | 8(4.9) | 73(45.1) | 81(50.0) | 162(11.6) | | | |
| N114,001 - N146,000 | 3(3.1) | 34(35.4) | 59(61.5) | 96(6.9) | | | |
| N146,001 - N178,000 | 1(2.1) | 29(60.4) | 18(37.5) | 48(3.4) | | | |
| Above N178,000 | 6(5.1) | 60(50.8) | 52(44.1) | 118(8.4) | | | |

**Source: Fieldwork 2017**

This study further investigates the association between respondents' socio-demographic characteristics and their satisfaction with product factors. Finding shows that there was no association between customers' socio-demographics and satisfaction with product factor. In addition, result on specific socio-demographic variables of respondents and their level of satisfaction with the product factor showed that a greater proportion of males 416(55.5%) had high satisfaction with product factors. Result based on the age of respondents shows greater percentage 280(51.9%) of those above 37 years of age had high satisfaction with product factors. The ethnic affiliation of the respondents reflects that a greater percentage 494(52.5%) were of the Yoruba ethnic identity and had high satisfaction with product factors. On the basis of religious affiliation, majority 566(52.8%) of the Christian faith had high satisfaction with the product factors. The level of satisfaction with product factors according to their marital status shows that a greater percentage 457(53.3%) were single and had high satisfaction with product factors. According to the highest educational qualification of the customers it shows that a larger percentage 492(53.9%) had tertiary and had high satisfaction with product factors. With reference to the association between respondents occupation and satisfaction with product factors, it shows that majority 328(53.8%) of respondents who were students had high satisfaction. On the average monthly income of respondents, it shows that majority 254(55.8%) who earned less than ₦18,000 have high satisfaction with product factors.

**Table 4.37    Distribution of customer's Overall Satisfaction with online shopping**

| Satisfaction | Lagos State | | Oyo State | | Total | |
|---|---|---|---|---|---|---|
| | Frequency | Percentage (%) | Frequency | Percentage (%) | Frequency | Percentage (%) |
| **Low** | 12 | 1.2 | 9 | 2.3 | 21 | 1.5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Moderate** | 517 | 51.1 | 199 | 51.3 | 716 | 51.2 |
| **High** | 482 | 47.7 | 180 | 46.4 | 662 | 47.3 |
| **Total** | **1011** | **100.0** | **388** | **100.0** | **1399** | **100.0** |

Source: **Fieldwork 2017**

Result on the overall satisfaction of respondents shows that a greater proportion (51.1% and 51.3%) from the respective study locations had moderate satisfaction with online shopping. While (47.7% and 46.4%) from Lagos and Oyo State respectively had high overall satisfaction with online shopping and only 1.2% and 2.3% had low overall satisfaction with online shopping.

**Table 4.38    Distribution of product purchased and Customers' overall Satisfaction**

| Products purchases | Customer's Satisfaction | | | Total |
|---|---|---|---|---|
| | Low | Moderate | High | |
| Phones & Tablets | 12 | 315 | 309 | 636 |
| | 1.9 | 49.5 | 48.6 | 45.5 |
| Fashion | 0 | 222 | 188 | 416 |
| | 0.0 | 53.4 | 45.2 | 29.7 |
| Home & Office | 0 | 43 | 31 | 74 |
| | 0.0 | 58.1 | 41.9 | 5.3 |
| Computing software | 0 | 47 | 54 | 101 |
| | 0.0 | 46.5 | 53.5 | 7.2 |
| Cameras & Electronics | 0 | 14 | 17 | 31 |
| | 0.0 | 45.2 | 54.8 | 2.2 |
| Watches & Sunglasses | 1 | 30 | 41 | 72 |
| | 1.4 | 41.7 | 56.9 | 5.1 |
| Toys | 0 | 3 | 0 | 3 |
| | 0.0 | 100.0 | 0.0 | 0.2 |
| Automobiles | 0 | 5 | 02 | 7 |
| | 0.0 | 71.4 | 28.6 | 0.5 |
| Health & Beauty | 1 | 36 | 17 | 54 |
| | 1.9 | 66.7 | 31.5 | 3.9 |
| Sports & Fitness | 1 | 1 | 3 | 5 |
| | 20.0 | 20.0 | 60.0 | 0.4 |
| **Total** | **21** | **716** | **662** | **1399** |
| | **1.5** | **51.2** | **47.3** | **100.0** |

$X^2$ = 32.741; df = 18; Asymp. Sig. (2-sided) = 0.018
Source: **Fieldwork, 2017**

Finding on table 4.38 showed that most respondents (49.5%) who purchased phones and tablets, 53.4% (fashion products), 58.1% (home and office equipments), 100.0% (toys), 71.4% (automobile) and 66.7% who purchased health and beauty products had moderate overall customer satisfaction. Also, most respondents (53.5%) who purchased computing software, 54.8% (cameras and electronics) and 60.0% who purchased sport and fitness had high satisfaction.

Further findings on table 4.38 showed that there exist an association between products purchased and customers' overall satisfaction with online shopping. The result shows that there was an association between the products purchased and the overall satisfaction of respondents with online shopping ($x^2$= 32.741).

## 4.7         Challenges encountered and coping strategies adopted by respondents

This section focused on the challenges encountered by respondents in the course of shopping online. It also probed the strategies utilised by customers in resolving the challenges in the purchase of products online. This section comprises two sub-sections, the challenges encountered and the coping strategies adopted by respondents.
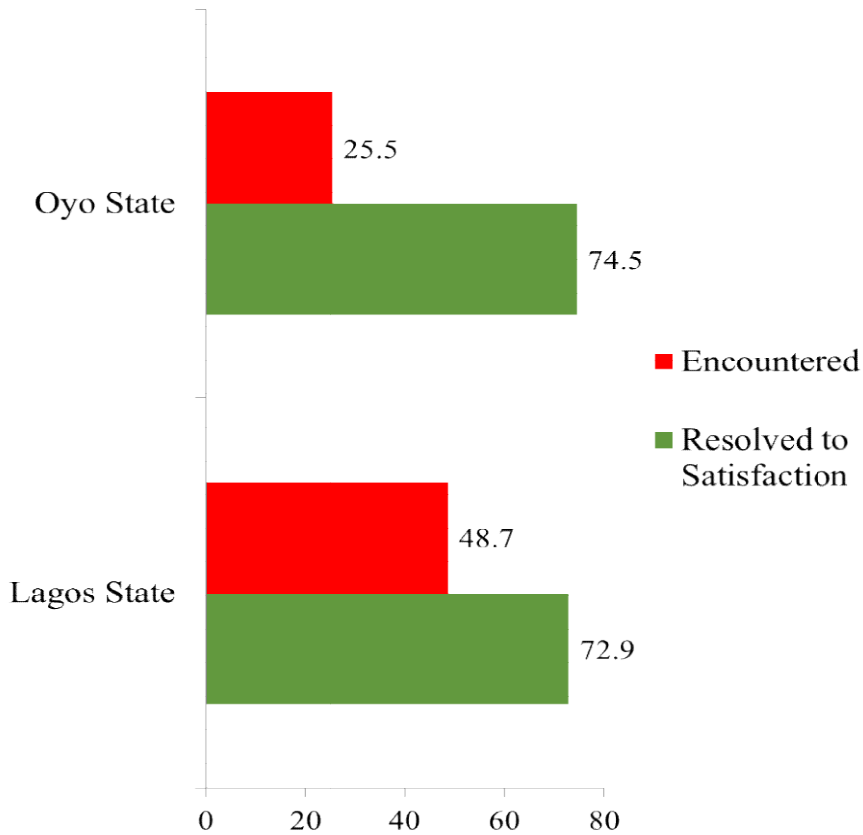
**Figure 4.2    Challenges encountered and challenges resolved to respondents satisfaction**

Result from the figure 4.2showed the interaction between the frequencies in which customers had encountered a challenge and if the challenge was resolved according to their satisfaction. Furthermore, the result shows that about 48.7% of respondents in Lagos State and 25.5% from Oyo State had encountered challenges while shopping online. However, a greater percentage 72.9% from Lagos and 74.5% from Oyo States had those challenges encountered resolved to their satisfaction. From the table, it can be deduced that customers from both study locations had encountered one form of challenge or the other while shopping online. However, a majority of those who encountered a/some challenge(s) had those challenges resolved to their satisfaction.

**Table 4.39    Distribution of respondents by challenges encountered while shopping online**

| Challenge ever encountered | Frequency (N=1399) | Percentage (%) |
|---|---|---|
| **Delay/non delivery of products** | | |
| No | 565 | 40.4 |
| Yes | **834** | **59.6** |
| **Incomplete/damaged products** | | |
| No | 942 | 67.3 |
| Yes | **457** | **32.7** |
| **Inaccurate description of products** | | |

211

| | | |
|---|---|---|
| No | 772 | 55.2 |
| Yes | **508** | **36.3** |
| **Payment issues** | | |
| No | 975 | 69.7 |
| Yes | **424** | **30.3** |
| **Received wrong products** | | |
| No | 1091 | 78.0 |
| Yes | **308** | **22.0** |
| **Payment to return products** | | |
| No | 1064 | 76.1 |
| Yes | **335** | **23.9** |
| **Products did not match** | | |
| No | 966 | 69.0 |
| Yes | **433** | **31.0** |
| **Poor customer service** | | |
| No | 891 | 63.7 |
| Yes | **508** | **36.3** |
| **Products being out of stock** | | |
| No | 716 | 51.2 |
| Yes | **683** | **48.8** |
| **Hidden/double charges** | | |
| No | 923 | 66.0 |
| Yes | **476** | **34.0** |
| **Total** | **1399** | **100.0** |

**Source: Fieldwork 2017**

Table 4.39indicates that the respondents in both study locations had encountered some challenges while shopping online. Result shows that respondents who indicated delay in delivery of products or non-delivery of products had a greater percentage (59.6%). An interviewee from Lagos State indicated delivery time as the main challenge encountered while shopping online by stating thus:

> *The delivery time is just bad and annoying. When I need some stuff urgently, I do not bother myself going online because you will start hearing one story or the other, as it usually takes them a week or more to deliver goods.* **(IDI/Female/Clergy/37yrs/Lagos State/2017)**

Another respondent from Oyo State corroborated the assertion above by saying:

> *The issue I have shopping online is the delivery time. Not that it is a big challenge but it has to do with lack of precision. I made an order some weeks ago for a television; which of course I choose the pay on delivery mode of payment. The store informed me that the product would be delivered to me in three days. I was surprised to get a call of a*

212

*dispatcher that same day calling me to get my television. I kept posting the dispatcher for a week plus because the cash was not ready. I then called the store when the cash was ready and I was told to make the order again.* **(IDI/Male/Banker/39yrs/Oyo State/2017)**

A male customer who was a teacher further stated that:

*The delivery times of some of the online stores I had patronised could be terrible at times. They should try and improve on same day delivery, especially for food items and other perishables. Delivery time in Nigeria is four days at best and infinity at worst. I've had a household appliance arrive more than 2 months after placing the order which ran into hundreds of thousands of Naira. That is the major shortcoming of delivery in online shopping. In more advanced countries, same day delivery and home delivery are options which can be easily signed up to ease the pain of delivery but Nigeria is not there yet.* **(IDI/Male/Teacher/34yrs/Lagos State/2017)**

In a collaborating view, another respondent argued that:

*Most times the delivery dates are too long. Like the time I wanted to purchase a new set of underwear. I had to wait 7 whole days before I could get them. You can now imagine if I had gone to the stores to get it, I wouldn't have waited so long before I could get a new set there and then.* **(IDI/Female/Marketer/37yrs/Lagos State/2017)**

Furthermore, another respondent from Oyo state identified fragmentation as a challenge with online shopping. She said:

*I placed an order for a couple of products in a Nigerian based online store; the interface showed that the products I ordered were available and the pay on delivery which was my preferred payment option wasn't available for the products I purchased. I decided to pay for the products and delivery charges which were of course high. I was told I would get the products in three days, you won't believe that the delivery was fragmented, that was the online store reneging, I got the first set of products the following day, though I was surprised at the swiftness of delivery not until I opened the package and discovered that it was just a part of what I ordered. I complained and they said the other products have been pegged for delivery as soon as possible, then another batch of delivery came after some days then the last batch of delivery came at a later date like two week after the promised date of delivery. I was so angry because I needed that product urgently. I just asked myself that, if it was the POD option I chose, am sure the delivery will be done fast so they don't get to lose.* **(IDI/Female/Businesswoman/32yrs/Oyo State/2017)**

On the challenge of delivery of incomplete or damaged products to customers, result shows that only 32.7% had received such products from the online store. In support of this finding, a respondent confirmed:

*I had a nasty experience with an online store I patronized some years ago, I bought an electric kettle. At the time of delivery I noticed that the cord for the kettle was nowhere to be found. I was told by the delivery man that it was a mix up and other stories that were not palatable. I just made up my mind not to bother myself with returning the product because the product was not too expensive for me to waste so much time on.* **(IDI/Female/Student/29yrs/Oyo State/2017)**

With reference to the challenge of inaccurate description of products, result indicates that only 36.3% had encountered such challenge. Qualitative findings further explicate the quantitative finding. A respondent noted that shopping online brings about disembodiment of the customer from the shopping processes. This is because customers are not able to see, feel/touch, test/taste product to ascertain the quality before purchase. Some customers identified virtual shopping as a big risk and some said 'seeing is believing'. Some other respondents were of the view of the realities that permeates online shopping and described it as a mirage 'as if it were real'. In addition, the respondent stated that the description of products goes beyond merely outlining the product desired; it encapsulates, also, the quality of the products purchased. A customer identified the quality of products as the major challenge encountered while shopping online:

In addition another respondent stated that the description of products goes beyond merely outlining the products desired; it encapsulates, also the quality of the products purchased. A customer identified the quality of products as the major challenge encountered while shopping online. For example a respondent from Oyo State who bought a dress and had issues with the description expressed her dismay thus:

> *Since a customer cannot see and feel the product he or she wants to buy before making a purchase, there are a lot of issues with the quality and the description. In most cases the items appear much smaller when delivered. The smallness (size) and colour are the major description issues I have with online shopping. For instance there was a time I wanted to buy a dress online, the online store described the texture of the dress as size 12, tea green, tiny belt, cotton and so on, but when the dress was delivered, it was silk and no belt came with it, I made several attempts to complain about the dress, but the store said I should have read the description well cause that was what was stated there. I was shocked about the response I got from the seller. They should improve on the quality of products being sold on their sites because we as consumers do not have the ability to see, feel and even test the product before purchase.***(IDI/Female/Student/28yrs/Oyo State/2017)**

In another view, a customer stated that:

*Only a little information is given in regards to the product a customer intends to purchase. Take for instance a Samsung Phone that is being displayed on the dashboard with the description of the product as 5 GB Ram, 64 GB Rom, and 13 mega pixels. No one talks about the battery life, the censor, how fast it shoots videos. I feel this has to do with laziness on the part of the web developer or merchants who have to upload so many products and there do a shabby or substandard job. I feel they need to write a more detailed description of products so as not to mislead the customer. It should actually tell the customer what they are buying. So if they are buying a blue-black phone they should know.***(IDI/Male/Banker/29yrs/Lagos State/2017)**

Some other respondents said that the online store does not have the ability to meet the needs of customer singlehandedly. So in order to meet the numerous needs of customers, they utilise other means through the process of infusion of products from merchants who have the products readily available and as such led to the infusion of substandard products. A customer from Lagos buttressed this by stating thus:

*The online stores do not have the ability to satisfy all the needs of their customers so they bring in some other merchants who display their products on the online platforms at competitive prices. These online stores should vet their merchants more. When they first started these online stores were actually buying their products themselves. They would go to different major distribution stores in Nigeria for example Samsung or LG and tell them they wish to buy 200 television sets from them. They would go as far as buying shirts from China and shoes from India. But as they evolved the literally became a market place, and by the term market place it means they literally stopped purchasing the goods by themselves and they allowed merchants to come on their websites to sell. Right now what you have on their websites are products from other sellers. Right now what I feel they can do is to vet those merchants, stock their own items in a warehouse. Because of the display of counterfeit products, ease of delivery of goods and fast delivery of the goods.***(IDI/Male/Student/26yrs/Lagos State/2017)**

Some other customer identified imaging as more of a challenge than description of products. In this regard the customers said what one mostly see online are mere images that are most times different from what a customer receives at the point of delivery. This could be conceptualised as *brand counterfeiting*, a process whereby you get something different from what you ordered for.

A customer said:

*They online store should strictly have high colour resolution, so that there will not be discrepancies in colours of the products you see online and the ones you*

*actually get. Shopping online is a big risk because most times what you see is not what you get and whatever you get is what you ordered for.***(IDI/Male/Self-employed/34yrs/Lagos State/2017)**

In a corroborating view, another customer had this to say:

> *Online stores should improve on their imaging- they should not present products that are of low quality as high quality products. They also need to improve on their delivery time.* **(IDI/Female/Student/27yrs/Lagos State/2017)**

The response of a customer is stated below:

> *Call a spade a spade. There is nothing wrong with packaging and presentation. But it shouldn't go beyond what we are going to see in reality. It's like turning a black man to an albino by the virtue of make-up. You just succeed from taking the person from the real look to another look entirely. By the time the make-up is washed off. You find out that what you bargained for in the first place isn't there.* **(IDI/Male/Unemployed/30yrs/Oyo State/2017)**

Intangibility of products was another challenge encountered by some customers, their responses are as follows:

> *I think online stores have a reputation to protect so they know that selling goods that are not tangible and of low quality will affect their reputation so they ensure everything to ensure tangibility of goods.* **(IDI/Male/Student/24yrs/Lagos State/2017)**

Payment for products purchased was identified as another challenge customers encountered. Result shows that only 30.3% had encountered payment related challenges. This study identified the 'pay on delivery' (POD) and point of sale (POS) which some respondents tagged point of delivery (POD) as the preferred payment option. This payment option afforded respondents the opportunity to inspect the products and ascertain that what was delivered was what was purchased before making payments. This payment option also afforded the respondents the opportunity to receive products before making any form of payment. A respondent from Lagos State reported that no customer should be having issues with payment when shopping online especially with the introduction of the pay on delivery (POD) and point of sales (POS) payment options. The respondent further stated that:

> *Online customers need to be wise about payment, for me, if the online store does not accept the POD payment option, I decline transaction, you cannot trust them enough to deliver what is good but with that payment option, a customer ensures that what he or she ordered for was what was delivered before making any payment. I also*

*think that, this payment option had put online stores on their toes to ensure higher customers' satisfaction.***(IDI/Male/Studio Manager/38yrs/Oyo State/2017)**

Some other respondents related the payment challenge with the security involved in the payment process. A customer further stated that

> *While paying for these goods there are times when they are error in payments due to network issues then your account gets debited the money doesn't get to the seller and you don't get your product and it takes the bank a long time to rectify the issue. I feel there should be a seamless connection between these banks and the online stores where ease of payment should be looked into coupled with security in ease of payment. Although some online stores have the option of pay on delivery. For example not everyone is digitally oriented e.g. the use of bank tokens for online purchase of goods. Security has to do with the banking system and stores. There should be an application that would make payment faster and easier.***(IDI/Male/Unemployed/24yrs/Lagos State/2017)**

In a corroborating view another respondent said:

> *In terms of security I have heard of a case whereby a merchant of a particular online store put up a Television that was worth 120,000 naira for 25,000 naira. The offer obviously sounded too good to be true. But the merchant went ahead to tell the buyers that if they were interested they needed to pay the money into his account first before he could make any delivery. Eventually when the customers sent in their money he would stop calling or taking their calls. He (the merchant) did this to 20 different persons. The online platform tried deleting his profile but the merchant keeps disguising as another merchant and then register in the online as another neutral merchant. In terms of security I feel they need to vet products' merchants and also the type of merchants that operate on their web site. If possible they could visit these merchants at their shops instead of giving options like just send us your name and email address.* **(IDI/Female/Student/26yrs/Lagos State/2017)**

It is important to note that not only customers encountered challenges while shopping online, sometimes online stores did. For instance a respondent from one online shop said:

> *The pay on delivery payment option is not too favourable to most online stores. Though with the introduction of that payment option, we have been able to gain the trust of customers' which is necessary to the growth and sustenance of the business. Like you can see here, a customer ordered for some iron frames, chose the pay on delivery option and other delivery details. Surprisingly when the products were delivered the customer rejected the products out rightly, when asked for his reason, he said, the delivery was too fast, I have not been able to get money to pay for the products. If he had maybe paid a percentage of the money am not sure he would show such I don't care attitude. As an organisation, we have other payment options but almost all our customers prefer to pay on delivery. This*

217

*payment option is not attached to all products as in the case of some products, the customer would have to pay completely or pay a part before delivery.***(KII/Service provider/Oyo State/2017)**

Another online shop stated that:

> *Every business venture has its risk and incurs some losses. I can remember a case of a fatal road accident some years ago when we had to ship some goods to our customers in Abuja, that was when the business was at its infancy stage. Most of the products shipped were damaged but thank God there was no loss of life. The company incurred the loss. There have been some other cases of death but the cases are very few. Am sure you read the story of the death of one of our dispatch rider who went to deliver a product purchased by a customer in Port-Harcourt. It was noted that the customer choose the pay on delivery payment option, if the good had been totally paid for before delivery, am sure that incidence wouldn't occur.* **(KII/Service Provider/Lagos State/2017)**

Participants' responses to the question regarding the delivery of wrong products show that only 22.0% had encountered that challenge. However, qualitative findings validate the quantitative findings, when a respondent retorted that, this challenge was not that much challenging and as such mix up is expected once in a while. The respondents who encountered this challenge indicated that it was changed with no trouble at all and the service provider bore the cost to return the product. The customer stated his experience with the delivery of wrong products thus:

> *I ordered for a phone that was in vogue early this year, I did some window shopping offline before placing my order, I decided to buy online because it was just 2k cheaper than what I saw in the physical store. I was fully aware of the specs so I knew what I was expecting. I paid for the product before delivery though I had the option of POD but so I don't get tempted to spend the money I paid up front. The day the phone was delivered I made sure I checked very well to ensure that it was exactly what I ordered, then I noticed the one delivered was a later model, I then complained to the dispatcher who told me to call the customer care representative who would tell me what to do to get a placement. Though the whole process was rigorous, it was worth it. I got a replacement of the exact product I ordered for.* **(IDI/Female/Marketer/33yrs/Lagos State/2017)**

Furthermore, only 23.9% of the respondents paid to return products they were not satisfied with the policies. There are some policies guiding the return and refund of products purchased online. The return policy allows customers to send a product back to the seller if they are not satisfied with no hidden charges. Respondents also have a 7-day window period to return any product that did not match their expectations. A respondent from Oyo State retorted his experience with payment to return products that did not match. According to him:

*I bought a rechargeable fan from one of the Nigerian online stores, paid before delivery because I did not want to spend the money and embarrass myself when I get called by the dispatcher to pick up my fan. When the dispatcher came, he just dropped the fan, gave me a document to sign and was about driving off when I asked if he wasn't going to wait for me to check the product, then he said, if you must check, be fast about it cause I have other deliveries to make. On checking the fan, I discovered that a part was not in there. I told the dispatcher, who then said, he has done his own part in the purchase chain, and that the rest is left for me and the online store. Before I knew what was happening the dispatcher drove off leaving me to my fate. I called the online store and they gave me to return options, you either locate a centre close to you and return the product for a replacement or you sent it via courier, with a clause that 'it must get here within 7 days'.* **(IDI/Male/Entrepreneur/33yrs/Oyo State/2017)**

With respect to the items not matching the orders customers placed, result indicated that about a third of the respondents (31.0%) had encountered the challenge. A customer who had experienced the challenge of items not matching with order placed stated below as follows:

*There is nothing wrong with packaging and presentation. But it shouldn't go beyond what we are going to see in reality. It's like turning a black man to an albino by the virtue of make-up. You just succeed from taking the person from the real look to another look entirely by the time the make-up is washed off. You find out that what you expect is not always what you get.* **(IDI/Male/Civil servant/30yrs/Lagos State/2017)**

Result indicated that 36.3% of the respondents had experienced the challenge of poor customer service or relation.

*Customer care relations are poor and at times annoying especially when one encounter a challenge and want it sorted out. This problem may be because they are too many or too little. Other times it could be because the customer service folks are not well trained and therefore don't know how to handle salient issues.* **(IDI/Male/Photographer/26yrs/Lagos State/2017)**

Further, findings show that 34.0% had faced the challenge of hidden/double charges. A customer identified exorbitant price of commodities as the major challenge encountered by stating the following:

*The pricing of commodities online are too high. Whenever they appear cheaper, I suspect some kind of foul play. To make Nigerians adopt shopping online, the prices of commodities online should come down as it has to compare with me going to the physical market where I can afford to beat down the prices of goods by haggling the prices of commodities with the seller. But this is unlike the online stores where there*

219

*is no opportunity to negotiate as they usually have fixed prices.* **(IDI/Female/Businesswoman/34yrs/Oyo State/2017)**

In addition, almost half of the respondents (48.8%) had encountered the challenge of products being out of stock. A representative of one of the top online stores opined:

> *The challenge of product being out of stock is mostly encountered when the online stores are running some promotional offers and freebies for example (black Friday, Christmas, Sallah and other festivals). This season are usually characterized by increase in the sales of different products because of the discounts customers enjoy. This period is also marked with heavy traffic. As the result of the heavy traffic some of the products get out of stock.* **(KII/Service Provider/Lagos State/2017)**

Another customer from Oyo State argued that:

> *I ordered for a palm slippers, perfume, wallet and sunglasses. The palm slippers, perfume and wallet were delivered but the sunglass was not delivered. After several calls to confirm the reason for delay, the customer service said the items ordered were not available yet it was displayed online and it was being paid for already. I feel that is deceit. Why display a product that is out of stock online?***(IDI/Male/Pharmacist/44yrs/Oyo State/2017)**

In a corroborating view, another respondent noted that:

> *I placed an order with one of the Nigerian based online stores; I was called by a customer care representative after about 9 days of placing the order. She said the product I ordered was out of stock! I then requested for a refund from the online store and I was told within 3 to 5 days I will receive the refund, it's about 27-30 working days now, I haven't received the said refund. I have called their customer care line for the past 3 weeks and still I haven't been refunded. I will just give up since the money I paid for the said item was not much. I think the money spent making those calls is more than the money spent for the item.***(IDI/Female/Lecturer/37yrs/Oyo State/2017)**

Another challenge not included in the quantitative data is the deception in the time-to-time promotional offers. Customers reported this challenge in regards to the ingenuity of some online stores in the promotional offers, discounts and freebies offered by some online stores. For instance a customer stated that:

> *Promotional offers, discounts or freebies: These Online stores can also improve in the area of 'Freebies'. The advent purchase discounts and Black Fridays should be increased as most online products have increased drastically (this may have been caused by the recession). I have noticed in this part of the world the online stores seldom do promotions and discounts. Even when the supposed Black*

*Friday comes up, most times it is the goods that are nothing to write home about that eventually come up for sale.* **(IDI/Male/unemployed/36yrs/Lagos State/2017)**

Response view from another customer corroborates this view thus:

*Let their discounts be genuine, because sometimes you want to be sure of some discounts because they are too good to be true. They will write 70% off or discount or they will slash from a particular amount to another for example ₦13000- ₦4000, but when you get to the market you find out the original price is ₦4000. Or you hear what people say, you find out the buy the same thing for ₦4000 in the market. So you begin to ask what the 70% discount was about. It means someone was playing pranks. So you eventually sell it as the same amount in the market. But you lure me into thinking that you have taken 70% off the initial amount. Which makes me think what am holding is worth more than I actually brought it. This is not good for the integrity of such an online business.* **(IDI/Female/Teacher/30yrs/Oyo State/2017)**

It is imperative to state that customers had encountered all the categories of the challenges listed on table 4.39 however, in from the challenges examined, the number of respondents who had encountered challenges were less than those who never encountered challenges. Thus, the challenges encountered were not strong enough to dissuade them from online shopping in both locations.

**Table 4.40    Chi-square test of association between challenges encountered and customers experiences**

The table 4.40 in this section focuses on the relationship between challenges customers encountered while shopping online and their experiences.

| Ever Encountered Challenges | Customers Experiences | | | Total | Chi Square Test |
|---|---|---|---|---|---|
| | Unpleasant | Moderately Pleasant | Very Pleasant | | |
| No | 55 (39.3%) | 130 (35.6%) | 660 (73.8%) | 845(60.4%) | $\chi^2$ = 47.612 |
| Yes | 85 (60.7%) | 235 (64.4%) | 234 (26.2%) | 527(39.6%) | DF = 2 |
| Total | 140(100.0%) | 365(100.0) | 894(100.0%) | 1399(100.0%) | P-value = 0.000 |
| **Key: * Significance at p < 0.05; $\chi^2$ : Chi Square  DF: Degree of Freedom** | | | | | |

**Source: Fieldwork 2017**

The findings as shown on the table 4.40 show that challenges customers encountered while shopping online had significant association with their experiences ($\chi^2$ = 47.612). From the table 4.40, it is evident that for those respondents who had no challenge, 39.3%, had unpleasant customers experiences, 35.6% who had never encountered any challenge had moderately pleasant experience and a greater percentage 73.8% who had never encountered any challenge had very pleasant customer experiences. For those customers who had encountered challenge, findings from the table 4.40 show that 60.7% had Unpleasant experiences, 64.4% had moderately pleasant experiences and only 26.2% had very pleasant experiences.
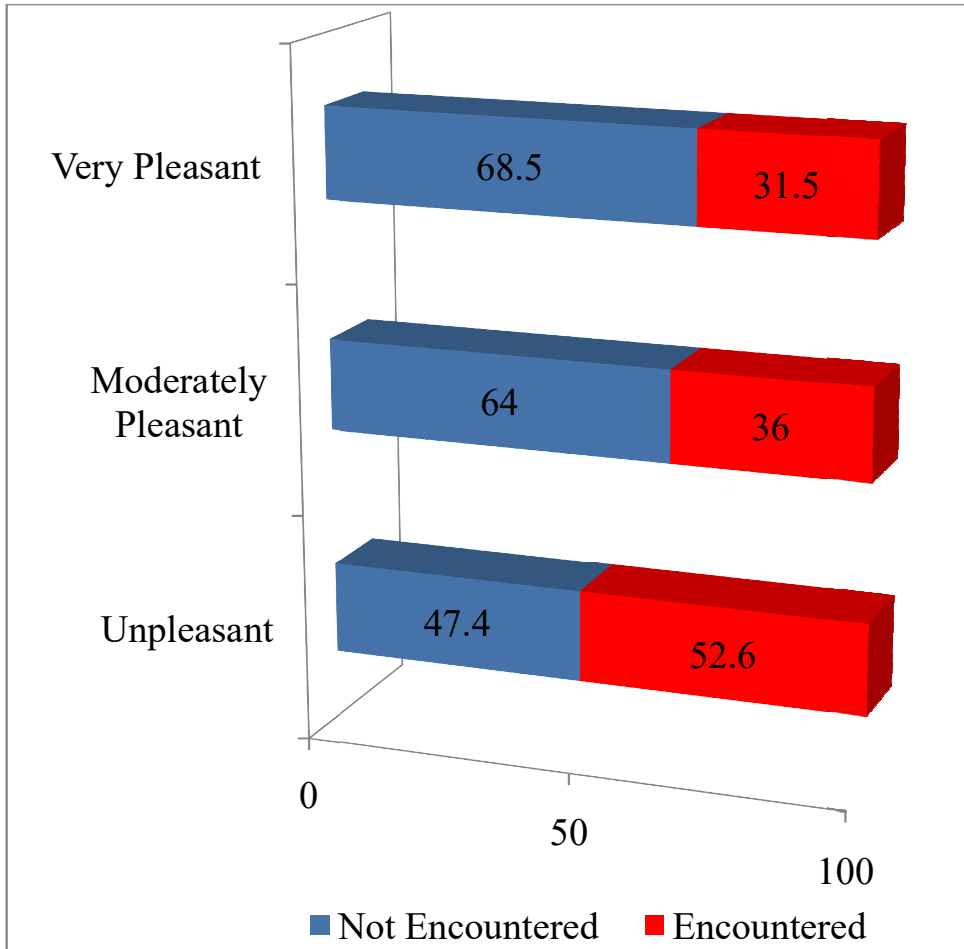
**Figure 4.3** **Relationship between challenges ever encountered and customers experience**
**Source: Fieldwork 2017**

Furthermore, findings on figure 4.3shows that a greater proportion 68.5% of respondents who had never encountered a challenge while shopping online would have very pleasant experiences, only 64.0% of respondents who had never encountered any challenge would have moderately pleasant experience and 47.4% who had never encountered a challenge would have unpleasant experiences with online shopping.

**Table 4.41     Chi-square test of association between challenges encountered and customers satisfaction**

The table 4.41described the relationship between challenges customers encountered while shopping online and their satisfaction.

| Ever encountered Challenges | Customers' Satisfaction | | | Total | Chi Square Test |
|---|---|---|---|---|---|
| | Low | Moderate | High | | |
| No | 47 (46.5%) | 626 (69.0%) | 320 (81.8%) | 993 (68.5%) | $\chi^2$ = 26.977 |
| Yes | 54 (53.5%) | 281 (31.0%) | 71 (18.2%) | 405 (31.5%) | DF = 2 |
| Total ** | 101(100.0%) | 907(100.0%) | 391(100.0%) | 1455 (100.0%) | P-value = 0.000 |
| Key: * Significance at p < 0.05; $\chi^2$ : Chi Square  DF: Degree of Freedom | | | | | |

**Source: Fieldwork, 2017**

The findings as shown on the Table 4.41 shows that there is an association between challenges customers ever encountered while shopping online and their satisfaction ($\chi^2$ = 26.977). Also, it is evident that for those respondents who had never encountered any challenge while shopping online, 46.5% had low satisfaction, 69.0% had moderate satisfaction and 81.8% had high satisfaction with online shopping. However, respondents who had ever encountered challenges while shopping online, 53.5% had low satisfaction, 31.0% had moderate satisfaction and 18.2% had high satisfaction with online shopping.
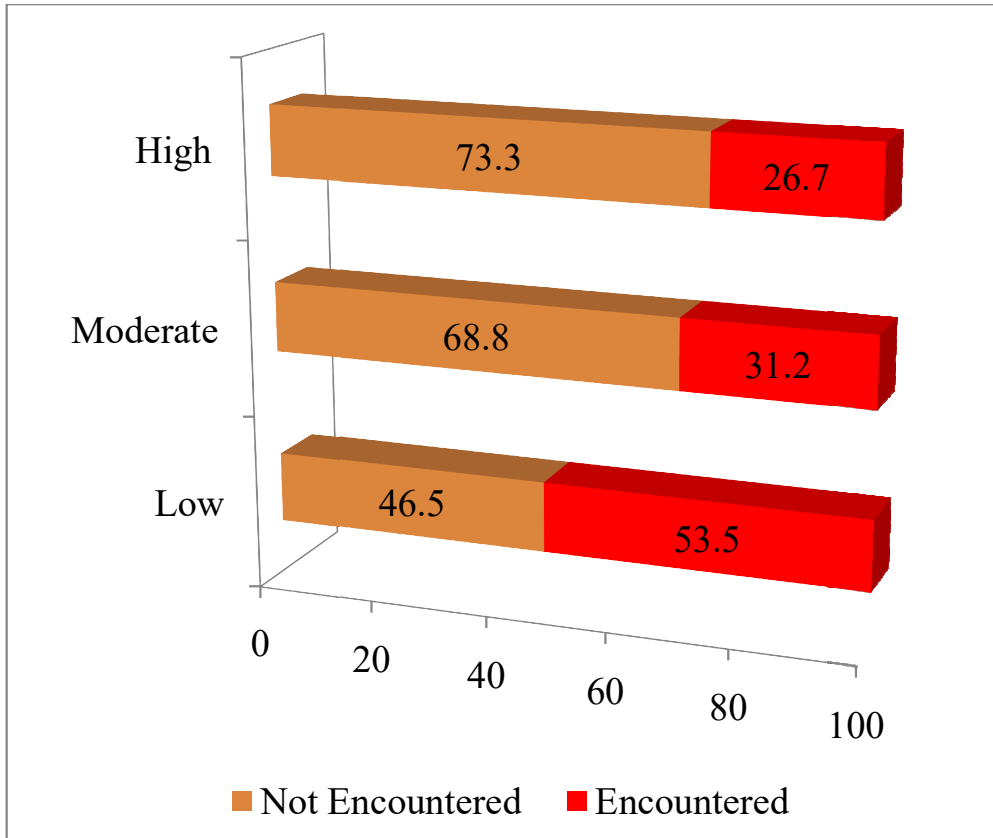
**Figure 4.4    Relationship between challenges ever encountered and customers satisfaction**

Results from figure 4.4 show that a greater proportion 73.3% of respondents who never encountered any challenges while shopping online would have high customer satisfaction, 68.8% of respondents who never encountered any challenge would have moderate satisfaction and about 46.5% of respondents who never encountered any challenge while shopping online will have low customer satisfaction.

**4.7.1 Socio-demographic determinant of challenges encountered by customers on online shopping platform**

This objective further probes for the social determinants of challenges encountered by customers in the online shopping process. Findings further shows that the sex, educational level, occupation and monthly income were determinants of the challenges encountered by customers who shopped online.

**Table 4.42    Socio-demographic determinants of challenges encountered**

| Socio-demographic variables | Sig. |
|---|---|
| **Sex** | |
| Male | 2.290* |
| Female | RC |
| **Age** | |
| 18-22 | 0.236 |
| 23-27 | 0.629 |
| 28-32 | 0.272 |
| 33-37 | 0.812 |
| Above 37 | RC |
| **Ethnic Affiliation** | |
| Hausa | 0.283 |
| Igbo | 0.473 |
| Yoruba | 0.238 |
| Other | RC |
| **Religious Affiliation** | |
| Christian | 1.002 |
| Islam | 0.736 |
| Traditional | 0.491 |
| Others | RC |
| **Marital Status** | |
| Married | 0.950 |
| Single | 1.411 |
| Divorced/Separated | 4.074 |
| Widowed | RC |

**Source: Fieldwork 2017**

Findings on the relationship between socio-demographic determinants of respondents and the challenges encountered show that, males were 2.2 times more likely to encounter challenges while shopping online when compared to the females (the reference category). Furthermore, findings show that sex was a determinant to the challenges encountered while shopping online. By respondent's age, those aged18-22, 23-27, 28-32 and 33-37 were 0.2, 0.6, 0.3 and 0.8 times

respectively less likely to encounter challenges while shopping online when compared to respondents above 37 years of age (the reference category). Respondents with Hausa, Igbo and Yoruba ethnic affiliation were 0.2, 0.4 and 0.2 times less likely to encounter any challenge while shopping online in comparison to those of the of other ethnic affiliation. Respondents of the Christian faith were 1.0 times more likely to encounter challenge while shopping online compared to respondents of other religious affiliation (the reference category). However, respondents of the Muslim faith and traditional worshippers were 0.7 and 0.4 times less likely to encounter any challenge while shopping online when compared to respondents of the Christian faith (the reference category). On the relationship between marital status of respondents and challenges encountered result shows that married customers were 0.9 times less likely to encounter any challenge when compared to those respondents who were widowed (the reference category) while respondents who were single and divorced/separated were 1.4 and 4.1 times respectively more likely to encounter challenges while shopping online when compared to those widowed (the reference category).

**Table 4.43    Socio-demographic determinants of challenges encountered**

| Socio-demographic variables | Sig. |
|---|---|
| **Education Qualification** | |
| Primary | 5.192 |
| Secondary | 1.452 |
| Tertiary | 1.936 * |
| Post-graduate | RC |
| **Occupation** | |
| Self-employed | 0.226 |
| Student | 0.194* |
| Civil/Public servant | 0.352 |
| Private sector worker | 0.424 |
| Unemployed | RC |
| **Monthly Income (₦)** | |
| Less than 18,000 | 0.560 |
| 18,001-50,000 | 0.546* |
| 50,001-82,000 | 0.254* |
| 82,001-114,000 | 0.345* |
| 114,001-146,000 | 0.407* |
| 146,00-178,000 | 0.409* |
| Above 178,000 | RC |

**Source: Fieldwork 2017**

The highest educational qualification of respondents shows that those with primary, secondary and tertiary education respectively were 5.1, 1.4 and 1.9 times more likely to encounter challenge while shopping online. The findings also show that the highest educational qualification of respondents is a determinant, and invariably has a relationship with the challenge encountered online. Result on the occupation of respondents shows that those self-employed, students, civil/public servants and private sector workers respectively were 0.2, 0.2, 0.3 and 0.4 times less likely to encounter a challenge when shopping online. It further shows that occupation was a significant determinant of challenges encountered by customers on online shopping platform. The relationship between average monthly income and challenge encountered shows that those who earned less than 18,000, 18,001-50,000, 50,001-82,000, 82,001-114,000, 114,001-146,000,146,001-178,000 respectively were 0.6, 0.5,0.3,0.3, 0.4 and 0.4 times less likely to encounter any challenge when shopping online when compared to those that earn above 178,000 (the reference category). The findings on the average monthly income of respondents shows it was a determinant to the challenges customers' encountered while shopping online.

### 4.7.2       Coping strategies adopted by online customers

Coping strategies are complex behaviours which are inherently contextual and time specific. Theydescribe how human deal with or adapt in situations that pose challenges to them. The method or strategy customers adopt to cope with challenges encountered are dependent on their thoughts about the nature of the challenge and what they would want to achieve when the redress is made. Whenever customers encountered challenges online, there are a number of coping mechanisms they adopted in their attempt to remedy the situation. In this study coping strategy is defined as the process of managing external and/or internal demands that task or exceed the resources of the person. It is a complex and multi-dimensional process that is sensitive and subjective to the individual involved in the buying behaviour or process.

This section attempts to answer the following questions: what do customers do when they encounter a challenge while shopping online? When the challenge encountered is not resolved according to their expectations, what steps do they take to seek redress? In this section, the coping strategies adopted by online respondents included: returned damaged products, refusal to

make payments, requested for replacement, withdrew from patronage, discredited online store and reported to regulatory agency.

**Table 4.44    Distribution of respondents according to coping strategies adopted**

| Coping strategies adopted | Frequency | Percentage (%) |
|---|---|---|
| **Return of products** | | |
| No | 851 | 60.8 |
| Yes | 548 | 39.2 |
| **Refusal to make payments** | | |
| No | 1140 | 81.5 |
| Yes | 188 | 13.4 |
| **Request for product replacement** | | |
| No | 880 | 62.9 |
| Yes | 519 | 37.1 |
| **Made trouble with service providers** | | |
| No | 1159 | 82.8 |
| Yes | 189 | 13.5 |
| **Withdrew from patronage** | | |
| No | 994 | 71.1 |
| Yes | 405 | 28.9 |
| **Discredit the online store** | | |
| No | 1187 | 84.8 |
| Yes | 212 | 15.2 |
| **Pressurise store until they get redress** | | |
| No | 1047 | 74.8 |
| Yes | 352 | 25.2 |
| **Report to regulatory agency** | | |
| No | 1143 | 81.7 |
| Yes | 256 | 18.3 |
| **Resign to fate** | | |
| No | 969 | 69.3 |
| Yes | 430 | 30.7 |
| **Settle amicably** | | |
| No | 900 | 64.3 |
| Yes | 312 | 22.3 |
| **Total** | **1399** | **100.0** |

**Source: Fieldwork 2017**

Result from table 4.44 shows that customers had adopted one or more of the coping strategies listed whenever they encountered any challenge while shopping online. It is also important to state that the kind of coping strategy adopted by customers whenever a challenge is encountered

is dependent of a number of factors which include – the kind of the challenge, the goals the customer would achieve at the end and the social support they get.

Specifically, the table 4.44shows that (39.2%) had returned products that did not match with the orders placed or expectations. This is a problem solving approach The qualitative report expatiated that the cost of returning products, time spent to return the product and the return policy are some factors that dissuaded respondents from returning damaged  as well as products that did not match products ordered. A first-time shopper reported his experience thus:

> *I was introduced to shopping online last year by a friend. I needed to get a pair of suit as I was the best man for my friend's wedding. Before checking online, I had checked from store to store looking for a particular colour that was not available as at that time, and then a friend advised me to check online. When I did, I saw exactly what I was looking for, that made me happy and I placed my order immediately. I was too anxious to the point that I started asking myself why I punished myself at first by going to the physical market. I never knew that I would receive a shocker. I got the delivery on the exact day as stated by the store. When I received the suit, I checked and then discovered that it was not the same colour with the one I saw online, I immediately complained but the dispatcher just kept arguing with me that it was exactly what I ordered for, I even went as far as showing the picture of the screen shot thinking that would make him stop arguing but he continued. Then he asked me to sign that I had collected the item, I refused to then he called the office and he was told to inform me to direct all compliant to the office within the next 7 days. I thought of the stress and the cost involved in returning the Items, I then resigned to fate. I regretted that transaction and told myself, 'never will I shop online'.*(IDI/Male/Businessman/35yrs/Oyo State/2017).

In a corroborating view, another said:

> *The customer service is terrible. They do not understand the concept of Customer Service and how to treat a customer well. Having lived abroad for some years now, I cannot compare the way the online shops abroad and the Nigeria based stores operate. I was very happy when I discovered one of the big online stores in Nigeria, I immediately placed an order of about 10 items which came without any hassle. When I was already feeling at home with the online store, they now decided to misbehave.  I placed an order with the store for five (5) items. Since I previously had a voucher with the store on a returned item, I selected the 'Pay on delivery' option for the balance. When the items were delivered, my brother gave the delivery guy the balance and received the package on my behalf. I came back from work to discover that only three (3) of the five (5) items ordered for were delivered. I immediately called your customer service phone line and was told the remaining items will be delivered the next day which came as promised. When the delivery guy came to deliver, he asked for payment for the items. When told that*

*full payment had been made the previous day, he said he needed to call his office and took the items back. Since then, no items or refund has been made. I have sent countless number of emails to their customer care email address provided online (which are never acknowledged) and I have made attempts to call but no response. Whenever any rep takes the call they will just keep promising that they are working on my request but till today nothing has been done concerning it. It is so disheartening for me, I still cannot relate why the issue wasn't resolved, why I kept being tossed here and there without redress. I have decided not to give up until my issue is resolved.***(IDI/Female/Banker/35yrs/Oyo State/2017)**

For customers to be able to return any product that did not match their order, the customer must be aware of return and no return policies. For instance, a respondent who was not aware of the return and no-return policy stated the following:

*No one introduced me to shopping online, I was just checking my mail then I saw an advert of an online shop, showing a 50% discount of a phone. When I saw the discount, I immediately clicked on the picture and it redirected me to the portal of the online store. When I checked the description of the product, it was okay, so I immediately placed an order. When I clicked on payment and found out that the option of pay on delivery was not among the payment options. So I paid and was awaiting delivery, the product was delivered as expected but the phone had a fault. When I called the customer care, the checked their system and told me that I signed a no-return policy, which does not permit me to return products once purchased. Ah! I was now wondering how I fell into that trap because It was too good to be true.***(IDI/Female/Unemployed/29yrs/Lagos State/2017)**

Another customer who had the need to return a product he didn't like stated that the product he purchased didn't have the no-return policy attached to the product so as soon as the product was delivered, he checked the product and discovered it wasn't the way he wanted it to be he had to return it.

*I place an order some time ago and it was delivered. I wasn't satisfied with one of the items so I had to return the item. When I called, I was told that someone will come over to get the chinos. I waited for over a month, I didn't get any call. So I called only for me to be told that no complain of such had been raised as there was no record of the conversation I had with them previously. After the call, there was another promise that they will track my return. I spoke with a countless number of customer care representatives. Who kept telling me different stories. First I was told that they will track the call to ensure my request is attended to. After a space of 5 days I called again only for me to be told that I will be called later that day. I waited endlessly for their call which never came then I was forced to read their return policy which states that you can return items (with a few exceptions) as long as they are in the original state within 14days of delivery. It means these guys have played a prank on me. 14 days is passed so I don't have a case anymore. Apart from bringing out the chinos from the wrapper it*

*came in, I have not touched it, so it is in exactly the same condition as it was delivered. All I have noticed is that the minute you try to return something you don't like to the online store, they suddenly turn very hostile and query you.***(IDI/Male/Businessman/35yrs/Lagos State/2017)**

It is important to note that more often than not, even when return or no return policy are available, most respondents are not patient enough to read the whole terms and conditions before placing an order. Out of anxiety they placed their order without reading the policy. Other coping mechanisms some respondents adopted were the refusal to make full payments or not pay at all for products ordered. The result shows that only 13.4% adopted this strategy. On the question on customers' request or demand for replacement of products, result showed that, 37.1% adopted the challenge whenever a challenge was encountered while shopping online. For instance a customer who requested for the product to be delivered noted that, when a product is delivered to a customer, it is not just enough for a customer to say he or she doesn't want the item any longer. If a replacement to the item is not available, the money paid for the item is not usually refunded but transferred to your E-wallet. For instance a customer who had that experience stated thus:

> *It started with an order for a skirt. I was very sceptical about making that order but I just told myself. There is always a first time. The skirt had no label I could not tell who the shirt maker was), but it was the only close thing to what I wanted (needed) at that time. The shirt was almost 9k the item was delivered to me at my place of work. As soon as I received it without hesitation, I just entered the rest room at my work place to try it on – needless to say, I was disappointed. The shirt was made from very cheap material, the gold buttons I saw online looked nothing like what I had seen on their website and the shirt looked like something you can see hanging at any regular Lagos Market. Of course, I couldn't pay 9k for such a skirt, so I tried to return it. I was put through the drill or let me call it question and answer session or hot sit – what is wrong with the shirt? Why do I want to return it? Didn't I see the description before placing the order? blah blah blah. I patiently answered all their questions, trying very hard to be nice. They eventually forced me to be nasty and rude. The shirt was eventually picked up. My money was not returned, but credited to my e-wallet. At the time, I had no problem with that because I had the intention of making future orders. Even after a return, they will never give you cash no matter what rather put the money in your e-wallet than give you back the cash you paid, forcing you to use their crappy business one more time.***(IDI/Female/Student/29yrs/Lagos State/2017)**

Findings also show that other customers made trouble with service providers as only 13.5% have adopted this strategy when that challenge was encountered.

232

*My husband and I got a tablet from a popular online store in Nigeria only to notice on the day of delivery that the product had issues….so we immediately called and informed them that the device sold was faulty. They said they would eventually come to pick it up the next day and for almost 9 days till now no one has shown up to pick the product or even ask us to drop it at their pickup centre closest to us. I've called, my husband has called and sent emails and nothing has happened. Their customer care keep saying the same things they're programmed to and I am sick of it. I found an address online and will make sure I make trouble with them with the hope that it would yield positive results. With this bad experience, I do not think I will ever buy any product from the online platform again.***(IDI/Female/Artist/29yrs/Oyo State/2017)**

The result further shows that, other respondents (28.9%) withdrew from patronising the online store, while some (15.2%) mounted smear campaign to discredit the online stores. The various media platforms were identified through qualitative data as often used to discredit the service providers especially when a challenge encountered was not resolved to their satisfaction. A respondent from Oyo State reported how she used the various social media platform to discredit the online store by saying:

*I encountered a product related challenge some time ago, I ordered for a phone, which when delivered, the battery and earpiece were not in the pack. Clearly written on the pack is, 'if seal broken, do not accept'. In my own case, the seal was not broken but to my surprise, those items were missing. I contacted the online store which said the report sent to them by the dispatcher was the goods delivered in good condition. I then told them that I didn't bother checking the product before the dispatcher left. They then said, there is nothing they can do. Hmmm, I decided to use my social media accounts (Facebook and WhatsApp) to discredit them. I was also surprised to receive the comments of other buyers who had encountered other challenges. As a result of that, I told myself never would I trust online shopping since they found it difficult to trust me.* **(IDI/Female/Student/27yrs/Oyo State/2017)**

Also, only 25.2%, about a quarter of respondents adopted the mechanism of pressurising the online store until they get a redress to the challenge encountered. Rather than making trouble or discrediting the service providers, some other respondents had adopted the coping mechanism of settling the challenge encountered amicably. The result further shows that 35.7% had utilised the strategy of settling the challenges amicably. Another 30.7% when faced with a challenge, adopted the strategy of resigning to fate. Result also shows that only 18.3% of respondents had reported the challenges encountered to the regulatory agency. This result was expected because the online regulatory agencies in Nigeria had not gained so much ground. The regulatory

agencies explained that they received few queries from customers and redressed some of those complaints. However, complaints offline had gained more grounds than online customers' complaint. An officer with the Consumer Protection Council (CPC), a regulatory agency said:

> *We receive complaints from unsatisfied online purchasers from time to time. The complaints are not necessarily related to exploitation. The nature of the complaint range from delivery issues (delayed/never delivered products), customers not getting value for what they ordered for, defective or damaged products, receiving a different product other than the one ordered for, need a refund of money as a result of dissatisfaction and the list goes on and on. Though online customers make complaints, but it is as often or frequent as offline shoppers do. Online shopping complaint has not gained so much ground compared to offline customers' complaints about products. This maybe as a result of the lack of awareness on the part of the customers about their rights or the functionalities of the agency.* **(KII/CPC/Regulatory Agent/Lagos State/2017)**

The officer further explained how customers' could lay their complaints to be addressed:

> *Whenever customers encountered any challenge while shopping online they are expected to make their complaint by either writing us or make their complaint through our websites. The complaint contains the challenge, the procedures the customer had tried to use to get the challenge(s) resolved and the feedback received from the online store. This history helped use to know what next step to take to ensure that the customer is not short-changed. As an agency that has not gained adequate grounds regulating the online shopping activities of customers, we usually advise customers to patronise only verified stores because a lot of stores are springing up on a regular basis. CPC has not been able to differentiate the sites that are trustworthy and not trustworthy. We advise customers to purchase from credible sites and make sure they check buyers review whenever they want to make a purchase, in other to avoid being scammed. Whenever the complaints get to us we contact the online store, they respond promptly and at times send a representative to our office. We only protect the rights of customers who make purchases from Nigerian based online stores as our jurisdiction does not cover international online shoppers and stores.* **(KII/CPC/Regulatory Agent/Lagos State/2017)**

The coping strategies adopted by customers in this study could be re-categorised as avoidance, problem solving, social support and confrontation.

### a. Avoidance/withdrawal/escape:

The avoidance or withdrawal strategy comprises escape responses or tendencies whenever a challenge is encountered. In this study, avoidance coping adopted by customers included the following; resigning to fate and withdrawal from future purchase online were some of the

234

avoidance strategies adopted by customers when any challenge was encountered. From the study, this approach was the least utilised by customers because they always looked forward to have their challenges or issues being resolved. It was after several attempts that they resolve to using this strategy. Furthermore, once this coping strategy was adopted by customers, there was a high tendency for the customer not to engage in any form of future online purchase.

**b. Problem solving:**

The problem solving approach focused on the challenge by first identifying the problems, its source, its nature, the depth and then develops and put into action some potential solutions for effectively managing it. This approach does not directly solve the challenge encountered but rather allows for new meanings to be assigned to the behaviour thereby regulating the emotions associated with the challenge. The problem solving approach is a conscious effort put in place by customers to overcome, minimise or tolerate the behaviour causing the challenge. In this study customers that adopted this approach when a challenge is encountered are likely to seek redress such as return the product(s) to the store for a replacement, refusal to make payment until the product meets their expectation, pressurise the online store until redress is made, settle amicably and report to the regulatory agencies. These variables stated above are practical steps or ways customers adopt to deal with challenges whenever encountered. Findings from this study show that, more customers often adopt the problem solving strategies to solve challenges encountered when shopping online.

**c. Social support:**

This type of strategy focuses or relates to the basic human need for human contact in times when challenges are encountered seeking comfort, help and advice. The variable that depicts social support is reporting to regulatory agents. In this study most customers were oblivious of the agencies that regulate online shopping activities in Nigeria and as such they hardly utilised this coping strategy. Customers were not aware of any social support systems for them.

However, the study also revealed that some respondents who did not adopt the coping strategies ofavoidance, problem solving and social support adoptedother strategies which were confrontational in nature. Respondents who adopted the confrontational approach were not ready to seek redress or settle the issue amicably but would rather put up a combative approach which

was always defensive. For instance, customers who made trouble the online store until the challenge(s) encountered were resolved were confrontational. Qualitative data showed that:

> *So I encountered a challenge with one of the Nigeria based online stores which was not resolved as at when due. I paid for a product which was never delivered. After making some attempts to settle the issue amicably, the online stores response was not favourable. I just kept getting promises that were never fulfilled. I then went the extra mile of reading their return policy. Going through the website I came across your return policy, under which I found 'refund' which clearly states that 'If you have already paid for the purchase in cash, we will refund the full cost of it by transferring the entire amount to your account. If the item was paid for by credit card, the funds will be returned only directly to the card which was used for the purchase'. In my case, it was the reverse! The refund was meant to be made since February and now it has dragged to July which is 5 months now. My friend and I have called their customer service on numerous occasion yet they keep promising to work on it. It is either they are incompetent or they have chosen not to work on it. Maybe the online store has gotten away with so many people's money in the past and present because I have not received any positive feedback from them. We are so displeased with their action on this matter and we feel we are being taken for granted. We as customers have our rights, but it is unfortunate that some customers do not know their rights and do not even take out time to read the policies before placing an order. We believe it is fraudulent act to showcase what you do not have in stock and allow innocent customers pay for it online. Also, it is fraud not to pay back the total sum that was deducted from the named account for the sunglasses. We have decided within ourselves we will take the online store to court.***(IDI/Male/ Engineer/45yrs/Lagos State/2018)**

From the reports above, it is evident that customers in both study locations had utilised all coping strategies to address the challenges encountered in the course of shopping online. It was also found that the kind of challenge customers encountered while shopping online determined the kind of coping strategy the customer would eventually adopt. Furthermore, the various coping strategies customers adopt to cope with challenges encountered with online shopping play critical mediating role in adaptation to challenges encountered when shopping online.

The findings on the challenges and coping strategies adopted by customers show that customers had encountered various challenges while shopping online and had also adopted various coping strategies to solve the various challenges encountered. The challenges encountered determine the coping strategy adopted by respondents.

## 4.8 Test of hypotheses

This section shows the results and interpretation of the five (5) hypotheses that were designed to guide the study. Appropriate statistical tools such as correlation, logistic regression andchi-square, test of significance were utilised in the procedure of testing the hypotheses. Each hypothesis was stated in the null form.

### 4.8.1 Hypothesis one

**H1=**Customer experience had no positive relationship with customer satisfaction with online shopping.

**Table 4.45    Chi-square test of association between respondents experience and satisfaction with online shopping**

| Customers Experience | Customers Satisfaction | | | Total | Chi Square Test |
|---|---|---|---|---|---|
| | Low | Moderate | High | | |
| Unpleasant | 185 (54.4%) | 11 (2.8%) | 12 (1.8%) | 208 (14.8%) | $\chi^2$ = 80.366 |
| Moderately | 78 (23.0%) | 255(64.6%) | 42 (6.2%) | 375 (26.7%) | CC = 0.297 |
| Very pleasant | 77 (22.6%) | 129 (32.6%) | 610 (91.8%) | 816 (58.3%) | DF = 4<br>p-value = 0.000 |
| **Total \*** | **340** | **395** | **664** | **1399** | |

**Key: \*** Significance at P < 0.05;$\chi^2$ : Chi Square  DF: Degree of Freedom

**Source: Fieldwork 2017**

The findings as shown on the table 4.45 show that respondents' experiences had a positive significant relationship with customers' satisfaction with online shopping where ($\chi^2$=80.366). From the table 4.45, it is obvious that for those customers whose experiences were unpleasant, a majority 54.4% had low satisfaction, 2.8% had moderate satisfaction and 1.8% had high satisfaction with online shopping. Also, for those respondents whose experiences were moderately pleasant, 23.0% had low satisfaction, most of them (64.6%) had moderate satisfaction and only 6.2% had high satisfaction with online shopping. Moreover, for the respondents whose experiences were very pleasant, 22.6% had low satisfaction, 32.6% had moderate satisfaction while 91.8% were highly satisfied with online shopping.

**Table 4.46    Relationship between Customers Experience and Satisfaction**

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| **Experience** | **0.838** | .023 | .705 | 37.187 | **0.000** |

**Source: Fieldwork 2017**

In other to test the strength of the relationship between customers experiences and satisfaction, regression was used to further demonstrate the relationship. From table 4.46, the relationship between customers experiences and satisfaction was significant and positive ($P= 0.000$, $\beta= .838$). In this case, a unit increase in customers experiences had 84% corresponding increase in customers' overall satisfaction with online shopping. Some qualitative data show how accumulated experiences of customers might lead to satisfaction. A respondent from Oyo State noted the relationship between customers experience and satisfaction by stating thus:

> An experience is very important in the overall online shopping purchase. A cumulative of those experiences is what makes a customer conclude on how satisfied I am and if I will have future plans to repurchase. In ranking my satisfaction, I will have to take into cognisance the various experiences I had while shopping online to conclude on my satisfaction **(IDI/Female/Lecturer/28yrs/Oyo State/2017)**

A service provider representative stated that, most online businesses are looking for ways to enhance the total experiences of their customers, as a positive experience is tied to future repurchase plans and making referral for friends and family members. He further explained that:

> Customers experiences are crucial and vital phenomenon that can lead to the measurement of how satisfied a customer is and their repurchase plan. Businesses have now introduced the concept, total experience management which ensures that customers weigh each stage of their experience in the purchase journey and link it to their eventual satisfaction. Customers who are satisfied with their experiences can lead to an increased profit margin. This has actually led to profit enhancement for the business and better customers experience and satisfaction. **(KII/Service Provider/Lagos State/2017)**

The finding above demonstrates that there exists a positive connection linking customers experiences and satisfaction with online shopping in Lagos and Oyo States. The finding further

shows that this relationship exists to enhance customers future repurchase plans and might lead to increased profit maximisation of the online store.

### 4.8.2 Hypothesis Two

**H2=**There is no positive relationship between customers' socio-demographic characteristics and their experience with patronage of products from online shopping.

**Table 4.47    Association between customers' socio-demographic characteristics and overall experience**

| Characteristics | Overall Experience | | | | Value | DF | p-value |
|---|---|---|---|---|---|---|---|
| | **Unpleasant** | **Moderately pleasant** | **Very pleasant** | **Total** | | | |
| **Sex** | | | | | | | |
| Male | 10(1.3%) | 423(56.5% | 316(42.2%) | 749(53.5%) | 5.889 | 2 | 0.053 |
| Female | 6(0.9%) | 408(62.8%) | 236(36.3%) | 650(46.5%) | | | |
| **Age \*** | | | | | | | |
| 18-22 | 1(6.7%) | 4(26.7%) | 10(66.7%) | 15(1.0%) | 25.706 | 8 | 0.002 |
| 23-27 | 0(0.0%) | 117(61.6%) | 73(38.4%) | 190(13.6%) | | | |
| 28-32 | 8(2.4%) | 216(64.7%) | 110(32.9%) | 334(23.0%) | | | |
| 33-37 | 3(0.9%) | 189(58.9%) | 129(40.2%) | 321(22.9%) | | | |
| Above 37 | 4(0.7%) | 305(56.6%) | 230(42.7%) | 539(38.5%) | | | |
| **Ethnic affiliation** | | | | | | | |
| Hausa | 0(0.0%) | 33(58.9%) | 23(41.1%) | 56(4.0%) | 1.392 | 4 | 0.846 |
| Igbo | 6(1.5%) | 242(60.2%) | 154(38.3%) | 402(28.7%) | | | |
| Yoruba | 10(1.1%) | 556(59.1%) | 375(39.9%) | 941(67.3%) | | | |
| Others | 0(0.0%) | 5(9.2%) | 2(3.7%) | 7(1.7%) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 13(1.2%) | 648(60.4%) | 411(38.3%) | 1072(76.6%) | 2.490 | 2 | 0.288 |
| Islam | 3(0.9%) | 183(56.0%) | 141(43.1%) | 327(23.4%) | | | |
| Traditional | 0(0.0%) | 0(0.0%) | 0(0.0%) | 0(0.0%) | | | |
| Others | 0(0.0%) | 0(0.0%) | 0(0.0%) | 0(0.0%) | | | |
| **Marital status** | | | | | | | |
| Single | 11(1.3%) | 530(61.8%) | 317(36.9%) | 858(61.3%) | 9.190 | 6 | 0.163 |
| Married | 4(0.8%) | 283(55.6%) | 222(43.6%) | 509(36.4%) | | | |
| Divorced/Separated | 1(4.8%) | 11(52.4%) | 9(42.9%) | 21(1.5%) | | | |
| Widowed | 0(0.0%) | 7(63.6%) | 4(36.4%) | 11(0.8%) | | | |

**Key: \*** Significance at P < 0.05; $\chi^2$ : Chi Square  DF: Degree of Freedom

**Source: Fieldwork 2017**

Result on table 4.47 shows the chi square test of association between respondents characteristics and overall experiences shows that sex ($x^2$=5.889) and age ($x^2$=25.706) had significant

association with the overall experience of customers with online shopping. Specific result shows that a greater percentage 1.3%, 56.5% and 42.2% respectively who were males had unpleasant, had moderately pleasant and very pleasant customers experiences with online shopping. Result on the age of respondents shows that 0.7% of the respondents who were 37 years and above had unpleasant experiences, 56.6% had moderately pleasant experiences and 42.7% had very pleasant experiences with online shopping. With reference to the ethnic affiliation of the respondents, result shows that a greater proportion 1.1%, 59.1% and 39.9% of the respondents respectively who were of the Yoruba ethnic group had unpleasant, moderately pleasant and very pleasant customers experiences with online shopping. Findings on the religious affiliation show that more 1.3%, 60.4% and 38.3% of the respondents who were of the Christian faith had unpleasant, moderately pleasant and very pleasant customers experiences respectively. On the marital status of respondents, result shows that 1.3%, 61.8% and 36.9% of the respondents who were single had unpleasant, moderately pleasant and very pleasant customers experience respectively.

**Table 4.48    Association between customers' socio-demographic characteristics and overall experience**

| Characteristics | Overall Experience | | | | Value | DF | p-value |
|---|---|---|---|---|---|---|---|
| | Unpleasant | Moderately pleasant | Very pleasant | Total | | | |
| **Educational level ***<br>Primary<br>Secondary<br>Tertiary<br>Postgraduate | 1(3.7%)<br>0(0.0%)<br>13(1.4%)<br>2(0.6%) | 12(44.4%)<br>71(55.5%)<br>564(61.8%)<br>184(55.6%) | 14(51.9%)<br>57(44.5%)<br>336(36.8%)<br>145(43.8%) | 27(1.9%)<br>128(9.1%)<br>913(65.3%)<br>331(23.7%) | 12.611 | 6 | 0.050 |
| **Occupation**<br>Unemployed<br>Student<br>Self employed<br>Civil/public servant<br>Private sector worker | 0(0.0%)<br>11(1.8%)<br>0(0.0%)<br>5(1.0%)<br>0(0.0%) | 11(47.8%)<br>372(61.0%)<br>45(49.5%)<br>287(58.6%)<br>11(47.8%) | 12(52.2%)<br>227(37.2%)<br>46(50.5%)<br>198(40.4%)<br>69(37.3%) | 23(1.6%)<br>610(43.6%)<br>91(6.5%)<br>490(35.0%)<br>185(13.2%) | 13.384 | 8 | 0.099 |
| **Monthly Income ₦**<br>Less than 18,000<br>18,001 - 50,000<br>50,001 - 82,000<br>82,001 - 114,000<br>114,001 - 146,000 | 7(1.5%)<br>3(1.0%)<br>3(1.4%)<br>0(0.0%)<br>0(0.0%) | 266(58.5%)<br>192(61.9%)<br>108(51.4%)<br>109(67.3%)<br>50(52.1%) | 182(40.0%)<br>115(37.1%)<br>99(47.1%)<br>53(32.7%)<br>46(47.9%) | 455(32.5%)<br>310(22.2%)<br>210(15.0%)<br>162(11.6%)<br>96(6.9%) | 18.601 | 12 | 0.099 |

| 146,001 - 178,000 | 1(2.1%) | 31(64.6%) | 16(33.3%) | 48(3.4%) | | | |
| Above 178,000 | 2(1.7%) | 64(54.2%) | 52(44.1%) | 118(8.4%) | | | |

**Key:** * Significance at P < 0.05;$\chi^2$ : Chi Square  DF: Degree of Freedom

**Source: Fieldwork 2017**

Results on table 4.48 the chi square test of association between respondents socio-demographic characteristics and overall experiences shows that educational qualification ($x^2$=12.611) had significant association with the overall experience of customers with online shopping. Further findings with respect to the educational level of respondent shows that customers who had tertiary education as their highest educational level, 1.4% of the respondents had unpleasant experience, 61.8% had moderately pleasant experience and 44.5% had very pleasant experience with online shopping. Result on the relationship between customers occupation and their experience shows that 1.8%, 61.0% and 37.25 of the customers who were students had unpleasant, moderately pleasant and very pleasant experiences respectively with online shopping. The result on the monthly income shows that 1.5%, 58.5% and 40.0% of customers who earned less that ₦18,000 had unpleasant, moderately pleasant and very pleasant experiences respectively.

### 4.8.3 Hypothesis Three

**H3=**There is no positive relationship between customers' socio-demographic characteristics and their levels of satisfaction with online shopping.

**Table 4.49    Association between socio-demographic characteristics and level of satisfaction with online shopping**

| Characteristics | Overall satisfaction | | | | Value | DF | P-value |
|---|---|---|---|---|---|---|---|
| | Low | Moderate | High | Total | | | |
| **Sex** | | | | | | | |
| Male | 11(1.5%) | 367(49.0%) | 371(49.5) | 749(53.5) | 3.178 | 2 | 0.204 |
| Female | 10(1.5%) | 349(53.7%) | 291(44.8) | 650(46.5) | | | |
| **Age \*** | | | | | | | |
| 18-22 | 1(6.7) | 7(46.7) | 7(46.7) | 15(1.1) | 17.114 | 8 | 0.029 |
| 23-27 | 6(3.2) | 95(50.0) | 89(46.8) | 19013.6) | | | |
| 28-32 | 9(2.7) | 177(53.0) | 148(44.3) | 334(23.9) | | | |
| 33-37 | 2(0.6) | 154(48.0) | 165(51.4) | 321(22.9) | | | |
| Above 37 | 3(0.6) | 283(52.5) | 253(46.9) | 539(38.5) | | | |
| **Ethnic affiliation** | | | | | | | |
| Hausa | 2(3.6) | 27(48.2) | 27(48.2) | 56(4.0) | 4.243 | 4 | 0.374 |
| Igbo | 4(1.0) | 196(48.8) | 202(50.2) | 402(28.7) | | | |
| Yoruba | 15(1.6) | 492(52.4) | 433(46.0) | 941(67.3) | | | |
| Others | 0(0.0%) | 3(1.3%) | 1(0.9%) | 4(2.3%) | | | |
| **Religious affiliation** | | | | | | | |
| Christian | 13(1.2) | 554(51.7) | 505(47.1) | 1072(76.6) | 2.808 | 2 | 0.246 |
| Islam | 8(2.4) | 162(49.5) | 157(48.0) | 327(23.4) | | | |
| Traditional | 0(0.0%) | 0(0.0%) | 0(0.0%) | 0(0.0%) | | | |
| Others | 0(0.0%) | 0(0.0%) | 0(0.0%) | 0(0.0%) | | | |
| **Marital status** | | | | | | | |
| Single | 15(1.7) | 446(52.0) | 397(46.3) | 858(61.3) | 6.000 | 6 | 0.423 |
| Married | 5(1.0) | 252(49.5) | 252(49.5) | 509(36.4) | | | |
| Divorced/Separated | 1(4.8) | 10(47.6) | 10(47.6) | 21(1.5) | | | |
| Widowed | 0(0.0) | 3(27.3) | 3(27.3) | 11(0.8) | | | |

**Key: \* Significance at p < 0.05; $\chi^2$ : Chi Square    DF: Degree of Freedom**

Source: Fieldwork 2017

Findings from table 4.49 show the association between customers' socio-demographic characteristics and their overall satisfaction with online shopping. The result reveals that age ($x^2=$ 17.114) had association with the overall satisfaction with online shopping. Specifically, result shows that more males 1.5% had low, 49.0% had moderate and 49.5% had high satisfaction with online shopping. The relationship between age of respondents and satisfaction with online shopping shows that more 2.7% of respondents who were between 28-32 years had low

satisfaction, while 52.5% of the respondents who were above 37 years had moderate satisfaction with online shopping and 46.9% of customers who were above 37 years had high satisfaction with online shopping. A greater proportion of customers 1.6%, 52.4% and 46.0% who were of the Yoruba ethnic group had low, moderate and high satisfaction with online shopping. Furthermore, customers who were of the Christian faith, majority, 1.2%, 51.7% and 47.1% had low, moderate and high satisfaction with online shopping respectively. With reference to the marital status of respondents, findings show that more 1.7%, 52.0 and 49.5% who were single had low, moderate and high satisfaction with online shopping respectively.

**Table 4.50**    **Association between socio-demographic characteristics and level of satisfaction with online shopping**

| Characteristics | Overall satisfaction | | | | Value | DF | P-value |
|---|---|---|---|---|---|---|---|
| | Low | Moderate | High | Total | | | |
| **Educational level** | | | | | 9.937 | 6 | 0.127 |
| Primary | 1(3.7) | 10(37.0) | 16(59.3) | 27(1.9) | | | |
| Secondary | 3(2.3) | 66(51.6) | 59(46.1) | 128(9.1) | | | |
| Tertiary | 17(1.9) | 461(50.5) | 435(47.6) | 913(65.3) | | | |
| Postgraduate | 0(0.0) | 179(54.1) | 152(45.9) | 331(23.7) | | | |
| **Occupation *** | | | | | 17.620 | 8 | 0.024 |
| Unemployed | 0(0.0) | 9(39.1) | 14(60.9) | 23(1.6) | | | |
| Student | 16(2.6) | 309(50.7) | 285(46.7) | 610(43.6) | | | |
| Self employed | 0(0.0) | 37(40.7) | 54(59.3) | 91(6.5) | | | |
| Civil/public servant | 4(0.8) | 257(52.4) | 229(46.7) | 490(35.0) | | | |
| Private sector worker | 1(1.5) | 104(56.2) | 80(43.2) | 185(13.2) | | | |
| **Monthly Income ₦ *** | | | | | 33.742 | 12 | 0.001 |
| Less than 18,000 | 12(2.6) | 226(49.7) | 217(47.7) | 455(32.5) | | | |
| 18,001 - 50,000 | 6(1.9) | 159(51.3) | 145(46.8) | 310(22.2) | | | |
| 50,001 - 82,000 | 1(0.5) | 88(41.9) | 121(57.6) | 210(15.0) | | | |
| 82,001 - 114,000 | 2(1.2) | 88(54.3) | 72(44.4) | 162(11.6) | | | |
| 114,001 - 146,000 | 0(0.0) | 45(46.9) | 51(53.1) | 96(6.9) | | | |
| 146,001 - 178,000 | 0(0.0) | 32(66.7) | 16(33.3) | 48(3.4) | | | |
| Above 178,000 | 0(0.0) | 78*66.1) | 40(33.9) | 118(8.4) | | | |

**Key: * Significance at p < 0.05; $\chi^2$ : Chi Square    DF: Degree of Freedom**
**Source: Fieldwork 2017**

Findings from table 4.50 show the association between customers' socio-demographic characteristics and their overall satisfaction with online shopping. The result reveals that occupation ($x^2$= 17.620) and monthly income ($x^2$= 33.742) had association with the overall satisfaction with online shopping. Furthermore result on the relationship between customers socio-demographic characteristics and their level of satisfaction shows that with respect to the

243

educational level of respondents, more 1.9%, 50.5% and 47.6% who had tertiary education as their highest educational level had low, moderate and high satisfaction with online shopping respectively. A majority of respondents who were students 2.6%, 50.7% and 46.7% respectively had low, moderate and high satisfaction with online shopping. Findings on the monthly income of respondents shows that a greater percentage 2.6%, 49.7% and 47.7% who were students had low, moderate and high satisfaction with online shopping in the study locations.

### 4.8.4   Hypothesis Four:

**H4=** There is no positive difference between the number of purchase and customers experiences with online shopping.

The fourth hypothesis addresses the assumption that the number of times customers had made a purchase online in the study locations did not determine the nature of their experiences with online shopping.

**Table 4.51     Association between number of times customers purchased and experiences with online shopping**

| Number of purchase | Experience | | | | Chi Square Test |
|---|---|---|---|---|---|
| | Unpleasant | Moderately Pleasant | Very pleasant | Total | |
| Once | 32(22.6%) | 160(31.7%) | 201(26.7%) | 393(28.1%) | X2= 19.369 |
| 2-4 times | 45(31.6%) | 207(41.0%) | 338(45.0%) | 590(42.2%) | Sig. 0.001 |
| 5 times and above | 65(45.8%) | 138(27.3%) | 213(28.3%) | 416(29.7%) | DF= 4 |
| **Total** | **142(10.1)** | **505(36.1%)** | **752(53.8%)** | **1399(100.0%)** | |

**Source: Fieldwork 2017**

This section focuses on the relationship between the number of times customers had purchased products while shopping online and their experiences with the process of shopping. The findings as shown on the table 4.51reveal that there was significant association **P-value =0.001** between the number of times customers had purchased a/some product(s) online and their experiences with online shopping. Further findings on the table 4.51 showed that a greater percentage (45.8%) of respondents who had purchased products 5 times and above had unpleasant experiences with online shopping while a greater percentage (41.0% and 45.0%) who had purchased 2-4 time had moderately pleasant and very pleasant experiences while shopping online respectively.

244

**Table 4.52    Relationship between number of times customers purchased and experiences with online shopping**

| Number of purchase and experiences | | Number of time product  purchased online | Customer's Experience |
|---|---|---|---|
| Number of times product purchased online | Pearson Correlation<br>Sig. (2-tailed)<br>N | 1<br><br>1399 | .045<br>.157<br>1399 |
| Customer's Experience | Pearson Correlation<br>Sig. (2-tailed)<br>N | .045<br>.157<br>1399 | 1<br><br>1399 |

**Source: Fieldwork 2017**

In other to validate the chi square test of significance presented on table 4.52, the Pearson correlation was used to determine the level of relationship between the number of purchase and experiences with online shopping. The Pearson correlation shows that, *r,* is 0.045. It indicate that there is a positive correlation between the number of times a customer purchased a product and their experiences with online shopping, that is, the experiences of customers with online shopping increases by 4.5% as the number of purchase of products online increases.

**4.8.5     Hypothesis five:**

**H5=** There is no positive difference in the level of customers' patronage of products from online shopping and their satisfaction with online shopping.

**Table 4.53    Association between number of times customers purchased and satisfaction with online shopping**

| Number of purchase | Satisfaction | | | | Chi Square Test |
|---|---|---|---|---|---|
| | Low | Moderate | High | Total | |
| Once | 82(34.6%) | 279(30.9%) | 71(27.2%) | 432(30.9%) | X2= 19.369 |
| 2-4 times | 95(40.1%) | 365(40.5%) | 115(44.1%) | 575(41.1%) | Sig. 0.001 |
| 5 times and above | 60(25.3%) | 257(28.5%) | 75(28.7%) | 392(28.0%) | DF= 4 |
| **Total** | **237**(16.9%) | **901**(64.4%) | **261**(18.7%) | **1399**(100.0%) | |

**Source: Fieldwork 2017**

This section probed further to ascertain the association between the number of times a customer ever purchased products online and their level of satisfaction. Result from the table 4.53showed that there existed a **P-value =0.001** between the number of times a customer had purchased a product online and their level of satisfaction. The result further showed that a greater percentage 41.1% had purchased 2-4 times. In addition, it was evident that for those respondents who had purchased products 2-4 times, a greater proportion of them (40.5%, 44.1% and 41.1%) had moderate satisfaction with online shopping.

**Table 4.54      Relationship between number of times customers purchased and satisfaction with online shopping**

| Purchase and satisfaction | | Number of time product  purchased online | Customer's satisfaction |
|---|---|---|---|
| Number of times product purchased online | Pearson Correlation<br>Sig. (2-tailed)<br>N | 1<br><br>1399 | .091<br>.004<br>1001 |
| Customer's satisfaction | Pearson Correlation<br>Sig. (2-tailed)<br>N | .091**<br>.004<br>1399 | 1<br><br>1055 |

**Source: Fieldwork 2017**

This study further probed for the relationship between the number of times a customer ever purchased products online and their level of satisfaction. A Pearson's correlation was utilised to access the relationship between the number of times a customer had purchased a product and their satisfaction with online shopping. There was a low positive correlation between the number of times customer purchased and their satisfaction with online shopping $r = .091$, $P<0.05$. Further, for every time a customer purchase a product online, the satisfaction of customers would increase by 9.1%. In addition, it can be inferred that the number of times a product was purchased by a customer cannot singularly explain the level of satisfaction customers derived from the purchase of products online. As such, other factors exist such as influenced the satisfaction of customers other than the number of times a product was purchased.

**4.9 Discussion of findings**

Online shopping was a common activity residents in the study locations engage in. This could be because it afforded customers convenience, a wide range of variety, and cost effectiveness among other factors. The mean age of respondents in this study was 27.1 with majority falling in the age range of 37 years and above. There were also more males (53.5%). The dichotomy can be attributed to the fact that more men than women were fast to accept and adopt new technological innovations. Kwak, Fox and Zinkhan, (2002) note in their study that men were 2.4 times more likely than women to shop online. Chiang*et al.* (2003) argue that because online shopping involves a computer mediated technology with specific masculine associations, it is expected that online shoppers will be associated more with male than female gender. To corroborate the findings, the diffusion of innovation theory according to Rodgers and Harris, (2003) argue that men were more of innovators than women, especially if the innovation entails the adoption of a new technology. Further, they argue that male customers made more online purchases and spend more money shopping online than females; they were equally or more likely to shop online in the future, and are equally or more favourable of online shopping.

On the other hand, women had a higher-level of web apprehensiveness and were more sceptical of electronic-business than men. Customers from an individualistic culture are more likely to use the internet for online shopping than those from a collectivistic culture. A more masculine society has more predominant male shoppers and is more involved with online shopping, for example. Majority (67.3%) were of Yoruba ethnic group. More (61.3%) were single and 65.3% had tertiary education as their highest educational attainment. Further, most of the respondents 43.6% were students and majority 32.5% earned an average monthly income of ₦ 18,000. These findings on socio-demographic factors corroborate those in Homburg & Giering (2001); Oyewole, (2001); Nielsen Global Report (2014); Phillips Consulting (2014 & 2016) where it was reported that a major influencing factor in online shopping causation was the socio-demographic variables of the study population in question. They also stressed the importance of studying demographic variables as determinants of customer behaviours especially with online shopping.

Age, sex, occupation and education were found to be influencing factors in online shopping. This was because these factors impact internet shopping behaviour. A further explanation suggests the significant role of those variables in the acceptance and diffusion of technology across cultures. For example, the level of education can influence the key variables in the diffusion of innovation theory (innovation, early adoption, early majority, late majority and laggards) and (relative advantage, compatibility, complexity, triability and observability). Individuals' differences in innovation, early adoption, early majority, late majority and laggards/relative advantage, compatibility, complexity, triability and observability may be a function of educational qualification. The educated customers were more confident decision makers and as such they were demanding and had greater control over the purchasing process from initiation of the transaction to the completion.

The first objective investigated the social organisation of online shopping. Findings from the study show that social organisation represents a set of norms, socialisation of actors, practices and the factors influencing the practice of online shopping.

The second objective examined the different online shopping platforms customers had engaged. Findings from it show that the most utilised online shopping platform was the business-to-customer. The reason for that was attributed to Fast Moving Goods (FMGs) industries which has changed the passive status of customers to an active one.

The third objective investigated the kinds of products frequently purchased by customers. Results in this study revealed that customers regularly purchased phones/tablets and fashion/dresses. These findings were in line with previous studies which reported that online shoppers bought more durable products such as electronic, phones, clothing and household appliances than consumable products such as groceries, wines and beverages (Nielsen Global Report, 2015; Philips Consulting, 2016). While Philips Consulting was Nigeria based, Nielsen Global was an intercontinental based report. With the liberalisation and deregulation of the telecommunications company in Nigeria since 2001, the crave to own and use a phone to access information had increased leading to an increase in the purchase of the products. Also, with the high penetration of the internet in Nigeria, with about 48.8% of the total population gaining access to the internet, a large number access the internet with these mobile devices.

Furthermore, findings show that products are not for mere consumption purposes, but embedded in them are symbols of meanings which guide and influence customers purchase decisions. Also, through the kind of products purchased, customers are able to create themselves and their experiences. According to the symbolic interaction theory, people act and react on the basis of the meanings they attach to social processes (shopping inclusive) which take symbolic forms. The objective further revealed that, although there is a gradual acceptance of online shopping among some segments of internet users, particularly those between 18-25 years, the traditional mode of shopping is preferred because it affords them the opportunity for face-to-face interaction, seeking discount (bargain), product demonstration (try-out), feel, see, test, taste and ask for more (*jara, fisi and imeze*). The diffusion of innovation theory of Rogers, noted the acceptance of a new technology does not penetrate or totally change their old ways of life it might cause some alterations and innovations but will not lead to a total change. However, the change must be perceived by the adopters as being compatible, triable, having relative advantage, observable and complex. This further explains the cultural dimension in the acceptance and use of a technology. Among the reasons customers stated as the motivation for shopping online were, avoidance of crowded stores, wide range of products, convenience, reduced cost and mode of payment.

Additionally, findings from the objective showed that other demographic factors such as occupation, sex, age and average monthly income were significant factors that influence how they perceive and purchase products online. It is important to state that, buyers do not just shop online for the fun of it, they largely rely on reviewers' comments online and words of mouth (WOM) from family and friends. Furthermore, this finding shows that some characteristics which influence customers' consumption patterns online exist. These factors could be categorised into four (4) which include personal or socio-demographic characteristics (age, sex, occupation and income); socio-cultural characteristics (culture, online vendor and government regulations); market stimuli (price, promotions and product quality); decision making characteristics (group or individual decision).

The fourth objective investigated the experiences customers had while shopping online. The experiences of customers while shopping online showed that majority (59.4%) had moderately pleasant customers experience with online shopping. There exist an association between

customers sex, age and education (P<0.05) and their experiences. Findings showed that experience while shopping online are in three stages (pre-purchase, purchase and post-purchase experiences) and they are chronologically ordered. Also, customers rated their experiences as unpleasant, moderately pleasant and very pleasant. More so, a customer might have a very pleasant pre-purchase experience and an unpleasant post-purchase experience. Having a very pleasant pre-purchase experience does not invariably translate to having a pleasant purchase experience. In other words, the ranking of the experiences does not have a direct relationship with the other but the overall experiences have a relationship with customers satisfaction because it is the cumulative of the experiences that translate to the level of satisfaction. This study found that the pre-purchase experience is a decision-making and knowledge-building stage whereby customers gather relevant information about the product. The purchase stage is the decision-making and implementation stage where customers choose to buy or not. This stage is capitalized on rationality of choice. The customer then determines to give it a try by determining the usefulness of the product. The post-purchase stage is the evaluation or confirmatory stage whereby a customer weights the performance of the technology, product and shopping experience. At this stage according to the Expectation Confirmation Theory, the customer will dis/confirm their expectation.

The fifth objective investigated the relationship between level of satisfaction and customers experiences. This study shows a positive association between the variables. This further shows that customers who had very pleasant customer experiences with online shopping will invariably have high satisfaction. This finding is in line with Kotler (1997) which states that satisfaction is the outcome of customer's experience throughout various acquiring phases. This study does not just regard satisfaction as a consequence of experience but it discusses it as an expectation, evaluation of a perceived performance and the dis/confirmation of belief. Further, findings show that satisfaction is not just a tool for evaluating the performance of the merchant and to dis/confirm performance, but rather goes a long way in determining future repurchase plans. Also, satisfaction was found to be the consequence of an experience. Synthesising this finding with the expectation confirmation theory, customers purchase products with predetermined expectations which are built on the experiences generated during the purchase stages. Customers expectation provides a baseline for ranking the performance and the experiences derived from

purchase. When an expectation is high, customers satisfaction is invariably expected to be high too.

Findings from the sixth objective show that customers had encountered various challenges while shopping online. Zeithaml*et al.* (2000); Donthu (2000); Yang (2001); and Zeithaml, Parasuraman, and Malhotra (2002) security, privacy, perceived risk and online retailers' fraud as the major challenges online customers encounter while shopping online. In this study, the common challenges customers were faced with include delay/non-delivery of products, products being out of stock, inaccurate description of products, poor customer service and hidden/double charges. These were however at variance with previous studies. This could be because of some mechanisms introduced by some online merchants like the introduction of the POD, COD and POS solved the challenge of retailer's fraud and risk related to payments and security. Although these payment options had led to increased customer trust for the merchants, it has on the other hand led to some losses for the merchants. Whenever customers are faced with any challenge, they adopted some coping strategies.

This study finds that, customers adopted one or more coping strategies and the coping strategies adopted by customers depended on the challenges encountered. In this study, the most common strategy adopted were return of products, request for product replacement, resigned to fate and withdrew from patronage. Albrecht and Zemke (1985) found that a greater percentage of customers who reported complaints to the service providers would utilise the services and purchase products offered by the business organisation if their grievances about the products purchased and services utilised were resolute. Accordingly, these findings further indicted that whenever customer perceive that their grievance were resolved promptly. Furthermore, customers who had reported a challenge encountered to the company and had their complaints satisfactorily resolved relay same to a minimum of five people about the good treatment they received from the service providers. Hart, Heskett and Sasser, 1990, reported that when the service provider accepts responsibility and resolves the challenge of customers, the customer becomes "bonded" to the company. Further, McNeale (1994) found out that about 5% of dissatisfied customers truly complained to the appropriate business organisations but they effortlessly relay their grievances, unpleasant or pleasant experiences with their friends, colleagues and acquaintances. Finding shows that customers had encountered one or more of the

251

challenges while shopping online. It also shows that there is an association between the challenges customers encountered and their experiences and satisfaction with online shopping. It further shows that the challenge encountered by customers while shopping online determines the coping strategies they adopt.

According to symbolic interaction theory, Mead (1934) individuals confront their environment by perceiving and interpreting the symbols contained within that environment. By so doing customers define the nature of the challenges encountered through which they are able to orient themselves about the challenges and possible coping strategies to adopt.

The study tested five (5) hypotheses, the first hypothesis shows relationship between customers experiences and satisfaction with online shopping. The second hypothesis showed relationship between customers socio-demographic characteristics (sex, age and education qualification) and their experiences with online shopping. Furthermore, the findings showed that there were no significant relationship between marital status, religious affiliation, ethnic affiliation, marital status and monthly income and customers experiences with online shopping. The third objective however shows a relationship with customers socio-demographic characteristics (age, occupation and monthly income) and satisfaction with online shopping. The implication being that other socio-demographic characteristics of respondents such as sex, marital status, religion, ethnic affiliation, educational level had no relationship with customers satisfaction with online shopping. The fourth hypothesis tested the significant difference in the level of customers' patronage of products from online shopping and their experience with online shopping. Finding shows that there is a positive relationship but the relationship was not too strong to determine the experiences of customers with online shopping. The last hypothesis tested the difference in the level of customers patronage of products from online shopping and their satisfaction with online shopping. The result shows that there is a positive relationship between the number of purchases online and customers satisfaction with online shopping but the relationship between the variables were not too strong in determining their level of satisfaction. Hence other factors could better determine customers' experiences and satisfaction than the number of purchase while shopping online.

# CHAPTER FIVE

# SUMMARY, CONCLUSION AND RECOMMENDATIONS

## 5.0     Preamble

This chapter presents a brief summary and conclusion of the study. The rationale and objectives as well as the inferences drawn from the findings of this study are included in this chapter. Recommendations and suggestions for further studies are also presented. All necessary information about the references consulted and the research instruments used for the study are added.

## 5.1     Summary of findings

The study investigates customers' experiences and satisfaction with online shopping in Lagos and Oyo States, Nigeria. Focusing on the different online shopping platforms customers had engaged. Business-to-customer shopping platform was identified as the most engaged in both study locations. This was so because previously passive customers are now active, searching for convenience, relatively lower prices and the increase in the Fast Moving Good (FMG). Also, sex, age, ethnic affiliation, occupation, average monthly income and duration of purchase had a significant association in determining the online platform customers utilised.

On the kind of products customers purchased, this study shows that phones/tablets and fashion were most purchased. Multivariate analysis conducted shows a connection linking customers profile (sex, age, occupation and average monthly income) and products purchased. Furthermore, products purchased were not merely for consumption but they were symbols that convey

meanings through which customers create themselves and were created, suggest preference and need.

Customers' experiences were found to be the consequences of engaging in a purchase (pre-purchase, purchase and post-purchase) process. Bivariate analysis conducted shows a significant association between customers socio-demographic characteristics (sex, age and educational level) with their experiences.

Satisfaction with online shopping was found to be an outcome and an evaluation from a purchase experience. Bivariate analysis showed that there was a significant association between products purchased and their satisfaction. It further shows that the socio-demographic variables (age, occupation and monthly income) had a significant association with their satisfaction with online shopping.

On the influence of customers experience on satisfaction, multivariate analysis shows positive relationship between the variables. It also shows that an experience does not only determine how satisfied a customer is with a purchase process, but it has some futuristic inclination by determining their repurchase plan and loyalty.

The challenges customers encounter while shopping online showed that customers had encountered one or more challenges while shopping online. Also, bivariate analysis showed a significant association between challenges encountered while shopping online and their experiences and satisfaction. On the coping strategies adopted when challenges were encountered, it showed that customers who choose to adopt a coping strategy do so because they seek redress. However, the coping strategy adopted determined customers' future purchase intentions. It was also found that most customers and service providers alike are not aware of the regulatory agencies, hence the minimal utilisation of these agencies when a challenge was encountered.

## 5.2    Conclusions

This study demonstrates that online shopping merchandising rests on a structured system of active players (customers, online stores and regulatory agencies) ensuring the continuity of the merchandise. These active actors or players ensure and sustain the merchandise. Also,

theseactors play key roles on online shopping practice. Online shopping merchandise is gradually gaining acceptance which is evident in the number of adopters in Lagos and Oyo States. However, its regulation is emerging. There is no regulatory agency that has been put in place to regulate the activities of online shopping customers, hence they are left at the mercy of the service provider to seek redress when a challenge(s) is/are encountered. Customers and service providers were also not adequately aware of any regulatory agency. Furthermore, the merchandise of online shopping was guided by norms which serve as prescriptions and proscription, directing actors in the trade. The socialisation of key actors was also fundamental because it led to knowledge and experience building.

This study concludes that B2C online shopping platforms were most utilised as a result of customers seeking convenience and a wide variety of products at a lesser cost. The socio-demographic characteristics sex, age, income and occupation were significant determinants of the utilisation of an online shopping platform.

The kinds of products purchased by customers were not for mere consumption and acquisition. The various products customers purchased online were symbolic and meanings were attached to the products purchased. Products were channels through which customers create themselves and are created. Products purchased and consumed by customers were a status symbol and construct the buyers identity. The convenience and ease in the purchase process, cost effectiveness, displacement of time and space, the availability of a wide range of variety of products, lack of bargaining power, mode of payments, promotional offers, access to reviewers comments, cost of products and affirmation from family and friends were major factors that influenced customers continuous purchases online. Furthermore, the sex, age, occupation and income were other factors that influenced the purchase of products online.

The experiences customers had with online shopping were utilised as tools that would determine their understanding, involvement and practise of online shopping. These stages were pre-purchase (awareness/knowledge building phase), purchase (acquisition/actual purchase stage) and post-purchase (delivery/evaluation/confirmation or disconfirmation). The common pre-purchase activities engaged by customers were searching (webrooming and showrooming) for coupons, freebies and seasonal promotional offers. Customers pre-purchase experiences were moderately pleasant. The age, occupation and monthly income of customers influenced their

255

purchase experiences. Customers' purchase experiences were moderately pleasant. The purchase experience phase was influenced by age, marital status, occupation and monthly income. The post-purchase experience stage was marked by the confirmation of customers expectation. Customers post-purchase experiences were very pleasant. From the forgoing, the various experience stages of customers experiences are not cumulative, amassed, collective or aggregated of their post-purchase experience but they determine their overall experiences with online shopping. The customers' pre-purchase and purchase experience stages did not influence their post-purchase experiences the supposed outcome. The products customers purchased, sex, marital status and monthly income significantly influenced their post-purchase experience. The experiences customers gained in the process of online purchase were not passive but active because customers were well informed of a variety of online stores that can offer the same services. Therefore customers shopped online because they wanted to assert themselves. The essence/role of customers experiences were not only to determine customers satisfaction with online shopping. Customers experiences also determined the repurchase plan of customers in online shopping merchandise.

Satisfaction of customers with online shopping was measured with reference to their satisfaction with various aspects (technological, shopping and product) factors. Customers satisfaction at the various stages were high. The security and the privacy of the site, ease of use, quality of products and value of products were significant factors that influenced customers' satisfaction with online shopping. The study also shows that the satisfaction of customers can be enhanced by improving their experiences throughout the pre-purchase, purchase and post-purchase stages.

Customers had encountered various challenges while shopping online. However, the major challenges encountered were delay/non-delivery of products and products being out of stock. The challenges encountered while shopping online significantly influenced their experiences, and satisfaction of customers with online shopping. Also, the sex, educational level, occupation and monthly income of customers were found to have significant relationship with the challenges they encountered while shopping online. Hence, the challenges encountered were not ends in themselves but means to an end. Customers adopted various coping strategies whenever they encountered challenges while shopping online and the various coping strategies customers adopted to cope with challenges encountered with online shopping played critical mediating roles in adaptation to challenges encountered when shopping online.

In summary, the study therefore concluded, based on the summations above, that customer experiences influenced satisfaction with online shopping. Customers satisfaction with online shopping will only be enhanced if they challenges encountered at all stages of experiences are minimised or addressed. The number of purchases made by a customer influenced their experiences and eventual satisfaction. Their experience from the point of purchase is very crucial and must be guarded.

## 5.3 Recommendations

Shopping is a social activity and a daily task in which a majority of the population partake. It is in many respects a taken-for-granted aspect of human life. Online shopping is a virtual reality of the 21st century. The following are the summarised recommendations based on the findings from this study. Therecommendation in this study are presented for different categories of prospective beneficiaries such as (customers, online merchant, regulatory agency and government).

Customers should be patient in the entire process of shopping online and are to also read the policies carefully before making a purchase so as not to fall a victim of ignorance. They should also patronise only verified sellers because they can guarantee security of their private details which are required for registration. Customers should be patient enough to read the terms and conditions before the purchase of products.

The place of customers in a purchase chain cannot be overemphasised. Customers seek enhanced experiences which can only be heightened by service providers so as to increase their satisfaction. The service providers should work on the delivery of products. This study found that the major reason why customers shop online is for the convenience of shopping online. One of the characteristics of modernity is effectiveness, efficiency, time and space dispersion. A lot of customers want to get products same day. People will be motivated to engage in online shopping if the option for next day delivery or two day delivery exists, even if at a fee.

The regulatory framework for regulating the online activities in Nigeria is still at its infancy as many of the customers are not aware of the regulatory agencies that regulate their online activities. The various regulatory agencies should make their presence dominant to the public through the use of the media (radio, television and print) so as to make customers aware that they are ready to help fight for their rights in cases of unethical practices by online vendors. Also, public enlightenment and education of the customers has become important because most customers are not aware of the existence of any online shopping regulatory agency.

## 5.4    Contributions to Knowledge

The study has made efforts to contribute to the existing body of knowledge:

1.  It has shown that satisfaction with online shopping is not an isolated issue, but it has its basis on concrete experiences of customers who are involved in such trading.
2.  This work has demonstrated that social relationships and interactions between buyer and seller are gradually taking buyers away from the physical market to the virtual market with the benefit of convenience and the challenge of disembodiment.
3.  With enhanced internet penetration in Nigeria, individuals are willing to use and adopt technology in meeting their personal and social needs.
4.  The study has widened the multidisciplinary approach to research on customer experiences and satisfaction with online shopping, and thus brought about the integration of Sociology, Psychology, Anthropology, Information Communication Technology, Marketing and Business Administration to advance the satisfaction of the customers with online shopping.

## 5.5    Areas for further study

Future research can take this study further by primarily addressing the several limitations identified in this study. First the criterion for selecting sample was drawn from student and

258

worker population who had shopped online prior to the study. Future research can take this investigation further by drawing research sample from a more diverse population.

Secondly, this study adapted and modified measures for customers experiences and satisfaction from foreign sources. Future research can focus on generating a measurement that can be used by Nigerian researcher because the concepts of experiences and satisfaction are not the same across cultures. Thirdly, this study collected samples from respondents in Lagos and Oyo states. Future study can expand the scope to other geographical regions of Nigeria to know if the experiences and satisfaction of customers with online shopping are similar or different. In the case where their experiences are different, what are the factors responsible for the differences. Also the study did not streamline between the responses experiences and satisfaction of customers who had utilised both the foreign and local online shop. Hence, further comparative study could address the possible differences in the experiences gained and satisfaction from customers who had shopped on local online shops and foreign online. Further, the researcher could identify the possible differences in their experiences and the factors influencing the changes.

Fourthly, future research can focus on generational dynamics. In other words, future studies can focus on studying two or more generations (millennials, baby boomers, generation X, generation Y and generation Z) incorporating Rogers Diffusion of Innovation Theory to their discuss. Fifthly, since this study focused on only respondents who had shopped online, a comparative study between respondents who had ever shopped and respondents who had never shopped should be carried out to know the factors inhibiting them from shopping online.

# REFERENCES

Abhamid, N.,and Khatibi, A. 2006. Consumer behaviour on internet technology adoption, *Proceedings of WSEAS International Conf. on Multimedia, Internet And Video Technologies,* Lisbon, Portugal, 512-517.

Adesina, A. A., and Ayo, C. K. 2010. An empirical investigation of the level of users acceptance of E-banking in Nigeria. *Journal of Internet Banking and Commerce.* 15.1

Adeyeye, M. 2008. "E-Commerce, Business Methods and Evaluation of Payment Methods in Nigeria". *Electronic Journal Information Systems Evaluation.* 11.1: 1-6.

Adomi, E., Okiy, R. B., and Ruteyan, J. O. 2003. "A survey of cybercafés in Delta State, Nigeria". *The Electronic Library*, 21.5: 487-495.

Agbaje, A. 2002. 'Personal rule and regional politics: Ibadan under military regimes, 1986-1996'. In Guyer, J. I, Denzer, L. and Agbaje, A. (Eds.), *Money struggles and city life: Devaluation in Ibadan and other Urban centres on Southern Nigeria, 1986-1996.* Portmouth, NH: Heinemann.

Agbonifoh, B. A, Ogwo, O. E, and Nnolim, D. A. 1998.*Marketing in Nigeria: concepts, principles and decisions*, Aba, Afritowers Ltd.

Ajayi, A., Aderounmu, A., and Soriyan, H. A. 2008. "Improving the Response Time of Online Buyers in Nigeria: The Way Forward". *Journal of Internet Banking and Commerce*, 13.1: 1-10.

Ajzen, I., and Fishbein, M. 1980. *Understanding attitude and predicting social behaviour,* Engelwoods Cliffs, NJ: Prentice-Hall

Akomolede, T. I. and Oladele, P. O. 2006, "Consumer Protection in a Deregulated Economy: The Nigerian Experience", *Research Journal of International Studies*. 3: 13 - 23.

Alam, S. S., and Yasin, N. M. 2010. 'An Investigation into the antecedents of customer satisfaction of online shopping'. *Journal of Marketing Development and Competitiveness,* 5.1

Alba J., Lynch J., Weitz, B., Janiszewski, C,. Lutz, R,. Sawyer, A,. *et al.* 1997. Interactive home shopping: consumer, retailer, and manufacturer incentives to participate in electronic marketplaces. *Journal of Marketing.* 61.3: 38–53.

Albrecht, K. and Zemke, R. 1985. *Service America: Doing business in the new economy.* Dow Jones-IRWIN, Homewood. 85

Al-Fadhli, S. 2011. Critical success factors influencing e-commerce in Kuwait. *Journal of Internet Banking and Commerce,* 16.1: 1-7.

Alghamdi, R., Drew, S., and Alhussain, T. 2012. A conceptual framework for the promotion of trusted online retailing environment in Saudi Arabia. *International Journal of Business and Management*, 7.5: 140-149.

Al-Hudhaif, S. and Alkubeyyer, A. 2011. 'E-commerce adoption factors in Saudi Arabia'. *International Journal of Business Management* 6.9:122–133.

Al-Maghrabi, T., Dennis, C., and Halliday, S. 2011. Determinants of customer continuance intention online shopping. *International journal of business and applied management*, 6.1: 41-65

Aminu, S. A. 2011. The relevance of e-marketing in achieving competitive advantage in the Nigerian banking sector. *Lagos Journal of Entrepreneurship and Technology,* 1.5: 125-136.

Anderson, E.W., and Sullivan, M.W, 1993. 'The Antecedents and Consequences of Customer Satisfaction for Firms'. *Marketing Science*, 12.2: 125-143.

Anuodo, O. O. 2013. Nigerian online shopping practices: lessons from Chinese experience. Unpublished MSc thesis presented in the Department of North normal University, Chaug Chun China.

Arnould, E., Price, L., and Zinkhan, G. 2004. *Consumers* 2nd ed. Bostonw: McGraw Hill.

Asikhia, O. 2009. The moderating role of e-marketing on the consequences of market orientation in Nigerian firms. *International Journal of Business and Information,* 4.2: 243-270.

Ayo, C. K. 2006. "The Prospects of E-Commerce Implementation in Nigeria". *Journal of Internet Banking and Commerce*, 11.3: 1-8.

Ayo, C. K., Adewoye, J.O. and Oni, A.A. 2011. 'Business-to-consumer e-commerce in Nigeria: prospects and challenges'. *African journal of business management* 5.13: 5109-5117.

Ba, S. and Pavlou, P.A. 2002. 'Evidence of the effect of trust building technology in electronic markets: price premiums and buyer behaviour'. *MIS Quarters* 26.3: 243 – 268.

Bada, A.O., Okunoye, A., Omojokun, E., Adekoya, A., and Eyob, E. 2006. 'Globalization and the Nigerian banking industry: efficiency and legitimacy considerations in the adoption of electronic banking (e-banking) services'. International Journal of management and decision making. 23.3: 23-26.

Bakos Y. J. 1997. 'Reducing buyer search costs: implications for electronic marketplaces'. *Management Science* 43:1676–92.

Balasubramanian, S. 1997. Two essays in Direct Marketing. Ph.D. Dissertation, Yale University, New Haven, CT.

Balasubramanian, S., Konana, P., and Menon, N. M. 2003. 'Customer Satisfaction in Virtual Environments: A Study of Online Investing' *Management Science*, 49.7: 871-889.

Bearden, W. and Teel, J. E. 1983. 'Selected determinant of consumer satisfaction and compliant reports' *Journal of marketing research* 20.1:21-28

Belanger, F., Hiller, J.S., and Smith, W. J. 2002. 'Trustworthiness in Electronic Commerce: the role of privacy, security, and site attributes'. *Journal of Strategic Information Systems*, 11: 245-270.

Bellman, S., Gerald, L., and Johnson, E. 1999. 'Predictors of Online Buying Behaviour'. *Communications of the ACM* 42.12: 32-38.

Berkowitz, E.M., Walker, O. C. and Walton, J. R. 1979. 'In-home shoppers: the market for innovative distribution systems'. *Journal of Retailing*, 55: 15-33.

Berry, L. L., and Carbone, L. P., 2007. Build Loyalty through Experience Management, *Quality Progress*. 40.9: 26-32.

Berry, L. L., Seiders, K. and Grewal, D. 2002. "Understanding service convenience", *Journal of Marketing,* 66.3: 1-17.

Bhattacherjee, A. 2001a 'Understanding Information Systems Continuance: An Expectation-Confirmation Model', *MIS Quarterly,* 25.3: 351-370.

Bhattacherjee, A. 2001b, 'An empirical analysis of the antecedents of electronic commerce service continuance', Decision Support Systems, 32.2: 201-214.

Bitner, M. J., Brown, J. and Meuter, M. 2000. 'Technology infusion in service encounters', *Journal of the Academy of Marketing Science*, 28.1: 138–149.

Blackwell, R. and K. Stephan, K. 2001. *Customer Rule!*, Crown Business, New York.

Bourdieu, P. 1984. *Distinction: A social critique of the judgement of taste*. Cambridge, MA, Harvard University Press.

Branscum, D. (2000). Guarding online privacy. *Newsweek* 135.23: 77-78.

Brown, M. and R. Muchira (2004). 'Investigating the Relationship Between Internet Privacy Concerns and Online Purchase Behaviour'. *Journal of Electronic Commerce Research* 5.1: 62-70.

Byambaa, B., & Chang, K. 2012.The influence of factors of online purchase on customer satisfaction in Mongolian Airlines. Retrieved on 22 February 2014 from http: //www.ipedr.com/vol57/015-ICBMG2012-B00031.pdf. DOI: 10.7763/1PEDR

Cadotte, E. R., Woodruff, R.B., Jenkins, R.L., 1987. 'Expectations and norms in models of consumer satisfaction*'. Journal of Marketing Research*. 24.3: 305-314.

Carbone, L. P. and Haeckel, S. H. 1994. 'Engineering customer experience', *Marketing Management*. 8.3: 8-19.

Carrasco, R. 2014. '(Re)defining the gendered body in cyberspace: The virtual reality film. 22.1-33-47

Caru, A., and Cova, B. 2007a. *Consuming experience*. London, UK: Routledge.

Center for communication policy: Surveying the digital future 2001. The UCLA Internet Report. www.ccp.ucla.edu

Chakravarty, S., Feinberg, R. and Widdows, R. 1997. 'Reasons of their Discontent', *Bank Marketing*, 49-52.

Charon, J. M. 1985. *Symbolic interatcionism: An introduction, an interpretation, an integration.* 2nd eds. Englewood Cliffs, N. J. Prentice Hall.

Cheema, U., Rizwan, M., Jalal, R., Durrani, F. and Sohail, N. 2013. 'The trend of online shopping in 21st century: impact of enjoyment in TAM model'. *Asian journal of empirical research*. 3.2:131-141.

Chen, R. and He, F., 2003. 'Examination of brand knowledge, perceived risk and consumers' intention to adopt an online retailer'. *Total Quality Management and Business Excellence.* 14.6: 677.

Chiang, K. and Dholakia, R. R. 2003. 'Factors driving consumer intention to shop online: An empirical investigation' *Journal of consumer psychology* 13.1:177-183

Churchill, G. A. and Surprenant, C. 1982. 'An Investigation into the Determinant of Customer Satisfaction'*,Journal of Marketing Research*,19: 491-504.

Coffman, K. G. and Odlyzko, A. M. 2001. Internet growth: Is there a "Moore's Law" for data traffic? AT&T Labs – In Research Handbook of massive data setsKluwer Academic Publishers Norwell, MA, USA

Comegys, C., Hannula, M. and Vaisanen, J., 2009. 'Effects of consumer trust and risk on online purchase decision-making: A comparison of Finnish and United States students', I*nternational Journal of Management.* 26.2: 295-308.

Comor, E. 2000. Household consumption on the internet: Income, time and institutional contradictions. *Journal of economic issues* 34.1:105-116

Consumer Protection Council Act, 2004. Chapter C25, Laws of Federation of Nigeria.

Cox, D.F. and Rich, S.U. 1964. 'Perceived risk and consumer decision making-the case of telephone shopping'. *Journal of Marketing Research*, 1: 32-39.

Coye, R. W. 2004. 'Managing customer expectations in the service encounter', *International Journal of Service Industry Management*, 15**.**1: 54–71.

Cummings, J. N. Butler, B. and Kraut, R. 2002. 'The quality of online social relationships.' Communications of the ACM. 45.7:103-108

Darley, W.K., and Johnson, D.M., 1993, 'Cross-national comparison of consumer attitudes toward consumerism in four developing countries'. *Journal of Consumer Affairs*, 27.1: 37-54.

Davis, F. D., Bagozzi, R. P., and Warshaw, P. R. 1989. 'User acceptance of computer technology: A comparison of two theoretical models'. *Management Science, 35*.8: 982-1002.

De Ruyter, K., Wetzels, M., and Kleijnen, M. 2001. 'Customer adoption of e-service: An experimental study'. *International Journal of Service Industry Management*, 12.2: 184-207.

Doherty, N. F., Ellis-Chadwick, F. E. 2009. 'Exploring the Drivers, Scope and Perceived Success of ecommerce Strategies in the UK Retail Sector', *European Journal of Marketing*, 43 .9/10:1246-1262

Doney, P. M., and Cannon, J. P. 1997. 'An Examination of the Nature of Trust in Buyer–Seller Relationships', *Journal of Marketing*61.2: 35-51.

Egwali, A. O. 2009. 'Customers perception of security indicators in online banking sites in Nigeria'. *Journal of internet banking and commerce* 14.1

Ehigie, B. O. 2006. *Flying without crashing: The worth of customer loyalty*. The fourteenth Faculty Lecture delivered at the Faculty of the Social Science, University of Ibadan.

Eid, M. I. 2011. 'Determinants of e-commerce customer satisfaction, trust and loyalty in Saudi Arabia'. *Journal of electronic commerce research.* 12.1:78-93.

Elliott, M. A., and Merrill, F. E. 2013. 'Social Disorganisation' *Joanna Cotler Books*; 4th Revised edition

Emeti, C. I. and Onyeaghala, O. H. 2015. 'E-business adoption and consumer attitude in Nigeria. *European journal of management* 7.21: 76-86

Ernst and Young 1999. *Internet Shopping*: An Ernst and Young Special Report.  Ernst and Young LLP. Forrester Research, Inc.

Eze, K. O., Eluwa N., and Nwobodo, B. 2010. The Nigerian Consumer at 50 (accessed on 13 November, 2016. http://m2weekly.com/cover-cover/the-nigerian-consumer-50/

Ezeoha, E. 2006. 'Regulating internet banking in Nigeria: Some success prescriptions'. *Journal of Internet Banking and Commerce*, 11.1: 35-47.

Fatma, S. 2014. 'Antecedents and consequences of customer experience management- A literature review and research agenda'. *International journal of business and commerce.* 3.6:36-49.

Federal Trade Commission, 2001. 'Privacy Leadership Initiative," http://www.ftc.gov/ bcp/workshops/glb/supporting/ harris%20results.pdf, FTC.gov.Federal Trade Commission, (2003), "Holiday shopping online?" http://www.ftc.gov/opa/ 2003/11/holidayshop.shtm, FTC.gov.

Festinger, L. A., 1975. *A Theory of Cognitive Dissonance*, Row and Peterson, Evanston, IL.

Fishbein, M. and Ajzen, I. 1975. *Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research.* Reading, Mass, Addison-Wesley.

Flavian, C., Guinaliu, M. and Gurrea, R. 2006. 'The Role Played by Perceived Usability, Satisfaction and Consumer Trust on Website Loyalty', *Information and Management*, 43: 1-14.

Fleenor, A. C. and Raven, P. 2003. 'Barriers to effective e-business in developing countries'.*International Business and Economics Research Journal,* 1.4: 39-48.

Folorunso, O., Awe O. G , Sharma, S. K. and  Zhang, J., 2006. 'Factors Affecting the Adoption of E-commerce: A Study in Nigeria'. *Journal of Applied Sciences* 6.10: 2224-2230.

Freeman, R. E. 1984 *Strategic Management: A Stakeholder Approach*. Boston, MA: Harper-Collins.

Geddes, W. R. 1953. *The Journal of the Polynesian Society*, 62. 4: 415-418.

Gefen, D. 2002. 'Customer loyalty in E-commerce', *Journal of the Association for InformationSystem*, 3: 27-51.

Gelfand, J. 2001. 'The ubiquity of grey literature in a connected content context'. *Publishing research quarterly*, 20.1: 54-61.

Gentile, C., Spiller, N., and Noci, G. 2007. 'How to Sustain the Customer Experience: An Overview of Experience Components that Concrete Value with the Customer' *European Management Journal.* 25.5: 395–410.

Ghobakhloo D, Arias-Aranda D, Benitez-Amado, J. 2011. 'Adoption of E-commerce applications in SMEs'. *Ind Manage Data* 111.8: 1238-1269.

Global E-schools and Communities Initiative (GESCI, 2012). Infrastructure and connectivity, 2007. Available from http://www.gesci.org. Accessed June 13, 2016.

Goldsmith, R. E. and Flynn, L. R., 2005. 'Bricks, clicks, and pix: apparel buyers' use of stores, internet and catalogs compared', *International Journal of Retail and Distribution Management.* 33.4: 271-283.

Graja, H. And Mcmanis, J. 2001. '*Quantifying customer satisfaction with e-commerce websites*'. In proceedings of the 17th IEE UK teletraffic symposium, Dublin, Ireland, May 16-18, 2001.

Green, H., Yang, C., and Judge, P. C. 1998.  A little privacy, please. *Business Week* 3569: 98-99.

Groves, M. 1966. Man. *New Series*, 1.1: 112-113.

Guangyan, L. 2007. *Online shopping EmpiricalStudy of Customer Satisfaction* 1: 52-58.

Guo, X., Ling, K. C. and Liu, M. 2012. 'Evaluating factors influencing consumer satisfaction towards online shopping in China'. *Asian social science* 8.13

Hair, J.F., Anderson, R.E., Tatham, R.L. and Black. W.C. 1995. *Multivariate Data Analysis with Readings.* Upper Saddle River, NJ: Prentice Hall.

Hart, C., Heskett, J. and Sasser, W. E. 1990. 'The profitable art of service recovery'. *Harvard Business review* 68.4: 148-156

Heeks, R. 2002. 'Information systems and developing countries: failure, success, and local improvisations'. *Information Society*, 18.2: 101-123.

Heijden, H. V. 2004. 'User Acceptance of Hedonic Information System' *MIS Quarterly* 28.4:695-704

Hermes, N., 2000. Fiscal decentralisation in developing countries. *De Economist*, 148. 5:690-692.

Ho, C.F. and Wu, W. H. 1999. "Antecedents of Customer Satisfaction on The Internet: An empirical study of online shopping", *Proceedings of 32nd Hawaii International Conference on System Sciences,* held on 5-8 January, 1999 at Hawaii by Institute of Electrical and Electronics Engineers (IEEE).

Ho, J. 1997. 'Evaluating the World Wide Web: a global study of commercial sites'. *Journal of Computer Mediated Communications* 3.1.

Ho, S. C. 2001. 'Executive Insights: Growing consumer protection in China: Some lessons for managers'. *Journal of International Marketing*, 22.1: 41 – 46.

Hofacker, C. R., 2001. '*Internet Marketing'.* 3rd ed., Wiley: New York.

Hoffman, D. L. and Novak, T. P., 1996. 'Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations', *Journal of Marketing* 60: 50-68.

Homburg, C. and Giering, A. 2001. Personal characteristics as moderators of the relationship between customer satisfaction and loyalty. *Psychology and Marketing 18*.1: 43-66.

Homburg, C., Koschate, N., and Hoyer, W. D. 2006. 'The role of cognition and affect in the formation of customer satisfaction: A dynamic perspective', *Journal of Marketing*, 70.3: 21-31.

Hosmer, L., 1995. 'Trust: The connecting link between organisational theory and philosophical ethics'. *Academy of Management Review*. 20: 379-403.

Ijewere, A. A., and Obeki, S. O. 2011. 'Consumerism in Nigeria', *Journal of Research in National Development*, 9.2: 186-192.

Isioye, O. K. 2015. The sociological analysis of the strategic growth of ecommerce business to consumer selected companies in Lagos state. Unpublished M. Sc. thesis presented in the Department of Sociology, University of Ibadan, Nigeria.

Jarvenpaa, S. L., and Todd, P. A. 1996. Consumer reactions to electronic shopping on the World Wide Web. *International Journal of Electronic Commerce*, 1.2: 59-88.

Jiang, L. A. 2013. 'Measuring consumer perceptions of online shopping convenience'. *Journal of Service Management,* 24.2: 191-214

Jones, Q. 1997. 'Virtual communities, virtual settlement and cyber-archaeology: A theoretical outline'. *Journal of Computer Mediated Communication*3

Junhong, C. 2009. Would you shop online for groceries? http://www.asiaone.com/Business/News/My%2BMoney/Story/A1Story20090810-160169.html. Asiaone.com

Kalakota, R. and Whinston, A. B. 1997. *Electronic Commerce: A Manager's Guide*. Addison–Wesley, Reading, MA.

Kang, S. 2007. 'Disembodiment in online social interaction: Impact of online chat on social support and psychosocial well-being'. *Cyber psychology and behaviour* 10.3: 475-477

Kapurubandara M., and Lawson, R. 2006. Barriers to Adopting ICT and e-commerce with SMEs in developing countries: an exploratory study in Sri Lanka. http://www.esmaeilkhou.com/articles/9-SriLanka-2006.pdf. Accessed 13 April 2016.

Kaynak, E. 1985. 'SomeThoughts on Consumerism in Developed and Less Developed Countries', *International Marketing Review,* 2. 15-31.

Keency, R. L., 1999. 'The value of internet commerce to the customer', *Management Science.* 45.4: 533-542.

Kelly, I. E. 2005. *Advertising and Marketing: the ethical challenges,* Boca Raton, Florida, Dissertation.com.

Khristianto, W., Kertahadi, I., and Suyadi, I. 2012. 'The influence of information, system and service on customer satisfaction and loyalty in online shopping'. *International journal of academic research.* 4.2: 28-32.

Kiely, T. 1997. 'The Internet: Fear and shopping in cyberspace', *Harvard Business Review* 75.4: 13-14.

Kim, D. J., and Ammeter, A. 2008. 'Examining shifts in online purchasing behaviour: Decoding the 'net generation'. *Proceedings of Allied Academies International Conference, Academy of Information and Management Sciences,*12.1: 7-12.

Kim, D. J., Ferrin, D. L. and Rao, H. R. 2003. 'A study of the effect of consumer trust on consumer expectations and satisfaction', *Proceedings of the 5th international conference on Electronic commerce - ICEC*

Kim, D. J., Ferrin, D. L. and Rao, H. R., 2003. Trust and satisfaction, two stepping stones for successful e-commerce relationship: A longitudinal exploration'. *Information systems research* 20.2:237-257

Kim, M., Park, M, and Jeong, D. H., 2004. 'The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services," *Telecommunications Policy*, 28: 145-159.

Kish, L., 1965. Survey Sampling, New York: John Wiley and Sons, Inc.

Kotler, P. 1972. 'What Consumerism means for marketers' *Harvard Business Review,* 50.3: 48-57.

Kotler, P. 1997. *Marketing Management: Analysis, Planning and Control.* 8th edition Engelwood Cliffs, NJ, Prentice Hall.

Kramer, R. M. 1999. 'Trust and Distrust in Organisations: Emerging Perspectives, Enduring Questions',*Annual Review of Psychology*, 50: 569-598.

Kuester. 2012. *Strategic Marketing and Marketing in Specific Industry Contexts,* University of Mannheim*:*110.

Kwak, H., Fox, R. J., and Zinkhan, G. M., 2002. 'What Products Can Be Successfully Promoted and Sold via the Internet?' *Journal of Advertising Research*, 42.1:23-38.

Laudon, K. C. and Traver, C. G., 2009. *E-Commerce Business. Technology. Society,* 5edition, Prentice Hall, New Jersey.

Lee, M. K. O. and Turban, E. 2001. A trust model for Internet shopping. *International Journal Electronic Commerce* 6.1: 75-91.

Li, D., Yadav, S. B., and Lin, Z.*Exploring the role of privacy programs on initial online trust formation.* Lubbock, TX: Texas Tech University.

Li, H., Kuo, C. and Russell, M. G. 1999. 'The impact of perceived channel utilities, shopping orientations and demographic consumer's online buying behaviour' *Journal of computer mediated communication* 5.2

Liang, T. P., and Lai, H. J. 2000. 'Consumer online shopping attitude and behaviour: An assessment of research' 508-517

Liao, Z. and Cheung, M. T., 2001. 'Internet-Based E-Shopping and Consumer Attitudes an Empirical Study' *.Information and Management* 38.5: 299-306.

Lim, H. and Dubinsky, A. J., 2004, "Consumers' perceptions of e-shopping characteristics: An expectancy-value approach". *The Journal of Services Marketing.* 18.6: 500-513.

Liu, C. and Guo, Y., 2008. "Validating the end-user computing satisfaction instrument for online shopping systems", *Journal of Organisational and End User Computing,* 20.4:74-96.

Lovelock, C., and Wirtz, J. *Services marketing: people technology, strategy.* 7th edn Engelwoods Cliffs, NJ: Prentice-Hall

Lu, H.P and Hsu, C. L. 2004. 'Why do people play on-line games? An extended TAM with social influence and flow experience', *Information and Management*, 41.7: 853-68.

Mandell, E. 2012. How a mobile vendor became Zimbabwe's Fastest Growing Bank. Retrieved August 26, 2016, from http://www.csmonitor.co/World/Making-a-dif

Manes, S. 1997. Websites: slow by design? *InformationWeek:*: 124.

Mannix, M. 1999. Watch for Web hazards and you'll shop hitch free. *U.S. News and World report.* 13: 76.

Mardesich, J. 1999. The web is no shopper's paradise, *Fortune* 140.9: 188-198.

Martin, M. and Ernst, A. 2003.Citation: Strategic Challenges for E-commerce Promotion in Central Africa, *Social Science Research Network,* 30.

Mayer, C. R., Davis, J. H. and Schoorman, F. D. 1995. 'An Integrative Model of Organisational Trust'. *The Academy of Management Review* 20.3: 709-734

McGinity, M. 2000. 'Surfing your turf'. *Communications of the ACM*. 43.4: 19-21.

Mckinney, V., Yoon, K. and Zahedi, F., 2002. 'The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach', *Information Systems Research*13.3: 296-331.

McKnight, D. H., and Chervany, N. 2002. 'What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology',*International Journal of Electronic Commerce*6.2: 35-59.

McKnight, D.H., Choudhury, V., and Kacmar, C. 2002b. 'Developing and validating trust measures for ecommerce: An integrative typology'. *Information Systems Research*, 13.3: 334-359.

McNeale, R. M. 1994. 'Making Customer Satisfaction Happen'. *Chapman and Hall, London*

Mead, G. H. 1934/1962. *Mind, self and society: From the standpoint of a social behaviourst.* Chicago press.

Mesch, G. S. and Talmud, I. 2007. Similarity and quality of online and offline social relationships among adolescents in Israel. Journal of research on adolescence. 17.2:455-465

Meyer, C., and Schwager, A. 2007. 'Understanding customer experience'. *Harvard business review* 85.2:116-126

Miller, K.D., Fabian, F., and Lin, S.J., 2009. 'Strategies for online communities', *Strategic Management Journal*, 30.3: 305-22.

Miyazaki, A. D. and Fernandez, A. 2000. 'Internet Privacy and Security: An Examination of Online Retailer Disclosures'. *Journal of Public Policy and Marketing* 19: 54–61.

Mogaba, J. E. 2008. 'Consumer problems and consumerism in Nigeria'. *Journal of Business and Social Sciences*, 3.1: 129-136.

Mohanraj, M. and Sakthivel, M. 2016. Customers perception about online shopping, Tamilnadu. New Delhi, India.

Mohr, J. and Nevin, J. R. 1990. Communication Strategies in Marketing Channels: A Theoretical Perspective', *Journal of Marketing*, 54: 36-51.

Molla, A. and Licker, P. S. 2005. 'E-Commerce adoption in developing countries: a model and instrument'. *Information and Management*, 42.6:877–899.

Monye, F. 2005.*Law of Consumer Protection*, Ibadan, Spectrum Books.

Moore, R., Moore, M. L. and Capella, M. 2005. 'The impact of customer-to-customer interaction in a high personal contact service setting' *Journal of services marketing* 19.7:482-491

Morgan, R.M. and, Hunt, S. D. 1994. 'The commitment-trust theory of relationship marketing'*,Journal of Marketing*, 58, 20–38.

Nielsen Report, "Global Trends in Online Shopping. 2010", Retrieved on April 20, 2013 from http://hk.nielsen.com/documents/Q1210OnlineShoppingTrendsReport.pdf.

Nielsen Report, 2014. The U.S. Digital Consumer Report. White paper, http://www.nielsen.com/us/en/reports/2014/the-usHunt -digital-consumer-report.html,

Nielsen, J. 2000. *Designing Web Usability*.  New Riders Publishing, Indianapolis, IN.

Nigerian Online Business Directory (NOBD), 2013

Nizamuddin, S., and Khalid, R. 2001. 'Pakistan sustained efforts in IT sector needed'. *Proceedings of. Dawn Conf. on IT: The future of Pakistan,* Karachi. Special Supplement.

Novak, T. P., Hoffman, D. L. and Yung, Y.-F., 2000. 'Measuring the Customer Experience in Online Environments: A Structural Modeling Approach', *Marketing Science*. 19.1: 22-42.

Odedra-Straub, M. 2003. 'E-commerce and development: Whose development*?' Electronic Journal on Information Systems in Developing Countries,* 11.2: 1-5.

Odutola, A. 2013. 'Online Shopping: The New Face of Business'.*Tell - Nigeria's Independent weekly.* Accessed: Apr. 22, 2016.

Ogburn, W. F. and Nimkoff, M. F. 2011. 'Sociology'. *American journal of sociology* 47:1

Oguntunde, T. and Oyeyipo T. D. 2012. 'Abandonment factors affecting e-commerce transactions in Nigeria', *International Journal of Computer Applications*, 46.23.

Oliver, R. L. 1980. 'A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions'. *Journal of Marketing Research.* 17:460-469.

Oliver, R. L. and Desarbo, W. S. 1988. 'Response Determinants in Satisfaction Judgments', *Journal of Consumer Research* 14, 495–507.

Onah, J. O. 1979. 'Consumerism in Nigeria', in J. O. Onah (Ed), *Marketing in Nigeria: experience in a developing economy*, London, Cassell, pp 126 – 134

Onah, J. O. 2007. 'Consumerism in Nigeria', in Agbonifo, et al. (Eds), *Marketing in Nigeria: Principles, Concepts and Decisions*, 2nd ed., Aba, Afri towers Ltd, 695.

Onifade, A. 2003. History of counter in Nigeria. *International journal of electrical and electronics engineering.* 7.1: 456-469.

Oyewole, P. 2001. 'Prospects for developing country exports of services to the Year 2010: Projections and public policy implications'. *Journal of Macro marketing* 21: 32-46.

Palmer J. W. 2002. 'Web site usability, design and performance metrics', *Information Systems Research*, 13.2: 151-167.

Palmer, J., and Griffith, D. 1998. 'An emerging web site design model for marketing'. *Comm. ACM* 41.3: 44-51.

Palumbo, F. and Herbig, P. 1998. 'International Marketing Tool'. *The Internet. Industrial Management and Data Systems*, 98.6: 253-261.

Pardey, D. And Agarwal, V. 2014. 'E-commerce transactions: An empirical study'. *International journal of advanced research in computer science and software engineering.* 4.4: 669-671.

Parker, C. and Mathews, B. 2001. 'Customer satisfaction: contrasting academic and consumers' interpretations' *Planning*: 38 44.

Parks, S. 2008. "7 Reasons why people shop online," accessed from http://www.articlesbase.com/home-business-articles/7-reasons-why-people-shop-online-554620.html, Articlebase.com.

Patterson, P.G., Johnson, L. W. and Spreng. R. A. 1997. 'Modeling the determinants of customer satisfaction for business to business professional services'. *Acad. Marketing Science Journal*. 25.1: 4-17.

Peersman, G. 2002. 'The Transmission of Monetary Policy in the Euro Area: Are the Effects Different Across Countries?' *Oxford bulletin of economics and statistics* 02.149 https://doi.org/10.1111/j.1468-0084.2004.00080.x

Pendry, L. F and Salvatore, J. 2015. 'Individual and social benefits of online discussion forums'. Computer in human behaviour. 50:211-220

Perreault, W.D and McCarthy, E.J. 2002.*Basic Marketing: A Global Managerial Approach*, New York, McGraw – Hill Inc.

Philips Consulting, 2014. *Online shopping report: A study of current trends in online shopping in Nigeria.*www.philipsconsulting.net/images/files accessed on the 14th July, 2015.

Philips Consulting, 2016. *The 2016 Online shopping survey report*www.philipsconsulting.net/images/files accessed on the 26th of November, 2016.

Plank, R. E, Reid, D. A. and Pullins, E. B. 1999. 'Perceived trust in business-to-business sales: A new measure', *The Journal of Personal Selling and Sales Management*, 19.3: 61-71.

Prasad, C. and Aryasri, A. 2009. 'Determinant of shopper behaviour in e-tailing: An empirical analysis'. *Paradigm.* 13.1: 73-83.

Radosevich, L. 1997. 'Fixing Web site usability'. *Information World* 19.50: 81-82.

Rahman, H. and Han, L. (2011). 'Customer satisfaction in E-commerce: A case study of China and Bangladesh'. Master thesis presented in International Business, Department of Economics and Informatics, University West.

Rainer, K. and Cegielski, C. 2011. *Introduction to information system, enabling and transferring business.* Third eds. John Wiley and Sons Inc.

Ranganathan, C. and Ganapathy, S. 2002. 'Key dimension of business-to-consumer websites'. *Information and management* 39:457-465

Rao, S. S., Truong, D., Senecal, S., and Le, T. T. 2007. 'How buyers' expected benefits, perceived risks, and e business readiness influence their e-marketplace usage'. *Industrial Marketing Management*, 36.8: 1035–1045. Doi:102016/j.indmarman.2015,08.001

Rasmussen, J. 1996. 'Design with the user in mind, and you can't go away'. *Computer Canada* 22.25: 47-48.

Ratnasingham, P. 1998. 'Internet-based EDI trust and security'. *Information Management and Computer Security*, 6.1: 33-40.

Ratnasingham, P. 1998a. 'The Importance of trust in electronic Commerce', *Internet Research: Electronic Networking Applications and Policy*, 8.4:313-321.

Reckwitz, A. 2002. 'Toward a theory of social practices'. *European Journal of Social Theory*, 5: 243–263.

Richard, J., Li-Sheng, W. 2006. 'Online shopping: Empirical study of customer satisfaction' 1: 52

Rodgers, S. and Harris, M. 2003. 'Gender and E-Commerce: An Exploratory Study', *Journal of Advertising Research*43.3: 322-330.

Rogers, E. M. 1962. 'Diffusion of Innovations'. *The Free Press*. New York. Third edition

Rogers, E. M. 1995. *Diffusion of innovations.* 4th ed., The Free Press, New York, NY.

Rox, H., 2007. 'Top reasons people shop online may surprise you' http://www. associatedcontent.com/article/459412/

Saeed, K. A., Hwang, Y. andYi, M. Y. 2003. 'Toward an integrative framework for online Consumer behaviour research: A meta-analysis approach'. *Journal of End-User Computing,* 15.1-17.

Sajuyigbe, A.S. 2012. *Adoption of e-commerce to business operations: A key to achieving Nigeria vision 20:2020.* A paper presented at 2012 national conference on Nigeria's transformation and vision 20:2020 policy of the Federal Government organized by Faculty of Business and Communication Studies. The polytechnic, Ibadan, Nigeria.

Salisbury, W. D., Pearson, R. A., Pearson, A. W., and Miller, D. W. (2005). Perceived security and World Wide Web purchase intention. *Industrial Management and Data Systems*, 101.4: 165-177.

Schatzki, T. R. 1996. *Social practices: A Wittgensteinian approach to human activity and the social*. Cambridge University Press, Cambridge, England.

Schau, H., Muniz, A., and Arnould, E. 2009. 'How brand community practices create value'. *Journal of Marketing*, 73.3: 30–51.

Schaupp, L. C. and Belanger, F. 2005. A conjoint analysis of online consumer satisfaction. *Journal of electronic commerce research.* 6.2:95-111.

Schindler, R. M. and Holbrook, M. B., 2003. 'Nostalgia for early experience as a determinant of consumer preferences'. *Psychology and Marketing.* 20.4: 275-302.

Shenge, N. A. 2014. *Wisdom and Folly: Decision dilemmas of advertisers and consumers*. The twentieth Faculty Lecture delivered at the Faculty of the Social Science, University of Ibadan.

Singh, T., Jayashankar, J. V., and Singh, J. 2001.'E-commerce in the U.S. and Europe - Is Europe ready to compete?' *Business Horizons*, 44.22: 6-16.

Sisk, M. 2000. 'Customer retention: Acquiring the most profitable web users is possible, but tread carefully'. *Financial services marketing* 2.4: 13.

Slater, D. 2002. 'Social relationship and identity online and offline' in Lievrouw, Leah and Livingstone, Sonia, (eds) Handbook of New Media social shaping and consequences of ICTs. Sage publications, London, UK, 533-546

Suki. N., Ahmad, I., and Thyagarajan, V. 2002.'Motivation and concern factors for internet shopping: A Malaysian perspective'. *The Electronic Journal for E-commerce Tools and Applications*. 1, 1-18.

Sun, Z., Firmin, S., and Yearwood, J. 2012. 'Integrating online social network with e-commerce: A CBR approach'. 23rd Australasian conference on information systems. 3-5 December. Geelong.

Swanson, S. R., and Davis, J. C. 2003. 'The relationship of differential loci with perceived quality and behaviour intentions' *journal of services marketing* 17.2:202-219

Szymanski, D. M. and Hise, R. T. 2000. 'E-satisfaction: An initial examination'. *Journal of retailing* 76.3: 309-322.

Tan K, Chong S, Lin B. and Eze U. 2010.'Internet-based ICT adoption among SMEs'. *Journal of Entrepreneur Information Management* 23.1:27–55.

The Tech Faq, 2008, "Top reasons why people shop online," http://www.thetechfaq.com/2008/09/29/top-reasons-why-people-shop-online/, Thetechfaq.com.

Thomas, D. S., and Forcht, K. A. 1998.'Legal considerations of internet use: Issues to be addressed'. *Electronic Networking Applications and Policy*, 8.1: 70-74.

Thong, J.Y.L., Hong, S.J. and Tam, K.Y. 2006.'The effects of post-adoption beliefs on the expectation-confirmation model for information continuance', *International Journal of Human Computer Studies*, 64.9: 799-810.

Thorelli, H. B. 1981. 'Consumer Policy for the Third World' *Journal of Consumer Policy*, 3: 197-211.

Tian, R. G. 2000. 'The implications of rights to culture in trans-national marketing: An anthropological perspective'. *High Plains Applied Anthropologist,* 2.20.

Toomey, A. C., and Wysocki, A. F. 2018. Distinguishing between Traditional and Online Retailing: Evaluating E-commerce with Respect to the Food System. University of Florida, IFAS Extension

Torkzadeh, G. and Dhillon, G. 2002. 'Measuring factors that influence the success of Internet commerce'. *Information Systems Research.* 13.2: 187-204.

Triandis, H. C. 1980. 'Values, attitude, and interpersonal behaviour', in Howe, H.E. and Page, M.M. (Eds), Nebraska Symposium on Motivations, University of Nebraska Press, Lincoln, NE.

Tsiotsou, R. H., and Wirtz, J. 2012. 'Consumer behaviour in a service context'. *Handbook of developments in consumer behaviour* 147-186

Turban, E. 2010. .*Electronic Commerce: A Managerial Perspective 2006, 4/E.* New Delhi: Surabh Printers Pvt Ltd.

Turban, E. and Volonino, L. 2011. *Information technology for management: Transforming organisations in the digital economy*. The 7th international student edition, John Wiley and Sons, Inc

Uche, U. U. 1990.'Consumer Protection and the Law in Nigeria', in Iyande, O. (Ed), *Marketing theory for Practitioners*, Ibadan, Johnmof Printers

Umenyi, I. 2007. Federal Government Advises States on Consumer Protection, (accessed on 20 October, 2016.

Van Riel, A.C.R., Liljander, V. and Jurriens, P. 2001. 'Exploring consumer evaluations of e-services: A portal site',*International Journal of Service Industry Management,* 12.4:. 359-377.

Van Slyke, C., Bélanger, F. and Comunale, C. 2004.'Adopting Business-to-Consumer Electronic Commerce: The Effects of Trust and Perceived Innovation Characteristics'. *The Data Base for Advances in Information Systems.* 35.2: 32-49.

Van Slyke, C., Comunale, C. L. and Belanger, F. 2002. 'Gender Differences Perceptions of Web Based Shopping'. *Communications of the ACM,* 45.8: 82-86.

Voss, C. and Zomerdijk, L. 2007. *Innovation in Experiential Services - An Empirical View. Innovation in services*. London, DTI: 97-134.

Wallace, L. and Barkhi, R. 2007. 'The impact of personality type on purchasing decisions in virtual stores. *Information technology and management*' 8.4:313-330

Wang, C. L., Ye, L. R., Zhang, Y. and Nguyen, D. D., 2005.'Subscription to fee-based online services: What makes consumer pay for online content?', *Journal of Electronic Commerce Research*. 6.4: 304–311.  http://sprouts.aisnet.org/11-160 18

Warde, A. 2005. 'Consumption and theories of practice'. *Journal of Consumer Culture*, 5: 131–153. http://dx.doi.org /10.1177/1469540505053090

Webcouper, 2016. The top 10 driver of internet traffic in Nigeria. Accessed from http://www.webcoupers.com/the-top-10-drivers-of-internet-traffic-in-nigeria/ on November, 2016Wolfinbarger, M. and Gilly, M. C. 2003.eTailQ: Dimensionalizing, Measuring and Predicting etail Quality, *Journal of Retailing* 79: 183-198.

White, G. R. T., Afolayan, A. and Plant, E. 'Challenges to the adoption of E-commerce technology for supply chain management in a developing economy: A focus on Nigerian SMEs. Chapter 2, 25-39

Wolfinbarger, M. and Gilly, M. C. 2003. eTailQ: Dimensionalizing, Measuring and Predicating etail Quality, *Journal of Retailing* 79: 183-198.

Yoldas, S. 2012. A research about buying behaviours of online customers comparison of Turkey with UK' *An unpublished M.Sc. dissertation in International Management* The Business School, University of Roehampton.

Zeithaml, V.A. Parasuraman, A. and Malhotra, A. 2000. *A Conceptual Framework for Understanding e-Service Quality: Implications for Future Research and Managerial Practice:* Working paper, Cambridge MA, Marketing Science Institute, Report Number 00115.

Zhang, W. and Watts, S. 2008. 'Online communities as communities of practice: a case study' J*ournal of knowledge management* 12.4:51-71

Zhou L., Dai, L. and Zhang, D. 2007.'Online shopping acceptance model – a critical survey of consumer factors in online shopping'. *Journal of electronic commerce research* 8:1 41-62

Zhu, K. and Kraemer, K. 2002. 'E-commerce metrics for net enhanced organisations: Assessing the value of ecommerce to firm performance in the manufacturing sector'. *Information Systems Research.* 13.3: 275-295.

Zhu, K. K. L. 2006. 'The process of innovation assimilation by firms in different countries: A technology diffusion perspective on e-business'. *Management Science*, 52.10: 1557-1576.

**APPENDIX I**

**SURVEY QUESTIONNAIRE FOR CUSTOMERS'**

**Serial No. ....................................**

**L.G.A. ......................................**

**Location: ...................................**

**Customers Experience and Satisfaction with Online Shopping in Lagos and Oyo States, Nigeria**

**Survey Questionnaire**

**Dear participant,**

Thank you for agreeing to participate in this study. This survey is about your Online Shopping Experience and Satisfaction. This study is being conducted in fulfilment of the requirement of a research project by the researcher (Deborah Odu OBOR). By filling this questionnaire you are providing information that can help the researcher understand how customers' online shopping experience is related and can lead to the satisfaction of the customer. Please provide your opinion

about the issues raised in the questionnaire. Please this questionnaire would take you about 10 to 15 minutes to fill.

**The questionnaire is designed to be anonymous. Your response will be confidential. You have the right to refuse answering any question – it is totally voluntary. Completion and return of this questionnaire implies consent.**

---

**INSTRUCTIONS ON HOW TO COMPLETE THE SURVEY**
1. **DO NOT** write your name on this questionnaire.
2. Read each question carefully.
3. Answer each question by filling in the box, or ticking **x** or √against your choice, unless asked otherwise.
4. Please note that ﹤=less than
5. If you feel uncomfortable answering a particular question you may skip it and proceed to the next.

---

Thank you very much. If you have any question on the questionnaire please feel free to contact:

**Deborah O. Obor**

Department of Sociology,
Faculty of the Social Sciences,
University of Ibadan,
Ibadan – Nigeria.
Phone: +2348030772179
Email: obordebby@yahoo.com

**SECTION A: Socio-Demographic Profile of Participants**

| S/N | QUESTIONS | RESPONSES | | CODE |
|---|---|---|---|---|
| **A1** | Sex | Male | | 1 |
| | | Female | | 2 |
| **A2** | Age | Below 15 | | 1 |
| | | 18-22 | | 2 |
| | | 23-27 | | 3 |
| | | 28-32 | | 4 |
| | | 33-37 | | 5 |
| | | Above 37 | | 6 |
| **A3** | Ethnic affiliation | Hausa | | 1 |
| | | Igbo | | 2 |
| | | Yoruba | | 3 |
| | | Others (please specify) ------------------ | | 4 |
| **A4** | Religious affiliation | Christianity | | 1 |
| | | Islam | | 2 |
| | | Traditional | | 3 |
| | | Others (please specify) ------------------ | | 4 |

274

| A5 | Marital status | Married | ☐ | 1 |
| | | Single | ☐ | 2 |
| | | Divorced | ☐ | 3 |
| | | Separated | ☐ | 4 |
| | | Widowed | ☐ | 5 |
| A6 | Highest educational attainment | Primary school | ☐ | 1 |
| | | Secondary school | ☐ | 2 |
| | | Tertiary education | ☐ | 3 |
| | | Post-graduate | ☐ | 4 |
| A7 | Occupation | Self-employed/Trader | ☐ | 1 |
| | | Student | ☐ | 2 |
| | | Civil servant | ☐ | 3 |
| | | Public servant | ☐ | 4 |
| | | Private sector worker | ☐ | 5 |
| | | Unemployed | ☐ | 6 |
| | | Others, please specify ------------------ | | 7 |
| A8 | Monthly Income (in ₦) | Less than ₦ 18,000 | ☐ | 1 |
| | | ₦ 18,001 to ₦ 50,000 | | 2 |
| | | ₦ 50,001 to ₦ 82,000 | | 3 |
| | | ₦ 82,001 to ₦ 114,000 | | 4 |
| | | ₦ 114,001 to ₦ 146,000 | | 5 |
| | | ₦ 146,001 to ₦ 178,000 | ☐ | 6 |
| | | Above ₦178,00 | | 7 |
| A9 | Which of the online store(s) have you patronised? | | | Actual |
| A10 | When did you start patronising online stores? | < 1 year | ☐ | 1 |
| | | 1-2 years | ☐ | 2 |
| | | 3 years and above | ☐ | 3 |

**SECTION B: Social Organisation of Online Shopping and the Likely Products Purchased**

**Instruction: Please give your opinion about the organisation and products purchased**

Please tick [√] as your correct answer and also fill in the appropriate response by giving the necessary details in the spaces provided.

| S/N | QUESTIONS | RESPONSES | | CODE |
|---|---|---|---|---|
| **Social Organisation of online shopping** | | | | |
| B1 | What type of online shopping transactions are you familiar with? | (TICK AS MANY AS POSSIBLE) | ☐ | |
| | | Business-to-business | ☐ | 1 |
| | | Business-to-customer | ☐ | 2 |
| | | Customer-to-customer | ☐ | 3 |
| | | All of the above | ☐ | 4 |
| B2 | What kind of product have you ever purchased online? | | | Actual |
| B3 | How often do you purchase | Sometimes | | 1 |

| | | | | |
|---|---|---|---|---|
| | product(s) online? | Always | ☐ | 2 |
| **B4** | How many times have you purchased a product online? | Once<br>2-4 times<br>5 times and above | ☐<br>☐<br>☐ | 1<br>2<br>3 |
| **B5** | In B2C online shopping, who initiates the process of transaction? | Buyers<br>Merchants<br>Others, please specify .............................. | ☐<br>☐ | 1<br>2<br>3 |
| **B6** | Do the online stores provide enough information on items they sell to their customers? | Yes<br>No | ☐<br>☐ | 1<br>2 |
| **B7** | If yes, how often do you read the terms and conditions of services before purchase? | Never<br>Sometimes<br>Always | ☐<br>☐<br>☐ | 1<br>2<br>3 |
| **B8** | Who bears the cost of delivering items purchased? | Buyer<br>Merchants<br>Others, please specify .............................. | ☐<br>☐ | 1<br>2<br>3 |
| **B9** | What delivery option do you prefer? | Pay on delivery<br>Free delivery<br>Express<br>Any other, please specify. ..........................<br>................................................................... | ☐<br>☐<br>☐ | 1<br>2<br>3<br>4 |
| **B10** | Which payment option do you use often? | Cash<br>Electronic payment<br>Any other, please specify.............................<br>.................................................................. | ☐<br>☐ | 1<br>2<br>3 |
| **B11** | In online shopping, which of the policies are you aware of? | Return policy<br>No return policy<br>Both policies<br>None of the policies | ☐<br>☐<br>☐<br>☐ | 1<br>2<br>3<br>4 |
| **B12** | How did you get to know of buying products online? | **(TICK AS MANY AS POSSIBLE)**<br><br>Referred by friend/family   ☐<br><br>Through an online advertisement  ☐<br><br>Through an offline advertisement  ☐<br><br>Others, please specify ------------------------<br><br>------------------------------------------------- | | 1<br><br>2<br><br>3<br><br>4 |
| **B13** | Have you ever recommended online shopping to anyone as a convenient way of purchasing products? | Yes<br>No | ☐<br>☐ | 1<br>2 |

276

| B14 | If yes, who? | Family members ☐ <br> Friends ☐ <br> Any other, please specify........................... <br> ................................................................ | 1 <br> 2 <br> 3 |
|---|---|---|---|
| B15 | How many times have you ever purchased things online? | Once ☐ <br> 2-4 times ☐ <br> 5 times and above ☐ | 1 <br> 2 <br> 3 |
| B16 | Have you rejected an item delivered to you out-rightly after opening the product? | Yes ☐ <br> No ☐ | 1 <br> 2 |
| B17 | Does your online shopping company give warranty on products purchased? | Yes ☐ <br> No ☐ | 1 <br> 2 |
| B18 | If yes, what is the minimum warranty for any product purchased? | | Actual |

**Section C: Experiences of Customers in the Utilization of Online Transaction**

**Instruction:** please indicate your view and feelings about your level of satisfaction with e-commerce using any of these options-: SD-Strongly Disagree, D-Disagree, UND- Undecided,A-Agree, SA- Strongly Agree.

| S/N | Experiences of customers | SD 1 | D 2 | UND 3 | A 4 | SA 5 |
|---|---|---|---|---|---|---|
| **Pre-purchase Experience** | | | | | | |
| C1 | I have the opportunity of cross-checking the price in a physical store before purchase online. | | | | | |
| C2 | I have the opportunity of cross-checking the quality in physical stores before purchase online. | | | | | |
| C3 | I shop online within my budget | | | | | |
| C4 | I have a definite plan to purchase a product when I shop online | | | | | |
| C5 | In the process of searching for products to buy online, the sites are customer friendly | | | | | |
| **Purchase experience** | | | | | | |
| C6 | I never incurred additional/hidden charges on the item due to my location. | | | | | |
| C7 | Purchasing items online saved time. | | | | | |
| C8 | Purchasing items online saved me money. | | | | | |
| C9 | Purchasing items online saved my energy. | | | | | |

| C10 | Purchasing items online is rewarding for me. | | | | | |
|---|---|---|---|---|---|---|
| **Post purchase experience** | | | | | | |
| C11 | I was given warranty on the items I purchased. | | | | | |
| C12 | The items performed as expected. | | | | | |
| C13 | The items I purchased lasted to my expectation. | | | | | |
| C14 | I derived full benefit from the items I purchased online. | | | | | |
| C15 | I will recommend purchasing items online to my family, peers and friends. | | | | | |
| C16 | The post-purchase experience is rewarding. | | | | | |

### SECTION D

**Level of Satisfaction of Customers with Online Shopping**

**Instruction:** please indicate your view or feelings about your level of satisfaction with online shopping any of these options-: SD-Strongly Disagree, D-Disagree, UND- Undecided,A- Agree, SA- Strongly Agree.

| S/N | Level of Satisfaction | SD 1 | D 2 | UND 3 | A 4 | SA 5 |
|---|---|---|---|---|---|---|
| **Technological factors** | | | | | | |
| D1 | I am satisfied with the design of the website. | | | | | |
| D2 | I am satisfied because the website is user friendly. | | | | | |
| D3 | I am satisfied with the security of the site. | | | | | |
| D4 | I am satisfied because I feel safe with my transactions with the site. | | | | | |
| D5 | I am satisfied because I enjoy a lot of privacy using this site. | | | | | |
| **Shopping factors** | | | | | | |
| D6 | I am satisfied because I trusted the good(s) delivered to me. | | | | | |
| D7 | I am satisfied because of the trustworthiness of the service providers. | | | | | |
| D8 | I am satisfied with the details and accuracy of products displayed online. | | | | | |
| D9 | I am satisfied with the timely delivery of items purchased. | | | | | |
| D10 | I am satisfied because I have a variety of products to choose from. | | | | | |
| D11 | I am satisfied because I find it easy to cancel | | | | | |

| | orders. | | | | | |
|---|---|---|---|---|---|---|
| D12 | I am satisfied with the convenience I enjoy shopping online. | | | | | |
| **Product Factors** | | | | | | |
| D13 | I am satisfied because the product purchased came in the right quality. | | | | | |
| D14 | I am satisfied because I value the product(s) I got. | | | | | |
| D15 | I am satisfied because the product that came was represented accurately by the site. | | | | | |
| D16 | I am satisfied because I can resell the products I have used. | | | | | |
| D17 | I am satisfied because most products I want are always available. | | | | | |
| D18 | I am satisfied with the product I purchased. | | | | | |

## SECTION E: Challenges and Coping Strategies with Online Shopping

**Instruction:** Please tick [√] against your option and also fill in the appropriate response by giving the necessary details in the boxes provided.

| S/N | QUESTIONS | RESPONSES | | CODE |
|---|---|---|---|---|
| **Challenges: While shopping online, there are a number of challenges online shoppers encounter, how often do you encounter the under listed challenges?** | | | | |
| E1 | Delay or non-arrival of products? | Sometimes<br>Always<br>Never | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E2 | Incomplete and damaged goods? | Sometimes<br>Always<br>Never | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E3 | Inaccurate description of items on the website? | Sometimes<br>Always<br>Never | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E4 | Payment issues? | Never<br>Sometimes<br>Always | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E5 | Received wrong goods? | Never<br>Sometimes<br>Always | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E6 | Payment to return goods? | Never<br>Sometimes<br>Always | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E7 | Items not matching the delivered goods? | Never<br>Sometimes<br>Always | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E8 | Poor customer service? | Never<br>Sometimes<br>Always | ▭<br>▭<br>▭ | 1<br>2<br>3 |
| E9 | Out of stock? | Never<br>Sometimes | ▭ | 1<br>2 |

| E10 | Hidden/double charges? | Always | | 3 |
| | | Never | | 1 |
| | | Sometimes | | 2 |
| | | Always | | 3 |

**Instruction: If no to the question E11 below, please go to question E18.**

**E11**. Have you encountered any challenge shopping online? a. Yes [  ]  b. No [  ]

**E12**. If yes, what kind of problems / challenge(s) were you faced with .....................................
..................................................................................................................................................
**E13**. Once you encounter a product related challenge, who  do you contact first?....................
..................................................................................................................................................
**E14**. Have you ever reported any challenge encountered to a regulatory agency?
a. Yes [  ] b. No [  ].

**E15.** If yes, which regulatory agency? .........................................................................................

**E16.**  How was the product related challenge resolved? ...............................................................

..................................................................................................................................................

**E17**. Was the challenge you encountered resolved to your satisfaction? a. Yes [  ] b. No [  ]

| Coping strategies: Online shoppers use various coping strategies when they encounter challenges. How often have you used these coping strategies | | | | |
|---|---|---|---|---|
| E18 | I return damaged products that do not match with my order immediately. | Never | | 1 |
| | | Sometimes | | 2 |
| | | Always | | 3 |
| E19 | I refused to make full payments. | Never | | 1 |
| | | Sometimes | | 2 |
| | | Always | | 3 |
| E20 | I asked for replacement. | Never | | 1 |
| | | Sometimes | | 2 |
| | | Always | | 3 |
| E21 | I make trouble with the service providers. | Never | | 1 |
| | | Sometimes | | 2 |
| | | Always | | 3 |
| E22 | I withdraw from patronising them. | Never | | 1 |
| | | Sometimes | | 2 |
| | | Always | | 3 |
| E23 | I mount a campaign to discredit the online store. | Never | | 1 |
| | | Sometimes | | 2 |
| | | Always | | 3 |

| E24 | I continue to pressurise the online store until I receive redress. | Never ☐ | 1 |
| | | Sometimes ☐ | 2 |
| | | Always ☐ | 3 |
| E25 | Whenever I am cheated during online shopping, I settle amicably with the merchants. | Never ☐ | 1 |
| | | Sometimes ☐ | 2 |
| | | Always ☐ | 3 |
| E26 | I report the online store to a regulatory agency (Consumer Protection Council). | Never ☐ | 1 |
| | | Sometimes ☐ | 2 |
| | | Always ☐ | 3 |
| E27 | I resign to fate. | Never ☐ | 1 |
| | | Sometimes ☐ | 2 |
| | | Always ☐ | 3 |
| E28 | What other coping strategies have you ever used in meeting some challenges encountered with online shopping? | | |

**THANK YOU FOR YOUR CO-OPERATION AND PARTICIPATION**

**APPENDIX II**

**IN-DEPTH INTERVIEW GUIDE FOR CUSTOMERS**

Department of Sociology,
Faculty of the Social Sciences,
University of Ibadan, Ibadan,
Oyo State, Nigeria.

**Dear Respondents,**

I am a post graduate student of the above named institution, currently conducting a research on "**customer experience and satisfaction with online shopping in Lagos and Oyo States, Nigeria**". The interview with you is to gather enough information that will be useful in my research. Please note that this discussion is specifically for academic purposes and will be treated with utmost confidentiality. Kindly provide all necessary information for my use. Thank you.

Yours faithfully,

Obor, D.O.
Researcher

**SECTION A**

**Socio-demographic and general profile of respondents**

| S/N | CHARACTERISTICS | CATEGORY |
|-----|-----------------|----------|
| A1 | Sex | |
| A2 | Age | |
| A3 | Marital Status | |
| A4 | Religion | |
| A5 | Highest educational qualification | |
| A6 | Occupation | |
| A7 | Products often purchased | |
| A8 | How often do you purchase goods online | |

1. **Probing customers experience(s) in the utilization of e-commerce.**

   - Discuss your pre-purchase experience.

   - Discuss you purchase experience.

   - Discuss your post-purchase experience.

2. **Probing why respondent shop online and the goods or items often purchased.**

   - What are the items you often purchase?

   - Why those items are often purchased?

3. **Probing for the level of satisfaction of customers with e-commerce.**

   - What is your level of satisfaction?

   - Level of technological satisfaction.

   - Level of shopping satisfaction.

   - Level of product satisfaction.

   - Discuss your satisfaction with the following aspects of e-commerce satisfaction:

        i.   web design;

        ii.  operational processes;

        iii. security/privacy;

        iv.  payment;

        v.   product information;

        vi.  product quality;

      vii.     product price;

     viii.    logistics/distribution;

      ix.     delivery;

       x.     tangibility of good/products.

4. **Probing the benefits and challenges of e-commerce.**

- Discuss the benefits of online shopping to you.

- Benefits related to:

       i.     convenience

      ii.     warranty

     iii.    and any other benefit

- Discuss the challenges encountered with online shopping transactions.

- Challenges related to:

       i.     security

      ii.     intangibility of goods

     iii.    and any other benefit

## APPENDIX III

## KEY INFORMANT INTERVIEW FOR SERVICE OPERATORS/PROVIDERS

<div style="text-align: right">

Department of Sociology,
Faculty of the Social Sciences,
University of Ibadan, Ibadan,
Oyo State, Nigeria.

</div>

**Dear Respondents,**

I am a post graduate student of the above named institution, currently conducting a research on "**customer experience and satisfaction with online shopping in Lagos and Oyo States, Nigeria**". The interview with you is to gather enough information that will be useful in my research. Please note that this discussion is specifically for academic purposes and will be treated with utmost confidentiality. Kindly provide all necessary information for my use. I hereby solicit your full co-operation.

<div style="text-align: right">

Yours faithfully,

Obor, D.O.
Researcher

</div>

**Time Interview started: .........................**

**Time Interview ended: ..........................**

**Date of Interview: ..................................**

**Remarks:...............................................**

**SECTION A**

**Socio-demographic and general profile of respondents**

| S/N | CHARACTERISTICS | CATEGORY |
|-----|-----------------|----------|
| A1 | Sex | |
| A2 | Age | |
| A3 | Marital Status | |
| A4 | Religion | |
| A5 | Educational qualification | |
| A6 | Products often purchased by customers | |
| A7 | Estimate of daily purchase | |
| A8 | Name of online store | |

**1. Probing for operations of online shopping in southwest**

- Web operations

- Delivery operations

- In what ways do you reach out to the customers in southwest.

  i. goods offered

  ii. payment

  iii. delivery

  iv. return of damaged goods

  **2. Probing for experiences of customers**

- Pre-purchase experience

- Purchase experience

- Post-purchase experience

3. **Probing for items customers purchase often**

284

- Clothing

- Electronics

    i. Phones

    ii. Laptops

- Kitchen utensils

- Books etc.

4. **Probing for the benefits and challenges of e-commerce**

- Business challenges

- Challenges to the customer

- Benefits for the retail outlet

- Benefits for the customer

<br>

**APPENDIX IV**

**KEY INFORMANT INTERVIEW GUIDE FOR REGULATORY AGENCY (CPC AND NITDA) OFFICIALS**

Department of Sociology,
Faculty of the Social Sciences,
University of Ibadan, Ibadan,
Oyo State, Nigeria.

**Dear Respondents,**

I am a post graduate student of the above named institution, currently conducting a research on "**customer experience and satisfaction with online shopping in Lagos and Oyo States, Nigeria**". The interview with you is to gather enough information that will be useful in my research. Please note that this discussion is specifically for academic purposes and will be treated with utmost confidentiality. Kindly provide all necessary information for my use. Thank you.

Yours faithfully,

Obor, D.O.
Researcher

**SECTION A**

**Socio-demographic and general profile of respondents**

| S/N | CHARACTERISTICS | CATEGORY |
|-----|-----------------|----------|
| A1 | Sex | |
| A2 | Age | |
| A3 | Marital Status | |
| A4 | Religion | |
| A5 | Educational qualification | |
| A6 | Position | |
| A7 | Number of years in work organisation | |

Questions

1. Describe the mode of operations of your organisation or agency.

2. How would you describe your knowledge about online shopping in Nigeria?

3. How can you evaluate the utilization of online shopping in Ibadan?

4. Describe the complaints by consumers?

5. What dimensions of regulation has your agency taken to affect online shopping?

6. How would you describe the trend of online shopping in Nigeria?

7. How effective is the organisation in regulating e-commerce and/or online shopping activities in Nigeria?

8. How would you describe online shopping sector in Nigeria in the next ten years from now?

   - Probe for sustainability

   - Probe for benefits

   - Probe for challenges

**APPENDIX V**

**CASE STUDY GUIDE FOR CUSTOMERS WITH PLEASANT AND UNPLEASANT EXPERIENCES WITH PATRONAGE OF PRODUCTS.**

**SECTION A: Socio-demographic and general profile of respondents**

| S/N | CHARACTERISTICS | CATEGORY |
|---|---|---|
| 1 | Sex | |
| 2 | Age | |
| 3 | Marital Status | |
| 4 | Religion | |
| 5 | Educational qualification | |
| 6 | Occupation | |
| 7 | Frequency of purchase | |

**Section B:**

**Probe for:**

1. Very pleasant experiences of customer

2. Unpleasant experiences of customer

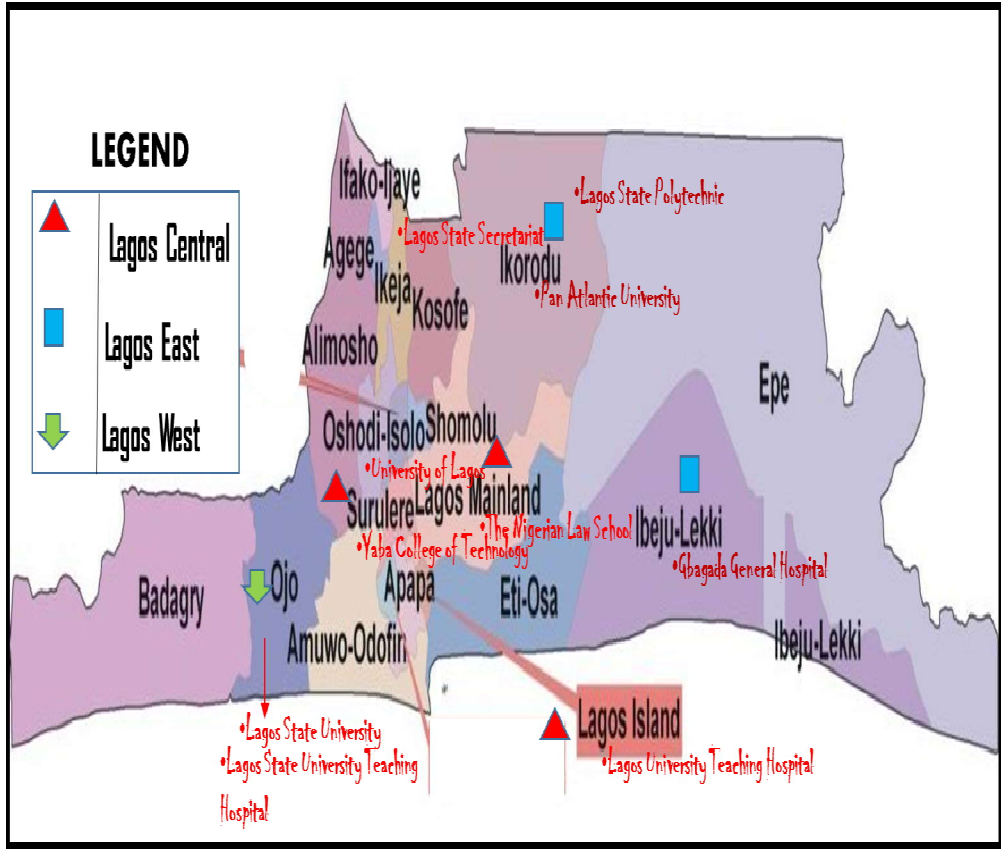3. Experiences of the customers

Probe for:

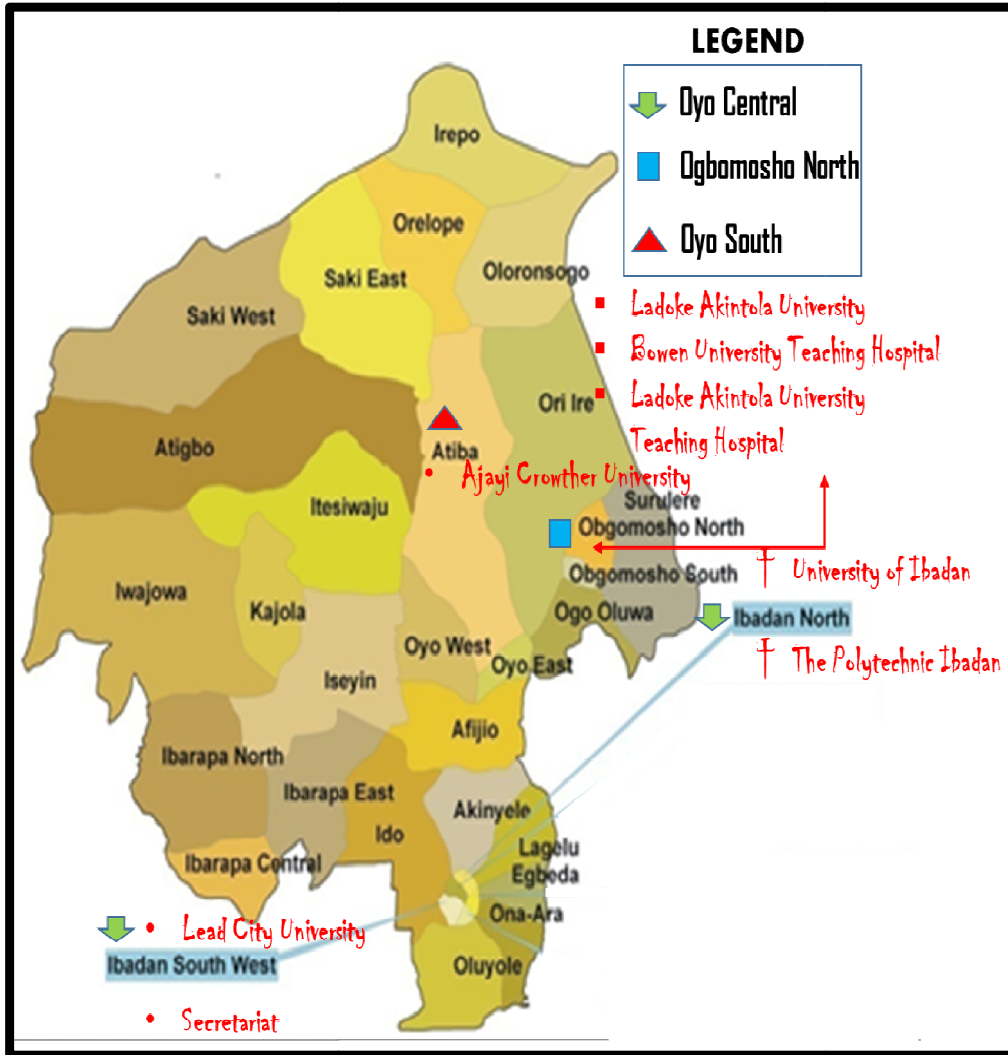    a. Pleasant experiences

4. Nature of experiences
    Probe for:

        **a.** Delivery related

        **b.** Product related

        **c.** Payment related

**APPENDIX VI**

**LEGEND**

▲ Lagos Central

■ Lagos East

⬇ Lagos West

Ifako-Ijaye

•Lagos State Polytechnic

•Lagos State Secretariat

Agege

Ikeja

Kosofe

Ikorodu

•Pan Atlantic University

Alimosho

Epe

Oshodi-Isolo Shomolu

•University of Lagos

Surulere Lagos Mainland

•The Nigerian Law School Ibeju•Lekki

•Yaba College of Technology

•Gbagada General Hospital

Badagry

Ojo

Apapa

Eti-Osa

Amuwo-Odofin

Ibeju•Lekki

•Lagos State University

•Lagos State University Teaching

Hospital

Lagos Island

•Lagos University Teaching Hospital

**Case study Locations in Lagos State Map**

**APPENDIX VII**

**Case studies Locations in Oyo State Map**