

# Factors Determining E-Shopping Compliance by Nigerians

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## INTRODUCTION

Online shopping (e-shopping) is increasingly gaining acceptance in many societies despite the myriad of circumstances and factors that influence its acceptance (Venkatesh, Thong & Xu, 2012). These factors often border around consumers' cognitive perceptions toward service quality and technology adoption expectancies (Chen & Maccrerie, 2010). The literature on e-commerce in Nigeria focuses on the advantages and constraints of online shopping, with little attention to the factors that influence e-shopping compliance. This chapter believes that a clear understanding of the effects of the factors would provide e-tailers with the opportunity to formulate tailored strategies to making e-shopping accepted by consumers.

The primary concept of this study is adoption of e-shopping. E-shopping refers to the act of purchasing products or services over the Internet (Business Directory, 2016; Lims & Dubinsky, 2004). Liao and Cheung (2000) described e-shopping as "virtual shopping over the Internet" (p. 3). According to Alam and Noor (2009), the adoption of technology, innovation or information and communication technology (ICT) is the means to enable businesses to compete on a global scale, with improved efficiency, and closer customer and supplier relationships. Therefore, acceptance of e-shopping by Nigerians is regarded as a crucial

condition for consumers and e-tailers to overcome challenges associated with conventional shopping (Tarute & Gatautis, 2014).

This study was performed based on the extended version of the unified theory of acceptance and use of technology (UTAUT2) model perspective. A new conceptual model was designed, incorporating constructs from the service quality (SERVQUAL) model (see Parasuraman, Zeithaml & Berry, 2002). AlAwadhi & Morris, (2008) and Venkatesh, Morris & Ackerman (2000) support such modifications. The urge to understand the factors affecting online shopping from both cognitive (UTAUT2) and SERVQUAL perspectives prompted this hybridization. This chapter was structured into literature review, methodology, results and discussion and conclusion sections.

## BACKGROUND

### Online Shopping in Nigeria

Online shopping is gradually becoming trendy, especially among the elites, middle-income earners, students and technocrats in Nigeria (Aminu, 2013). About a decade earlier, however, online shopping was much less heard about (Chang & Samuel, 2004) much less of adoption. Most e-tailers in the country offer a wide range of as-

sorted products and services online. However, most Nigerian consumers are slow at complying (accepting) online shopping (FOTN, 2015).

The literature suggests that the low level of online shopping acceptance among Nigerians might have links with cognitive, service quality and other social and economic factors (Amina, 2013; FOTN, 2015). These factors are believed to affect the consumers' behavior to purchase products online (Chukwu & Uzoma, 2014). Some of popular e-tailers include Konga, Jumia, Glamor and Manna Stores (Aminu, 2013).

## **LITERATURE REVIEW**

### **The Concept of Consumer Acceptance of Technology**

This study adopted the extended version of the unified theory of acceptance and use of technology (UTAUT) model developed by Venkatesh, Morris, Davis & Davis (2003). Venkatesh, Thong & Xu (2012), formulated the extended UTAUT (i.e., UTAUT2) model. The model focuses on consumer adoption of technology. It was developed based on a comprehensive synthesis of past information and communication technology (ICT) acceptance research. The UTAUT model has four key variables namely, performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC). Those constructs are theorised to influence behavioral intention to use ICT or ICT use. Those four constructs are retained in the UTAUT2 model's consumer technology acceptance and use context.

The literature defines performance expectancy as the degree to which using a particular technology provides benefits to consumers in performing certain activities (online). Effort expectancy is defined as the degree of ease linked with consumers' use of technology. Social influence is defined as the degree to which consumers perceive that important others or people that matter to them (e.g., family, friends and colleagues) believe that they

should use a particular technology. The literature defines facilitating conditions as the consumers' perceptions of the resources and support available to guarantee smooth use of a technology (AlAwadhi & Morris, 2008).

Performance expectancy, effort expectancy and social influence are theorised to influence use behavior. In the original UTAUT2 model, individual difference variables namely, age, gender and experience are theorised to moderate various relationships. However, the moderation apparatus has been jettisoned in this chapter because this study is preliminary. Venkatesh, et al. (2012) incorporated three additional constructs, namely hedonic motivation (HM), price value (PV) and habit (HT).

Prior studies have discovered that many consumers use a technology chiefly for the fun and joy they derive from it (Brown & Venkatesh, 2005; van der Heijden, 2004). Hence, the researchers incorporated hedonic motivation construct into the model. Hedonic motivation has been found to influence ICT use in online purchase context (Chan, Gong, Xu & Thong, 2008). The researchers define hedonic motivation "as the fun or pleasure derived from using a technology" (p. 161). Brown and Venkatesh (2005) and Thong, et al (2006) explained that construct plays an important role in determining technology acceptance and use.

Previous studies have established that consumers usually bear the monetary cost of online transaction (Thong, et al., 2006) rather than employees. Chan, et al. (2008) suggests that the cost and pricing structure influence consumers' technology use. For instance, there is evidence that the popularity of instant messaging (IM) services of WhatsApp social media application in Nigeria is due to the low (virtually free) cost relative to other types of mobile Internet applications such as short messaging services (SMS) (FOTN, 2015). In UTAUT2, price value is conceptualized together with the quality of products or services to determine the perceived value of products or services (Zeithaml, 1988; Venkatesh, et al., 2012). Cited in Venkatesh, et al. (2012), Dodds, et al.

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