

Chapter 17

Factors Determining E-Shopping Compliance by Nigerians

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ABSTRACT

This chapter investigated factors that affect e-shopping acceptance among Nigerians. The extended unified theory of acceptance and use of technology (UTAUT2) model was adopted with some adjustments. Since the study focused on investigating technology adoption in cognitive perceptions and service quality contexts, a review of relevant literature suggested incorporating three key constructs from the service quality (SERVQUAL) model, namely reliability, empathy, and responsiveness into the conceptual model of this chapter. A pre-tested and validated 40-item questionnaire was administered to 380 university undergraduate students in Nigeria. The reliability coefficient of the items ranged between .755 and .876. The chapter concludes cognitive perceptions of the use of technology to purchase products or services online and service quality perceptions critically influence e-shopping acceptance among Nigerians.

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 & Macredie, 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

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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 assorted 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

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