

Influence of Consumer Evaluative Criteria on Online Shopping Behaviour of Staff of University of Maiduguri

Yakaka Gamama¹, Buba Musa Pulka², Babuji Ibrahim Jatau³

^{1,3}*Department of Marketing, Faculty of Management Sciences, University of Maiduguri, Borno State, Nigeria.*

²*Department of Business Administration, Faculty of Management Sciences University of Maiduguri, Borno State, Nigeria.*

E-mail: yakakag8@unimaid.edu.ng

Abstract

Online shopping behaviour of consumers remain significant to the success of online businesses thus, understanding the drivers of the behaviour is paramount to online marketers to sustain being the preferred choice of consumers. Numerous studies on factors that influence online shopping behaviour have been conducted in different countries around the world with varying results that are not consistent; certainly, an obvious need exists to study the online shopping behaviours of consumers in Maiduguri. Thus, based upon the rationale for the study, the influences of attitude and perceived behavioural control on online shopping behaviour of staff of University of Maiduguri is examined. A survey research was conducted on 450 staff of the University who were selected using purposive sampling while Partial Least Squares-Structural Equation Modelling was used for data analysis and hypothesis testing. The study reveals that attitude and perceived behavioural control have no influence on online shopping behaviour and recommends that Online marketers should consider studying other predictors of online shopping behaviour aside attitude and perceived behavioural control but should aim to have a more universal user experience and ease of access to accommodate as many users as possible regardless of their competence.

Keywords: Attitude, Perceived Behavioral Control, Online Shopping Behaviour.

Introduction

Understanding online shopping behaviour is fundamental to marketers as it helps them to investigate and understand the way in which consumers behave by providing critical information to develop strategies so that they can position their products appropriately likewise, it enables them understand why and how consumers purchase. Meanwhile marketers attempt to understand the behaviours of consumers by paying close attention to their actions in the marketplace in addition to the underlying motives for their actions. These motives are the evaluative

criteria notably, these influencing factors are family, friends, reference groups, opinion leaders, culture, age, lifestyle, personality, perception, motivation, beliefs, and attitude to mention a few which should be taken into cognizance while studying consumer online shopping behaviour (Blythe, 2013).

Similarly, attitudes guide peoples' thoughts, influence feelings and thus affects behaviour and are informed by beliefs needed to engage in the behaviour. An individual will hold a favorable attitude towards online shopping if he/she believes that purchasing products online will lead to mostly positive outcomes. Additionally, consumers' perceptions of their

ability to perform a given behaviour can also play an important role in influencing their behaviour.

Perceived behavioural control can in like manner be viewed as an individual's confidence that he or she is capable of performing the behaviour, hence, it can be stated that a consumer that has the ability, capacity and confidence will most likely purchase products and services online.

Generally, studies on motives of online shopping behaviour have been conducted widely in many countries with varying results: Maiyaki and Mokhtar (2016) in Malaysia, Aineah (2016) in Nairobi, Shazad, (2015) in Sweden, Johnson (2015) in Ghana, Adnan, (2014) in Pakistan, the findings of these studies are all peculiar to their countries hence, a generalization cannot be made based on them.

However, most of the studies conducted in Nigeria focused on prospects and challenges of online shopping (Gabriel, Ogbuigwe & Ahiazu, 2016; Chiejina & Olamide, 2014). Other studies looked at consumers' experience (Ayegba, Ochiba, Dominic & Danladi, 2017; Nwokah & Gladson-Nwokah, 2016), and success factors of online shopping patronage (Folorunso & Momoh, 2015). As a result, a dearth of information exists in Literature on the empirical investigation on motives of online shopping behaviour of consumers in Nigeria and specifically in Maiduguri.

Consequently, this study generally examines the influence of consumer evaluative criteria on online shopping behaviour of staff of University of Maiduguri. However, the study specifically examines the;

- i. influence of attitude on online shopping behaviour of staff of University of Maiduguri;
- ii. influence of perceived behavioural control on online shopping behaviour of staff of University of Maiduguri.

Literature Review

Theoretical Foundation

Theories play an important role in marketing research; hence scholars utilize insights from many different theories to better understand different aspects of marketing. As such, this study being an intention study draws upon Theory of Planned Behaviour (TPB) proposed by Ajzen (1985), to explain the behaviour which is a direct function of behavioural intention. TPB postulates that behavioural intention is a function of attitude and subjective norm. However, an additional construct, perceived behavioural control is added to the TPB model to account for situations where individuals lack complete control over their behaviour (Ajzen, 1985). As specified in TPB, when the situation or behaviour provides the person's full control over behavioural performance, along with intentions should be sufficient to predict behaviour. Ajzen (1991) argues that in situations where behavioural intentions account for only a small amount of variance in behaviour, PBC should be original analytical of behaviour. Both intentions and PBC are important to predict behaviour, with some preference to one on the other regarding the commonness of certain conditions.

TPB is chosen over the other intention models which are: Theory of Reasoned Action (TRA) and Technology Acceptance Model (TAM) because Londono-Roldan, Davies and Elms (2018) claim that TPB is better than TAM regarding behaviour explanation while Redda (2019) conclude that the information derived from TPB may provide more comprehensive understanding and be more useful than the information provided by TAM and TRA. Even though TRA has the factors of attitude towards behaviour and subjective norm, it lacks the behavioural control factor. On the other hand, TAM lacks the attitude towards behaviour factor, subjective norm and behavioural

control factors. More so, TAM takes into consideration extrinsic factors without considering intrinsic factors that affect behaviour.

Importantly, the robustness of the TPB in explaining internet purchasing behaviour is as a result of having all the components. Moreover, the aim of this study is to examine online purchase behaviour and not behaviour towards acceptance of the gadgets, more so as the population of this study have already accepted and use internet technology through their mobile phones, tablets and other computer systems.

Conceptual Review

Online Shopping Behaviour

Al-Maghrabi and Dennis (2010) view online shopping behaviour as the process consumers go through to purchase products with interactive shopping over the internet. However, in recent times payment is done via the internet hence, this definition does not suffice. While a more recent definition by Kashif, Zarkada & Ramayah, (2018) describe online shopping behaviour as all activities of buying products which are done through the internet. These definitions emphasise that online shopping and internet shopping mean the same thing. Furthermore, online shopping behaviour has the same characteristics with traditional shopping behaviour, but the difference lies in the use of internet as a source for purchasing products and services (Gozukara, Ozyer & Kocoglu, 2014).

Based on the previous definitions, wherein the word internet is commonly referred; thus, this study will add to literature and thereupon define online shopping behaviour as the act of placing orders and paying for products using the internet.

Attitude

Yusmita, Mat, Muhammad, Yuhainis, and Behjati (2012) opine that it is generally difficult to find a comprehensive definition of attitude, but most researchers agree that

attitude is considered to be a property of an individual's personality. An attitude can also be defined as a tendency to respond in a positive or unfavourable way with respect to a given attitude object (Ahmed, Rafique, Khan & Jamil, 2017) while Islam (2015) added that attitudes are affected by intention and thus is someone's inner feeling that shows like or dislike something like a good or service. This he argues influences consumer behaviour intention to act in a certain way in order to obtain, dispose and use a product. Perhaps that is the reason different marketing activities developed by marketers are influenced by consumer attitude.

On the whole, this study defines attitude as consumers' beliefs and feelings towards buying goods and services using the internet.

Perceived Behavioural Control

Perceived behavioural control refers to a personal belief regarding his/her personal capabilities of exhibiting behavior. Moreover, perceived behavioral control is conceptualizing the individual's personal ability to control their actual behavior that executes or not executes the transaction which depends upon their capabilities (Gao & Bai, 2014). Perceived behavioral control is a factor that plays an important role in determining intention (Kashif *et al.*, 2018). Perceived behavioural control suggests control over access to description of products, access to interpersonal communications, acquisition and purchasing processes, and access that online stores have over their personal information during online navigation process by taking into account past experience and expected obstacles with the behaviour (Al-Jabari, 2013). In addition, Jaysingh and Eze (2009) state that it is determined by the total set of accessible control beliefs about the presence of factors that may facilitate or obstruct performance of behaviour.

With reference to the various definitions, this study defines perceived behavioural control as consumers' confidence that they can buy goods and services using the internet.

Influence of Attitude on Online Shopping Behaviour

Studies conducted on online shopping show positive and significant effect of attitude on shopping behaviour (Redda, 2019; Rehman, Bhatti, Mohammed & Ayoup, 2019; Kashif and Yakasai, 2018; Arora & Aggarwal, 2018; Londono-Roldan *et al.*, 2017; Gangwal & Bassa, 2016; Hadi, Lotfabadi, Kouchakzadeh, & Faraji, 2017; Jason, 2015; Gao & Bao, 2014). Be that as it may, Al-Jabari (2013) and Lim, Osman, AbdulManaf, & Abdullah (2015) found out that attitude has no effect on online shopping in their study. Based on the review, this study will examine attitude of staff of University of Maiduguri and determine if indeed it is a determinant factor of their online shopping behaviour. Therefore, we hypothesise that:

H₀₁: Attitude has no significant influence on online shopping behaviour of staff of University of Maiduguri.

Influence of Perceived Behavioural Control on Online Shopping Behaviour

Previous studies conducted found significant positive effect of perceived behavioural control on actual shopping behaviour (Redda, 2019; Rehman *et al.*, 2019; Kashi *et al.*, 2018; Yakasai and Yusoh, 2015; Mohammed, Hossein, Mojtaba, & Amir, 2012;). However, a study conducted by Al-Muala (2010) on tourism in Jordan reveals insignificant effect of behavioural control on actual behavioural. In any event, Londono-Roldan *et al.*, 2018, Al-Jabari (2013) and Al-Muala, (2010) also found insignificant relationship between perceived behavioural control and actual online shopping behaviour.

The studies indicate that findings on the influence of perceived behavioural control on online shopping behaviour are inconsistent

consequently, more studies need to be undertaken to investigate its role on online shopping behaviour. These inconsistencies in behaviour could be due to internal or external difficulties that individual's face that affects their search on web and internet access, therefore this study will examine the role of perceived behavioural control to ascertain its influence on staff of University of Maiduguri. Thus, we hypothesize that;

H₀₂: Perceived Behavioural Control has no significant influence on online shopping behaviour of staff of University of Maiduguri.

Methodology

This study took the form of cross-sectional design with all the 4125 staff of University of Maiduguri as population of the study, out of which 1545 are academic staff while the remaining 2580 are non-academic staff. The sample size for this study is four hundred and fifty arrived at after adding ninety-nine as a buffer to cover for non-response. Subsequently, to determine the sample size needed for true representation of the population for this study, Dillman's (2007) formula for determining an appropriate sample size was employed at the sample frame of +5 percent margin errors. Based on the calculation, a sample size of three hundred and fifty-one is arrived at and as earlier said; ninety-nine was added to serve as a buffer. We used a multistage sampling technique to select the sampling frame using stratified sampling (proportionate stratification) and purposive sampling techniques.

The population was divided into two strata which are academic staff and non-academic staff and considering the fact that the number of non-academic staff is greater than the academic staff; proportionate sampling was used to arrive at a sample size for each stratum to ensure fair representation. Purposive sampling technique was used

because it allows the use of the researcher's judgement to choose the respondents based on the need of the study, which in this case is to select those that have shopped online even if it is once.

The instrument used for data collection for this study is a structured self – administered questionnaire with close ended questions and is designed in line with the objectives, questions and hypotheses of the study. The study adapted the factors influencing online shopping behaviour scale developed by Al-Jabari, (2013). However, the scale was significantly modified to fit with the Nigerian context, and also take into consideration the marketing mix variables in relation to the evaluative criteria that lead to purchase intention.

A pilot study was conducted to test the validity and reliability of the instrument before the main research to assist the researcher gain some insights into the real condition of the full-scale study. Subsequently, out of the 80 questionnaires that we administered, 70 were successfully collected which were all valid. We therefore subjected the data to reliability assessment using SPSS 24 and Warp PLS 6.0. Specifically, SPSS was used for testing Cronbach's alpha reliability, while Warp PLS 6.0 was used for testing composite reliability of the data. The reliability results indicate that all the research items have a Cronbach's alpha coefficient and composite reliability values above 0.70.

Result and Discussion

Data were analysed using PLS-SEM with the aid of software application - Smart-PLS 3.0 (Ringle, Wende & Becker, (2015). The study examines the influence of consumer evaluative criteria on online shopping behaviour of staff of University of Maiduguri and employed the internal consistency approach to determine the reliabilities of all

the items of the constructs used in the study (Hair, Hult, Ringle, & Sarstedt, 2017). Table 1 presents the Cronbach's alpha, composite reliability, and average variance extracted (AVE). The Cronbach's alpha coefficient and composite reliability values are all above 0.7 which are within acceptable ranges, furthermore, the values of AVE have surpassed the 0.4 threshold.

We tested the validity of the constructs by assessing the discriminant validity using the Fornell and Larcker, (1981) criteria. Table 1 shows the AVE values for the constructs to be from .500 to .536 which suggests acceptable values and also shows the square root of AVE to be greater than AVE. Additionally; the square root of the AVE of each construct is greater than the absolute values of the standardised correlation square of the given construct. This indicates that all constructs differ from one another consequently, discriminant validity is supported.

Table 1: Cronbach's Alpha, Composite Reliability, and AVE & Square Roots of AVE

	Cronbach's Alpha	Composite Reliability	AVE	Square Roots of AVE
Attitude	0.772	0.783	0.520	0.721
Online Shopping Behaviour	0.769	0.897	0.500	0.707
Perceived Behavioural Control	0.827	0.837	0.536	0.732

Source: Survey Results, 2019

The coefficient of determination (R^2) of the endogenous variable in this study is 0.658 for online shopping behaviour which indicate moderate predictive quality (Table 2 Refers).

Table 2: Assessment of Coefficient of Determination (R^2)

Variable	Variable Type	R Square	R Square Adjusted
Online Shopping Behaviour	Endogenous	0.658	0.651

Source: Survey Results, 2019

As reflected on Table 3, the effect sizes for attitude and perceived behavioural control are 0.010 and 0.011 signifying that both attitude and have small effect on online shopping behaviour.

Table 3: Assessment of the Effect Size (f^2)

Variables	f^2	Effect Size
Attitude	0.010	Small
Perceived Behavioural Control	0.011	Small

Source: Survey Results, 2019

Result of Hypotheses Testing

Furthermore, we used Smart PLS 3.0 in the analysis of the data to test the hypotheses and

the results which are presented on Table 4 reveal that Attitude (A) does not significantly

influence Online Shopping Behaviour (OSB) where ($\beta=0.046$, $t=1.239$, $p>0.10$), similarly,

Perceived Behavioural Control (PBC) does not significantly influence Online Shopping Behaviour (OSB) where ($\beta= -0.056$, $t=1.214$, $p>0.10$). Based on these findings, the study fails to reject the hypotheses. On the whole, there is insufficient evidence to suggest rejecting the null hypotheses H_{01} and H_{02} at 99% significance level therefore, the data is consistent with attitude and perceived behavioural control having no influence on online shopping behaviour of staff of University of Maiduguri.

H_{01} : Attitude has no significant influence on online shopping behaviour of staff of University of Maiduguri;

H_{02} : Perceived Behavioural Control has no significant influence on online shopping behaviour of staff of University of Maiduguri.

Table 4: PLS Path Analysis Results

Variables	Original Sample	Sample Mean	Std. Dev.	T Stat.	P Values	Significant
A =>OSB	0.058	0.046	0.047	1.239	0.108	No
PBC=>OSB	-0.065	-0.056	0.054	1.214	0.112	No

Source: Survey Results, 2019

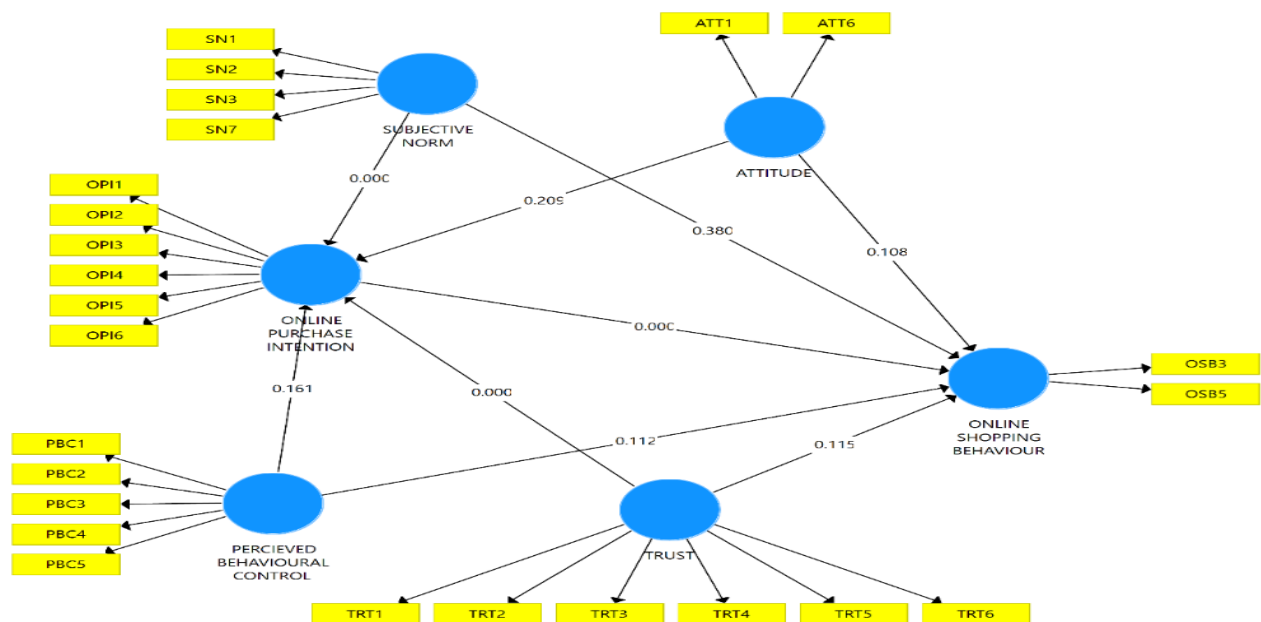


Figure 1: PLS-SEM Algorithm Structural Model

Discussion

The analysis shows that attitude and perceived behavioural control put together can only explain 50% of the variance in online shopping behaviour. This is significant as it suggests that the remaining 50% are other factors that online marketers should consider when exploring online shopping behaviour in future research. However, attitude and perceived behavioural control individually explain 52% and 53.6% respectively of their variances. As can be seen, the finding suggests the existence of stronger predictors which online marketers should examine in future studies.

Influence of Attitude on Online Shopping Behaviour

Attitude was found to have no influence on online shopping behaviour and purchase intention which is in line with the findings of Al-Jabari (2013) and Lim *et al.* (2015) in their separate studies where they found no effect of attitude on both intention and actual online shopping. On the other hand, quite a number of studies reveal significant effect of attitude on online shopping behaviour (Redda, 2019; Rehman, Bhatti, Mohammed

& Ayoup, 2019; Kashif and Yakasai, 2018; Arora & Aggarwal, 2018; Londono-Roldan *et al.*, 2017; Gangwal & Bassa, 2016; Hadi, Lotfabadi, Kouchakzadeh, & Faraji, 2017; Jason, 2015; Gao & Bao, 2014).

Generally, attitude is believed to be one of the factors that lead to adopting behaviour implying that consumer attitudes influence their purchase decisions. But then according to TPB, attitude does not directly influence behaviour but indirectly via intention, as the result of this study shows that attitude does not influence online purchase decisions directly. Moreover, the decision to use the internet to purchase products by consumers may be independent of their attitude towards it and could be as a result of other stronger predictors.

Influence of Perceived Behavioural Control on Online Shopping Behaviour

This study found insignificant influence of perceived behavioural control on online shopping behaviour which conforms to the findings of Londono-Roldan *et al.*, 2018, Al-Jabari (2013) and Al-Muala, (2010). Conversely, the findings are not consistent with those of some previous studies which

found significant effect of perceived behavioural control on online shopping behaviour (Redda, 2019; Rehman *et al.*, 2019; Kashi *et al.*, 2018; Yakasai and Yusoh, 2015; Mohammed, Hossein, Mojtaba, & Amir, 2012)

Once again, perceived behavioural control which is seen as a factor that also leads to behaviour change, implying that the confidence consumers have in their capability to buy goods and services using the internet positively influence their purchase decisions. However, the results of some studies including this study reveal it has no influence on online purchase directly. However, a reason may perhaps be because the sample respondents are conversant with computer technology and the use of internet, and hence do not face obstacles or view the process as burdensome.

Conclusion

Online shopping behaviour of consumers' remains significant to the success of online businesses thus understanding the drivers of the behaviour is paramount to online marketers to sustain being the preferred choice of consumers. Overall, the results from this study show that attitude and perceived behavioural control have no direct and significant influence on online shopping behaviour of staff of University of Maiduguri as suggested by TPB. However, for this study, TPB serves as a useful foundation in explaining online shopping behaviour.

Recommendations

As a result of the findings of this study, the following recommendations are proffered:

- i. Online marketers should consider studying other predictors of online shopping behaviour aside attitude and perceived behavioural control but should focus on maintaining positive consumer attitudes towards their businesses to maintain attitude consistency, of particular interest should be the behavioural aspect

since behaviour normally tends to follow from affective and cognitive aspects.

- ii. Online marketers should identify and design their websites based on what works for their target market and take into consideration user experience and interactive design. The aim is to have a more universal user experience and ease of access to accommodate as many users as possible regardless of their competence.

Research Implications

The empirical investigation of online shopping behaviour in Maiduguri is a contribution to knowledge, since it has been studied in different counties but not much is known on the online shopping behaviours of consumers in Nigeria generally and specifically in Maiduguri thus, has provided empirical evidence from Nigeria which is grossly underrepresented in the literature. Similarly, the use of PLS-SEM is considered a methodological contribution, lastly, the study has provided an understanding on the validities and reliabilities of instruments used in the study in the context of a developing country.

Limitations

The study has some limitations that can serve as suggestions for future research, nonetheless they should be considered with caution.

Cross-sectional research design was used which focuses data collection at single point in time (September-November, 2019) without taking into consideration changing nature of human behaviour; consequently, the results may vary if another research design were used. As such more research needs to be done on this topic by employing longitudinal research design. As human behaviour is not constant, repeated studies can capture and highlight instantaneous behaviour change that can point to its immediate and remote causes.

Additionally, this study used a single method of data collection, which is the use of questionnaire, certainly, more in-depth information will be gained from quantitative and qualitative data. In addition, the study utilized purposive sampling procedure which decreases the generalizability of findings. Similarly, another limitation is in terms of the sample which is rather limited diversity in the population category. The use of methodological triangulation method should be considered by researchers, which promotes the use of more than one method of data collection. This will help to capture different dimensions of the same phenomena that will aid in exploring and examining complex human behaviour thereby providing comprehensive information. With regards to the population of the study, varied categories with different characteristics should be studied and a sampling method that is suitable for generalization should be employed.

Furthermore, the use of quantitative research method creates avenue for restricted responses in terms of bias perceptions which rather limits the quality of information. Finally, dearth of previous research especially on the mediating role of purchase intention is a limitation faced by the researcher.

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