

Predictors of Nigeria's Premier University Undergraduate Students' Online Shopping Adoption

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ABSTRACT

Online shopping is one of the dividends of the Internet technology. Online shops give shoppers the privilege of getting some benefits that cannot be offered in a physical store. Despite this, many potential customers have not embraced the technology, due to varying factors. The present article adapts the Theory of Reasoned Action and Technology Acceptance Model to investigate factors affecting the adoption of online shopping by Nigerian undergraduate students, using the University of Ibadan as a case study. Employing the quantitative research approach with survey method, it was discovered that a perceived ease of use and perceived usefulness significantly influence students' attitude to online shopping. Attitude, trust and subjective norm were found to influence behavioural intention to adopt online shopping, which in turn affects students' adoption of online shopping.

KEYWORDS

Africa, Electronic Commerce, Nigeria, Online Shopping, Technology Adoption, Undergraduate Students, University of Ibadan, University Students

1. INTRODUCTION

People of different ages and status have engaged in commerce, the negotiated exchange of valuable objects or services between two or more parties. Traditional commerce involves the adoption of means which are often based on face to face interaction. This approach of commerce is however attributed with challenges such as customer anxiety, overcrowding of business places, traffic jam, time constraint and limited parking space. The advent of the World Wide Web (WWW) in the 1990s provided a solution to the problem faced by people in traditional commerce by providing a platform for electronic commerce, an easier way of doing business.

E-commerce is a business transaction carried out through electronic data transmission and World Wide Web (Oluyinka, Shamsuddin, Wahab, Ajagbe, and Enegbuma, 2013). It comprises a wide range of commercial activities such as electronic fund transfers, on-line trading of financial instruments, electronic data exchanges and online shopping (Hellerstein, 2002). Online shopping is a single, homogenous activity which involves trading of goods and services through the www. It requires the existence of a retailer's websites through which shopping is done in a virtual world, without a physical contact between sellers and buyers (Birkin, Clarke and Clarke, 2002). Online shopping enables consumers to visit online stores, locate and select products, make payment through credit and debit cards or cash on delivery and get their goods at their door steps (Aminu, 2013). Online shops give shoppers the privilege of getting some benefits that cannot be offered in a physical store; prices

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can be compared before purchases are made by visiting electronic stores of two or more competing electronic retailers that offer the same product for sale.

Despite these and many other benefits of online shopping, many potential customers have not embraced the technology. Different factors have been reported to have contributed to adoption or non-adoption of electronic shopping by different groups of people. For example, consumers' perceived enjoyment and control were reported to have significant relationship with online shopping adoption in the United States of America (Domina, Lee, and MacGillivray, 2012); perceived playfulness, perceived ease of use of online shopping (PEOU) and behavioural intentions affected adoption of online shopping in Turkey (Celik, 2011); establishing cost, accessibility, privacy and confidentiality, data security, network reliability affected online shopping adoption in Nigeria (Folorunso, Awe, Sharma and Jeff, 2006).

While the differences in the factors reported by different studies might not have been unconnected with the varying goals of the different studies, the prevailing conditions in different environments in which people exist might also affect what factors will influence technology adoption by them. For example, Alley (2010) while comparing online shopping behaviours of Nigerian post graduate students studying in Sheffield and Nigeria, reported that trust and personal constraints were the factors that inhibited adoption of online shopping by the Nigerian respondents, while the same trust and another factor, consumers' perceptions of technology, encouraged the Sheffield's respondents to shop online. The implication of this is that knowledge of factors that affect people's adoption of this technology under different contexts would be a useful undertaking, particularly towards improving its acceptance among potential users.

Nigeria is the most populous country in Africa; the country presents some business opportunities for local retailers to fully engage in their business practices due to her market size (Nabareseh, Osakwe, Klímek and Chovancova, 2014). The country's internet growth between 2000 and December 2015 is also very impressive, rising from 200,000 in the year 2000 to 67.3 million in 2015 (Internet World Statistics, 2015). The increase in the number of internet users in Nigeria revealed that the use of internet in the country is growing drastically and still has the potential of growing higher. Researchers also, have been interested in determining factors that could affect the adoption of internet shopping by Nigerians. Folorunso, Awe, Sharma and Jeff (2006) carried out a research in two Nigerian cities, Port Harcourt and Kano, to investigate the factors affecting e-commerce adoption in Nigeria. Oluyinka et al. (2013) studied factors affecting e-commerce adoption among Nigerian post-graduate students studying in Malaysian university. Also, Olusoji, Ogunkoya, Lasisi and Elumah (2015) investigated online shopping in Nigeria considering perceived risk and trust among online shoppers and online vendors. Despite these previous studies and more, there exists with respect to online shopping adoption within the context of undergraduate students in Nigeria, a research gap, as less attention has been given to undergraduate students.

Undergraduate students are important as they represent 28.3% of the population of Nigeria (National Bureau of Statistics and Federal Ministry of Youth Development, 2012). There is therefore, the need to address this research gap by attempting to identify the factors that influence the adoption of online shopping among university undergraduate students in Nigeria. University of Ibadan is the oldest and one of the most prestigious universities in Nigeria with a population estimate of 24,293. The University has incorporated the use of Internet into its daily activities. For instance, purchase of admission forms, application and registration are all done online through the Internet. The administrative building, students' halls of residence and some departments also have internet access for the use of the lecturers, students and the university community. The present study therefore, seeks to identify the factors that could affect the adoption of online shopping by Nigerian undergraduate students, using the University of Ibadan as a case study.

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