

## **Enablers of Online Shopping Behaviour: Evidence from Electronics Consumers in Anambra State of Nigeria**

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### **ABSTRACT**

*This study investigated the enablers of online shopping behaviour among electronics consumers in Anambra State of Nigeria. The study specifically aimed to ascertain the extent attitude, social influence, trust, shopping experience and purchase intention influence online shopping behaviour for electronic products. A survey research design method was adopted for the study. Data were sourced using the questionnaire from the population of online shoppers of electronic products in Awka, Onitsha and Nnewi commercial areas. The sample size was 384 while a convenience sampling technique was used for the study. Multiple Regression analysis statistical technique was used to test the formulated hypotheses at 5% level of significance. The finding showed that attitude towards online shopping of electronics has a significant and positive influence on online shopping behaviour. It was discovered that social influence has a significant and positive effect on online shopping behaviour. The study revealed that trust on online shopping has a significant and positive influence on online shopping behaviour. The study found that consumer online shopping experience has a significant and positive influence on online shopping behaviour for electronics. The study also discovered that consumer purchase intention has a significant and positive influence on online shopping behaviour for e-products. The study recommended among others that business operators and marketers should continue to devote more on these enablers since they elicit positive and significant consumer online shopping behaviour for e-products. Also, it was recommended that online retailers should increase their service delivery strategies for enhanced consumers trust towards online shopping of electronic products in Anambra State.*

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**Key Words:** *attitude, social influence, trust, shopping experience, purchase intention and online shopping behaviour for e-products.*

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## 1. INTRODUCTION

Online shopping practice has attracted extensive research aimed at attracting and retaining consumers from the consumer point of view. This has made online shopping an imperative strategy for business sustainability. Apparently, internet is not only a networking platform but also a means of transaction even at global markets. Internet usage has grown tremendously over the past years and it has become common means for delivering and trading information, services as well as products (Albarq, 2016). Nigerian internet shoppers seemed to be relatively young, highly educated, possess good social status, and also appear to command more favourable financial positions. Mohd, Mohd, Thyagarajan and Mohd (2006) maintained that people enjoyed purchasing e-products and services through the internet. Pertinently, the practice of internet shopping is still slow and little is known about consumers' attitudes towards the usage of this new shopping channel (Micheal, 2018; Haque, Sadeghzadeh & Khatibi, 2016).

Furthermore, attitudinal constructs appear to have played significant impacts in e-business. Undoubtedly, attitudes directly influence decision-making (Haque et al., 2016). Attitudes serve as the bridge between consumers' background characteristics and the consumption that satisfies their needs (Armstrong & Kotler, 2017). Because attitudes are difficult to change, to understand consumers' attitudes toward online shopping help managers to predicting online shopping intentions. Significantly, the proliferation of online shopping has stimulated widespread research aimed at attracting and retaining consumers' from either consumer or technology-oriented perspective. Appropriately, the success of an electronic market largely depends on consumers' willingness to acknowledge it. The benefits of online shopping include convenience, easy selection of products, low price, quick service delivery, direct attention and easy access to information and so on. In addition, understanding consumer attitude toward online shopping helps marketing managers to predict online shopping experience.

Undeniably, online shopping in Nigeria has provided the Nigerians with online shopping experiences. In order to increase online shopping in Nigeria, there is need to understand consumer online shopping behaviour as well as those enablers that influence consumer purchase of electronic products. Regrettably, majority of Nigerians are using the internet for non-shopping activities such as watching videos, seeking information, playing games, entertainments, chatting and communicating with friends with little attention for shopping online for e-products. Notwithstanding that consumer purchase behaviour and online purchase experiences for e-products are very important. Perhaps, Nigerian online shoppers have a lot of benefits such as cost saving, convenience, cheaper price, a way to easily search for information, and a 24-hours services. Furthermore, to understand the driving forces toward online shopping behaviours and their influences, it is important to recognize the extent shoppers make their online purchase based on these enablers such as consumer attitude toward online shopping, social influence, trust, consumer online shopping experience and consumer purchase intent to shop electronic products online. Although there is high potentials for online shopping in Nigeria but unfortunately, there is still knowledge gaps concerning the enablers of online shopping behaviour for e-products and the extent these propellers influence consumer online shopping for e-products in Anambra State of Nigeria.

### Objectives of the Study

The main aim of this research is to investigate the enablers of online shopping behaviour and their influences in consumer shopping behaviour for electronic products in Anambra State of Nigeria. The specific objectives of this study are to:

- i. Examine the influence of attitude towards online shopping on online shopping behaviour for e-products.
- ii. Determine how social influence affects online shopping behaviour for e-products.
- iii. Investigate how trust on online shopping influence on online shopping behaviour.
- iv. Ascertain the influence of consumer online shopping experience and online shopping behaviour for e-products.
- v. Determine the influence of consumer purchase intent on online shopping behaviour for e-products.

### **Research Questions**

Based on the objectives of this study, the following research questions are raised;

- i. To what extent does attitude towards online shopping influence online shopping behaviour for e-products?
- ii. To what degree does social influence affects online shopping behaviour for e-products?
- iii. To what degree does trust on online shopping influence online shopping behaviour?
- iv. To what extent does consumer online shopping experience and online shopping behaviour for e-products?
- v. To what level does consumer purchase intent on online shopping influence online shopping behaviour for e-products?

### **Research Hypotheses**

HA<sub>1</sub>: Attitude toward online shopping has a significant influence on online shopping behaviour for e-products.

HA<sub>2</sub>: Social influence has a significant effect on online shopping behaviour for e-products.

HA<sub>3</sub>: Trust on online shopping has a significant influence on online shopping behaviour.

HA<sub>4</sub>: Consumer online shopping experience has a significant influence on online shopping behaviour for e-products.

HA<sub>5</sub>: Consumer purchase intent has a significant influence on online shopping behaviour for e-products.

### **Significance and the Scope of the Study**

The findings of this study are expected to have significant implications on the consumers, policy makers, manufacturers, marketers, online retailers, scholars or future researchers, channel intermediaries and other stakeholders in Nigeria. In addition, the findings of the study are expected to be of great benefits to the academics and even future researchers. Consumers will be acquainted through the findings of this study on propelling factors that drive online shopping for e-products. They will also acquire more knowledge on online shopping practices. This study will also be beneficial to both government and non-governmental organizations in their decision making process. The study will be a source of secondary data to future researchers who wish to conduct similar studies on the same or related subject or topics. This study is concentrated on investigating the enablers of consumers' online shopping behaviour for electronic products in Anambra State. The electronic products under investigation are electric irons, electric blenders and electric kettles. The independent variable is decomposed to have these variables for this study; attitude, social influence, trust, online shopping experience and consumer purchase intent. The independent variable is consumer online shopping behaviour. The geographical concentration of the study is Anambra State using Awka, Onitsha and Nnewi commercial areas of the State.

## **2. REVIEW OF RELATED LITERATURE**

### **2.1 Review of Relevant Concepts**

#### **2.1.1 Online shopping attitude**

Attitude is seen as a kind of individual's overall impression and feelings concerning online shopping products. It could be expressed in either positive or negative way or as a feeling in term of being favourable or unfavourable. Shim, Eastlick, Lotz and Warrington (2018) state that attitudes toward internet shopping affect their intentions to purchase. The positive attitude toward the internet shopping significantly increased intention to use the internet for purchasing. The more positive attitude a consumer exhibits toward a brand or product, the higher intentions to buy the brand. Consumer attitude can be measured firstly, by the hedonic aspect such as fun or frustrating, enjoyable or not enjoyable and interesting or boring. Secondly, the utilitarian aspect of it which include: safe or risk, ordered or chaotic, wise or foolish, and reliable or unreliable. Thirdly, the overall aspect of attitude include; useful or useless, pleasant or unpleasant, entertaining or weary and nice or awful (Huang, 2015). Limayem (2018) see perceived usefulness, ease of use, perceived risk, customer service and website design as parameters used in measuring consumer's online shopping attitude.

#### **2.1.2 Social Influence**

Social Influence deals with the degree to which an individual perceives that important others believe he/she should use the new system or the people that influence them believe they should use the new system. It relates to how an individual is affected by his/her peers (Venkatesh et al., 2003). Social influence is represented by the subjective norms. Social Factor influence is premised on people relationship with others. It also deals with how an individual is affected by other people that are important to them. People have an influence on each other which shapes their subjective norms (Wu et al., 2012). Social influence relates to how users may be influenced by others who are important to them or who they value their opinion. Evidence from the literature suggests that many researchers have examined social factors influence in various locations in their study of adoption (Attuquayefio, Achampong & Aryeetey, 2014). Therefore, one can assume that social influence is potentially a good motivator of consumer purchase behaviour in Nigeria. Social influence was found to be insignificant in voluntary contexts. However, it becomes significant when used in mandatory context. The literature suggests that in mandatory contexts, the effect is attributed to compliance. It appears to be important only in the early stages of individual's experience and when rewards or punishment are applicable. On the other hand, social influence in voluntary context operates by influencing perceptions that is what is known as internalization and identification. Social influence has been established to significantly affect the consumer purchase behaviour (Bhatiasevi, 2015). Escobar-Rodriguez and Carvajal-Truzillo (2014) maintained that there was a positive relationship between social influence and purchase intention. This relationship was also proposed and confirmed by Venkatesh et al. (2003).

#### **2.1.3 Trust**

Komiak and Benbasat (2014) viewed trust from the emotional point of view and defined it as the extent to which an individual feels secure and confident about relying on the trustee. Trust is an individual's willingness to depend on another party because of the characteristics of the other party (Rousseau, Sitkin, Burt & Camerer, 2018). Such party can be an individual or an object on which the individual depend (Mcknight et al., 2019). Trust represents an individual's willingness to accept vulnerability on the grounds of positive expectations about the intentions or behaviour of another in a situation characterised by interdependence and risk (Ennew & Sekhon, 2007). Ennew and Sekhon (2007) combine both the emotional as well as cognitive dimensions of trust. Therefore, consumer trust can be described as a

function of the degree of risk involved in the situation, and it is needful only in uncertain situations (Kesharwani & Bisht, 2011). Indeed, trust is fundamental in relations that involve uncertainty and risk (Grazioli & Jarvenpaa, 2000). The behavioural component of trust may be based on cognitive and emotional expectations about the behaviour of the trustee (Schlosser et al., 2006). Pertinently, different researches gave different descriptions of trust, although the general statements of trust from different researchers are similar in some extent. Importantly, Kim and Benbasat (2003) identified four categories of trust related issues: personal information, product quality and price, customer service and store presence. Ang, Dubelaar and Lee (2001) provided three dimensions of trust. The ability of the online merchant to deliver a product that performs as promised, the willingness of the online merchant to rectify purchases and the presence of a privacy policy or statement on the web site. In addition, Kim et al. (2001) provided six dimensions of online trust namely; information content, product, transaction, technology, institutional and consumer behaviour.

#### **2.1.4. Consumer Online Shopping experience**

Miyazaki and Fernandez (2018) state that higher internet shopping experience and the use of other remote purchasing methods are related to lower levels of perceived risk toward online shopping, which in turns results in higher online purchase rates. Ahmad (2012) maintained that consumers react to service failures and initiative to enhance the online service recovery. Service failure could be in the form of late service delivering or defective product. Consumers' online activities are very easy to be affected by their online experience, previous online experience left positive or negative impression in customer's memory. In addition, Wolfinbarger and Gilly (2011) captured that experiential online shoppers enjoy the surprise and excitement of the shopping experience. Hence, positive online shopping experience make consumers have less time to browsing as well as to search for related information online before their actual buying behaviour. Conversely, negative online shopping experience make consumers waste more time when transacting online. Most of the online experience refers to the service aspect of online shopping. Consequently, positive shopping experience enhances more shopping behaviour while negative shopping experience could be harmful which could affect consumer online purchase behaviour adversely.

#### **2.1.5 Online purchase intention**

Consumer purchase intention refers to consumer likelihood for a particular product or brand of product (Whitlark, Geurts & Swenson, 2013). A consumer positive attitude toward online shopping significantly influences consumer's purchase intention. Furthermore, the purchase intention will definitely influence the consumer's final buying decision and behaviour. Apart from that, the evidence also proves that online buying intention and customer satisfaction influence and also interact with each other. Consumer's purchase intent can be expressed in terms of intention to purchase, intention to spend more time at the online store and intention to recommend the online store to others (Kim & Kim, 2018). The relationship between intention to use the internet for information search and intention to use the internet for product purchasing was demonstrated in the online pre-purchase intentions model developed by Shim et al. (2011). Also, intention to search through the internet has contributed a substantial portion of the variance explained in internet purchase intention. Therefore, consumers' who report intentions to search a product possess higher actual buying rates than consumers' who report that they have no intention of searching (Whitlark et al., 2013). In addition, consumers' tend to search more information from the internet when purchasing products online especially electronic products (Kim & Park, 2005). Previous studies such as (Kim & Park, 2005; Lohse et al., 2000) also maintained that an intention to search the internet for product information leads to an intention to purchase through the same medium.

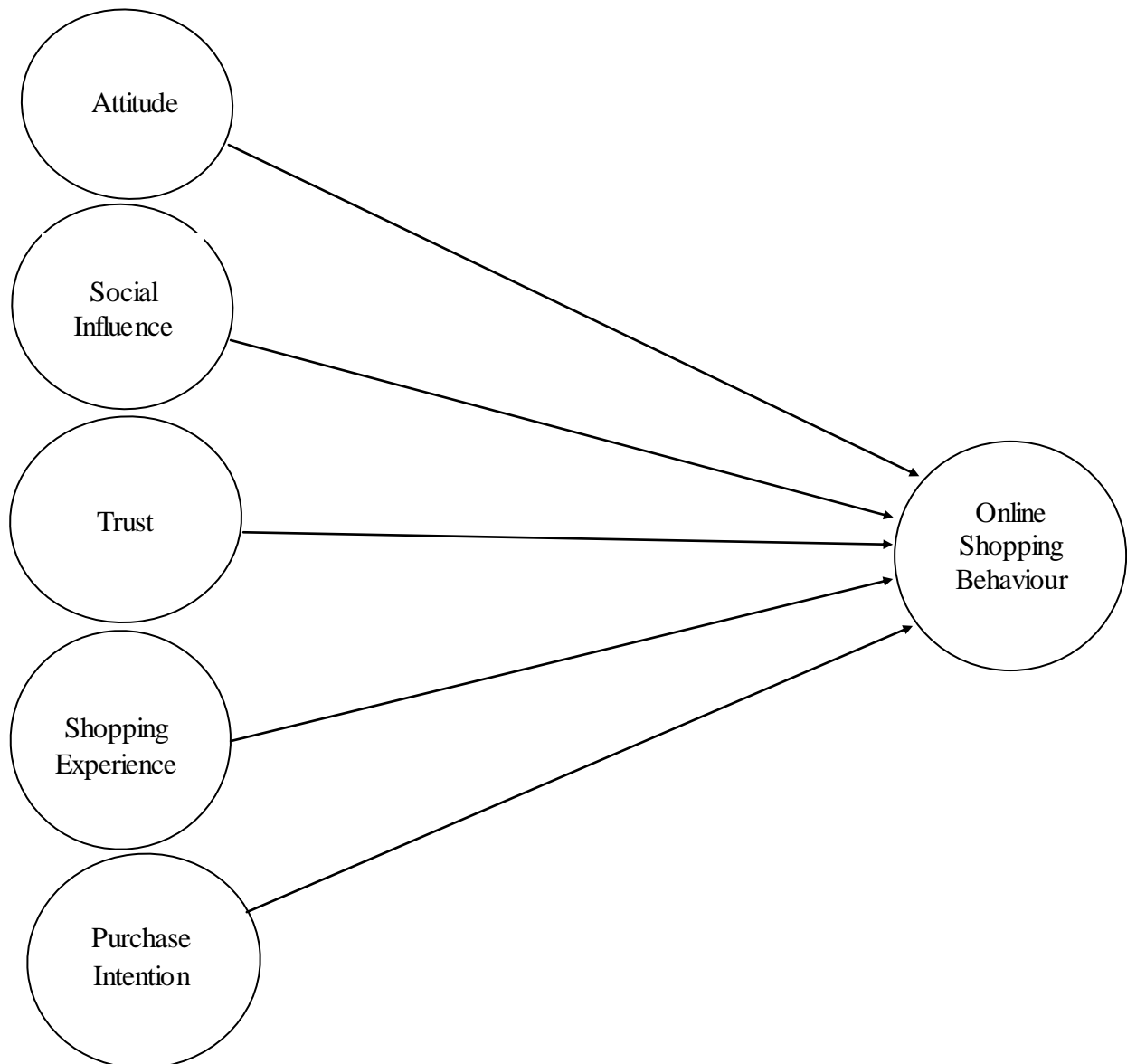
### **2.1.6 Online shopping behaviour for e-products**

Following the flourishing of online shopping practice in this contemporary dispensation, more relevant researches are on increase. It is imperative to engage potential consumers and also maintain as well as retain the existing ones. Importantly, online shopping provides the customers a wide variety of products. Many people shop online because it is safer than conventional shopping outlets. In addition, some people shop online because it is fast and easy while some purchase from online because it is safe and trustworthy. The consideration of online shopping behaviour is enabled by some factors which could be consumer-oriented or technology-oriented. Consumer-oriented factors concentrate on consumers salient beliefs towards online shopping, which influence consumers' shopping intention and behaviour. Furthermore, the technology-oriented factors focus on online shopping functionalities and efficient service delivery. This covers many factors related to web quality such as ease of navigation, web appearance, and use of multi-media. Online shoppers for e-products should get to know more about how to utilize these factors in order to increase consumers' online shopping behaviour.

### **2.2. Theoretical Foundation of the Study: Theory of Planned Behaviour**

The theory of planned behaviour by Ajzen (1991) states that attitude toward the target behaviour and subjective norms about engaging in the behaviour are thought to influence intention and subsequent behaviour. According to this theory, perceived behavioural control over engaging in the behaviour influences intention and actual behaviour. Consumer attitude toward behaviour is a positive or negative feeling to performing that behaviour. It is determined by the sum of the expected outcomes, and is weighted by an evaluation of the desirability of the outcome. The subjective norm like attitude to behaviour, are also based on salient beliefs, called normative beliefs, about whether a particular consumer should or should not do the action in question. According to this theory, norms are informed by normative beliefs and motivation to comply. Perceived behavioural control is an individual's perceived ease or difficulty of performing a particular behaviour. It is assumed that perceived behavioural is informed by beliefs about the individual's possession of the opportunities and resources needed to engage in the behaviour. In addition, the theory of planned behaviour by Ajzen (1991) links attitude and behaviour. The theory of planned behaviour model posited that each of the shopping behaviour enablers such as attitude to shop online, subjective norm using social influence to shop online and perceived behavioural control represented by consumer trust and shopping experience influence consumer shopping behaviour to online products. In addition, consumer purchase intent to shop leads to online shopping behaviour.

### 2.3 Proposed Research Model of the Study



**Figure 1:** Proposed Research Model of the Study

**Source:** Adapted from Ajzen (1991)

### 3. METHODOLOGY

The study adopted a cross-sectional survey research design method. The justification is that it enables the researcher to get the needed data and responses required in finding solutions to the research problems. The geographical area of the study is Anambra State. The target population of the study consists of consumers who engage in online shopping of electronic products in the cities of Awka, Onitsha and Nnewi the three major commercial areas in Anambra State of Nigeria. The population size is unknown because there is no record or sampling frame of consumers who shop online for electronic products. The sample size of the was 384 determined using Cochran (1977) formula. Because of the nature of this study, a

convenience sampling technique was adopted for the selection of the sampling elements. The researcher allocated the research instrument to shoppers who purchase electronic products online. The data for this study were generated from primary sources. A structured questionnaire was the major instrument used. The questionnaire was designed in a structured format. The items of the instrument were adopted from previous studies and modified to suit the current study. The administration of the questionnaire was carried out by the researcher with the help of 4 trained research assistants. The questionnaire adopted a Likert type scale. The validity of the instrument for this study was sought through content and construct validity. The instrument of this study was validated three research experts. Their corrections and contributions enhanced the soundness of the measuring instrument. The reliability of the instrument for this study was established through a pilot study. The researcher conducted a pilot trial study through test retest method using twenty (20) online shoppers of electronic products in Enugu. This is in line with Agu (2007) who suggested that this method involves the researcher conducting a pilot study by administering the questionnaire to another smaller group of people other than the actual people he or she intends to study, but with similar characteristics. However, the pilot trial study response scores from the pilot students through test retest method were compared and correlated after two administrations, using the same pilot respondents at an interval of two weeks. The scores were collated and computed using Cronbach alpha correlation. The Cronbach alpha reliability average result of 0.718 proved the internal consistency of the instrument. In addition, the researchers distributed 384 copies of the questionnaire. The formulated hypotheses were tested using multiple regression analysis statistical technique at 5% level of significance. The decision rule was to accept null hypothesis if the P-value is greater than 5% significant level used as standard and reject null hypothesis if the P-value is less than 0.05 the stipulated significant level. Also, accept null hypothesis if the computed t-value result is less than the critical t-value of 1.960; otherwise reject null hypothesis.

The model specification is as follows:

$$OSB = \alpha_0 + \beta_1 ATT + \beta_2 SOC + \beta_3 TRU + \beta_4 EXP + \beta_5 CPI + \mu$$

Where:

OSB = Online Shopping Behaviour (dependent variable)

X = Enablers of online shopping behaviour (independent variables)

$\alpha_0$  = constant (intercept)

$\beta_1 - \beta_5$  = coefficient of parameter  $X_1 - X_5$

$\mu$  = error term

ATT = Attitude,

SOC = Social Influence,

TRU = Trust,

EXP = Shopping Experience,

CPI = Consumer Purchase intention

#### 4. RESULTS

A total of three hundred and eighty four copies of questionnaire were distributed but only three hundred and four (304) copies were fully completed and returned valid for analysis. The demographic profile of the respondents as well as their responses from the field survey as regards to the study variables are presented on tables A - G.



**Table A: Characteristics of the Respondents**

Variables	Frequency	Percentage
<b>Gender</b>		
Male	179	58.9
Female	125	36.1
<b>Total</b>	<b>304</b>	<b>100</b>
<b>Age</b>		
Below 20years	36	11.8
21-30years	106	34.9
31-40years	80	26.3
Above 40years	82	22.0
<b>Total</b>	<b>304</b>	<b>100</b>
<b>Marital Status</b>		
Single	159	52.3
Married	126	41.4
Separated/Divorced	19	1.3
<b>Total</b>	<b>304</b>	<b>100</b>
<b>Education Qualification Level</b>		
Degree	92	30.2
NCE	49	16.1
HND	68	22.3
Others	95	26.3
<b>Total</b>	<b>304</b>	<b>100</b>
<b>Income level (monthly)</b>		
Below ₦50,000	23	2.6
₦50,000-₦100,000	116	38.1
₦101,000-₦200,000	26	8.5
Above ₦200,000	139	45.7
<b>Total</b>	<b>304</b>	<b>100</b>

Source: Field Survey, 2021.

**Table B: Attitude towards online shopping**

SN	Items	SA	A	U	D	SD	Total
1	The quality of electronic products influences consumer online shopping decisions.	116	151	2	15	20	304
2	Online service delivery method influences my purchasing decision when I want to shop online.	149	104	6	35	10	304
3	The web quality influences me to purchase electronic products online.	138	102	25	29	10	304

Source: Field Survey, 2021.

**Table C: Social influence**

SN	Items	SA	A	U	D	SD	Total
4	I purchase electronic products online because of peer group influence.	161	120	12	8	3	304
5	I shop online because of the level of admiration I received from my friends.	117	106	6	55	20	304
6	I shop online because of my age grade influence.	142	102	5	30	25	304

Source: Field Survey, 2021.

**Table D: Trust on online shopping**

SN	Variable	SA	A	U	D	SD	Total
7	I purchase electronic products online because of the confidence I have in online shopping.	103	120	12	38	31	304
8	I purchase electronic products online because of the level of trust I have for online shopping.	117	86	6	75	30	304
9	I purchase electronic products online because online shopping is trustworthy.	122	142	7	18	15	304

Source: Field Survey, 2021

**Table E: Consumer online shopping experience for e-products**

SN	Variable	SA	A	U	D	SD	Total
10	I shop electronic products online because the online application is easy to use.	127	147	3	18	9	304
11	Shopping electronic products online gives the consumers' more guides on usage.	86	171	4	32	11	304
12	Shopping electronic products online is more efficient.	142	132	5	16	9	304

Source: Field Survey, 2021.

**Table F: Purchase intention towards online shopping for e-products**

SN	Variable	SA	A	U	D	SD	Total
13	I intend to purchase online because the products are sold at cheaper prices than conventional shops.	109	104	1	58	2	304
14	I will purchase online products because it is more convenient for me.	119	105	6	60	14	304
15	Online shopping will opportune me to purchase different brands of e-products.	103	119	7	35	40	304

Source: Field Survey, 2021.

**Table G: Online shopping behaviour for e-products**

SN	Variable	SA	A	U	D	SD	Total
16	Online shopping provides the customers with wide variety of products.	128	115	4	23	34	304
17	Consumers shop electronic products online because of social influence.	125	132	3	33	11	304
18	I shop online because it is more trust-worthy, fast and easy.	174	105	6	15	4	304
19	I shop online because it is safer than conventional shopping outlets.	136	146	9	8	5	304
20	I purchase from online platform because it is more convenient.	117	103	10	58	16	304

Source: Field Survey, 2021.

## Multiple Regression Analysis Result

**Table 1: Regression Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error	Durbin-Watson
1	.743 <sup>a</sup>	.788	.780	.0267	2.030

a. Predictors: (Constant), ATT, SOC, TRU, EXP, CPI.

b. Dependent Variable: Online Shopping Behaviour

**Table 2: Regression ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.213	5	1.243	214.995	.000 <sup>b</sup>
	Residual	.702	154	.006		
	Total	6.119	159			

a. Dependent Variable: Online Shopping Behaviour

b. Predictors: (Constant), ATT, SOC, TRU, EXP, CPI.

**Table 3: Regression Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	P-value
		B	Std. Error	Beta		
1	(Constant)	2.019	.031		23.134	.000
	ATT	.614	.001	.631	15.201	.000
	SOC	.292	.000	.305	6.166	.001
	TRU	.171	.002	.176	2.770	.032
	EXP	.137	.001	.139	2.055	.040
	CPI	.802	.000	.800	23.162	.000

a. Dependent Variable: Online Shopping Behaviour

Source: SPSS Output, 2021.

Based on the result on the table 1, the R-Squared value is 0.788 which is the coefficient of determination or measure of goodness of fit of the model. The independent variables were able to explain up to 78.8% of the dependent variable leaving the remaining 21.2% to other variables not captured by the model as taken care of by the error term. The adjusted R<sup>2</sup> value is 0.780 which means that even though an adjustment has been made in the explanatory variables, they can still determine about 78% changes in the dependent variable. Also, table 2 shows that the F-statistic is 214.995 and its corresponding probability is 0.000 which is less than 0.05. The model is statistically significant in explaining the relationship between the independent and dependent variables. Therefore, the model is confirmed fit since there is a significant positive relationship between the dependent and independent variables. This implies that the regression model used fit well with the data. The result also proved that the F-statistic has successfully measured the overall significance of the explanatory parameters in the model. The standardized coefficient ( $\beta$ ) as shown on table 3 measures the individual contribution of each of the independent variables to the changes in the dependent variable. In addition, based on the result in table1, the Durbin-Watson statistics value is apparently 2.030. This implies that there is no auto-correlation among the explanatory parameters in the model. Hence, there is absence of auto correlation in our model. The variables are distinct from each other since the Durbin-Watson test measures the presence or absence of auto-correlation among the constructs.

### **Test of Hypotheses**

#### **Test of Hypothesis One**

**HO<sub>1</sub>:** Attitude toward online shopping has no significant influence on online shopping behaviour for e-products.

**HA<sub>1</sub>:** Attitude toward online shopping has a significant influence on online shopping behaviour for e-products.

Based on the result as shown on table 3, the standardized coefficient value for attitude towards online shopping is 0.631; the absolute t-statistic value is 15.201 with a corresponding p-value of 0.000. Since 0.000 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that attitude towards online shopping has a positive and significant influence on online shopping behaviour for e-products in Anambra State of Nigeria.

#### **Test of Hypothesis Two**

**HO<sub>2</sub>:** Social influence has no significant effect on online shopping behaviour for e-products.

**HA<sub>2</sub>:** Social influence has a significant effect on online shopping behaviour for e-products.

Based on the result as shown on table 3, the standardized coefficient value for social influence towards online shopping is 0.305; the absolute t-statistic value is 6.166 with a corresponding p-value of 0.001. Since 0.001 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that social influence has a significant effect on online shopping behaviour for e-products in Anambra State of Nigeria.

#### **Test of Hypothesis Three**

**HO<sub>3</sub>:** Trust on online shopping has no significant influence on online shopping behaviour.

**HA<sub>3</sub>:** Trust on online shopping has a significant influence on online shopping behaviour.

Judging from the result as shown on table 3, the standardized coefficient value for trust on online shopping is 0.176; the absolute t-statistic value is 2.770 with a corresponding p-value of 0.032. Since 0.032 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that trust on online shopping has a significant influence on online shopping behaviour in Anambra State of Nigeria.

#### **Test of Hypothesis Four**

**HO<sub>4</sub>:** Consumer online shopping experience has no significant influence on online shopping behaviour for e-products.

**HA<sub>4</sub>:** Consumer online shopping experience has a significant influence on online shopping behaviour for e-products.

A cursory look at the result as shown on table 3, indicates that the standardized coefficient value for consumer online shopping experience is 0.139; the absolute t-statistic value is 2.055 with a corresponding p-value of 0.040. Since 0.040 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that consumer online shopping experience has a significant influence on online shopping behaviour for e-products in Anambra State.

### **Test of Hypothesis Five**

**HO<sub>5</sub>:** Consumer purchase intention has no significant influence on online shopping behaviour for e-products.

**HA<sub>5</sub>:** Consumer purchase intention has a significant influence on online shopping behaviour for e-products.

Based on the result as shown on table 3, the standardized coefficient value for consumer purchase intention towards online shopping is 0.800; the absolute t-statistic value is 23.162 with a corresponding p-value of 0.000. Since 0.000 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that consumer purchase intention towards online shopping has a positive significant influence on online shopping behaviour for e-products in Anambra State of Nigeria.

### **5. Discussion of Findings**

The main aim of this study is to investigate the enablers of online shopping behaviour for electronics products in Anambra State. The first specific objective investigated the influence of attitude toward online shopping and online shopping behaviour. The findings show that attitude towards online shopping has a positive and significant influence on online shopping behaviour for e-products. The finding is in line with the findings of (Shim et al., 2018; Ajzen, 1991 and Huang, 2015) that found that attitude significantly influence online shopping behaviour. Also, the second specific objective examined how social influence affects online shopping behaviour. The findings show that social influence towards online shopping has a positive and significant effect on online shopping behaviour. The finding is in agreement with the findings of (Wu et al., 2012; Attuquayefio et al., 2014 and Bhatiasevi, 2015) that found that social influence significantly affect online shopping behaviour. In addition, the third specific objective ascertained the influence of trust on online shopping and online shopping behaviour. The finding shows that trust towards online shopping has a positive and significant influence on online shopping behaviour. This finding is in accord with the findings of (Komiak & Benbasat, 2014; Ennew & Sekhon, 2017 and Gu et al., 2019) that found that trust towards online shopping significantly influence online shopping behaviour. Furthermore, the fourth specific objective assessed the influence of consumer online shopping experience on online shopping behaviour for e-products. The finding shows that consumer online shopping experience has a positive and significant influence on online shopping behaviour. This finding agrees with the findings of (Ahmad, 2012; Miyazaki & Fernandez, 2018). Finally, the fifth objective assessed the influence of purchase intent on online shopping behaviour. The findings show that purchase intent has a positive and significant influence on online shopping behaviour. This finding is in accord with the findings of (Kim & Kim, 2018 and Whitlark et al., 2013) that purchase intent towards online shopping significantly influence online shopping behaviour for e-products.

### **6. Conclusion and Recommendations**

The study has provided a comprehensive understanding that attitudes towards online shopping, consumer social influence, trust on online shopping, consumer online shopping experience and consumer purchase intent are strong drivers of online shopping behaviour. Attitude towards online shopping has a significant and positive influence on online shopping behaviour for e-products. Social influence has a significant and positive effect on online shopping behaviour. Trust on online shopping has a significant and positive influence on online shopping behaviour. Consumer online shopping experience has a significant and positive influence on online shopping behaviour for e-products. Consumer purchase intent has a significant and positive influence on online shopping behaviour for e-products. The

study concludes that the findings of this study have many implications to many stakeholders including the government, business people, marketers and even students. Based on the findings and conclusions from the study, the following recommendations were made:

1. Business operators and marketers should continue to invest more on those factors that elicit positive consumers' attitudes towards online shopping behaviour such as web quality, product experience and service experience.
2. Business managers and marketers should increase to seek for peer group influence for positive recommendations and referral approach towards online shopping.
3. Online retailers should increase their service delivery strategies for enhanced consumers trust towards online shopping engagements.
4. Regular programme should be organized for more and improved consumer shopping experiences towards online shopping.
5. The effectiveness of online services should be maintained in order to enhance consumer purchase intention towards online shopping behaviour for e-products.

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