

Consumer Shopping Behaviour Affectors And Patronage Of Online Students Buyers: Validity And Reliability.

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ABSTRACT

The internet has revolutionized the way shopping is done. The traditional shopping of visiting a store is fast being displaced by online shopping, especially in developed countries, where many customers shop online. However, the pace and rate of online shopping are slow in Nigeria despite the rising population of Internet users. The objective of the paper was to examine the effect of consumer shopping behaviour affectors on purchase frequency of selected online student's buyers in Lagos state, Nigeria. Different factors have been identified by different scholars as been affectors of shopping behaviour of online students buyers but there are misconceptions in the area of measures and scales. This study, therefore, sought to provide a validated instrument to aid research efforts in the area of consumer shopping behaviour affectors and patronage of online student's buyers. After an initial questionnaire administration, the data was tested using validity and reliability tools. It was established that shopping behaviour affectors and patronage of online student's buyers were fit for application in other studies as all scientific conditions were met. Hence, researchers are encouraged to adopt, adapt or modify this instrument in their own study as it has been found valid and reliable.

Keywords: Consumer shopping behaviour, customer patronage, customer satisfaction, customer retention, service quality.

1. INTRODUCTION

Social media has introduced a new dimension of purchasing products from home. Internet users, especially youths, have shown more interest in buying products online. In this study, the shift in buying-behaviour of consumers especially youths will be focused on. It will also examine the changes in consumer buying behaviour among the youths of the selected universities in Lagos state Nigeria. Though Internet development has helped bring about an increase in the number of online consumers, many people still hesitate due to the concerns related to privacy and personal safety. As online franchises and stores become more sophisticated, online shopping continues to mark its existence in the market (Yoruk, 2015). This shows that there's now a dramatic revolution in the way people buy products and services (Rust & Zeithaml, 2016). Customers' willingness to buy from an online store is greatly affected by social factors, personal factors and psychological factors in giving their personal particulars and security for paying through credit card online.

Despite several studies on consumer shopping behaviour and patronage of online shops (Quoc, Xuan, Sanjay, Rytis & Robertas, 2018), Kennedy (2015), Danaher (2017), Levesque & McDougall, (2011), research is still inconclusive on factors that influences online patronage, thus, setting the scene for further study. Social factors affect consumer behaviour significantly. Every individual has someone around influencing their buying decisions. The important social factors are reference groups, family, role and status (Perreau, 2014).

Several empirical studies have examined consumer shopping behaviour and customer patronage of online stores in different regions in the world, such as in the United States, Japan, China, Singapore, Malaysia, and New Zealand (Amoroso & Magnier-Watanabe, 2015; and others). With respect to the Middle Eastern and Arab countries, the sparse scholarly research (Al-Mamari, 2017) have indicated customer patronage as a significant factor in e-commerce adoption, but how such customer patronage is to be achieved and the factors influencing it have not yet been sufficiently investigated. Also, despite extensive research in the area of e-commerce, studies on consumer shopping behaviour with emphasis on developing online customer patronage are not that numerous and systematic.

Kumar and Kashyap (2018) in their study on leveraging utilitarian perspective of online shopping to motivate online shoppers revealed that online shopping significantly and positively influenced consumer patronage. Results obtained from a study on the understanding of online marketing behaviour in the Indian context indicated a significant

increase of online stores in the life of Indian people to the point of addiction even though the market was (at the time the study was conducted) not fully developed. The study arrived at the conclusion that the e-commerce market has great potential for the youth segment (Sharma, Mehta, & Sharma, 2014). There are still pieces of evidence to show that there is a lack of consensus as to the right metrics, variables indicators to be adopted to in measuring customer Patronage of online students buyers. It is very important at this point to provide a direction for the measure of shopping behaviour from a Nigerian context. Studies of this nature are important because they provide managers and researchers with the awareness of different variables that can impact customer patronage given particular contexts.

It is true that the study of online customer patronage has been an age-long practice, yet very little has been done with reference to consumer shopping behaviour affectors (social factors, personal factors, customer perceived value, psychological factors and product perception) in Nigerian online stores. Due to this, an appropriate scale is lacking in the study between these affectors and patronage in Nigeria e-commerce sector with respect to students online purchase. The objective of this study was to develop and validate appropriate scales for shopping behaviour and customer patronage in the Nigerian e-commerce sector. This is expected to serve as a model for researchers and policymakers who will want to lay their hands on a valid result for decision making and scales for further studies.

2.0 REVIEW OF LITERATURE

2.1 Consumer Shopping Behaviour

Consumer shopping behaviour involves the study of individuals and the methods they employ to select and utilize products and services to fulfil their wants and the effect that these methods have on the consumer and the society as a whole. Consumer shopping behaviour refers to all the thought, feelings and actions that an individual has or takes before or while buying any product, service or idea (Khaniwale, 2015). Shopping behaviour is the concept which answers what, why, how, when, and where an individual makes a purchase (Kotler & Armstrong, 2012). As a result, the outcome of shopping behaviour is the shopper's decision. Online Shopping behaviour is a kind of individual's overall perception and evaluation for product or service during online shopping which could result in a bad or good way. Previous studies have defined that behaviour is a multi-dimensional construct and has been conceptualized in different ways (Li & Zhang, 2016). Consumer's shopping behaviour has been measured by different researchers using different dimensions. According to Gozukara (2014), the first dimension is to consumer's attitude towards a utilitarian motivation

(convenience, variety seeking, and the quality of merchandise, cost-benefit, and time effectiveness). The second-dimension states about hedonic motivation (happiness, fantasy, escapism, awakening, sensuality & enjoyment), also Oliver and John (2017), the third one as perceived ease of use, and usefulness. Another dimension covers perceived risks which determine consumer's behaviour towards online shopping. Furthermore, Li & Zhang (2016) mentioned that there are two different types of perceived risk involved in determining consumer's behaviour during an online shopping process. It is further described as the first category of perceived risk involved in online product and service i.e. financial risk, time risk, and product risk while the other category of perceived risk involved in e-transactions including privacy and security (Li & Zhang, 2016). Several scholars (Kumar & Dange, 2014; Samadi & Nejadi, 2014; Hassan, 2016; Subhalakshami & Ravi, 2015) argued that perceived risk like financial risk, product risk, non-delivery risk, time risk, privacy risk, information risk, social risk, and personal risk have a negative and significant effect on consumer's online shopping behaviour. Another dimension of consumer's behaviour is trust and security on e-retailers, Monsuwe (2014) suggested that positive shopping experience builds consumer's trust in e-retailers and reduces the perceived risk.

2.2. Consumer Shopping Behaviour and Patronage

Chaing and Roy (2013) carried out a study in which they examined the purpose of the customer to purchase goods online during their shopping. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. Iyer and Eastmen (2014) found that the population of seniors who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behaviour towards online shopping and internet are more into online shopping. Danaher (2017) focused on the loyalty of the 100 brands over online shopping and offline shopping of 19 product of the grocery. The outcome of the study revealed that the reality of the high brands by the high market shares bought online shopping much greater than the expected. But in the case of the small share brand, it is just reversed. However, in traditional shopping, the expectations and the observations are not at all links to the brand share.

2.3 Consumer Shopping Behaviour Components and Frequency of Purchase

Shang and Hsu (2018) conducted a study in Taiwan. Online shopping conditions are different from regular shopping in many ways. Shopping site look and fulfilment systems are like a front employee, second, every online deal involves a number of third parties, such as credit

card clearance companies, and delivery firms. So, a new customer satisfaction index is required, to quantify customer satisfaction in an online atmosphere. Jarvelainen (2017) analysed in her empirical study in Finland that there are many online information seekers who choose to stop the shopping process just before the finishing point of the transaction. The reason behind this is intensely rooted in internet-based trust outcomes. The study focuses on e-commerce background. That is security and confidentiality issue, that how consumer selects their purchasing channels. The finding of this study shows that constancy, trustworthiness, and usefulness, as well as ease of the use of the system, are essential, while the first imprint of the online seller is significant, considering the behavioural intention. Jiang (2018) shown in their empirical study about US customer worries on internet security, while shopping over the internet can influence online buying behaviour and these worries may lead to identify theft.

2.4 Consumer Shopping Behaviour Components and Customer Satisfaction

Agbor (2011) studied the relationship between customer satisfaction and service quality within three Service sectors in Umea. The main purpose of this study was to examine the relationship between customer satisfaction and service quality in service sectors with respect to the service quality dimensions. The study showed distinctive results for the relationship between service quality dimensions and service quality/customer satisfaction. Parker and Mathews (2001) submit that satisfaction or dissatisfaction of the customer is the customer's response to the evaluation of the perceived discrepancy or disconfirmation of previous expectations and the actual performance of a product or service. Customers' perceived dissatisfaction puts the service provider to a very demerit position as this may lead to non-repeat purchase and the customer may tell others. The implication of this is no patronage and organizational poor performance. The assertion of Kotler and Armstrong (2012) that satisfaction is the post-purchase evaluation of products or services taking into consideration the perceived expectations.

2.5 Consumer Shopping Behaviour Components and Customer Retention

Riley (2018) carried out a study to know why the people and from where they get influence to purchase grocery from online shopping. This research aims to know the role of all the factors which are situational in the process of adaption of grocery shopping from online. Qualitative research is carried out by the researcher which helps the researcher to gain knowledge about the depth of the consumer of grocery product and their behaviour. The researcher also includes the quantitative method in his research to find the factors which influence them to purchase grocery from online shopping. By merging both the qualitative

and quantitative study the researchers find the importance of the specific type of institution. Many shoppers are found that they start discontinuing the online shopping of grocery once there initial point of shopping of grocery created a problem for them they stop doing online shopping.

2.6 Consumer Shopping Behaviour Components and Service Quality

Lohse (2016), attempted using a Psychographic based study to provide an understanding of the characteristics of users various lifestyles that lead to online buying behaviour. The survey revealed that the very important factors in predicting online buying behaviour include: Looking for product information online, Leading a “wired lifestyle”- this is when consumers spend a relatively large amount of their time online. Literature has remained inconclusive as it relates to the relationship with customer retention.

Flavian (2016) analyzed how perceptions of consumers about traditional online shoppers influence their decision to adopt the services offered by the same online shoppers on the online and found consumer trust in a traditional online shoppers as well as income, age and sex of the respondents as the major factors that influence consumer decision to work with the same online shoppers via the online. Thus, online payment service has recently become very effective offering sophisticated tools, including account aggregation, stock quotes, rate alerts and portfolio managing programs to help their customers manage all their assets more effectively and on time (Tan & Teo, 2015).

2.7 Product Perception and Customer Loyalty

Aishatu, LimOlakojo, von Furstenberg and Wang (2017) investigated customer loyalty towards internet banking in Nigeria. The results of Pearson correlation test and regression test indicated a positive significant relationship between social media marketing and customers’ brand loyalty. Hassan, Thurasamy and Loi (2017) investigated e-lifestyle, customer satisfaction and loyalty among mobile subscribers in Thailand. The results reveal that e-lifestyle has a substantial effect on customer loyalty. Also, Oghoja, Ladipo, Ighomereho and Odunewa (2014) investigated the determinants of customer satisfaction and loyalty in the Nigerian telecommunications industry. The results revealed that product (core service), promotion and distribution have a higher impact on the level of customer satisfaction and customer loyalty.

2.8 Customer Patronage

Consumer patronage is the approval or support provided by customers with respect to a particular brand. Patronage delivers the foundation for an established and growing market

share. According to Balabanis, Diamantopoulos, Mueller and Melewar (2013), patronage is a strong feeling of attachment and loyalty to one's own country without corresponding hostility towards other nations. Consumer patriotism affects attitudes about products and purchase intentions (Kaynak & Kara, 2012; Luque-Martinez, 2015). According to Paswan (2016), patronage behaviour can be described in several ways; loyalty intention, amount of money spent, repeat purchase, number of visits, satisfaction level, the duration is taken, time and quantity of goods bought. Retailers benefit by understanding the various factors that influence consumer patronage behaviour by getting more sales, repeat purchase and customer loyalty. Sirgy and Grewal (2014) suggested that consumer patronage behaviour can be influenced by location, atmosphere, merchandise, price, and promotional factors.

According to Ozor (2018), patronage is the impulse desire and consideration within the consumer or customer which induce the purchase of goods from certain outlet or company. Mathwick and Rigdon (2016), states that customer patronage is defined as a situation when the customer wishes to consider, recommend, or make purchases from retailers in the future, the desire to buy from it, and the willingness to recommend to others in the future. Patronage behaviour deals with the process of identifying factors and attributes that consumers use in selecting product/service alternatives (Goddard, 2013). According to Philip (2017), the word customer or consumer patronage means a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use.

2.9 The moderating effect of consumer trust (customer convenience and perceived risk) between shopping behaviour and customer's patronage

Nha, Andre and Gaston (2013), studied the mediating role of customer trust on customer loyalty, the study found out that customer trust had a positive and significant effect on customer loyalty. Brad, Michael and Kami (2013), carried out a study on consumer trust in information sources: testing an interdisciplinary model, results of the research demonstrate that disposition to trust is relevant to institution-based trust, trusting beliefs, and trusting intentions. Kassegne and Venkat (2013), conducted a study on the role of "trust" in building customer loyalty in the Insurance Sector- A study. Both customer trust in the employees and customer trust in the company are positively related to customer loyalty (Sirdeshmukh, 2013). Mei-Fang Chen & Liang-Hung Mau (2009) research result shows that customer trust in the life Insurance company makes a positive contribution to customer loyalty. Customer trust has a positive influence on customer loyalty. The greater customer trust is, the higher the customer loyalty becomes (Kennedy, 2015; Sirdeshmukh, 2013).

3.0 METHODOLOGY

The study was conducted to pre-test the questionnaire on one hundred and thirty-seven (137) students of Onabanjo Olabisi University in Ogun state (10% of the sample size) which were randomly selected from the sample across the students. In this study, mainly Onabanjo Olabisi University students were selected for the pilot study because they were readily available and was easy to access. The pilot study was done in order to ensure the validity, veracity, reliability and suitability of the research instrument for the main study. It is was also considered necessary in order to determine the willingness of the respondents to have a foreknowledge of the reactions of the respondents and to ascertain the reliability of the questionnaires when used in an environment.

The total number of copies of the questionnaire retrieved from the sample was one hundred and twenty eight (128), that is 93.4% response. The responses were analyzed in order to determine the reliability of the research instrument. The result of the pilot study indicated that the research instrument is reliable since the Cronbach's alpha of the scale for all the variables were greater than 0.70. Some of the questions were re-constructed while some sections were reframed entirely based on the suggestions of the respondent particularly items on social factors, psychological factors and frequency of purchase. The items that were reviewed are perceived behavioural control to purchases due to influence of family members; information availability on social networks to surfing of information on social networks; influence of consumer's social position on purchase decisions to purchases due to influence of friends; consumer's attitude to sense of security and customer continued referral to internet self-efficacy.

This study adopted a survey approach using a questionnaire formulated from literature, the sample was selected purposively for the purpose of validation of scales on shopping behaviour and customer patronage. The questionnaire is divided into four sections, these are sections A, B, C and D. Section A focuses on the demographic information of the respondents, section B is on the independent variables, section C is on the dependent variables while section D focuses on the moderating variables. The purpose of using questionnaire survey is because of the direct response, feedback and the literacy level of the proposed respondents (Zikmund, Babin, Carr, & Griffin, 2010). The table below shows the conceptual sources of ideas in the research instrument. The response structure was as follows:

Very High (VH) = 6; High (H) = 5; Moderately High (MH) = 4; Moderately Low (ML) = 3; Low (L) =2; Very Low (VL) = 1.

4.0 RESULTS AND DISCUSSION

Results of the Exploratory Factor Analysis & Reliability Test Results

Variables	No of Items	KMO	Bartlett Test	Cronbach's Alpha
Independent Variable: Shopping behaviour				
Social factors	5	0.636	0.000	0.803
Personal factors	5	0.865	0.000	0.882
Customer perceived value	5	0.825	0.000	0.831
Psychological factors	5	0.806	0.000	0.817
Product perception	5	0.735	0.000	0.778
Dependent Variable: Customer's Patronage				
Frequency Of Purchase	5	0.844	0.000	0.867
Customer Satisfaction	5	0.818	0.000	0.864
Customer Retention	5	0.764	0.000	0.800
Service Quality	5	0.638	0.000	0.781
Customer Loyalty	5	0.748	0.000	0.780
Moderating Variable: Consumer trust				
Consumer convenience	5	0.727	0.000	0.777
Perceived risk	5	0.714	0.000	0.758

Source: Researcher Study, 2019

The researcher subjected the research instrument to both the face, content and constructs validity. Content validity refers to the degree to which the content of the items adequately represents the universe of all relevant items under study. For content validity, questionnaires would include a variety of questions on shopping behaviour, customer's patronage and customer trust.

The face and content validity were done by presenting the questionnaire to the researcher's supervisor and others with good knowledge of the study areas. They scrutinized the items on the questionnaire. The need for this was to have an assurance that the research instrument will measure what it has been designed to measure. The research instrument would be subjected to expert opinion validity as recommended by Saunders, Lewis and Thornhill (2016). In order to make sure that the research instrument is valid, the instrument will be subjected to content validity.

Exploratory factor analysis was done using principal component analysis and varimax rotation type was carried out for various variables shopping behaviour, customer patronage

and trust Two statistical measures are generated to assess the construct validity and sampling adequacy. One is Bartlett test of sphericity and the other Kaiser-Meyer- Olkin (KMO) measure of sampling adequacy. The Bartlett test of sphericity has to be significant at $p < 0.05$ in order to be accepted and KMO index ranges from 0 to 1, with 0.6 as the minimum value (i.e. $p = 0.000$). This will help to ensure the content validity of the instrument.

From the table below, the Kaiser-Meyer-Olkin (KMO) shows values higher than 0.6. This serves as a piece of evidence that the questionnaire items measure what they are expected to measure. The Bartlett's test results with 0.000 simply validated the KMO. Hence, it is established that the research instrument is valid. Kaiser (1974) opines that researchers should accept KMO values greater than 0.5, adding that 0.5 has become a rule in research.

The research instrument was also subjected to a reliability test. The essence of this is to establish the internal consistency of the questionnaire. This was done using the Cronbach's alpha coefficient which was obtained using Statistical Package for Social Science (SPSS). The threshold for a reliable research instrument is Cronbach's alpha value of 0.7 (Field, 2000). Sullivan (2011) further argues that Cronbach's Alpha is a popular method for estimating the internal consistency hence the reliability of an instrument.

It should be noted that Validity and reliability increase transparency, and decrease opportunities to insert researcher bias in qualitative research (Singh, 2014). These are important concepts in modern research, as they are used for enhancing the accuracy of the assessment and evaluation of research work (Tavakol & Dennick, 2011). Without assessing the reliability and validity of the research, it will be difficult to describe for the effects of measurement errors on theoretical relationships that are being measured (Forza, 2002). By using various types of methods to collect data for obtaining true information; a researcher can enhance the validity and reliability of the collected data.

5.0 CONCLUSION AND RECOMMENDATION

Based on the result of the validity and reliability, it was found that the scales development to measure shopping behaviour, customer patronage and customer trust is viable to be used in different and related studies. Reliability and validity of instrumentation are important considerations for researchers in their investigations. To perform good research, validity and reliability tests are needed to be taken very carefully. In the study, we have observed that a valid tool must be reliable. When customers trust the service provider, they are likely to be loyal to the service provider through patronage and referrals (Deng, Hu, Deng and

Mahadevan, 2010). According to Hong and Cho (2011), the trustworthiness of a business has a critical role to play in creating and maintaining customer loyalty and patronage. Avramakis (2011) studied the customer relationships in the Swiss Financial system and reported that customer trust positively predicts customer loyalty. This positive relationship was also substantiated by Sirdeshmurk, Sigh and Sabel (2012) who developed a framework of understanding customer trust and loyalty relationship in the airline and retailing industry. The results of the study indicate trustworthy behaviour by consumers directly influence trust. The authors argued that when the service providers manage to build customer trust, customers do perceive low risk and will have more confidence in the service provider's reliability and integrity and as a result become loyal. This is thus shown by the results of the validity and reliability tests that indeed shopping behaviour, customer patronage and customer trust have significant linkages. This implies to a large extent that researchers can adopt, adapt or modify this instrument to suit their research contexts and aims. This is because the instrument was tailored to the Nigerian geographical and research context.

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