

EFFECT OF E-COMMERCE ON CONSUMERS BUYING BEHAVIOUR OF MOBILE PHONES IN PLATEAU STATE, NIGERIA

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Abstract

Global technology keeps advancing at a fast rate around the world and in Nigeria in particular, and quite a few numbers of people appear to be embracing such advancements in which e-commerce is one of such technological advancements. The objective of this study was to examine the effect of e-commerce on consumers buying behaviour of mobile phone in Plateau state, Nigeria. This study adopted a survey research design with a sample size of 321 which was determined using Cochran sample size formula and purposive sampling technique was used to select the respondents. The study employed questionnaire as the instrument for data collection. Partial least square structural equation modeling was employed to analyze the data obtained. The study found that online experience has positive and significant effect on consumers buying behaviour of mobile phone in Plateau state, Nigeria while online convenience has positive and insignificant effect on consumers buying behaviour of mobile phone in Plateau state, Nigeria. The study therefore recommends E-commerce business should reduce the number of steps in the checkout process. Implement features like guest checkout, auto-fill for returning customers, and multiple payment options to make purchases quicker and easier. Also, they should invest in improving the website and app interfaces to ensure they are user-friendly, intuitive, and easy to navigate. This includes optimizing load times and simplifying the checkout process.

Keywords: E-commerce, Online Experience, Online Convenience and Consumers Buying Behaviour

INTRODUCTION

Electronic commerce is one of the essential characteristics in the internet era. Electronic commerce, especially online shopping, is a growing phenomenon all over the world, particularly in countries where highly developed ICT infrastructure, such as the internet, is available for marketing activities (Omotayo & Adeyemi, 2018). Global trends indicate that businesses are moving towards digitization (Olsen, 2010). In these days, internet usage is increasing rapidly, and with the use of internet, online shopping becomes faster. According to Pejman and Mansoor (2016), the growth of online business globally can be traced to the advancement in technology which has revolutionized the conventional ways of buying goods. With the speedy development of technology and the increase in internet usage across the globe, people are no longer interested in going to the mall or market to form queue or having physical interactions, rather they prefer communicating and gathering of information through websites (Fei, 2011).

Although, e-commerce is at an advanced stage in the developed countries of the world, global telecommunication report shows that there are 4.5 billion internet users in the world (Internet World Statistics, 2019). The popularity of online shopping keeps increasing even in the Africa region, report from Internet World Statistics (2023) shows that over 522million (38.9%) Africans are internet user. This has increased the trend of online shopping to be is one of the widely and commonly used mediums for convenient shopping.

Lubis (2018) said these days many traditional retail stores are turning into online web stores. This new trend of e-commerce is now being embraced by businesses with physical stores such as SLOT (which is an enterprise that is into the sale of electronic gadgets such phones, tablets, phone pouches, etc., on a very large scale). They now operate online stores in addition to physical outlets. Large internet retailers such as Konga and Jumia also operate a system for third-party merchants to use their platforms to advertise and sell their goods. Other sites such as Olx and Jiji.ng are essentially online marketplaces,

which are made up of various individual sellers who advertise their products free and directly interact with customers.

E-commerce has continued to change the way businesses are carried out ever since its evolution. These days, the internet serves not only as a platform for networking, but also as a medium through which businesses can bond with their customers (Delafronz, et.al, 2009). There are many benefits associated with this mode of shopping. To the buyers or consumers, it allows them place a purchase order at any time. It also helps reduce transaction costs for participation or exchange in the market. It gives the comfort of been able to make 24 hours transactions without requiring the physical interaction with the business organisation. It also allows purchases and sales to be performed from the comfort of homes or working places. Buyers also have the opportunity of buying or selling any product at any time. In addition, buyers can have quick and continuous access to information on different websites at the click of a button (Aminu, 2013; Khan, 2016).

Experience is likely to influence customers' future purchase behavior (Pappas et.al 2013) due to rich sensory stimuli that provoke favorable behavioral response to the retailers (Bolton et.al 2014). Experience of online shopping is associated with pleasure, arousal, and achieving a specific end while shopping. The experience undergone in a shopping context is a whole shopping experience (Arnould et al., 2002). Online convenience has been one of the principal promoters of customer's predisposition to adopt online purchase (Jiang et al., 2013). More also, as consumers allocate less time to shopping and more to other endeavors, their wish for convenience has grown, and consequently, their attention has turned to online shopping (Kumar and Kashyap, 2018). It is however based on this background that the study is carried out to examine effect of e-commerce on consumers buying behaviour of mobile phones in Plateau State, Nigeria.

Statement of the Problem

Global technology keeps advancing at a fast rate around the world and in Nigeria in particular, and quite a few numbers of people appear to be embracing such advancements in which e-commerce is one of such technological advancements. The few people that do e-commerce have skeptical minds and believe no good can come out of it because of the rate of satisfaction derived. In a country such as Nigeria where there is an evidently high rate of fraudulent activities over the internet, many people could be skeptical about conducting business over the internet despite the benefit associated to online shops such as product variety, easy access, convenience, house delivery, easy price comparison, after sale service. Consumers of the online shops in Nigeria may still not feel satisfied with online shops.

Specifically, the fear of identity theft especially of credit card makes customers reluctant to frequently purchase products online. The fact that some pictures of the products displayed online may not refer to the exact products delivered to customers also motivates some customers to patronize the physical store for their purchase rather than online shops. Recently the online shops in Nigeria have started to suspend the payment on delivery option on their website due to the increasing risk and security challenges posed by this payment option and also to reduce the amount of cash carried from one location to another by their delivery agents. This payment on delivery option is one of the reason many people currently shop online because Nigerians have upfront payment trust issues.

Online shopping and consumers behaviour has been one of the most important research areas giving recognition in the past decades. Previous studies including Muhammad, et al. (2015), Rekha, et.al (2014), Ahmed and Sany (2016), Osio and Orubu (2018), Abdullahi et.al (2017), Nwankwo et.al (2019) have studied online shopping but none of them focused on e-commerce and consumers buying behaviour of mobile phones. Based on the above statement of the problem, the study therefore examines effect of consumer e-commerce attributes on buying behaviour of mobile phones in Plateau State, Nigeria.

Objectives of the Study

The main objective of the study is to examine effect of e-commerce on consumer buying behaviour of mobile phones in Plateau State, Nigeria. The specific objectives are to;

- i. Examine the effect of online experience on consumers buying behaviour of mobile phones in Plateau State, Nigeria;
- ii. Assess the effect of online convenience on consumers buying behaviour of mobile phones in Plateau State, Nigeria;

LITERATURE REVIEW

Concept of E-Commerce

E-commerce is a site selling products in the form of goods and services through internet media, where with an e-commerce both entrepreneurs and consumers can make buying and selling transactions without being limited to place and time (Kore et al., 2018). In general term, e-commerce is a process of buying products or services through Internet. E-commerce involves a user accessing internet to search, select, buy, use, and dispose of goods and services, in satisfying his or her needs and wants (Mona, 2013). E-commerce is a process where the customer purchases products and services directly from the seller using the internet as a medium. E-commerce is a type of e-commerce where the customer buys goods without any intermediary services (Humlen, 2014). E-commerce is an innovative form of trade that takes place on the internet. Where customers visit various websites offering different products for sale, select the product, order the products make, makes payments via credit cards and finally seller physically delivered the products. People are mostly more intend to shop online as it saves their time and they can do the work of hours in minutes still confined to the office or home (Cho & Park, 2001). The study adopts the definition of Olasanmi (2019) that E-commerce is an innovative form of trade that takes place on the internet, where customers visit various websites offering different products for sale, select the product, order the products, make payments via credit cards. The justification behind this is based on the fact that the definition encompasses all the activities in E-commerce.

Online Experience

Experience has become a significant research issue in the past few years. The experience factor plays a critical role in shaping the success of a company's offerings by defining customers' preferences, which further influences their purchase decisions (Gentile et.al, 2007) Experience is likely to influence customers' future purchase behavior (Pappas et.al 2013) due to rich sensory stimuli that provoke favorable behavioral response to the retailers (Bolton et.al 2014). Experience of online shopping is associated with pleasure, arousal, and achieving a specific end while shopping. The experience undergone in a shopping context is a whole shopping experience (Arnould et al., 2002). Thus, the customer experience involves diverse facets of shoppers' tangential experiences that involve interactions among shoppers, salesperson and the shopping environment (Yoon, 2013). Pine and Gilmore (1998) identified experiences as an offering that "a customer finds unique, memorable and sustainable over time". Experience is a sequence of customer responses to a chain of touch points that constitute the customer journey and starts long before the actual purchase or interaction with the firm (Lemon & Verhoef 2016). Meyer and Schwager (2007) define experience as "the internal and subjective response that customers have to any direct or indirect contact with a company". Experience is conceptualized as a psychological construct, which is a holistic, subjective response resulting from customer contact with the retailer and which may involve different levels of customer involvement (Lemke et.al, 2011). Gupta and Vajic (2000) claim that "an experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by the service provider". Gentile et al. (2007), stating that customer experience is the "psychological state manifested as a subjective response to the e-retailer's website" Consumer experiences refer to the psychological and emotional states that consumers go through while shopping in online platform (Alba & Hutchinson 2000; Nambisan & Watt, 2011). Experiences is what a customer finds unique, memorable and sustainable over time in a particular goods or services.

Online Convenience

Online convenience has been one of the principal promoters of customer's predisposition to adopt online purchasing (Jiang et al., 2013). Kotler (2007) defines convenience goods as goods that the customer usually purchases frequently, immediately, and with the minimum of effort in comparison and buying. Convenience is a key to understanding shopping behavior, for which consumers attach an increased significance. Copeland (2003) defined convenience as the measure of time and effort wasted in purchasing a consumer product. Kelley (2008) defined convenience cost as "the expenditure of time, physical and nervous energy, and money required to overcome the frictions of space and time, and to obtain possession of goods and services". Convenience is anything that is designed to minimize the time and effort required from customers to buy and own a product (Yale & Venkatesh, 2006).

Convenience is the classification of products, which relates to low risk or low involvement in purchasing (Brown, 2009) i.e. Convenience is the process that enables customers to browse and search for information easily through the internet. Through online, customers can easily search for product through online catalog. When the customers get the products or services he needs online, he immediately places an order and the online store processes the order and gives the customers feedback, within 48 hours, the customers get the product at his doorposts, this brings about reducing the time to be consumed in shopping physically in the retail store.

Consumer Buying Behaviour

Consumer buying behaviour is when products and services meet the expectation of the consumers (Kotler, 2001). Consumer buying behaviour is frequently defined as the customers' post purchase comparison between pre-purchase expectation and performance received (Minjoon et al., 2004). Ziaullah et.al (2014) stated that consumer buying behaviour refers to the perception of pleasurable fulfillment in the customers' transaction experience. In addition, Verhoef et.al (2002) stated that satisfied customers tend to have more repurchase intention, often more tendency and eager to recommend products to their acquaintances relative to those customers who are not satisfied.

According to Daniel (2001) consumer buying behaviour is the impression of reward received by the customer after making the sacrifice of purchasing a product. Belin (2002) see consumer buying behaviour as a psychological state following the purchase of a product or trying a service translated by a temporary feeling resulting from the difference between the customer expectations and the actual realization. Consumer buying behavior is the attitude of the consumers on goods and service they want to buy. Consumers buying behaviour also refers to a person's feelings of pleasure from comparing expectations with a product's performance (Kotler and Keller, 2009). Consumers buying behaviour is when a product's perceived performance matches buyer's expectations.

Online Experience and consumer buying behaviour

Singh and Soch (2015) examined effects of customer shopping experience on the relationship between antecedents of in-store experience and impulse buying. The study used a survey research design and data will be collected from 500 respondents using a pre-defined well-structured questionnaire on 5-point likert scale ranging from "very strongly agree" to "very strongly disagree". The sample will be drawn through convenience sampling and judgment sampling. The sample will include the frequent shoppers in a mall. The analysis will be done using exploratory factor analysis (EFA) followed by confirmatory factor analysis (CFA). The study discovered that intended end-uses of the customers and level of shoppers' involvement have a significant direct impact on how customers perceive the store image and evaluate their overall shopping experience. The study concluded that in-store experiences characterize a substantial component of the customer experience, which positively influences the shopping behavior of the customers. The study recommended that in order to improve the profitability of the retailers, they must focus on providing satisfactory experiences to their customers. Singh and Soch The used data from a single country. As such, results cannot be immediately applied to different retail settings.

Ayegba (2017) examined consumers' experience on online shopping in Nigeria. This work has the objectives of assessing the major mode of payment for online shopping, assessing the extent of delay experienced in the delivery of online goods if any, and assessing how satisfactory online shoppers are with the delivered goods or services. It adopts the use of questionnaire which was administered to some respondents in Abuja, the Federal Capital Territory in a random manner, and through the social media (facebook and whatsapp) platform to allow wider feedback from all over the country. A total of 340 questionnaires were administered; 325 were retrieved in which five of them were invalid while 320 were correctly attended to. In these 320 valid questionnaires, 200 responses were from social media (facebook and whatsapp) platform whereas the remaining 120 were from the respondents in Abuja. It was observed that the common mode of payment for online goods and/or services in Nigeria is payment before delivery. Also, it was shown that 78.9% of the respondents are very satisfied with the online shopping even though it is characterized with little delay in the delivery. Furthermore, in as much as most of the respondents were very satisfied with the online shopping, close to one-third (31.2%) of the respondents are not sure if they will do online shopping in future, 9.4% said they will never do, while 59.4% responded that they will do in future; a development which I think will be of concern for the online products sellers, but which I think can be surmounted with proper orientation of consumers and creation of more awareness about online shopping.

Online Convenience and Consumer Buying Behaviour

Almarashdeh et.al (2018) investigated access convenience and search convenience of online shops. The study used a sample of 143 participant to measure the adoption of shopping online via both website and mobile shopping. The collected data analyzed using SPSS. The results show that mobile apps are more adopted in term of accessibility but website shopping is more adopted in term search ability. The study did not find significant difference its term of total adoption of both website and mobile shopping. The study by Almarashdeh, et al, (2018) did not focus in measuring the difference in term of usability and security which we assume could bring a valid result.

Pham and Tran (2018) examined the relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. A survey of 230 Vietnamese customers was conducted to test the theoretical model. A structural equation model was used for data analysis. The results determined that the five dimensions of online shopping convenience are: access, search, evaluation, transaction, and possession/post-purchase convenience. All dimensions have a direct impact on perceived value and repurchase intention. The results also show the important role of perceived value when a factor both directly influences repurchase intention and mediates the relationship between convenience and repurchase intention. By using convenient sampling method, the possibility of realizing the results is not high. The factors that affect the online repurchase intention of an organization or individual are fundamentally different in each business model, each specific product line, but were not considered in the study.

Meixian (2015) examined convenience and online consumer shopping behavior. The questionnaire was distributed via sojump.com. The convenience sample comprises 251 participants, where data from two participants who spent less than thirty seconds on finishing the questionnaire are excluded on account of the quality. The respondents are all from China, and eighty-one percent of them are from Beijing, Tianjin, Guangdong province and Fujian province. Using the Contingent Valuation Method (CVM) in combination with the Spike Model, the study discovered that the premium, indicated by median willingness to pay (WTP), is 2.957 for an online product priced at 50 RMB. The study discovered that the first significantly affects the WTP, while the second has no significant impact. The study suggests that online sellers may increase product prices by approximately 2.957 RMB, or 5.9 percent, especially for those goods, which can be purchased with a greater convenience online as opposed to offline. The inaccuracy in the study by Meixian (2015) may have occurred because of the small sample size in the survey. The researcher did not consider the cognitive bias, shipping and the categories of the merchandises.

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) has developed by Davis (1989) is one of the most popular research models to predict use and acceptance of information systems and technology by individual users. In TAM model, there are two factors perceived usefulness and perceived ease of use. Perceived usefulness is the prospective user's subjective probability that using a specific application system will enhance his or her job or life performance. Perceive ease of use (EOU) is the degree to which the prospective user expects the target system to be free of effort. According to TAM, ease of use and perceived usefulness are the most important determinants of actual system use.

Technology acceptance mode (TAM) has been based on theory of reasoned action (TRA) and has been used to explain individual's acceptance behavior. Technology Acceptance Model (TAM) was developed by Davis (1989) to explain and predict computer-usage behaviour. In 1989, Davis presented the Technology Acceptance Model (TAM) to explain the intention of the behavior of consumers with the ability to use innovative technology (such as online shopping). The goal of TAM was to provide an explanation of the determinants of computer acceptance that in general was capable of explaining user behavior across a broad range of end-user computing technologies. The Technology Acceptance Model (TAM), which was developed by Davis (1989), assumes that when users perceive that a type of technology is useful and also easy to use, they will be willing to use it. Consequently, the more consumers recognize that the systems will make their tasks easier to perform; the higher is the probability that they will use it and accept the new technology as being useful (Dillon & Morris, 1996).

The theory is relevant to the study because it enables a consumer who wants to buy an item online to find the website useful if the sites are easy to use and accessible.

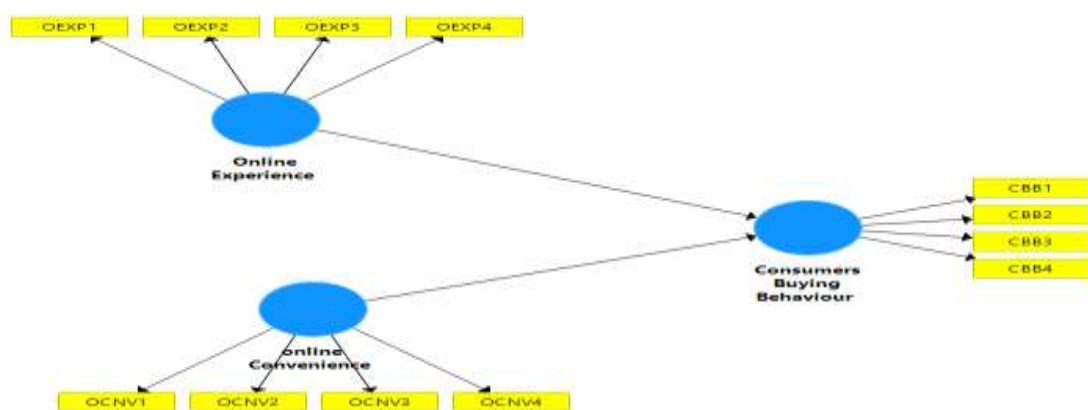
METHODOLOGY

The research employed survey research design. Survey research design was adopted for the study through a structured questionnaire which was used to elicit information from the target respondents who are customers of mobile phones in Plateau State, Nigeria. The population of the study consisted of mobile phones customers who have bought phones online once or more in Plateau State, Nigeria. Since the population is infinite as there is no accurate recorded data on the number of people that visit online shops in Plateau State, Nigeria, the researcher therefore used Cochran Sample size Formula to get a sample size of 321. The study looked at areas like Jos North, Jos South, Jos East, Shendam, Langtang South and North. Convenience sampling was used based on the fact that consumers are available and have bought phones online once or more. The questionnaire was adapted. The researcher employed the use of a questionnaire to collect necessary data for the study. The Partial Least Squares Structural Equation Model (PLS-SEM) statistics was used to test the hypotheses formulated with the aid of SmartPls3.

Model specification

The model of the regression analysis is specified thus:

Structural model for direct relationship between e-commerce and consumer buying behaviour



RESULTS AND DISCUSSION

Table 1: Descriptive Statistics

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
OEXP	4.24	4.45	1	5	0.79	1.69	-1.08
OCNV	4.37	4.55	2	5	0.74	1.82	-1.29
CBB	4.33	4.45	1	5	0.78	1.86	-1.28

Source: SMART PLS Output, 2024

Table1 provided statistical description of the variables as expressed in the data collected in terms of the mean, minimum, maximum, standard deviation, skewness and kurtosis values, online experience (OEXP) showed minimum and maximum values of 1 and 5 respectively with an average value of 4.2 and a standard deviation value of 0.79. Online convenience (OCNV) had minimum and maximum values of 1 and 5 respectively however, it showed an average of 4.3 along with a standard deviation of 0.74. Consumer Buying Behavior (CBB) had a mean value of 4.3 along with a standard deviation value 0.78. The minimum and maximum values recorded for CBB were 4.2 and 5 respectively.

Indicator Reliability

When evaluating the measurement model, we initiate the process by examining the item outer loadings. Generally, it is recommended to consider loadings above 0.708, as they signify that the construct accounts for more than 50 percent of the variance in the indicator, ensuring acceptable item reliability (Hair et al., 2019). However, Hair et al. (2019) also suggest that low but statistically significant indicator loadings (below 0.50) may be included. Conversely, outer loadings below 0.4 should be eliminated, and in exploratory research, loadings between 0.4 and 0.7 may be retained if the average variance extracted is satisfactory (Hair et al., 2014). This justifies the decision not to exclude indicators with loadings below 0.70 and above 0.40 from the model.

Measurement Model

Indicator Reliability

In assessing the measurement model, we begin by assessing the item outer loadings. As a rule, loadings above 0.708 are recommended, as they indicate that the construct explains more than 50 percent of the indicator's variance, thus providing acceptable item reliability (Hair, et al., 2019). However, Hair, et al., (2019) also posited that low but significant indicator loading (less than 0.50) can be included. Also, outer loadings less than 0.4 should be deleted and in exploratory research, loadings more than 0.4 and less than 0.7 can be retained if the average variance extracted in satisfied (Hair, et al., 2014) hence justifying why indicators with loadings less than 0.70 and above 0.40 were not deleted from the model.

Table 2: Factor Loadings of the Constructs

	Online Experience	Online convenience	Consumer Buying Behavior
OEXP1	0.806		
OEXP2	0.770		
OEXP3	0.792		
OEXP4	0.795		
OCNV1		0.735	
OCNV2		0.803	
OCNV3		0.793	
OCNV4		0.796	
CBB1			0.755
CBB2			0.794
CBB3			0.783
CBB4			0.776

Source: SMARP-PLS Output, 2024

Construct Reliability

To establish internal consistency reliability of the construct, Cronbach's alpha and composite reliability (CR) should be higher than the threshold of 0.7. It is clear from the table 4.4, that all the latent indicators are reliable since their values are higher than the threshold value of 0.7. As an alternative to Cronbach's alpha and composite reliability, Dijkstra and Henseler (2015) proposed rho A as an approximately exact measure of construct reliability, which usually lies between Cronbach's alpha and the composite reliability. Hence, rho A may represent a good compromise if one assumes that the factor model is correct.

Convergent Validity

Convergent validity gauges the degree to which a construct converges to elucidate the variance within its items. To evaluate convergent validity, the average variance extracted (AVE) should exceed 0.5. As depicted in Table 3, the AVE values for all constructs surpass 0.5, affirming that our constructs meet the criteria for convergent validity. This observation suggests that the entire construct accounts for 50 percent or more of the variance present in the items comprising the construct.

Table 3: Construct Reliability and Convergent Validity of the Indicators

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Online Experience	0.791	0.863	0.612
Online convenience	0.788	0.863	0.709
Consumer Buying Behavior	0.781	0.859	0.604

Source: SMART PLS Output, 2024

Discriminant Validity

Discriminant validity is the extent to which a construct is empirically distinct from other constructs in the structural model. There are many traditional methods for discriminant validity assessment, such as cross loadings and the Fornell-Larcker criterion (Fornell & Larcker, 1981), but researchers are advised to apply the Heterotrait-Monotrait (HTMT) criterion (Henseler et al., 2014). This is because traditional methods fail to indicate a lack of discriminant validity, even when two constructs are perfectly correlated, rendering this criterion's use ineffective for empirical research. For this thesis, table 4.4 shows the HTMT criterion for all the latent constructs. The discriminant validity of the construct is valid if the upper bound of the 95% confidence interval of HTMT is lower than 0.9. From table 4.4, this condition is satisfied.

Table 4: Heterotrait-Monotrait Ratio (HTMT)

	Online Experience	Online convenience	Consumer Buying Behavior
Online Experience	1.00		
Online convenience	0.790	1.00	
Consumer Buying Behavior	0.576	0.854	1.00

Source: SMART-PLS Output, 2024

Assessing Coefficient of Determination (R^2)

The R-Square value on table 5 show 0.885, meaning that 88.5% of consumer buying behaviour were influenced by e-commerce variables. Meanwhile, the remaining 11.5% was affected by other factors not mentioned in the study. Also, the R^2 of the present study can be recognized as substantial.

Table 5: Coefficient of Determination (R^2)

	R Square	R Square Adjusted
Consumer Buying Behavior	0.885	0.884

Source: SMART-PLS Output, 2024

Model Goodness of Fit (GoF)

To validate the PLS model, it is essential to evaluate its goodness of fit, as recommended by Hair et al. (2017). In this study, the standardized root mean square residual (SRMR) was employed for this purpose.

The selection of this index was based on the fact that SRMR provides an absolute fit measure, where a value of zero signifies a perfect fit. Following Hu and Bentler's (1998) suggestion that a value below 0.08 represents a good fit when using SRMR for model assessment, the study's result revealed an SRMR value of 0.033. This indicates that the model fits well. Besides the chi-square, other measures corroborate the goodness of fit in the study's model.

Table 6: Model of Goodness of fit Summary

	Saturated Model	Estimated Model
SRMR	0.135	0.135
d_ULS	1.423	1.423
d_G	1.015	1.015
Chi-Square	1431.511	1431.511

Source: SMART-PLS Output, 2024

Test of Hypotheses

The table below show the path coefficients, t-values and p-values used to test the hypotheses of the study:

Table 7: Path Coefficient of the Model

Variables	Beta	T Statistics (O/STDEV)	f ² Values	P Values	Decision
Online Experience -> Consumer buying Behaviour	0.195	3.193	0.147	0.001	Rejected
Online convenience -> Consumer buying Behaviour	0.787	15.857	2.394	0.379	Accepted

Source: SMART-PLS Output, 2024

Hypothesis One

H₀₁: Online experience has no significant effect on consumers buying behaviour of mobile phones in Plateau State, Nigeria

The result of the test as shown in table 7 revealed that online experience has positive and significant effect on consumers buying behaviour of mobile phones in Plateau State, Nigeria, with $\beta = 0.195$ and $p = 0.001$. Thus, hypothesis one was not supported and therefore rejected at 5% level of significance. There is adequate evidence to reject the null hypothesis and the study therefore conclude that online experience has positive and significant effect on consumers buying behaviour of mobile phones in Plateau State, Nigeria

Hypothesis Two

H₀₂: Online convenience has no significant effect on consumers buying behaviour of mobile phones in Plateau State, Nigeria

The result from table 7 revealed that online convenience has positive but insignificant effects on consumers buying behaviour of mobile phones in Plateau State, Nigeria, with $\beta = 0.787$ and $p = 0.379$. Thus, hypothesis two was supported and therefore accepted at 5% level of significance. There is adequate evidence to accept the null hypothesis and the study therefore conclude that online convenience has positive and insignificant effects on consumers buying behaviour of mobile phones in Plateau State, Nigeria

Discussion of Findings

The first finding revealed that online experience has a positive and significant effect on consumers buying behaviour of mobile phones in Plateau State, Nigeria, this implies that the overall quality of interactions consumers have with a brand online plays a crucial role in influencing their purchasing decisions. who

found positive and significant effect on consumers buying behaviour. The finding is in agreement with Hamza and Saidalavi (2014). However, the finding disagrees with the finding of Singh and Soch (2015) who found positive but insignificant effect of online experience and consumer buying behavior.

Secondly, findings revealed that online convenience positive but insignificant effect on consumers buying behaviour of mobile phones in Plateau State, Nigeria. This implies that consumers are more likely to make purchases when they can easily navigate online platforms. This indicates that an intuitive layout and straightforward navigation can directly boost sales. This finding agrees with the findings of Almarashdeh et.al (2018) who found positive but insignificant effect on consumers buying behaviour of mobile phones Nigeria. But the finding however, disagreed with that of Pham and Tran (2018) who found positive and significant effect on the on consumers buying behaviour.

CONCLUSIONS AND RECOMMENDATIONS

This study examined the effect of e-commerce on consumers buying behaviour of mobile phones in plateau state, Nigeria. The findings concluded that, online convenience appears to positively influence consumer buying behavior, its impact is relatively minor. This suggests that while ease and accessibility in online shopping are valued by consumers, other factors like price, product quality, brand trust, and personalized experiences may play a more significant role in driving purchase decisions. Businesses might consider emphasizing these additional factors to enhance consumer engagement and conversion, rather than relying solely on convenience as a primary selling point.

Recommendations

Based on the findings and conclusions above, the study recommends thus:

- i. E-commerce business, should Offer detailed product descriptions, high-quality images, and customer reviews to help consumers make informed decisions quickly. They should ensure that your website is user-friendly with intuitive navigation, fast loading times, and a clean design. This will facilitate a smoother shopping experience.
- ii. E-commerce business should reduce the number of steps in the checkout process. Implement features like guest checkout, auto-fill for returning customers, and multiple payment options to make purchases quicker and easier. Also, they should invest in improving the website and app interfaces to ensure they are user-friendly, intuitive, and easy to navigate. This includes optimizing load times and simplifying the checkout process.

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QUESTIONNAIRE

Experience

- 1 I feel comfortable during the online mobile phones experience
- 2 The online mobile phones experience matched my individual needs and expectations
- 3 I am pleased during the online mobile phones experience
- 4 I am happy with the most recent online mobile phones shopping experience

Convenience

- 5 I can order phones wherever I am and shop anytime
- 6 It did not take a long time to complete the purchase process
- 7 The quick delivery and post purchase service are recommendable
- 8 It is easier to select a phone of your choice

Consumer buying behaviour

- 9 Overall, I am satisfied with the services provided by the online mobile phone's shops
- 10 In my opinion, the online mobile phones shop provides satisfactory services
- 11 The online mobile phones shops create a shopping experience that is pleasurable
- 12 I feel pleasant about my decision to buy from online mobile phones shops