

PREDICTIVE ROLE OF QUALITY OF SERVICE ON ONLINE SHOPPING PREFERENCE IN ANAMBRA STATE, NIGERIA

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ABSTRACT: *The study investigated predictive role of quality of service on online shopping preference in Anambra State, Nigeria. Participants in the study comprised 329 adults drawn from three commercial cities: Awka, Nnewi and Onitsha in Anambra State, Nigeria. The participants consist of 116(35.3%) males and 213(64.7%) females. The ages of the participants ranged from 18 to 51 years. The mean age was 39.45, and standard deviation was 9.19. Purposive and incidental samplings were used to select the city participants. Measuring instruments were Quality of Service Scale, and Online Shopping Preference Scale. The study adopted a correlational design and Multiple Linear Regression statistics. Results showed that quality of service dimensions such as tangible at ($F_{7, 321}$), $\beta = -3.49$, reliability at ($F_{7, 321}$), $\beta = -3.07$, and responsiveness at ($F_{7, 321}$), $\beta = -.24$ had positive significant predictive effect on online shopping preference, while assurance at ($F_{7, 321}$), $\beta = .67$, and empathy at ($F_{7, 321}$), $\beta = .49$, $p < .05$ had negative prediction on online shopping preference. The outcome of the study suggests that online stores need to consider the integration of quality service delivery such as tangible, reliability, responsive, assurance, and empathy and integrity in their services. This will inspire consumers to prefer and patronize online product.*

KEYWORDS: Quality of Service, Online Shopping Preference

INTRODUCTION

Worldwide, online environment has influenced the ideas, lifestyle, social and economic status of the consumer's preferences. Online shopping nowadays is an easy way to allow the consumers to directly buy goods or services from a seller over the internet. Online shopping is a new trend and it is rapidly growing that it can easily reach the consumers and it is convenient to purchase through this. Purchasing decisions of the consumers should always take

into considerations to know what influences their preferences.

However, various studies have shown that one of the reason some people did not patronize online shopping is the time that it takes the customer to build a relationship, trust, and confidence with an online intermediary. This is because of the myriads of fraudulent transactions experienced by customers often lead to huge loss of investment capital on the virtual platform (Gefen, Karahanna, & Straub, 2018).

Though, online shopping has become a norm for people worldwide with Shopee, Lazada, Jumia, Amazon, and other online shopping platforms offering various online products and slowly eradicating physical stores. Besides, the online advancement of products that provide efficient support services for online transactions contributes to online shopping.

Online shopping offers the convenience of usage, whereby users can conduct businesses wherever provided there is an internet connection, and the goods are available online (Nghah, Bandar, Awi, Eneizan, & Alshannag, 2022). Moreover, online shopping extends to numerous products available through online shopping. The introduction of mobile payment systems that are traceable, cashless, borderless, and without time limitations have created new versatility that encourages new users to shop online (Kaur, Dhir, Bodhi, Singh, & Almotairi, 2020).

Shanthy and Kanniah (2015) found that although many consumers have begun switching to online stores, most of consumers still choose to shop directly to traditional markets that have a clear physical presence. A person's preference for buying a product, both online and traditional, is influenced by the personality factor possessed by that person. Hence, consumer shopping preferences are defined as the tastes of the consumers measured by the perceptions of the usefulness and benefits of the products offered (Guleria et al., 2015). Online shopping comprises buyers for exploring, choosing, buying, and conducting activities to process buying action to fulfill the desires of the buyers (Tham et al., 2019).

As stated by Mawis (2019) online shopping has emerged as a distinct trend in consumer shopping habits driven by the sheer ease and variety of e-commerce business operators' products. Shopping habits are linked to shopping strategies that someone likes or dislikes and are not influenced by the purchase power of the customers. This generally affects purchasing decisions. Since it has generated more advantages as compared to the physical stores in the market as online shopping or buying process are more

useful to save time, convenient and it does not require the client to stay in line and even not physically required the traveling. Online shopping is available most of the time and it's been useful as it is accessible all the time in every corner of the area. Further, online shopping is being more convenient as it provides sufficient information on products and services (Moshrefjavadi et al., 2018).

Thus, the behaviour of online shopping which is also known as online buying behavior and internet buying or shopping behavior represents the idea that it is the process of acquiring a service or product through the internet (Moshrefjavadi et al., 2018). Similarly, online shopping or buying refers to the procedures for procuring products and services online (Zuroni & Goh, 2018). Further, development in infrastructure of communication and technological change led the students/buyers as the factor for influencing buying behavior as well as shows their association with shopping with online (Khare & Rakesh, 2011).

Moreover, the use of online shopping creates the space for the comparison and screening of alternative information which is a way to minimize information cost and fewer efforts for making a buying decision of goods and services. As the online shopping/buying process is associated with interacting through the computer system of websitebased services and not having a chance to observe the product or services but buying decision is made depending on the information being available on the website (Park & Kim, 2003). On the other hand, as per the shopping orientation of buyers, the buying decision may differ in their behavioral aspect (Handa & Gupta, 2017).

However, the influencing factors in online shopping preference on their procurements have been perceived differently among consumers based on their quality of service (Nittala, 2015). Hence, Butcher et al. (2018) claimed that quality of service may have an impact on consumers' online shopping preference.

Quality of service is the comparison of customers' expectations with perceived performance of services (Parasuraman, Zeithaml, & Berry, 1988). It is the customers' overall judgment of the excellence of goods and service offering (Santos, 2018).

It is also the expected level of excellence and control over the level of excellence to meet customer desires. In other words, there are two main factors that affect quality of service, namely expected service and perceived service (Tjiptono & Chandra, 2018). If the services received or felt are as expected, the service quality is perceived as good and satisfying. If the service received exceeds customer expectations, the service quality is perceived as the ideal quality. Quality of service may be affected by the ability of a firm to satisfy customers' needs (Yoo & Park, 2017). Since the best service of the customers and the level of quality can be achieved consistently by improving services and paying special attention to service performance standards both internal service standards and external service standards.

Quality of service has been associated with online shopping preferences, where a connection has been found between quality of service and online shopping; the customer experiences a high level of satisfaction, they are more likely to return to the online shopping (Al-dweeri et al., 2019). It is further stated that the customer is more likely to make a purchase when experiencing a quality of goods and services. For extraordinary quality of goods and service directly impacts consumer's online shopping preference. Interestingly, quality of goods and service encourage customer to trust which service leads to online shopping of goods and services (Aihumenki –Okhai et al., 2020).

Moreover, for online customers, high standard service quality is the means by which the potential benefits of the internet can be realized (Yang, 2017). As it is much easier to compare product technical features and prices online than through traditional channels, e-service quality becomes a key factor for customers (Santos, 2018). Therefore, online customers expect equal or higher level of service quality than traditional channels customers (Lee & Lin, 2005). That is

why Fassnacht and Koese (2016) said that online business and service providers should provide quality goods and service because it is a source of competitive advantage. The success or failure of online business therefore depends on the extent, to which service providers provide quality service (Yang & Jun, 2018).

However, the reason for online shopping and services are more challenging to retain and please (Al-dweeri et al., 2019). Thus, it is argued by Blut et al., (2015) that it is of major importance to understand and research the effect of the dimensions of quality of service, probably integrity, and conscientiousness and the outcome of shopping preference. For the customer's expectations of quality of service are dynamic due to changes in information technology and advancements in the internet. Due to these changes, the predictive of effect quality of service have on online shopping preference needs continuous research to get a better understanding of how the online stores can increase their customers' e-preference and satisfaction (Ting et al., 2016).

Statement of the Problem

From personal experience, online customers have cried on the considerable amount of money lost to online business fraudsters. This incident affects the confidence of the victims which makes some of them to be confused, lack impulse control, and experience disoriented goal-directed behaviours or in some occasions may act in an unusually manner which contradict the integrity of the victim (Eshiett, 2021).

More so, online customers face challenges of logistics of goods and service delivery after purchases. This of course negates the primary features of the virtual platform which is convenient and speed processing. This could happen because some online intermediaries are yet to perfect product delivery processes to customers, mostly in developing nations. Hence most orders made from remote regions of the country hardly get to the customers when due for delivery. This has become a recurring decimal due to unauthorized persons' activities which may not be properly explained.

Sadly, studies seem scanty on psychological factors influencing online shopping preference, and there is no consensus on these psychological factors that describe and predict online shopping preference (Li & Zhang, 2016). Most studies on online shopping and consumer behaviour tends to focus largely on management and economic factors. Although this approach has provided interesting insights, little attention has been directed at how psychological factors, particularly, the personal challenges faced by consumers in online transactions. In addition, much of the past literature centres on the impact of the benefits for consumers in transactions (Kim 2018).

Surprisingly, prior studies have not applied the concept of quality of goods and service to interrogate online shopping preference; in as much as quality of service may provide a useful context in which to identify and explain criteria for consumer's online shopping preference. Therefore, it becomes imperative to explore if quality of service will predict online shopping preference in Anambra State, Nigeria.

Purpose of the Study

The purpose of the study was to determine whether quality of service will predict online shopping preference in Anambra State, Nigeria.

Research Question

The following questions guided the study: In what way will quality of service predict online shopping preference in Anambra State, Nigeria?

LITERATURE REVIEW

Theoretical review

Dynamic Process Model of Quality of Service: The model was developed by Boulding, Kalra, Staelin and Zeithaml (1993). The theory attempted to provide insights into both the process by which customers form judgements of service quality and the way these judgements affect subsequent behaviour. They base the model on the assumption that customers' perceptions of the service quality immediately after a service encounter, are a mix of especially two aspects, namely their prior expectations of what will and what should happen during the encounter, and the actual delivered service during

the service encounter. They are acknowledging the fact that customers' perceptions and expectations change over time and therefore they establish that the model will be able to clarify and test the relationships between expectations, perceptions and intended behaviour (Boulding et al., 1993).

After empirically testing the model, they found that the greater the customers' perceptions of the overall service quality of a business, the more likely they will be to act in a way that will be to the benefit of the business. This can include positive word of mouth communications or customers recommending the service to somebody else. Theoretically, businesses can therefore increase customers' perceptions of their overall service quality by either increasing perceptions or to lower their expectations. This however, was found not to be the case. It is only customers' perceptions that directly influence service quality.

To increase customer expectations of what a firm will provide during a service encounter, in reality leads to higher perceptions of quality after a positive service experience. What businesses can do to increase the customers' perceptions of quality, is to manage the customers' expectations of what a firm should deliver, downward. The difficulty in this lies however in the fact that, if a customers' "will expectations" increase, the "should expectations" also increase. In other words, if customers believe the business will deliver a service of a certain quality (because of past experience or word of mouth communications) they would also expect that the business should offer that quality service.

According to Boulding et al. (1993, p. 25) the "will expectations" will however, increase faster than the "should expectations" which will result in an increase in overall service quality. Boulding et al. (1993) claimed that service providers can make use of their model to get a better understanding of the relative importance of service delivery and customer expectations for their businesses. This insight will make it easier for service providers to assess the relative value of trying to modify perceptions through changes in the service delivery system

and the firm's communications. Service providers will also be able to estimate the speed with which they can expect perceptions to change over time.

Boulding et al. (1993) admitted that this estimation technique requires that multiple measures of perceptions and expectations need to be made. Care should also be taken that all of the measures within a dimension have identical influence on that dimension, and customers with different levels of prior experience should be segmented accordingly so that the possible differences in the updating parameters can be reflected. Although the process model suggests that customers update their expectations and perceptions frequently, it does not explore the antecedents of the different expectation variables. This information can be critical for service providers because they need to manage the "will expectations" up and the "should expectations" down.

Another limitation of this model is the fact that the empirical analyses do not provide evidence on the cognitive process by which customers form, store, or retrieve perceptions. The "will expectations" and "should expectations" in their model imply that both service quality and customer satisfaction are addressed. In the service quality literature, expectations are viewed as desires or wants, in other words, the "should expectations" (Lewin, 1935). In the satisfaction literature, expectations are seen as predictors or probabilities made by a customer about what will happen during a service encounter (Oliver, 1999).

Theory of Planned Behaviour (TPB) of Online Shopping: The development of TPB originated from the TRA (Ajzen & Fishbein 1980, Ajzen 1991, Ajzen 2011) and is designed to predict and explain human behaviour across various information technologies (Wu & Chen 2005, Wang & Ritchie 2012). According to TPB, a person's actual behaviour in performing certain actions is directly influenced by his or her behavioural intention and, in turn, is jointly determined by his or her attitude, subjective norms (SN) and perceived behavioural controls (PBC) toward performing the behaviour. In

essence, TPB differs from TRA in its addition of the component of PBC (Taylor & Todd 1995c; Bagozzi & Kimmel 2011). PBC refers to the individual's perception of ease or difficulty in performing the behaviour of interest (Ajzen 1991).

It is believed that behaviour is strongly influenced by an individual's confidence in his/her ability to perform a behaviour (Ajzen 1991). The more an individual believes that the resources and opportunities exist to perform the behaviour, the greater their PBC over the behaviour should be. SN refers to "the perceived social pressure to perform or not to perform the behaviour". In other words, SN is related to the normative beliefs about expectation from other people (Wu & Chen 2005).

TPB has received good empirical support in a variety of application areas (Armitage & Conner, 2001; Ajzen & Fishbein, 2005; Sutton, 2006). It has been applied to a variety of human behaviours, including adoption behaviour of internet banking, online tax, e-service, e-learning, e-procurement, users' acceptance of instant messaging, health-related services (e.g., diet, drinking, drug usage, smoking, weight loss, etc., tourists' behavioural intention and actual behaviour of visiting the destination, environmental behaviour, business start-up intentions and subsequent behavior, crisis planning intention, intention to exercise, and so on (Aboelmaged, 2010; Chao, 2012; Chen & Li, 2010; Wang & Ritchie 2012; Wu & Chen, 2005).

Although current studies demonstrate that the TPB has great power in predicting and understanding consumers' adoption behaviour across a variety of service contexts, it does not mean that TPB has no limitations. The main argument focuses on whether perceived behavioural control can be regarded as a good representative of actual behavioural control (Armitage & Conner, 1999, Armitage & Conner, 2001). In the literature, support for the PBC as an accurate proxy for actual control remains equivocal (Armitage & Conner, 2001).

In addition, the TPB is based on a specific behaviour, thus, each behaviour requires its own distinctive and specific belief set. Each

behaviour in the TPB is explained by a salient belief set, so the application of TPB across a variety of situations may not be consistent (Hoie et al. 2012).

Another limitation of TPB derives from the fact that this theory treats a set of beliefs (those influencing attitude, SN, or PBC) as a one-dimensional construct (Hoie et al. 2012), which makes it difficult for understanding the specific beliefs that affect user behaviour in the different technology adoption contexts (Taylor & Todd 1995c, Riemenschneider et al. 2003, Lin 2008). In an attempt to address the potential limitations of TPB, scholars argue that extending TPB by incorporating the additional key constructs which are deemed important to the specific usage context can increase the variance of explanation of usage behaviour (Hsu & Huang 2012).

The major constructs, such as the achievement of personal goals (Perugini & Bagozzi 2001), self-identity processes (Shaw et al. 2000, Booth et al. 2014), descriptive norms (Hoie et al. 2012, Leyland et al. 2014), moral norms (Hoie et al. 2012; Newton et al. 2013), anticipated emotions (Ajzen & Sheikh 2013; Kim et al. 2013e), perceived risk and benefit (Lee, 2009a), uncertainty (Quintal et al. 2010), past behaviours (Lam & Hsu 2006), user' satisfaction (Baker and Crompton 2000, Liao et al. 2007), and technology readiness (Chen & Li, 2010) were added to enhance the TPB's predictive power. The extended TPB provided a more complete understanding of behaviour and behavioural intention. In particular, in the e-commerce setting, extant studies have applied TPB to online consumer behaviour (Bhattacharjee 2002; Choi & Geistfeld 2004; Hsu & Lu 2004; Ramus & Nielsen 2005; Wu 2006; Hansen, 2008; Lee 2009a; Su & Huang, 2010; Burns & Roberts, 2013).

Empirical Review

Khoo (2022) examined the influence of corporate image and customer satisfaction on revisit intention and word of mouth. The mediation effect of corporate image and customer satisfaction on the relationships between service quality–revisit intention and service quality–word of mouth was also examined. The study

used the survey questionnaire method and collected data from 253 respondents comprising of customers who had karaoke singing experience in the Karaoke television (KTV). The partial least squares structural equation modeling was used in the study. The study found that service quality has a significant positive influence on corporate image and customer satisfaction. Corporate image does not have a significant influence on revisit intention but has a significant positive influence on word of mouth. Furthermore, customer satisfaction has a significant positive influence on revisit intention and word of mouth. The mediation effect of corporate image and customer satisfaction was also found to be significant for most of the relationships.

Sheu, and Chang (2022) explored the relationship of service quality dimensions towards customers' satisfaction and loyalty on Shopee App. The data collection conducted from 03rd January to 31 January 2019 was carried out by an online survey. The data were collected from 373 samples. The data were analysed using ANOVA to evaluate the difference in service quality dimensions and regression analysis to examine the relationship among service quality, satisfaction, and loyalty. The study found that the significant difference in service quality dimensions with the highest importance to customers was efficiency, followed by fulfilment, system availability, and privacy. All service quality dimensions positively influenced the customer's satisfaction. Furthermore, the efficiency, fulfilment, and privacy services were the significant factors of customers' loyalty to use the Shopee App. Lastly, consumers' satisfaction positively influenced the consumers' loyalty.

Al-Asheq, Tanchi, Akhter, Kamruzzaman, and Anwarul-Islam (2022) investigated the influential factors that might significantly affect consumers' intention to shop from online websites. The study samples were drawn from private university students of Bangladesh. A quantitative research approach was adopted, followed by a survey method. Only undergraduate and postgraduate students of two Bangladeshi universities were considered as respondents as it was believed that they were the

primary online shoppers in Bangladesh perspective. The sample size in the paper was 339, which was deemed adequate to run regression analysis. SPSS software has been utilized to conduct correlation and regression analysis. The convenience sampling method was applied in the study. The paper applied a 95% confidence interval to accept the hypotheses. Correlation results confirm that all independent variables correlated with ITOS. The findings of the paper report that PT, CONV, PWQ, and SN have a significant impact on students' intention towards online shopping (ITOS).

Risanty, Kesuma, Agustrisna, and Bilqis (2021) investigated the relationship between service quality and online shopping customer satisfaction in Indonesia. The study was a quantitative and cross-sectional study with a survey method. The study's online shopping customers consist of undergraduate and postgraduate students in the Accounting Department of Universitas Sumatera Utara. The study used Likert scale questionnaires distributed to 400 respondents, and 295 questionnaires were obtained for data analysis. The study found that service quality has a positive and significant relationship with customer satisfaction. The study revealed that the elevation of excellent service quality on online shopping is the best solution for online shopping vendors to obtain customer satisfaction.

Eshiett (2021) examined the effect of customer trust and purchase decisions on online shopping in Nigeria. The descriptive methodology was adopted for the study, and 277 questionnaires were administered to respondents, mainly online customers of jumia.com.ng. Correlation analysis was used to analyze the underlying variables of the study. The results revealed that there is a positive interrelationship between online shopping and trust in Nigerian.

Daroch, Nagrath, and Gupta (2021) investigated consumer behaviour towards online shopping, which further examines various factors limiting consumers for online shopping behaviour. The study targets the population drawn from customers who have purchased from online stores. Most of the respondents

participated were post graduate students and educators. The total population size was indefinite and the sample size used for the study was 158. A quantitative research method was adopted for this research in which a survey was conducted among the users of online shopping sites. As per the results total six factors came out from the study that restrains consumers to buy from online sites – fear of bank transaction and faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust.

Nurdianasari, and Indriani (2021) determined the dimensions of online convenience that have an effect and most importantly on the satisfaction and behavioral intentions of a consumer when shopping online. The data source used in this research is primary data. The technique chosen to support research activities related to sampling in this research is the Nonprobability Sampling technique. The research makes use of Structural Equation Modeling (SEM) as a statistical instrument in an effort to test various hypotheses that have been determined with the help of AMOS 24 software. The results showed that there was an indirect relationship between perceived convenience online and behavioral intention and there is a direct relationship between online consumer satisfaction and behavioral intention.

Empirically, studies were reviewed to validate concepts and theories reviewed in the study. From review, many of the empirical studies indicated positive significant, whereas few indicated negative significant. Based on these reviews, the study adopted null hypothesis to test research questions and establish the objectives of the study.

Hypothesis: Quality of service will not significantly predict online shopping preference in Anambra State.

METHOD

Participants: Participants in the study comprised 329 adults drawn from three commercial cities: Awka, Nnewi and Onitsha in Anambra State, Nigeria. The participants consist of 116(35.3%) males and 213(64.7%) females. The ages of the

participants ranged from 18 to 51 years. The mean age was 39.45, and standard deviation was 9.19. Educational qualification data revealed that 169(51.4%) had Bachelor of Science, Master Science, and Doctor of Philosophy, 19(5.8%) had Higher National Diploma, 36(10.9%) had National Diploma, and National Examination Certificate, and 105(31.9) had Senior Secondary School Certificate.

Marital status data showed that 129(39.2%) were married, 38(11.6%) were single, 70(21.3%) were divorced, 53(16.1%) were separated, and 39(11.9%) were widowed. City revealed that 149(45.3%) were drawn from Awka, 123(37.4%) were drawn from Onitsha, and 57(17.3%) were drawn from Nnewi. Senatorial zone data revealed that 149(45.3%) were drawn from Anambra central, 123(37.4%) were drawn from Anambra north, and 57(17.3%) were drawn from Anambra south. Purposive sampling technique was used to select the city, while accidental sampling was used to select the participants, which is based on availability, accessibility, willingness.

Instruments

Two instruments were used: Quality of Service Scale, and Online Shopping Preference Scale.

Quality of Service Scale by Parasuraman, Zeithaml, and Berry (1988):

The instrument has 22 items designed to assess extrinsic perceived attribution based on the customer's experience about the service that the customer perceived through the service encounter. The scale has five subscales: Tangible, reliability, responsiveness, assurance, and empathy. The scale is rated on Likert format: Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree. The instrument has reliability 0.72 for tangible, 0.83 for reliability, 0.82 for responsiveness, 0.81 for assurance, 0.86 for empathy, and 0.92 for overall scale.

The researcher conducted a pilot test with 79 non-academic staff of Nnamdi Azikiwe University, Awka, and Cronbach alpha of 0.87 for tangible with norm value of 7.51 for the mean, and 1.17 for the standard deviation, 0.83 for reliability with norm value of 7.88 for the mean, and 1.26 for the standard deviation, 0.91 for

responsiveness with norm value of 6.33 for the mean, and 1.21 for the standard deviation, 0.75 for assurance with norm value of 6.59 for the mean, and 1.30 for the standard deviation, 0.85 for empathy with norm value of 8.83 for the mean, and 2.03 for the standard deviation, and 0.93 with norm value of 28.22 for the mean, and 3.57 for the standard deviation for overall scale as reported. For the validity, QSS was correlated with Online Shopping Preference Scale by Ansari (2019), and concurrent validity of $r= 0.46$ for tangible, discriminant of $r= -0.59$ for reliability, concurrent validity of $r= 0.91$ for responsive, concurrent validity of $r= 0.11$ for assurance, and concurrent of $r= 0.52$ for empathy was confirmed.

Online Shopping Preference Scale by

Ansari (2019): The instrument has 35 items designed to assess the purchasing of services as well as goods utilizing the web browser over the internet, by the means of a mobile phone, an internet television or a computer. The scale 7 subscales: web atmosphere, E-retailers image, attitude, trust, situational factor, social factor, and cultural factor. The scale is rated on Likert format: Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree. The instrument has reliability 0.92 for web atmosphere, 0.91 for E-Retailers Image, 0.91 for attitude, 0.90 for trust, 0.90 for situational factor, 0.86 for social factor, and 0.86 for cultural factor, and test-retest of 0.63 for web atmosphere, 0.62 for E-Retailers Image, 0.73 for attitude, 0.65 for trust, 0.65 for situational factor, 0.62 for social factor, and 0.72 for cultural factor.

The researchers conducted a pilot test with 79 non-academic staff of Nnamdi Azikiwe University, Awka, and Cronbach alpha of 0.78 for web atmosphere with norm value of 10.50 for the mean, and 2.10 for the standard deviation, 0.87 for E-Retailers Image with norm value of 18.08 for the mean, and 1.97 for the standard deviation, 0.66 for attitude with norm value of 10.62 for the mean, and 2.53 for the standard deviation, 0.94 for trust with norm value of 12.93 for the mean, and 1.85 for the standard deviation, 0.77 for situational factor with norm value of 18.06 for the mean, and 3.15 for the standard deviation, 0.85 for social factor with norm value

of 13.00 for the mean, and 1.77 for the standard deviation, 0.71 for cultural factor with norm value of 6.31 for the mean, and 1.15 for the standard deviation, and for the overall scale 0.96 with norm value of 89.52 for the mean, and 5.38 for the standard deviation. For the validity, OSPS was correlated with Tangible subscale of Quality-of-Service Scale by Parasuraman, Zeithaml, and Berry (1988), and concurrent validity of $r = 0.46$ was confirmed.

Procedure: Before embarking on the study, the researchers recruited three research assistants that assisted them to administer the copies of the questionnaire to the participants. The researchers trained the assistants on how to administer and retrieve copies of the questionnaire. After the training, the researcher and assistants proceeded to administer copies of the questionnaire.

Before administering the questionnaires, the researchers used self-introduction letter to obtain the permission to collect data needed for the study. After obtaining the permission, the researcher and assistants explained how to respond to a copy of the questionnaire to the participants. The participants that were involved in the study were selected on based the following the inclusion criteria: Willingly accept to participate in the study, availability, and accessibility at the time of the study, while the exclusion criteria for not participating in the study were on basis of unwillingly to participate, unavailability, and inaccessibility.

Ethically, the following ethical considerations were followed: informed consent, debriefing, truth, and confidentiality. The

participants signed informed consent for willingness to participate in this study. Since, this is one of the major ethical issues in conducting research. The participants were debriefed about the study: The concept of debriefing means, “explaining the purpose of the study. The participants were told the truth about the study. Since, when conducting research, participants should be told the truth, because it is their right. But if they are told only part of it or if the truth is completely denied or compromised it amounts to deception. The name of the participants and the information they gave were protected with confidentiality. On the whole, a total of 380 copies of questionnaire were administered, but 329 were appropriately answered. The process of administering the data took 30 working days.

Design and Statistics: The study adopted a correlational design because the study aims to gain insight into the possible relationships that exist between the study variables. However, correlations are not enough to establish causalities but they offer a good baseline to continue analysis with a linear regression model. Therefore, Multiple Linear Regression statistics served as appropriate statistics for analyses of the data. This technique allows analyzing the relationship of multiple independent variables in regards to the dependent variable and consequently builds a model of the relationship between variables. Regression analysis is a statistical method for examining and modeling relationships between variables and is one of the most widely used techniques for these purposes.

RESULT

Table 1: Descriptive and Zero Order Matrix Correlational Statistics of Conscientiousness, Integrity, Quality of Service and Online Shopping Preference

Sources	Mean	Std.D	1	2	3	4	5	6
1. Online shopping preference	89.52	5.38	1.00					
2. Tangible	7.51	1.17	.46**	1.00				
3. Reliability	7.88	1.26	-.59**	-.37**	1.00			
4. Responsive	6.33	1.22	.19**	.01	-.63**	1.00		
5. Assurance	6.59	1.30	.11**	-.14**	.12**	.36**	1.00	
6. Empathy	8.83	2.03	.52**	.69**	.11**	.64**	-.56**	1.00

The result showed that tangible of quality of service = .46, responsive of quality of service = .19, assurance of quality of service = .11, and

empathy of quality of service = .11 had positive significant relationship with online shopping preference at r (N=329), $p < .01$. While reliability

of quality of service had negative relationship with online shopping preference at r (N=329), $p < .01$.

Table 2: Multiple Linear Regression statistics of Conscientiousness, Integrity, and Quality of Service on Online Shopping Preference

Sources	B	SE β	Df	β	R	R ²	Adj.R ²
Constant	70.35	1.71	7		.879 ^c	.772	.767
Tangible	.67	.06		-3.49**			
Reliability	.15	.07		-3.07**			
Responsive	236.54	10.53		-.24**			
Assurance	.70	.09		.67**			
Empathy	1.16	.13		.49**			

The results showed that overall quality of service dimensions (tangible, reliability, responsive, assurance, and empathy) accounted for 77.2% of online shopping preference, with $R = .879$, $R^2 = .772$, adjusted $R^2 = .767$, ($F_{7, 321}$) = 155.51, $p < .05$. That shows that the overall has significant contribution to online shopping preference at 77.2%. On the dimensions, tangible at ($F_{7, 321}$), $\beta = -3.49$, reliability at ($F_{7, 321}$), $\beta = -3.07$, and responsiveness at ($F_{7, 321}$), $\beta = -.24$ had negative significant predictive effect on online shopping preference, whereas assurance at ($F_{7, 321}$), $\beta = .67$, and empathy at ($F_{7, 321}$), $\beta = .49$, $p < .05$ had positive significant predictive effect on online shopping preference.

DISCUSSION

The study findings showed that hypothesis which stated that quality of service will not significantly predict online shopping preference in Anambra State was not accepted because quality of service dimensions such as tangible, reliability, and responsive had negative predictive effect on online shopping preference, while assurance and empathy had positive significant prediction on online shopping preference in Anambra State. This denotes that increase in quality of service such as assurance, and empathy means increase in online shopping preference, whereas decrease in tangible, reliability, and responsive means in online shopping preference.

This finding agrees with Daroch et al. (2021) argument that quality of service fuel consumers to buy from online sites without fear of bank transaction and faith which is in contrast

with traditional shopping that is more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust. This could be reason Aihumenki –Okhai et al. (2020) study revealed that consumer shopping behaviour has positive significant effect on purchase frequency of online buying. Perhaps this indicates that technical adequacy and efficiency of the online shopping store improve e-service quality which invariably spurs the consumer to online shopping preference and patronage (Mashaqi et al., 2020).

Theoretically, it shows that increase customers' perceptions of overall service quality will promote online shopping preference, expectations, and patronage. To online shopping among consumers' service quality ought to be increase (Boulding et al., 1993). Similarly, increase in customer expectations of what an online store will provide during a service encounter in reality will leads to higher online shopping preference. In other words, if consumer believes the store will deliver a service of a certain quality (because of past experience or word of mouth communications) they would also expect that the business should offer that quality service. This insight makes it easier for consumer to assess the relative value of trying to modify perceptions through changes in the service delivery system and the store's quality service (Boulding et al., 1993).

Implications of the study

Below are implications derived from the study based on the findings: The practical implications are that quality of service can help enhance

consumer ability to understand how to make best online shopping preference. The findings showed that the requirement for online shopping is through consumer's quality of service. Thus, highlighting the implications, and these insights help to make informed decisions and plan strategically for effectiveness online shopping. This study also enables online-stores to improve their online shopping services to satisfy customers' needs and change their attitudes positively toward online shopping. Moreover, the findings keep online-stores improving their online services in order to gain competitive advantages in their field.

Theoretically, this study enhanced the theories reviewed in the study specifically the dynamic process model of Boulding et al. (1993) that served as theoretical framework that anchored the study variables (conscientiousness, integrity, quality of service and online shopping preference) because theory provided insights into both the process by which customers form judgements of service quality and these ways form of judgements could be based on their integrity or conscientiousness that in turn affect their online shopping preference. Boulding et al. (1993) were of the opinion that perceptions of the service quality immediately after a service encounter, are a mix of especially two aspects, namely their prior expectations of what will and what should happen during the encounter, and the actual delivered online shopping service. Hence, to increase online shopping quality of goods and services should be increase.

Conclusion

Based on the challenges facing online businesses and shopping today, this investigated conscientiousness, integrity and quality of services as predictors of online shopping preference in Anambra State, Nigeria. The findings of the study revealed that assurance, and empathy of quality of service had positive significant predictive effect on online shopping preference, whereas tangible, reliability, and responsive of quality of service had negative

predictive effect on online shopping preference. This study provided great insight into the different aspects and factors that affect online shopping preference. This indicates that quality of service facilitates online shopping preference. This would be helpful to draw the attention of online stores on the impacts of these factors on shopping preference with that they will be able to find an appropriate way to improve their online service. Further contribution is that the attempts made in this study offer a new perspective for evaluating online businesses; because the study will provoke evaluators and business consultants in monitoring and checking the flaws of the online stores. This is to help the stores to identify areas to improve and possibly break the barriers that hinder them from achieving effective service delivery.

Recommendations

Based on this study, recommendations for interested individuals/organizations in implementing the findings are made.

1. Online stores need to consider the integration of quality service delivery such as tangible, reliability, responsive, assurance, and empathy in their services. This will help to inspire consumers to prefer and patronize their product online.
2. Awareness on quality service delivery is needed since it can help online stores to enlighten consumers and also help them in convincing consumer on the quality of their product. For these programs will aid sustain the store and make them more effective.
3. Online stores need to satisfy all promised service to customers. This includes timely and accurate delivery, accurate product representations, protecting the user's private information and from the financial risk, otherwise the shopper would have a bad experience that leads to unfavorable opinions and attitudes toward online shopping.

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Quality of Service Scale

1= Strongly Disagree, 2= Disagree, 3= Neutral. 4= Agree, 5= Strongly Agree.

SN	ITEMS	1	2	3	4	5
1	They should have up-to-date equipment					
2	Their physical facilities should be visually appealing					
3	Their employees should be well dressed and appear neat					
4	The appearance of the physical facilities of these firms should be in keeping with the type of services provided					
5	When these firms promise to do something by a certain time, they should do so					
6	When customers have problems, these firms should be sympathetic and reassuring					
7	These firms should be dependable					
8	They should provide their services at the time they promise to do so					
9	They should keep their records accurately					
10	They shouldn't be expected to tell customers exactly when services will be performed					
11	It is not realistic for customers to expect prompt service from employees of these firms.					
12	Their employees don't always have to be willing to help customers					
13	It is okay if they are too busy to respond to customer requests promptly					
14	Customers should be able to trust employees of these firms					
15	Customers should be able to feel safe in their transactions with these firms' employees					
16	Their employees should be polite					
17	Their employees should get adequate support from these firms to do their jobs well					
18	These firms should not be expected to give customers individual attention					
19	Employees of these firms cannot be expected to give customers personal attention					
20	It is unrealistic to expect employees to know what the needs of their customers are					
21	It is unrealistic to expect these firms to have their customers' best interest at heart					
22	They shouldn't be expected to have operating hours convenient to all their customers					

Developed by Parasuraman, A., Zeithaml, V.A., and Berry, L.L. (1988).

Online Shopping Preferences Scale

1= Strongly Disagree, 2= Disagree, 3= Neutral. 4= Agree, 5= Strongly Agree.

S/NO	ITEMS	1	2	3	4	5
	ATTITUDE FACTOR					
1	Are you aware of online shopping					
2	Do you know that you can shop world class brands from home					
3	Do you know that you can shop from anywhere in the world from home					
4	Do you know online shopping prices are much less than traditional shopping					
	WEB ATMOSPHERE					
5	Easy Navigation in online websites makes it more convenient to shop					
6	Shopping websites equipped with audio assistant makes shopping easy.					
7	I feel delighted with color combination (attractiveness) of the website.					
8	Video and 3D display encourages online shopping.					
9	Online shopping sites provides sufficient information of every product.					
10	Clarity of the website influences my decision of purchase.					
11	Speed of the shopping website improves my search among varied collection of products					
	SOCIAL FACTORS					
12	I get motivated when my reference group prefers online shopping.					
13	I get convinced when my friends do shopping from online sites.					
14	I feel encouraged when my family members shop from online sites					
15	I feel online products are in-line with my taste and social status					
	SITUATIONAL FACTORS					
16	I feel online shopping is more convenient.					
17	Online shopping has more variety of product available.					
18	I have sufficient knowledge of using internet shopping.					
19	Online shopping is available 24x7.					
20	Do you think that individual's medical circumstances influence to shop online?					
	E-RETAILER IMAGE(ERI)					
21	Online shopping provides a wide range of product selection					

22	Online shopping sites delivers the product on time.						
23	Online shopping sites provide beneficial offers/promotions/discounts						
24	Loyalty programs of the e-retailer motivates for online shopping						
25	Good customer support/service motivates me for online shopping.						
26	Flexible payments systems attract me to shop online.						
27	Shopping sites which preserve good return policy motivate me to shop online						
	TRUST						
28	Product Quality is up-to the mark as shown on website						
29	Products purchased online are safely delivered.						
30	Online shopping sites provide competitive price.						
31	I feel my personal information is kept confidential by online shopping sites						
32	My financial information is safe and secure with online shopping sites.						
	CULTURAL FACTORS						
33	My cultural values influence my decision of buying online products.						
34	I feel my language hurdles my decisions of online shopping.						
35	Online shopping suits my customs and traditions.						

Developed by Ansari, Z.A. (2019)