
SHOPPING ORIENTATION AND ONLINE SHOPPING: AN ANALYSIS OF ONLINE SHOPPERS IN NIGERIA.**Chioma .D. Ifeanyichukwu,****Department of Marketing,****Faculty of Management Sciences,****Nnamdi Azikiwe University,****P.M.B 5025, Awka, Anambra State, Nigeria.****Abstract**

Patronizing a particular online store starts with a set of consumer characteristics that are innate and personal to the consumer. These innate and personal attributes of a consumer determines their decision on what internet store(s) that will cater for their online shopping needs. There are many aspects of the consumer oriented shopping attributes or orientations. For the purpose of this study, we tried to look at the economic shoppers, personalizing shoppers, apathetic shoppers, ethical shoppers and socializing shoppers. These various shopping orientation categories were examined in the Nigerian context to determine what informs the act of online shopping in Nigeria. The knowledge of this will help e-stores in crafting and designing an appropriate marketing strategy and concept that will endear Nigerian consumers to them. 300 online shoppers in Anambra State Nigeria were used as respondents and their responses analyzed using percentages, pie chart and simple bar chart. The concept of gender and shopping orientation was fairly incorporated into this study. Findings reveal Nigerian male gender to be more price conscious (economic shoppers) than others.

Keywords: Shopping Orientations, Online Shopping, e-retailers/e-stores**INTRODUCTION**

In recent times, the internet has served as a channel for communication, transaction and distribution, despite the many problems and challenges faced by online retailers such as managing the unpredictability of technological glitches, solving the logistical puzzle of order fulfillment and delivery, allaying consumers fears about security and privacy breaches , building and nurturing trust amongst others (Vijayasathy,2003) .The continued success of a few major online merchants/retailers in Nigeria such as Konga and Jumia has led to the entrance of so many free classified advert sites- OLX, Jiji, Efritin and Kaymu ; price comparison sites – Price check. com and other new growing internet stores (dress rite, De Pearl boutique, Mac-Lynn Wardrobe etc) launched through the social media platforms – Facebook, whatsapp, instagram, blogs etc. An increasing number of firms and organizations are exploiting and creating business opportunities on the internet. Researchers are building and testing more complex models to explain consumer intention to use the internet for shopping. These models most times incorporate characteristics of the consumer, product and e-retailer.

In this study, shopping orientations which is a consumer characteristic is examined in the context of online shopping. Shopping orientations intends to capture the motivations of shoppers and/or the desired experiences and goals they seek when completing their shopping activities (Stone, 1954). Most researchers have used the concept of this shopping orientation to study patronage behaviour (Shim and Kostopoulous, 1993) amongst others. Here, this study aims to extend this concept to online shopping and contribute to the knowledge and understanding of the consumer to electronic modes of shopping.

Nigeria in 2012 recorded an increase in expenditure on online stores from #50 billion in 2010 to #375 billion (Philips consulting,2014). It is expected that this study on shopping orientations will help e-marketers to identify and understand the consumer who prefer to shop online and the reasons why. Moreover, it could be used by e-stores to segment customers and formulate strategies to serve each market segment.

The major objective is to determine the orientation that Nigerian online shoppers seek while engaging in the act of shopping. Specifically, the study seeks to examine the category of online shoppers mostly seen in Nigeria and to ascertain what informs the act of online shopping among Nigerians. Also, the study seeks to know the role of gender vis-à-vis shopping orientation.

LITERATURE REVIEW

Shopping Orientation

Moschis (1992) defines shopping orientation as a consumer shopping pattern that represents consumer activities, interests and opinions about shopping behaviors. His view of shopping orientation also includes an analysis of consumer mental states that result in various general shopping patterns. Similarly, Shim and Kotisopoulos (1993) stated that shopping orientation reflects dimensions of consumer styles, representing consumer needs for products and services. Shopping orientation reflects shopper styles and the consumers' needs for product and services. Therefore, consumers with various characteristics show different shopping orientations, which reflect their unique needs and preferences.

Marketers have found it useful to refine the segmentation of specific target markets by analyzing the shopping orientations of these segments beyond the domain of economics. Given that consumers shop for a variety of reasons, such as for personal needs, socializing, enjoyment or as the result of others' influences, etc. Vijayasathy and Jones (2000) stated that orientations are based on past shopping experiences and the personal-value system.

Types of Shopping Orientation

Stone(1954) identified four types of shoppers: the economic shopper, the personalizing shopper, the ethical shopper, and the apathetic shopper. Price, quality, and efficiency were found to be important attributes for economic shoppers, but ethical shoppers would tend to focus more on their sense of obligation toward community, thus practicing local store loyalty while personalizing shoppers would be more interested in developing close relationships with the store personnel and individualizing the shopping experience. The apathetic shopper will be more interested in minimizing the overall effort required to shop due to a general lack of interest in the activity.

Thus, Stone's economic and personalizing shoppers could be described as being most interested in particular product and store attributes within a shopping environment, while apathetic and ethical shoppers could be described as focusing more on their individual lifestyles and values before deciding where to undertake their various shopping activities. Based on his/her dominant attitudes towards deriving the highest value for minimum cost, for example, it would be reasonable to expect that the economic shopper would shop more frequently at a discount store such as konga and jumia, than a more upscale store. In contrast, the personalizing shopper, who prefers to individualize the shopping experience, would most likely prefer shopping at a store offering a very high level of customer service eg Ladies Palace boutique (an e-store that has a page on facebook).

Just as particular attitudes can drive consumer shopping behavior, so also can the way in which consumers live their lives. A working mother in this 21st century, for example, has a lack of time such

that she desires to minimize the time she must spend performing mundane chores such as grocery shopping. Thus, to this consumer, convenience and structure within a shopping environment enabling ease in location of products would most likely be considered very important attributes. Similarly, a consumer driven by a value system toward supporting his/her community, i.e., an "ethical shopper," would tend to be loyal to local retail online stores and would most likely not be an outshopper.

Stephenson and Willet (1969) produced a four-way shopper typology for six product categories which classified shoppers according to their shopping process: Store-loyal shoppers, compulsive and recreational, convenience, and price-bargain shoppers.

Reynolds and Darden (1974) expanded the list of shopping orientations by developing additional life-style profiles such as special shopper and quality shopper.

Tauber (1972) identified a set of motives classified as either personal or social which explain why the consumer may gain satisfaction from the shopping activity itself.

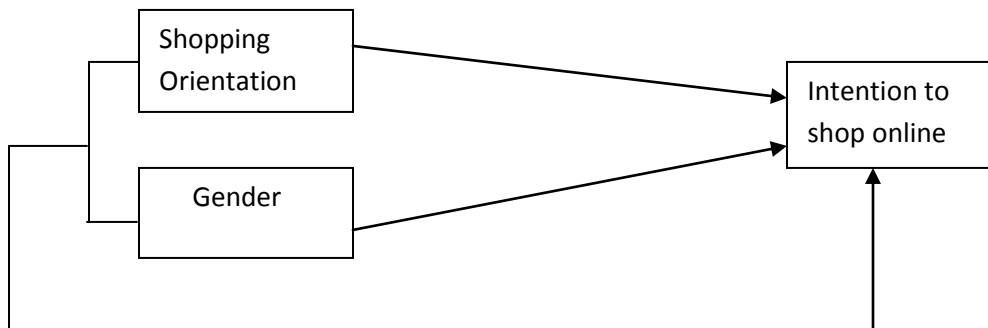
The description of these studies' domains spans across the importance of particular product and store attributes as perceived by consumers, to a more broadly encompassing focus by other consumers on values and general styles of life.

Thus, the literature has suggested that there are many and diverse reasons why consumers shop, and in order for marketers to match strategies to better meet consumer needs, it is important to link the various shopping orientations to online behaviour.

Recreational shoppers, for instance, view shopping as a social activity, and often combine shopping with socializing (Bellenger and Korgaonkar 1980).

Other classifications are based on shoppers' preferences for in-home shopping and mall shopping (Darden and Reynolds 1971; Hawes and Lumpkin 1984), shopping proneness (Arora 1985), and the importance placed on convenience (Lumpkin and Hunt 1989).

These different orientations have been employed in the study of consumer behaviour in a variety of contexts including consumers' choice of retail media. For example, Korgaonkar (1984) tested hypotheses related to consumers' shopping orientations and their intentions to patronize non-store retailers, and found that convenience and price-oriented shoppers would be more likely to use non-store alternatives when compared to brand conscious shoppers. These results resonate with Gehrt and Carter's (1992) findings that convenience and recreational orientations are related to catalogue shopping. More recently, researchers have extended the shopping orientations construct to the examination of the increasingly popular non-store shopping alternative, namely online shopping. Analyzing data collected from an online survey of US Internet users, Li, Kuo and Russel (1999) concluded that Web buyers were more convenience and less experientially oriented than non-Web buyers. However, they did not find any significant difference between the two groups on recreational and economic orientations. In a quasi-experimental study involving student subjects, Vijayasathy and Jones (2000) found that in-home shopping and mall shopping orientations were significant discriminators between low- and high intentions to shop online. On a normative level, Paden and Stell (2000) contend that the customization of web design and content based on a person's shopping orientation would be crucial for attracting and retaining customers.

Fig 1 Research framework

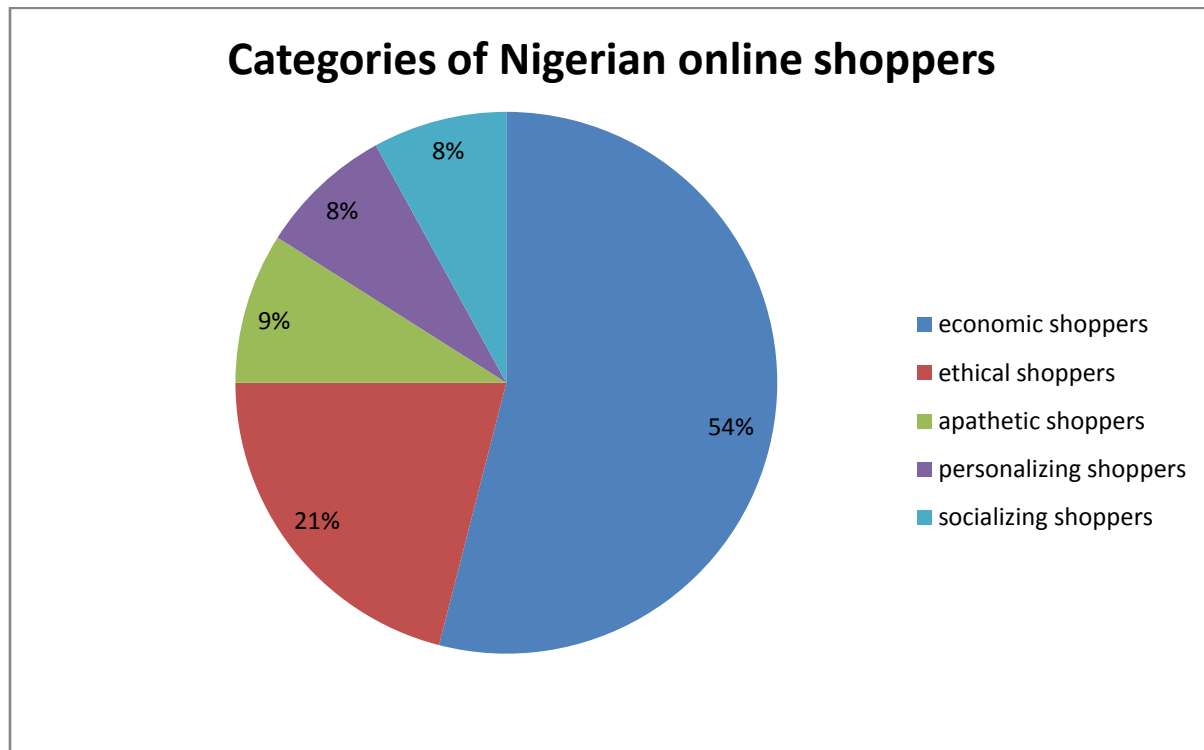
Source : Researchers Conceptualization

METHODOLOGY

This study is a cross sectional study that adopts survey research design which entails asking questions and obtaining responses from respondents. The population is made up of online shoppers in Anambra state. A total of 300 respondents were conveniently selected for the purpose of this study. This forms the sample size. Structured questionnaire was the major instrument for data collection. Percentages, Pie chart and Bar chart were used in analyzing the data collected and responses of the respondents.

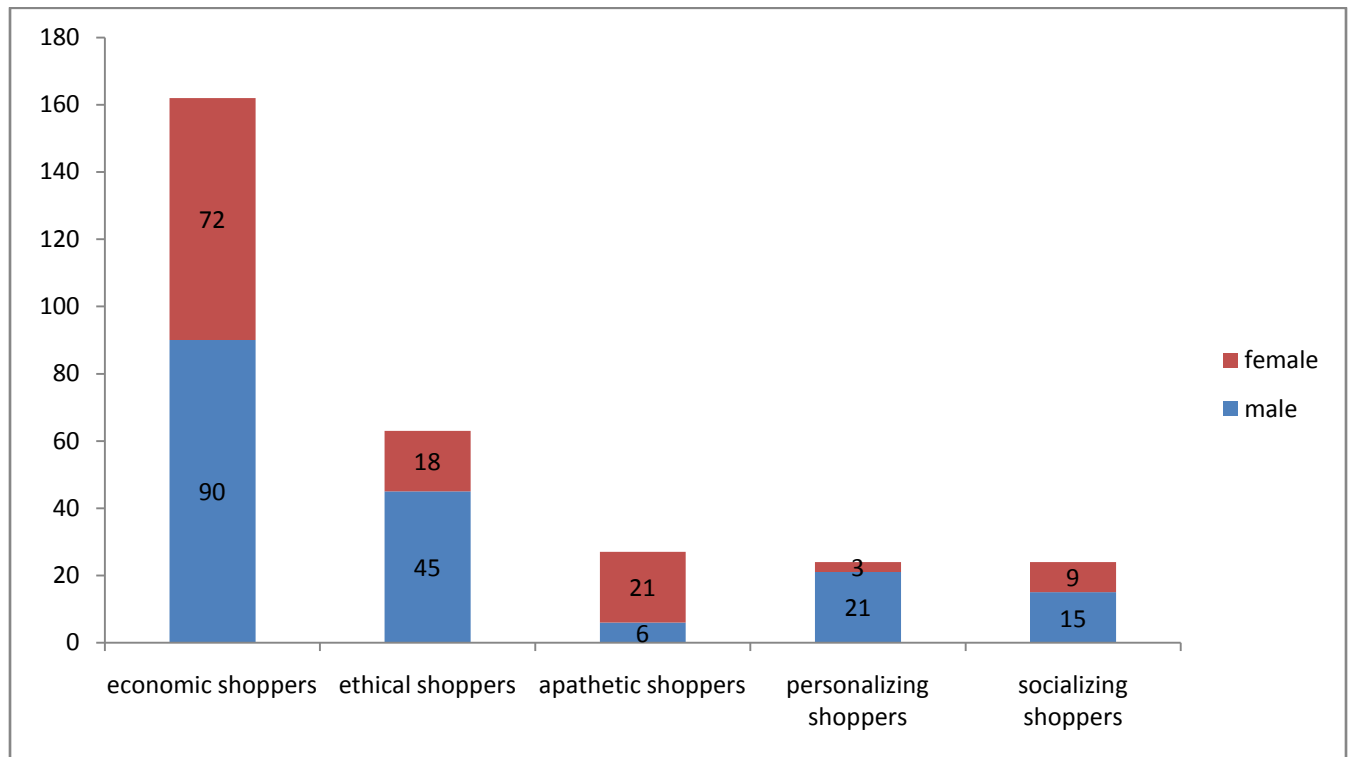
DATA ANALYSIS AND PRESENTATION

The data collected through the questionnaire were analyzed using pie chart , bar chart and percentages. Figure 2 below shows the various groupings of shopping orientation categories that online shoppers in Nigeria fall into. From the pie chart, it is evident that 54% of the respondents which is about 162 respondents are economic shoppers. 63 respondents representing 21% are ethical shoppers. 27 respondents (9%) are apathetic shoppers while 8% and 8% respectively fall into the personalizing shoppers and socializing shoppers category respectively.

Fig 2 Respondents responses on orientations to online shopping

Source : Field survey 2015

Figure 3 below looks at the gender factors in shopping orientations. 30% (90 respondents) of the economic shoppers were male while 24% (72 respondents) were female. The ethical shoppers comprised 15% (45 respondents) male and 6% (18 respondents) female. Apathetic shoppers is made up of 6 male respondents (2%) and 21 female respondents (7%). Personalizing shoppers comprises of 21 male respondents (7%) and 3 female respondents (1%). Socializing shoppers is made up of 15 male respondents (5%) and 9 female respondents (3%).

Fig 3 Gender differences in shopping orientations of respondents

Source : Field survey, 2015.

DISCUSSION OF FINDINGS AND IMPLICATION

The results from the empirical findings revealed that there are more economic shoppers who are ethical oriented in Nigeria. Also, this group comprises more of the male gender. This means that Nigerians compare and contrast product prices, quality and consider other product alternatives before buying online. Consequently, they try to buy at the most economic price possible. It is also evident that Nigerian online shoppers are loyal to only internet stores in Nigeria. Thus, they like to patronize local stores. Most of these economic and ethical shoppers are male. Furthermore, very few Nigerians fall into the other categories – apathetic orientation, personalizing orientation and socializing orientation- judging from the results of the study. This is to say, less Nigerians shop online to build relationships or make friends or lessen boredom.

CONCLUSION

Products and services should be fully aligned with individual needs and characteristics of the consumer. Internet stores in Nigeria should offer unique experiences to customers – in terms of product price, product quality etc. This is basically because Nigerian online shoppers compare product price, quality and product alternatives before buying. Nigerians try to buy at the most economic price possible.

REFERENCES

- Arora, R. (1985). Involvement : its measurement for retail store Research. *Journal of the Academy of Marketing Science*, Vol 13.
- Bellenger, D.N and Korgaonkar, P (1980). Profiling the Recreational shopper. *Journal of Retailing*. Vol 56(3).
- Darden, W.R and Reynolds, F.D (1971). Shopping Orientations and Product Usage Rates. *Journal of Marketing Research*, vol 8.
- Gehrt, K.C and Carter, K. (1992).An exploratory Assessment of Catalogue Shopping Orientations. *Journal of Direct Marketing*, Vol 6 (1).
- Hawes, J.M and Lumpkin, J.R (1984). Understanding the Out shopper. *Journal of the Academy of Marketing Science*, Vol 12.
- Korgaonkar, P.K (1984). Consumer shopping Orientations, Non-store retailers and Consumer patronage Intentions : A Multivariate Investigation. *Journal of Academy of Marketing Science*, Vol 12 (1).
- Li, .H; Kuo, C.and Russel, M.G. (1999).The Impact of Perceived Channel Utilities, Shopping Orientations and Demographics on the consumer Online Buying Behaviour. *Journal of Computer Mediated Communication*, Vol 5.
- Lumpkin, J.R and Hunt, J.B (1989). Mobility as an influence on Retail Patronage Behaviour of the Elderly: Testing Conventional Wisdom. *Journal of the Academy of Marketing Science*, Vol 17.
- Moschis, G.P (1992). Marketing to Older Consumers: A handbook of Information for Strategy development. Westport, Connecticut Quorum books.
- Paden, N and Stell, R(2000). Using Consumer Shopping Orientation to Improve Retail Website Design. *Journal of Professional Services Marketing*, Vol 20 (2).
- Reynolds, F.D and Darden, W.R (1974).Shopping Orientations and Usage Rates. *Journal of marketing Research*, Vol 8.
- Shim, S. and Kotsiopulos,A (1993). A Typology of Apparel Shopping Orientation Segment among Female Consumers. *Clothing and Textile Research Journal*, Vol 12 (1).
- Stephenson, D and Willet, R.P. (1969). Analysis of Consumers Retail patronage Strategies in PR: Marketing Involvement in Society and Economy : Chicago American Marketing Association.
- Stone, G. P. (1954). City and Urban Identification: Observation on the Social Psychology of City life. *American Journal of Sociology*. Vol. 60, 36-45
- Tauber, E. M. (1972). Why do people shop? *Journal of Marketing Management*, vol 36.
- Vijayarathy, L.R (2003). Shopping Orientations and Internet Shopping. *Journal of Electronic Markets*, Vol 13 (1).
- Vijayarathy, L.R and Jones, J.M (2000). Intentions to Shop using Internet catalogues: Exploring the effects of Product types, Shopping Orientations and attitudes towards computers. *Electronic markets : The International Journal of Electronic Commerce and Business Media*, Vol 10(1).
- www.Philipsconsulting.net. A study of current trends in online shopping in Nigeria. Online shopping report, July 2014. Retrieved 30th August 2015.