

**AWARENESS, KNOWLEDGE, ATTITUDE AND PERCEPTION OF
E-CONSUMING (ONLINE SHOPPING) AMONG FUOYE STAFF.**

BY

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SOC/14/2050

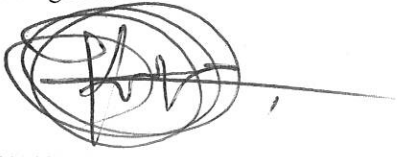
**A PROJECT SUBMITTED TO THE DEPARTMENT OF SOCIOLOGY,
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF BACHELOR OF SCIENCE DEGREE (B.SC) IN SOCIOLOGY**

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CERTIFICATION

This is to certify that this project was carried out by Adegbehingbe, Timilehin Mark with Matriculation number Soc/14/2050 under the supervision of Dr.Kolawole Olabode and approved for submission to the department of Sociology, Faculty of Social Sciences in partial fulfillment of the requirements for the award of Bachelor of Science in Sociology, Federal University Oye-Ekiti, and Nigeria.



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Date

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External Examiner

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Date

DEDICATION

I dedicate this project to Almighty God, the creator of everything, the giver of life. He alone helped and strengthened me during the course of this project. He deserves all glory and honor. I also dedicate this project to my ever supporting parents and family who have always been there through thick and thin.

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ABSTRACT

This study investigates the awareness, knowledge, attitude and perception of E-consuming (online shopping) among Fuoye staff. It ascertains the awareness of E-consuming among Fuoye's staff; it evaluates Fuoye's staff knowledge about E-consuming. Also investigate the attitude of Fuoye staff towards E-consuming, it also explores the perception of Fuoye staff towards E-consuming and finally it identifies those challenges in the use of E-consuming among Fuoye staff.

For the purpose of this study, both primary and secondary sources of data collection were used in which 210 questionnaire were administered to both teaching and Non-teaching staff of Federal University Oye Ekiti, Ekiti State. Purposive sampling techniques were adopted so as to aid easy accessibility. The statistical package for social science (SPSS) were used for the data analysis and the results showed that majority of the respondents 83(40.5%) age ranges between 25 – 34 years, 52.2% were female, 36.1% had B.Sc, HND or B.Ed, 31.7% were junior Administrative staff, 68.7% were permanent staff, and 157 of the total respondents were Christians. Also, findings revealed on respondents awareness of e-consuming, 130(63.4%) of the respondents strongly agree that they are aware of e-consuming among FUOYE staff, 63(30.7%) agree that they know that e-consuming products are cheaper while 42.0% agree that I am aware that e-consuming makes online transactions faster.

Conclusively, the study discovered that e-consuming is not new or strange to the respondents. That is, they are well aware of online shopping from different places and at different levels. In fact, the staff of Federal University Oye-Ekiti affirmed that e-consuming is not strange to them and that they also participate in e-consuming otherwise known as online shopping. The people affirmed a positive attitude to e-consuming simply because the people have a very good

knowledge of online shopping. The perception of e-consuming by the people showed a very good result.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In globalization era, e-commerce has potential growth in recent year and thus many successful retailers are seeking for global penetration and expansion especially through e-commerce. E-commerce is the easiest and fastest ways to expand business in low cost manner. It also provides opportunities for global retailers to build their brands and learn about consumers in other countries before expanding their business or investing a company or store in particular countries. In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping. Although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. Internet shopping has its own advantages; it reduces the effort of travelling to a physical store.

Most importantly, it has created electronic markets and provided opportunities for businesses to reach consumers in a very direct way. Also by virtue of the technology, it has enabled consumers' immediate access to these electronic markets. Nigeria is the fastest growing telecommunication nations among other Africa nations. The growth of a number of Internet users from year 2000 to 2010 is sporadic as it recorded 21, 891.1% growth rate. According to the Internet World Start (2017), there were 5,000,000 internet users in Nigeria in year 2012, this number is however less than 0.1% of the national population. In the year 2014, the number has grown to 8,000,000 (again just 3.1% of the national population). This figure doubled in 2017 with 15million people having access to the Internet. The increasing users of internet revealed that the use of internet in the country is growing at a sporadic rate and still has the potential to grow

higher. While there is proliferation of Internet usage, e-payment systems and online presence of businesses, much work has not been done about business-to-consumers activities.

Pervaiz (2011), opines that there is need to understand how and why people participate in e-commerce activities. E-commerce offers many online marketing opportunities to companies worldwide and along with high rapid growth of online shopping; it has impressed many retailers to sell products and services through online channel to expand their market. Online shopping or marketing is the use of technology (i.e. computer, internet) for better marketing performance. And retailers are mixing strategies to meet the demand of online shoppers; they are busy in studying consumer in the field of online shopping, to see the consumer attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

E-commerce is a tool for reducing administrative costs and cycle time, streamlining business processes, and improving relationships with both business partners and customers (Zuroni & Goh, 2012). The Internet and electronic commerce were the two most significant development of information during 1990s. There has been a marked increase in the number of consumers who purchase over the Internet, as well as an increase in sales worldwide conducted via electronic commerce. The growing technology Innovation and electronic commerce relationships have resulted in tremendous changes in market competition among various industries, customer's purchasing decisions are influenced by perception, motivation, learning, attitudes and beliefs. The perception is reflected on how the customers select, organize, and interpret information to form knowledge. The motivation is reflected to the customer's desire to meet their own needs. Attitudes are reflected to customers' steadily favorable or unfavorable assessments, feelings, and inclinations towards object or idea.

Evidently, people now see the great usage of online shopping as it provides more satisfaction to the modern day consumers who are seeking convenience as well as speed. A definition by Wu, Lee, Fu and Wang (2014) stated that attitude as a psychological inclination which expressed by accessing a particular entity with some degree of favor or disfavor and it is built through affective, cognitive and behavioral appraisal. Attitude is the positive or negative cognitive evaluation, emotional feeling and behavioral tendency held by customers during transaction (Lai & Wang, 2012). It will influence customers' judgment and evaluation during transaction and it would affect the perception towards one retailer (Lai & Wang, 2012). This research work will therefore explore the awareness, knowledge, attitude and perception of online shopping among staff at Federal University Oye-Ekiti (FUOYE).

1.2 Statement of the Problem.

Over the last decades, the nature of trading activities in banks, proprietary trading firms and investment firms has fundamentally changed following the rise of telecommunication and information technology. Today, most traders are electronically connected with the financial market without trading face-to-face with their market counterparts any longer. Due to new technologies, trading activities have become more efficient in terms of capacity, speed and market structure enabling market participants to trade in global financial markets in milliseconds. The deployment of innovative technologies has, thereby, not only created new modes of trading activities but also new types of trading spaces. Trading spaces refer to the physical work environments in which trading activities take place.

Historically, trading activities took place at the so called 'trading floors' of financial exchanges, in which market participants from different financial firms gathered physically at a common location to trade with each other face-to-face. In contrast, trading activities today are

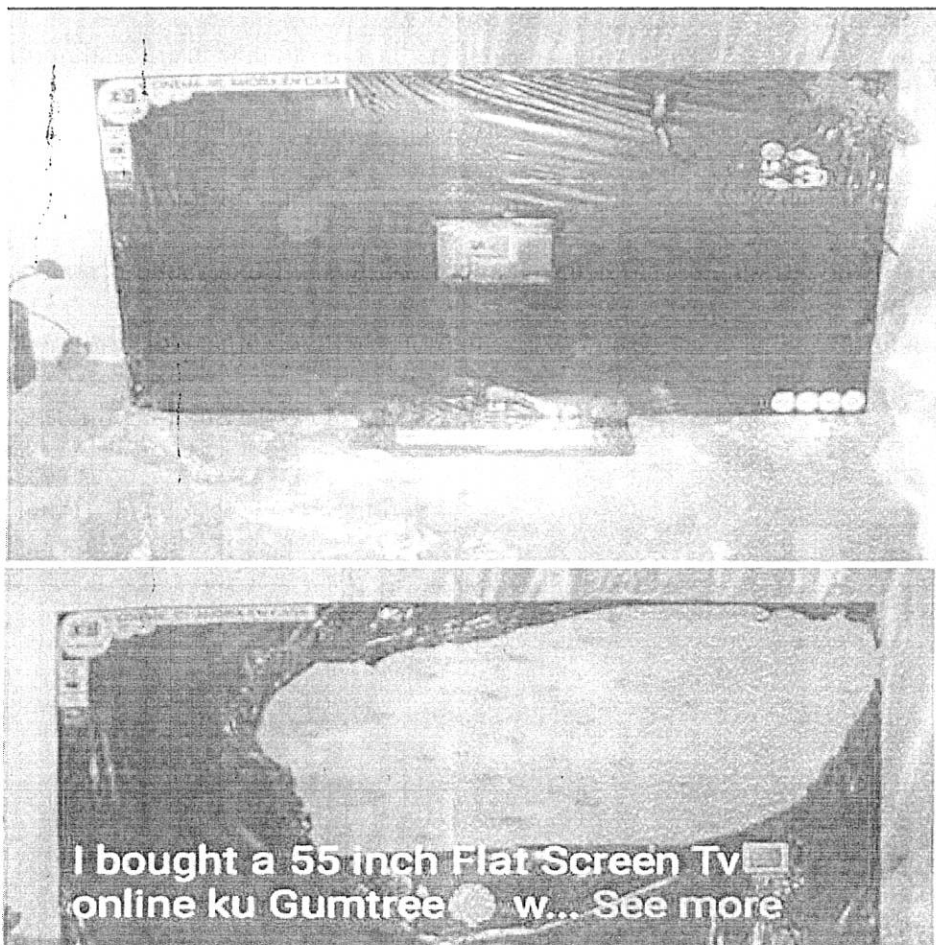
predominantly conducted at remote 'trading rooms' of financial firms, in which market participant's trade with their counterparts via electronic systems, telephones and other technological devices.

Online shopping, that glorious invention which allows people to buy things from the comfort of their homes. No more travelling to multiple stores to find the right product; no more having to deal with over-enthusiastic sales persons; no more standing in long lines at the checkout counter. The e-commerce boom has certainly changed the way we shop for the better. But, like everything else, the world of online shopping is not all bed roses. Despite all the efforts of e-commerce companies to all aviate them, there are a few problems that customers still have to face while shopping online. The biggest problem while buying things online is that you have no guarantee of a product's quality. Reviews are not always reliable and all the research can't assure you of a product's quality; fraudulent sellers who intentionally mislead customers to increase sales are the prime reason for faulty/sub-par products being sold online. With the volume of goods, e-commerce companies handle these days, it can be quite difficult for them to conduct quality checks on each and every one of the products they are selling. Additionally, the issue of getting the correct size remains a serious drawback for buying clothing and foot wear online. Sizes vary from brand to brand, and since you cannot try out the products before buying them, selecting the size is always a gamble.

Furthermore, recently, there was an incident where someone purchased a blade plasma TV online and it was delivered to him but unfortunately for him, instead of the plasma TV he intended to purchased, he found another thing inside to his greatest surprise. Since you have no idea of product's quality until you receive it, returning online items purchased is quite uncommon, very difficult unless you are buying from one of the established e-commerce

companies, such as konga, jumia etc. It is important to go through the return policy while making a purchase of any item. But most sites for online business have vague return policies that can leave you with a low-quality product or something different entirely and no way to return it. The same applies for guarantees, as most online business sites don't clearly mention what the policy is for a product and then refuse to carry out replacements if you receive a damaged product. Therefore, this study will explore the awareness, knowledge, attitude and perception of E-consuming among FUOYE staff.

Figure 1: Fake product bought online



Source: Whatsapp, 2018.

1.3 Significant of the Study

Several scholarly researches have been written in the aspects of the growing E-consuming, notwithstanding, the following are the significance of this study. The outcome of this study has helped to educate FUOYE staff on the effectiveness and the advantages of shopping online. This research has also served as a resource base to other scholars and researchers interested in carrying out further research in this field.

Subsequently, if applied, it will go to an extent of providing new explanation to the topic. Also, the study has provided a reliable and clear perspective for describing and evaluating the attitudes towards online shopping among FUOYE staff.

The outcome of this study has enable policy makers to make and implement benefiting policies that has created and increased the awareness of E-consuming (online shopping) among the populace and it also increased knowledge, attitude and perception of E-consuming among. The outcome has also guaranteed effective and efficient transaction on the platform.

1.4 Research Questions

This research has proffered answers to the following research questions:

- i. Are FUOYE staff aware of E-consuming?
- ii. To what extent does FUOYE staff has the knowledge of E-consuming?
- iii. What is the attitude of FUOYE staff towards E-consuming?
- iv. What is the perception of FUOYE staff toward E-consuming?
- v. What are the challenges of E-consuming use among FUOYE staff?

1.5 Objectives of the Study

The main aim of this study is to examine the knowledge, attitude, perception and awareness of FUOYE staff to e-consuming. The specific objectives of this study are to;

- i. Ascertaining the awareness of E-consuming among FUOYE's staff.
- ii. Evaluate FUOYE's staff knowledge about E-consuming.
- iii. Investigate the attitude of FUOYE staff towards E-consuming.
- iv. Explore the perception of FUOYE staff towards E-consuming.
- v. Identify those challenges in the use of E-consuming among FUOYE staff.

1.6 Scope of the Study

This research has explored the level of acceptance and trust of people in the academic environment to process of e-consuming. It will examine this by selecting a reasonable number of the staff to determine the percentage of the outcome of result among them. This study is limited to federal University, Oye-Ekiti from where data will be gathered from both the teaching and non-teaching academic staff in the tertiary institution.

1.7 Location of the Study

The location of this study was Federal University Oye-Ekiti, where questionnaires were distributed to the teaching and Non-teaching staffs of both Oye and Ikole campus to obtain necessary information about E-consuming.

1.8 OPERATIONALISATION OF TERMS

i. **AWARENESS** is the perception of user interface quality and the degree of consciousness on information about products and services delivered from conducting transactions from any location at any time through e-commerce portals.

ii. **ATTITUDE** is a predisposition or a tendency to respond positively or negatively toward a certain idea, object, person or situation.

iii. **CONSUMER** A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Anytime someone goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a consumer.

iv. **E-COMMERCE** is the activity of buying or selling of product on online services or over the internet.

v. **KNOWLEDGE** is a familiarity, awareness, or understanding of something or someone, such as fact, information, descriptions, or skills, which is acquired through experience or education by perceiving, discovering or learning.

vi. **ONLINE SHOPPING** is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser.

vii. **PERCEPTION** is the organization, identification and interpretation of sensory information in order to represent and understand the presented information or the environment.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews existing literatures from related fields. It selects a suitable theory that will be employed in the analysis of data. This chapter carefully analyzes existing researches in order to understand the space that this work will fill in the body of knowledge.

2.1 E-consuming and online Shopping

Online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purposes (Monsuwe, Dellaert & Ruyter, 2012). Online shopping is one of the widely and commonly used medium for convenient shopping. In fact, it is a popular means of shopping in the internet community across several parts of the globe (Bourlakis, Papagiannidis & Fox, 2014). One advantage of internet shopping is that it provides the consumers with detailed information and multiple choices so that they can compare products and prices. The more the choice and convenience, the easier it is to find what one is looking for online (Yu, & Wu 2013). It has been seen that online shopping provides more satisfaction to the modern day consumers who are seeking convenience as well as speed (Yu & Wu, 2013).

Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round the clock facilities, decreasing dependence to store visits, saving travel costs, increasing market area, decreasing overhead expenses and access to multiple options.

The Internet has made online shopping not only a possibility but also a huge success contributing to economies around the globe. A survey carried out in 2011 on world internet usage and

population statistics reveals that 26.6% of the total world populations are internet users, showing a growth rate of 399.3% in the last decade (Internet crime report 2011). With the number of internet users on the increase globally, it is little wonder that the number of online shoppers have increased greatly over the past few years. A 2008 global survey conducted by the Nielsen Company on trends in online shopping reveals that over 85% of the world's internet users have ever made a purchase over the Internet. This percentage shows an increase of 40% from the number of online shoppers, with more than half of internet users being regular online shoppers, making online purchases at least once a month (Nielsen; 2015). It was also discovered that the country with the highest number of online shoppers was South Korea (99% of Internet users have shopped online), while Egypt had the least number of online shoppers (67% of internet users have never made a purchase online). The most frequent online shoppers in the world also come from South Korea (79% of internet users have shopped online in a span of one month) and the least frequent online shoppers come from Philippines (59% of online shoppers have not made a purchase in the span of 3 months) (Roy, 2013).

These trends and figures show that although online shopping is gaining popularity and growing exponentially across the globe, this growth is not uniform. Some countries are quick to adopt and use the Internet for their commercial activities (e.g. South Korea, UK, USA, France, Ireland, Germany, etc), while others are slow adopters and would rather carry out business the traditional way either due to technological deficiency or outright distrust for the online mode of transaction. Recent years have seen an increase in different forms of online shopping platforms from the traditional single online stores to the modern increase in online shopping malls representing different vendors, online auction sites and online buying groups. The availability of variety plays a role in encouraging consumers' involvement in online shopping.

2.2 Trends of Online Shopping In Nigeria

With e-commerce being at an early stage in most third world countries of the world, online shopping in Nigeria is not as advanced as it is in other developed countries. Although, people engage in online banking (e-banking), most people are still not open to the idea of shopping online and prefer to carry out their transactions traditionally, i.e. face-to-face. The reasons for such preference may not be unconnected to issues of distrust and poverty. Poverty has a role to play because online shopping does not allow for buy-today, pay-tomorrow; which is a common shopping trend among Nigerians under the offline shopping platform. Similarly, online shopping does not allow haggling which is an inherent tendency among Nigerians, especially the usual request for what is popularly referred to as “jara” (meaning adding a little of the purchased item to the gains of the buyer) as part of the sealing of any buying and selling transaction. In furtherance, previous studies on e-commerce and online shopping have identified several factors, especially poor internet accessibility as responsible for its slow adoption (Folorunso, Awe & Gabriel, 2012)

Similarly, a study on internet usage in the UK revealed that 82.5% of the total population (62,348,447 people) uses the internet and 29.4% (18,354,000 people) are broadband subscribers (Internet crime report, 2011). This ease of access to the Internet according to (Soopramanien & Robertson, 2014) has been identified as one of the factors encouraging the adoption and growth of e-commerce and online shopping in the UK. In contrast, majority of the Nigerian population do not have access to the Internet. A major study on internet usage in Nigeria reveals that about 16.1% of the total populations (149,229,090 people) are internet users and less than 1% of the populace (i.e. 67,800 people) is broad and internet subscribers (Internet crime report, 2011). From these percentages, it is evident that only a fraction of the population uses the Internet and

even those who access it do so through numerous cybercafés scattered all over urban parts of the country (Ayo, 2016).

However, due to the public nature of these cybercafés, people were not comfortable carrying out e-commerce activities there for privacy, security and network reliability issues, and this negatively affected online shopping trends in the country (Ayo, 2016). However, in recent times, things have relatively changed because, great populations of Nigerians now have access to the internet through their various gadgets, and hence the dependence on cybercafés has drastically plummeted. Another factor affecting the use of e-commerce for online shopping in Nigeria “is the lack of a nationally acceptable payment method for online goods and services” (Ajayi, Aderounmu & Soriyani, 2011). It was averred that the low level of e-Payment infrastructure in the country, serves as a hindrance to public participation in e-commerce.

More so, (Adeyeye, 2013) identifies another crucial factor affecting online shopping in Nigeria to be the shortage of indigenous online vendors. Accordingly, most people who shop online do so from foreign online vendors like Amazon and EBay because there are very few credible online vendors in Nigeria. However, shopping from these foreign vendors can be discouraging due to high shipping costs and most orders not being given smart attention because Nigeria has been negatively reputed for years as one of the world’s most corrupt countries engaging in wide scale internet fraud. A survey by the Internet Crime Complaint Center (ICC) ranks Nigeria third in the world with 8.0% of perpetrators of cybercrime living in Nigeria after the US (65.4%) and UK (9.9%) (Internet crime report, 2011).

This percentage when compared with the total population of Nigerians (i.e. over 140 million people) poses a considerable threat to the internet world. Hence, most online vendors are careful when dealing with orders from Nigeria for fear of fraud. It was also observed that the

few online vendors that exist do not have a “structured way of presenting information (product categories) to users and besides, they offered little assistance in helping customers find appropriate products” (Mayer & Schoorman, 2012).

This makes it difficult for customers to use their websites for online shopping purposes and this could be the reason why most Nigerian companies with online presence had minimal commercial engage in online shopping since most people would rather engage in face-to-face transactions than go through the rigors associated with online shopping.

2.3 Present Status of Online Shopping

Michal (2012) examined that online buying behavior is affected by various factors which includes; economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors and legislative factors. Customers choose an online-shop mainly based on references, clarity and menu navigation, terms of delivery, graphic design and additional services. Complicated customers read discussions on the internet before they spend their money online and when customers are unable to find the product quickly and easily they leave online-shop. Dibb (2011), Jobber, (2011), Kotler, (2013) described consumer buying process as learning, information-processing and decision-making activity divided in several consequent steps: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behavior. Efthymios, (2014) identified the main constituents of the online experience as follows: the functionality of the website that includes the elements dealing with the site’s usability and interactivity, the psychological elements intended for lowering the customer’s uncertainty by communicating trust and credibility of the online vendor and Web site and the content elements including the aesthetic aspects of the online presentation

and the marketing mix. Usability and trust are the issues more frequently found to influence the online consumer's behavior.

Karayanni, (2013) examined that discriminating of potential determinants between web-shoppers and non shoppers. The most major discriminate variable between web shoppers and non shoppers was found to be web shopping motives concerning time efficiency, availability of shopping on 24 hours basis and queues avoidance. Lack of trust to web shopping affects negatively web shopping behavior.

Bosnjak, (2014) noticed that neuroticism, openness to experiences, and agreeableness has small, but significant influences on the willingness to buy online. Need for Cognition has a direct negative effect towards willingness to online purchase. Lack of online shopping experience could emphasize the effects of personality traits on the estimation of likelihood of future online purchases. They implied that the decision to shop online is made with emotion rather than reasoning. Lee, (2009) augmented that quality of online reviews has a positive effect on the purchasing intention of online shoppers. Attitudes of online consumers increase with the number of reviews. Large number of reviews is perceived as an indication of product popularity and hence increases the purchasing intention of consumers. Kim, (2012) studied that significant factors affecting the intention towards shopping on the internet are convenient and dependable shopping, reliability of retailer, additional information and product perception.

Online Shopping Customer Experience Study, (2012) stated that satisfaction of online consumers can be improved by improving their satisfaction related to shipping and returns. Free shipping is a great motivator drawing shoppers back to sites to make repeat purchases and causing shoppers to recommend an online retailer, consumers are willing to pay a nominal fee for getting their product faster. While comparison shopping, consumers take product price and

shipping charges almost equally into consideration. There are several things that retailers can do to improve the experience for their online shoppers. The first is to communicate the expected delivery date of the order, customers are willing to wait for their orders but want to know just how long that might be. Timely arrival of shipments encourages shoppers to recommend an online retailer. Consumers also like having tracking updates and delivery notifications to understand when their package is arriving. Online shoppers want flexibility in their shipping, particularly the ability to give special delivery instructions or schedule a delivery time or select an alternate delivery location.

Schaupp & Bélanger, (2015) added that privacy (technology factor), merchandising (product factor), and convenience (shopping factor) are three most important attributes to consumers for online satisfaction. These are followed by trust, delivery, usability, product customization, product quality, and security.

2.4 Factors affecting E-consuming

Keller, (2013) advocate that consumer shop online because it is convenient. Gordan & Bhowan (2015) examined factors that encouraging online shopping.

- i. Convenience (no traffic, crowds, 24 hrs access)
- ii. Better Product Selection
- iii. Useful Delivery Mode

Hirsst & Omar (2014) stated that convenience, usefulness, ease of use and efficiency are positive characteristics of online shopping. Jush & Ling, (2012) suggested that e-commerce experience, product perception and customer service have important relationship with attitude towards e-commerce purchases through online shopping. According to them consumers who purchase online are more likely to buy clothes, book and make travel bookings. Delafrooz, (2012) found

that utilitarian orientations, convenience, price and wider selection are a significant determinant of consumer's attitude toward online shopping. Consumers are looking for more convenience (time and money saving), cheaper prices and wider selection when they shop online. Consumers who value the convenience, prices and wider selection of internet shopping tend to purchase more online and more often.

Michal, (2012) stated that Logistics, Security and privacy of information, Timeliness, Availability, Convenience, Customer service were criteria used by customers while online shopping. Zhou, (2013) identified nine types of consumer factors, including demographics, Internet experience, normative beliefs, shopping orientation, shopping motivation, personal traits, online experience, psychological perception, and online shopping experience in affect consumer online. Smith & William, (2013) examined the factors influencing consumers towards online shopping are marketing efforts, socio-cultural influences, psychological factors, personal questions, post-decision behavior and experience.

2.5 Benefit of E-consuming

Jush & Ling, (2012) added that customers can enjoy online shopping for 24 hour per day. Consumers can buy any goods and services anytime at everywhere. Online shopping is more user friendly compare to in store shopping because consumers can just accomplish his desires just with a click of mouse without leaving their home. Forouhandeh, (2011) demonstrated Warrant, Assurance, Website maneuverability and Enjoyment as factors that perceived as the online shopping benefits. Alba, (2010), Brengman, (2011), Eastlick & Feinberg, (2012), Foucault & Scheufel, (2013), Karayanni, (2015) stated that online shopping has various advantages as compared to shopping at a physical shop like,

- i. 24/7 shopping

ii. Saves time

iii. Comparison shop

iv. Price comparison

v. Third party shopping sites keeping merchants competitive hence offering the best products and prices. So, it not only encourages customer for online shopping but also helps in relationship management.

I. Consistency between advertised price and site price.

ii. Sometimes no cost delivery even to third party receiver

iii. Ease in merchandise cancellation or return

iv. Sometimes tracking of shipping available

v. large online shopping site offering store comparison and sometimes no taxes

Kim ,(2012) stated that shopping malls and internet are major competitor, providing multiple dimensions of consumer value .The consumer value includes four components- efficiency, excellence, play and aesthetics. Consumer value analysis sheds light on the complex issues surrounding the viability of shopping malls against the competition from internet. Online shopping enhances the experience of shopping, area of shopping, comfort level and products variety. It widens the customer's imagination towards products and inducing them to looking for varieties and satisfying their hunger for fun and pleasure.

2.6 Challenges of E-consuming

Saprikis (2012) classified the online shopping problems were in two categories; general problems and after-sales problems. Online shopping problems are great barriers to the online purchase intention of customers. General problems includes possibility of having credit card data intercepted, the difficulty to confirm the reliability of the provided products and the possibility to

buy a product that it would not value as much as customer pay for it. After-sales problems, involved difficulty to change defective product with a new one and products guarantee are not assured.

Choi & Lee (2011), Cyret (2013), Know & Lee (2014), Larochel (2015), McKnight (2015), Verhagen (2016) stated that online shopping has various disadvantages as compared to shopping at a physical shop like,

- i. Lack of touch and feel of merchandise
- ii. Delivery time: customers don't have the immediate satisfaction of receiving the product when they buy it since they have to wait for it to be delivered.
- iii. Shipping charges: customers usually have to pay shipping charges, which may increase the overall cost of what they are purchasing.
- v. Shipped returns>Returns can be more of a hassle in online shopping because consumers have to pack up the product, ship it back, and wait for the seller to receive and process the return before consumers can get their product exchanged or refunded.
- vi. Lack of close quality examination
- vii. Security concerns: it can be difficult to tell whether the website is secure or not.
- viii. Privacy concerns: if a site doesn't have a comprehensive privacy policy, it is impossible for consumers to know who has access to their information, and whether their information is protected or shared with third parties. Information sharing could lead to spam, or even identity theft.
- ix. Lack of personal attention from a salesman
- x. Unable to try the merchandise on (especially clothing)
- xi. More chances to encounter fraud (disappearance of shopping site)

xii. More chances for mistakes in ordering the wrong item, slightly higher exposure of credit card security

xiii. Verification of credit card owner less rigorous (physically one can ask for other identifications).

Office of Fair Trading Market Study, (2012) examined that people were ready to use internet, but not to shop online because of lack of trust and fears about their personal security. Confidence and trust are essential to the success of internet shopping.

Lee & Turba (2011) reviewed nature of consumer trust in online shopping and proposed model for Consumer trust in internet shopping that shows four main likely antecedents: trustworthiness of the Internet merchant, trustworthiness of the Internet shopping medium, infrastructural (contextual) factors, and other factors had relationship with consumer trust in online shopping.

Gordon & Bhowan, (2015) found that security is the major factor that discouraged the target consumer from purchasing on the internet. Jush and Ling, (2012) reported that consumers low perception and trust of online merchants responsible for making consumers unwilling to make purchases online.

Michal (2012) found that online users have some worries while purchasing on-line, People afraid of complaining the products or their testing. Misuse of personal data and security also marked as important barrier against Internet shopping acceptance. The impossibility of product testing, problems with complaints, problems with product return and misuse of personal data are the main uncertainties regarding on-line shopping. Pew internet and American life project, (2013) stated that internet users are worry about the security of their financial information.

Jush & Ling, (2012) found that shopping environments on the internet may be doubtful for the majority of online shoppers. Most recognized perceived risks are financial, product performance,

social, psychological and time/ convenience loss. Pew internet and American life project, 2008 stated that attitude of internet users about online shopping are not entirely consistent. Customers are willing to shop online because it is convenient and a time-saver, but they perceived sending personal or credit card information over the internet as a risk..

2.7 Consumer Buying Behavior

Consumer behavior can be described as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, 2012). Every individual's consumer behavior varies from another, depending on their buying choices. These choices are influenced by their buying habits which are affected by psychological and social factors which have an effect on the purchase decision process (Brassington&, Pettitt, 2014). Online shopping behavior (also known as online buying behavior) is the process of purchasing products or services through websites on the Internet. The process has five steps, which are similar to the steps related to conventional shopping behavior (Liang and Lai 2012).

Magee (2013) says that the growth in the number of people who shop online has become more than the growth in general Internet users. This indicates that more Internet users have begun to get comfortable with the concept of shopping online. In 2011, the total global E - commerce sales grew to about 961 Billion USD or 690 billion Euros. An increase of 2 % was recorded along with the estimation that by 2013, the sales would be crossing the 1 trillion Euro mark by 2013. Growth is mostly highest in the Asia Pacific as compared to more mature markets like US, UK, Japan and Europe etc. In 2011 in Asia Pacific, a ground-breaking 130 % growth was recorded, with the greatest contribution by China. Online selling is now essential part of any

economy. There has been an obvious and increasing trust in consumers towards shopping online all over the world. (AadWeening2012). Haubl & Trifts (2011) say that potential customers seem to use a process that has two stages process to reach a buying decision.

First, consumers screen a large set of products so that they can find the subset that will fulfill their needs. After that, this subset is evaluated in detail and the products are cross compared on the basis of some attributes to decide upon a product to buy. Haubl&Trifts also discovered that websites that offer an interactive user interface and help to do in depth product comparisons have a more favorable and popular effect on the efficiency as well as the quality of the purchase decision.

2.8 Customers' Attitude toward E-consuming.

Customers' attitude toward online shopping for services depends on familiarity with the service provider and customers' experience with the Internet.

Monsuwe (2014) state that customers' attitudes toward online shopping was not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like customer personality, situational factors, product uniqueness, earlier online shopping experiences, and confidence in online shopping. Customers' approach toward online shopping is strongly associated with Internet acceptance. The perceived ease of use and perceived usefulness determine customers' attitudes toward online shopping, however, perceived usefulness did not affect user acceptance of online shopping models.

2.9 Consumer Perception toward E-consuming

The consumer's perception of their experience while shopping online is also a factor to consider. When the consumers experience exceeds their expectations, there is a high chance they will become loyal towards that particular online shop. This satisfaction is based on a number of

features such as: how fulfilling the experience was, how smooth the transaction was and the ease of interaction (Chen & Chang, 2003). The shopper's perception will also vary depending on what kind of product they are looking to purchase. For instance, Klein (2013) said that products which require searching before purchase (such as books) will be different from products that are purchased through experiences (such as clothes). Zhou (2012) also stated that the online shopper perception will vary depending on the type of product because the risk factors are different for each (Liu & Forsythe, 2013).

Some consumers do not shop online because they perceive traditional shopping as being something and fun. It improves their mood and turns into a social activity which they can do with their friends (Liu 2013). Other factors which may affect the perception of online shoppers are: how exposed they are to the market, market ambiguity and the position of competitors in the market (Gong, 2013). Comparatively, generation Y is very attached to online shopping and spends their time looking into and fantasizing about online products.

They are attentive towards sales promotions and are influenced by celebrities when it comes to fashion (Hill, 2013). A recent research found that almost half of the respondents were spending a minimum of one hour every day on online retail websites. It was also found that men's fashion has led more men to participate in online shopping (Lachman & Brett, 2013). Overall, consumers are now freely accepting the concept of online shopping and this phenomenon is continuously growing. However, it should also be noted that traditional shopping is still equally relevant to their tailoring business (Watson, 2002).

2.10 Review of Related Literature

Choudhury & Karahanna (2012) opine that Internet has the potential to fundamentally change the structure of marketing channels, but only if consumers choose to adopt electronic channels. Thus, paper aimed to develop a more nuanced understanding of consumer channel choices. Specifically, it contended that it was important to examine consumers' intent to adopt electronic channels, not as a monolithic decision, but as a choice they made at each of four stages in the purchase process: requirements determination, vendor selection, purchase, and after-sales service. Innovation diffusion theory suggested that consumers make adoption decisions based on their perceptions of the relative advantage of the innovation. The relative advantage of electronic channels was conceptualized as a multidimensional construct involving a cumulative assessment of the perceived relative merits of channels on three dimensions: convenience, trust, and efficacy of information acquisition. Survey data were collected from faculty and staff at a large university about their intention to use the web for auto insurance transactions. The results provide support for the multidimensional nature of relative advantage, although the emergent factors do not align neatly with the hypothesized dimensions (convenience, trust, and efficacy of information acquisition) or stages. Results of the study support three conclusions. First, the dimensions along

which consumers assess relative advantage blend hypothesized dimensions such as trust and convenience with stages the purchase process. Second, consumers consider the relative advantage of channels at two distinct stages of the purchase process: gathering information and executing the transaction. Third, different dimensions of relative advantage were critical in predicting consumer channel choice at each stage.

Lee (2014) studied on online consumer and their buying behavior. The finding of his study illustrates how a high proportion of negative online consumer reviews can elicit a conformity effect, with consumers showing a tendency to conform to the perspective of the negative reviews when the proportion of negative reviews increases.

Pooja (2015) explored the study on investigation of consumer's perception towards internet based e-shopping and the study involved an experiment in which the respondents were asked to go through the online shopping process and relate their experiences. The study found that the positive experience with a website plays a vital role in forming consumers trust while shopping online and if consumers trust the website then they will perceive ease of use, perceive enjoyment and perceive the website to be less risky which would finally culminate into an intention to transact with the website.

Prasad & Aryasri (2011) have explored the determinants of shopping behavior such as convenience, customer service, trust, web store environment and web shopping enjoyment and examine the effect of these factors towards online buying behavior.

Ruchi, (2011) in the study of website factors on online shopping buying behavior and the study found that online shoppers perceive different factors such as website design, fulfillment/reliability, privacy/security and customer service affecting online purchase activity differently.

Huizingh & Hoekstra, (2013) had explored the study on the e-shopping and studied many factors that determine why customers return to a store or web-site. The study found that It has been shown that longer lengths of time spent online by consumers increases the likelihood of consumers revisiting a website or becoming customers by buying a product As such, designing a website in such a way as to retain customer attention and satisfaction, increases the likelihood of creating repeat customers.

Chen & Chang (2012) studied on a descriptive model of online shopping process: some empirical results and the study focused on the five important factors explaining consumer online purchasing intentions; individual/consumer characteristics, environmental influences, product/service characteristics, medium characteristics and online merchant and intermediary characteristics. They framed the relationship between five factors and three key steps necessary to encourage repeated online shopping.

Menon & Kahn (2012) in their study revealed that the Internet represents a sufficiently different retail environment and a different atmosphere which can significantly influence the emotions and motivations of shoppers and thereby affect their buying behavior.

Demery (2012) reports, the advantage of the online channel is that some customers find it convenient, think that it saves their time, and observe that it is easier to find a particular item in online store. Vyas & Srinivas (2012), in their study stated that majority of the internet users were having positive attitude towards online buying of products/services. There exists a need for developing awareness about consumers' rights and cyber laws. They also emphasized on better distribution system for online products.

Ahasanul & Ali, (2014) Customers like online shopping, because online shopping saves time. Online shopping is indoor shopping, no need to go outside. By rapid access customers get information quickly. Online shopping eliminates of physical appearance.

Day & Landon, (2012) explained that, sometimes consumers are not satisfied with the manner in which products and services are sold in the online environment. Sometimes items purchased from online do not deliver on time even though online message is very clear to deliver the item within 24 hours to the customer. The strategies that marketers are using have not adequately addressed the changing demands of the consumer to ensure customer satisfaction.

2.11 Theoretical Framework

2.12. Rational Choice Theory

The purpose of rational choice theory is to explain social phenomena by assuming rational choice at the actor's level (Coleman, 1990; Hechter and Kanazawa, 2012). It has been argued that rational choice theory should explain actor's actions as well. This is discussed later in the article when critiques of rational choice theory are examined and the possibility of incorporating social identity in rational choice theory is explored. Two mechanisms or processes are analyzed to explain how the purpose of rational choice theory is realized: choice by actors and the macro-to- micro transition.

Rational choice theory assumes that an actor chooses an alternative that he/she believes brings about a social outcome that optimizes his/her preference under subjectively conceived constraints. For ease of mathematical modeling, preference is often mapped to a real number, which is called utility or payoff. The above assumption can then be rewritten as follows: an actor chooses an alternative that he/she believes brings about a social outcome that maximizes his/her

utility (payoff) under subjectively conceived constraints.

Five critical elements are included in the assumption: constraints, alternatives, social outcomes, utility and belief. Constraints affect an actor's choices in two ways. First, constraints make some of the possible alternatives impossible. A taboo on sibling marriage, for example, prohibits certain marriage choices, and a ban on smoking prohibits smoking in public places. One cannot buy an airplane if one's budget is only 10 Euros. Second, constraints change costs and benefits of alternatives. For example, increasing the price of cigarettes makes the costs of smoking higher. Social approval of hybrid cars increases the psychological benefits of driving such cars.

Note that constraints on the actor are subjectively conceived. As is explained later, the actor has beliefs about the world, and constraints are a part of them. Thus it is subjectively conceived constraints (henceforth, subjective constraints), not objective constraints, that affect the actor's choices of alternatives. Therefore, as stated, the actor chooses an alternative that he/she believes realizes a social outcome that maximizes his/her utility under subjective constraints. Subjective constraints are not independent of objective constraints, however. Social resources such as money, assets, prestige, privilege, authority and power affect the formation of subjective constraints with the help of frames through which the actor views them. In addition to such social resources, if the actor interacts with other actors, the others' choices become subjective constraints on him/her, and his/her choices become constraints on the others. Game theory, which is a powerful analytical tool for studying interactions between people, properly deals with this situation.

A set of alternatives is available to an actor under subjective constraints. If he/she chooses one of the alternatives, a social outcome is realized. Note that the outcome is not individual but social. This means that the outcome is a product of alternatives chosen by more

than one actor. Of course, there are cases in which a single actor's choice of an alternative solely determines an outcome. A classic example of these cases is a consumer's choice of goods under his/her income constraint. He/she decides how many apples and oranges he/she should buy at a grocery store with 10 Euros. Then his/her decision-making solely determines an outcome: the number of apples and oranges he/she buys. Choices of other consumers and staff of the grocery store do not affect the outcome.

Sociologically, however, cases involving more than one actor to produce an outcome are more interesting to study. Thus the adjective social, not individual, is added to the noun outcome. The actor then ranks possible social outcomes based on his/her utility. If outcome A is preferred to outcome B, his/her utility of A is larger than that of B. If he/she had perfect and complete information on the world and there were no constraints on his/her choice, he/she would choose an alternative that would realize the best social outcome for him/her, that is, an outcome that brings about the highest utility to him/her. However, he/she usually has imperfect, incomplete information about the world, and constraints affect his/her choices. Information is imperfect and incomplete because the world is uncertain.

The uncertainty stems from three mechanisms. First, the actor cannot exactly predict the future of the world. Second, he/she does not precisely know where he/she is now. His/her current situation is a part of a social outcome realized by interactions of involved actors (including him/her). It is often the case that the actor does not know what choices were made by other actors in the past, which contributes to the uncertainty. Third, it is also the case that the actor does not know the utilities of other actors and, therefore, what choices they will make in the future. Thus the actor has beliefs about the world – about the constraints on him/her, other actors and so on. Then, he/she chooses an alternative based on them. These beliefs are not fixed or

static. Rather, the actor updates his/her beliefs using new information about the world. For example, suppose that the actor thinks that his/her partner in an interaction is uncooperative. If the partner does him/her a favor, he/she would then change his/her belief about the partner's character and behavior.

The second mechanism necessary for the full-blown analysis by rational choice theory is the macro micro transition (Coleman, 2012). A macro-sociological explanation explains the occurrence of social phenomenon Y by pointing out a precedent social phenomenon X that is thought to induce Y. Coleman (2012), however, argues that this kind of explanation is unsatisfactory unless the following three processes are clearly uncovered: the macro-to-micro transition, the micro process and the micro-to-macro transition. The macro-to-micro transition is a process in which the precedent social phenomenon X creates social conditions for actors such as constraints, beliefs and alternatives. In the micro process actors rationally choose alternatives under the subjective constraints. The choices of the actors then accumulate to produce the social phenomenon Y through the micro-to-macro transition.

2.13 APPLICATION OF THE THEORY TO THIS STUDY

The purpose of rational choice theory is to explain social phenomena by assuming rational choice at individual preference. Rational choice theory best explains the influence of awareness attitude, knowledge and perception on the mode of patronizing goods and services via online.

Rational choice theory believes that human beings are rational in thinking. It assumes that individual has preference and this determines their choice because what individuals really care about are the outcomes that results from their possible actions. For instance, people might prefer to shop online because of the benefits that are involved e.g. it is convenient, it saves time, it runs for 24hours, it enhances the experience of shopping.

Also individuals might prefer to shop in store because of the risk embedded in online shopping such as, lack of close quality examination of products ,security concern, privacy concern, lack of personal attention from a salesman ,differences in expectation and real product in the sense that what you order online might be different to what will be delivered to you. Therefore, individual action is determined by their preference.

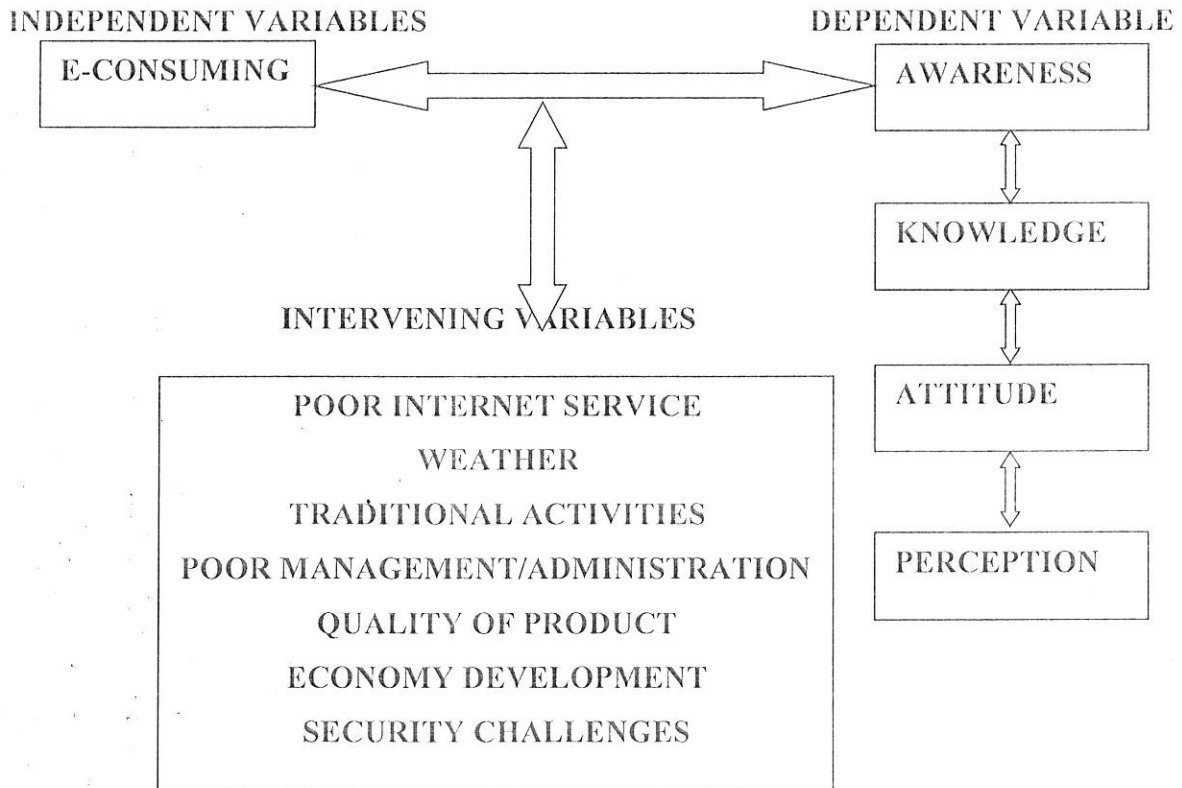
2.14 The Conceptual Frame Work

The conceptual framework below views the relationship that exists between the study variables. The independent variable is E-consuming, while the dependent variables are awareness, knowledge, attitude and perception. The intervening variable for the study were namely, poor internet service, weather, traditional activities, poor management or administration.

The diagram also portrays the relationship that exists between the study variable in the sense that the independent variable relies on the dependent variable and vice versa. For instance, without people consuming a particular product, they cannot be aware or been knowledgeable about that product and it is only when you are aware of a product, having the knowledge that you can consume the product. For example, it is only when I am aware of a phone that is in market that I can purchase it online and when I purchase it, it makes me more aware and knowledgeable about that product.

Furthermore, there is synergy that exists between the independent, dependent and the intervening variables. Intervening variables are those variable factors that encompass the relationship between the independent and the dependent variables. For instance, among the intervening variable are poor internet service, weather, traditional activities etc. Based on online transaction, when there is poor internet service, i.e. the network not too good and conducive, it would have an influence on both the independent and the dependent variable. Weather is also an

intervening variable which may affect the smooth relationship that happens between people purchasing and the goods been delivered.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter outlines the methods that were employed in the collection, collation and analysis of data in this research work. The chapter is sub-classified into the following-Research Design, Source of Data, Study Location, Study Population, Sample size and Sampling Technique, Validity of the Instrument and of course Ethical Consideration.

3.1 Historical Background of Federal University Oye-Ekiti

Federal University Oye-Ekiti is a government-owned and operated Nigerian University. The University is in the ancient city of Oye-Ekiti, The University was founded in 2011 as the Federal University Oye-Ekiti by the federal government of Nigeria, led by President Good luck Jonathan. Federal University Oye-Ekiti offers undergraduate programs in fields of specialization spanning Agriculture, Arts, Management sciences, the Social sciences, Engineering, Education and sciences. The University has 7 faculties and a school of postgraduate studies which started this year (2018).

The Federal University Oye-Ekiti is a Federal University of Nigeria, poised to take education to the next level not only in sub-Saharan Africa but indeed to the rest of the world. Established in 2011, offers students from all backgrounds degrees in Agriculture, Engineering, Social Sciences and Sciences as well as Arts, Management sciences and Education. The school had their first graduating set in 2015, with maiden convocation in April, 2017.

Federal University Oye-Ekiti (FUOYE) was one of the nine Federal Universities established by the Federal Government of Nigeria, pursuant to an executive order made by the former President of the Federal Republic of Nigeria, His Excellency, Dr. Goodluck Ebele Jonathan, GCFR. Federal University Oye-Ekiti, whose pioneer Vice Chancellor, was Professor Chinedu Ostadinma Nebo, and the present Vice Chancellor Professor Kayode Soremekun who was appointed by the current President in 2016, has two campuses at Oye-Ekiti and Ikole-Ekiti and 7 Faculties with 53 Departments, namely:

- ❖ The Faculty of Agriculture (Agricultural Economics and Extension, Fisheries and Aquaculture, Soil Science, Animal Science, Crop Production and Horticulture, Food Science Technology, Water Resources and Agrometerology)
- ❖ The Faculty of Engineering (Agricultural and Bio-Resources Engineering, Civil Engineering, Computer Engineering, Electrical and Electronics Engineering, Mechanical and Mechatronics Engineering, Material and Metallurgical Engineering)
- ❖ The Faculty of Social Sciences (Demography and Social Statistics, Economics and Development Studies, Psychology, Sociology, Peace and Conflict Resolution, Political Science, Mass Communication)
- ❖ The Faculty of Arts/Humanities (English and Literary Studies, Theatre and Media Arts, History and International Relations, Linguistics)
- ❖ The Faculty of Science (Animal and Environmental Biology, Biochemistry, Geology, Computer Science, Geophysics, Industrial Chemistry, Mathematics, Microbiology, Physics, Plant Science and Biotechnology)

- ❖ The Faculty of Education (Mathematics Education, English Education, Biology Education, Library and Information Science, Chemistry Education, Business Education, Agricultural Education and Educational Management)

The University is looking forward to the start of three more faculties in the next academic session, namely; Basic Medical Science, Pharmacy and Law with physical structures being put in place. FUOYE started her postgraduate program in February 2018, with Professor Bakare Ojo Rasaki as pioneer Dean.

3.2 Research Design

Research design for this study was an exploratory design. Exploratory design is used to obtain some background information where little or absolutely nothing is known about the problem area. Exploratory design is divided into two forms and they are; Qualitative Exploration and Quantitative Exploration (Ogunbameru & Ogunbameru, 2010). Exploratory research is always used when the research question is unusual, such as when there is lack of literature and knowledge, and when such research brings about a better understanding of the subject (Hair, Babin & Samuel, 2003).

3.3 The Population of the Study

This refers to the unit or universe from which samples were selected for the study. The population for this study includes the teaching and Non teaching staff of Federal University Oye Ekiti, Ekiti State.

3.4 Source of Data

Both primary and secondary sources of data collection were used in this study. The secondary source of data was collected from past works related to this study from different scholars while the primary source of data was collected from the respondents of the population for this study. However, questionnaires were distributed to people in order to obtain information on the subject matter.

3.5 Sample Size

There are in total seven existing Faculties at Federal University Oye-Ekiti, this include Faculties of social sciences, Art, Science, Management science, Agriculture, Education and Faculty of Engineering. The sample was drowned at faculty level, in the sense that 30 respondents (15 teaching and 15 non-teaching staff) were purposively selected from each faculty. Therefore, the total sample size was 210 (30 x 7).

3.6 Sampling Techniques

For the quantitative collection of data, the purposive sampling technique was used to draw the sample from each faculty such that all the faculties were represented in the study to avoid unequal in the sample size.

3.7 Instrument of the Study

The instrument that was used for data collection in this study was a semi-structured questionnaire. Most of the questions were close ended while few were open-end in the questionnaire. Also, a five points Liker scales ranging from strongly agree to strongly disagree

were included in the questionnaire. The instrument covered all issues in the objectives and research questions of the study.

3.8 Description of the Questionnaire

The questionnaire was made up of six sections, the first part deals with the personal information of the respondents which include gender, age, education, occupation and their religion practice and income. The second part comprises of questions on the awareness of the respondents on online shopping while the third part comprises of the knowledge of the respondents on E-consuming. The fourth section comprises of Attitude of the respondents on usage of the E-consuming, the fifth part was the perception of the respondents about E-consuming and the last part comprises of the challenges of the respondents on E-consuming. This assisted the researcher to obtain the proper information about the awareness, knowledge attitude and perception of E-consuming among FUOYE staff.

3.9 Reliability and Validity of the instrument

There is a need for the validity and reliability of the study. For the validity and reliability of this study, the designed questionnaire was submitted to my project supervisor for critical evaluation and suggestion in order to reshape the questionnaire and also the approval for administration.

3.10 Data Analysis

In this study, the quantitative data collected were analyzed using the statistical package for social science (SPSS). The data was presented in tables, frequency and percentages, charts were used where necessary in the study.

3.11 Ethical Consideration

The collection of data for this study does not tamper with the fundamental right of the respondents and it does not encroach into the privacy of the respondents. The researcher did not force anybody to supply information for this research because it was mainly for academic purpose.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

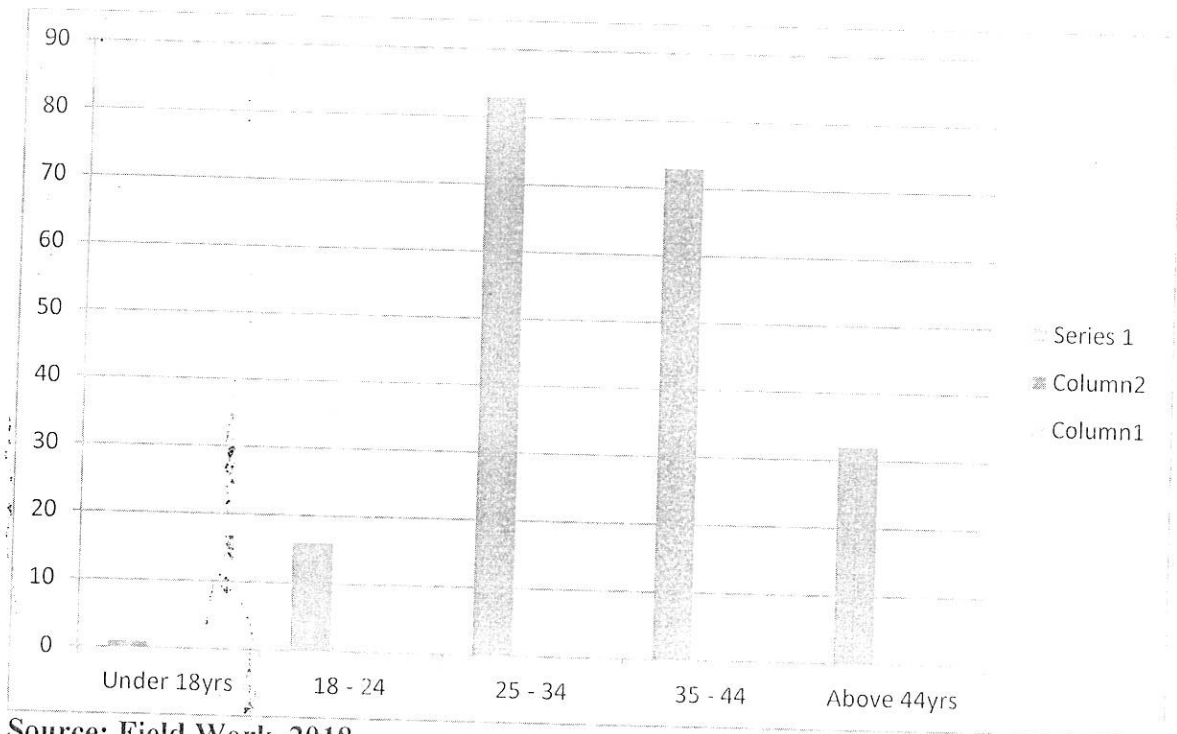
4.0 Introduction

This chapter focuses on the analysis and interpretation of the quantitative data collected for this study. About 95.0% of the questionnaires were properly filled by the respondents and submitted for analysis. Therefore, the interpretation of the data is based on 205 questionnaires.

4.1 Socio-Demographic Data of the Respondents

This section is on the interpretation of the analyzed quantitative data on the socio-demographic variables of the respondents which include age, sex, education, marital status among others.

Figure 4.1: Respondents age as at your last birthday?



Source: Field Work, 2018

The chart above shows that 1(0.5%) of the respondents are under 18, 16(7.8%) are between age 18 – 24, 83(40.5%) are age 25 – 34, 73(35.6%) are age 35 – 44 while 32(15.6%) are above 44 years. This simply shows that Federal University Oye-Ekiti recruits young people who are agile, experienced and up and doing in order for the institution to attain their institutional core goals.

Table 4.1: Sex of the Respondents

Sex	Frequency	Percentage
Female	107	52.2
Male	97	47.3
No response	1	0.5
	205	100

Source: Field Work, 2018

It can be deduced from the frequency table above that, 107(52.2%) of the total respondents are Female, while 97(47.3%) are Male. 1(0.5%) of the respondents gave no response to this question. This indicates that both sexes have very good keen interest in social researches because it proffers solution to social problems in the society.

Table 4.2: Respondents Educational Qualification?

Option	Frequency	Percentage
SSCE	7	3.4
NCE/ND	41	20.0
HND/BSE/BED	74	36.1

MSC/M.Ed	53	25.9
PHD	30	14.6
Total	205	100

Source: Field Work, 2018

From the frequency table above, 7(3.4%) of the respondents have a SSCE qualification, 41(20.0%) have NCE/ND. 74(36.1%) have HND/BSE/BED and 53(25.9%) have a qualification of MSC/M.Ed. while 30(14.6%) of the respondents have PHD. All the respondents were literates in different level or dimensions.

Table 4.3: Respondents Category

Staff Category	Frequency	Percentage
Junior Administrative staff	65	31.7
Senior Administrative staff	58	28.3
Junior Academic staff	34	16.6
Senior Academic staff	45	22.0
No response	3	1.5
Total	205	100

Source: Field Work, 2018

Out of the 205 respondents, 65(31.7%) of them are Junior Administrative staff, 58(28.3%) are Senior Administrative staff, 34(16.6%) are Junior Academic staff, 45(22.0%) are Senior Academic staff while only 2(1.0%) of the respondents gave no response. Respondents in different functioning categories in FUOYE participated in the study.

Table 4.4: What is your status in FUYOE?

Option	Frequency	Percentage
Permanent	143	67.8
Casual	33	16.1
Adjunct	9	4.4
Sabbatical	8	3.7
Visiting	6	2.9
No response	5	2.5
Total	205	100.0

Source: Field Work, 2018

Out of the 205 respondents, 143(67.8%) of them are Permanent staff, 33(16.1%) are Casual staff, 9(4.4%) are Adjunct staff, 8(3.7%) are Sabbatical staff, 6(2.9%) are Visiting staff only 4(2.0%) of the respondents gave no response. Most of the respondents in FUYOE are permanently recruited staffs.

Table 4.5: What is your current monthly income?

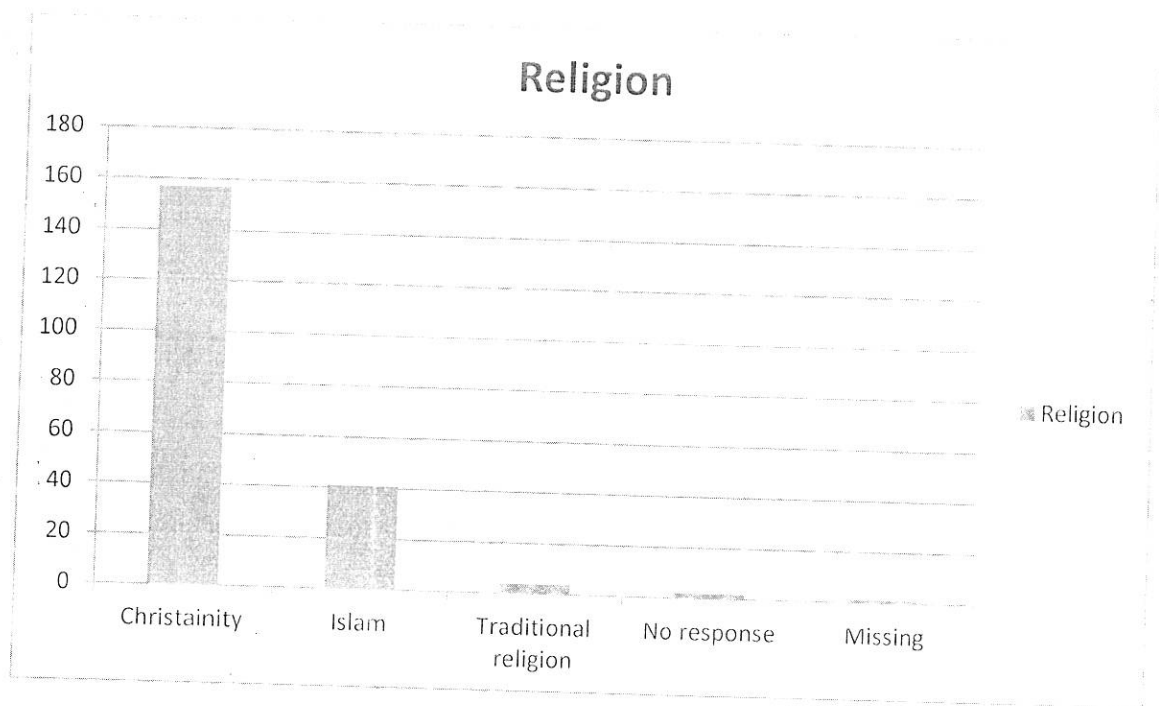
Income per Month	Frequency	Percentage
N50000 – N100000	80	39.0
N101000 – N150000	38	18.5
N151000 – N200000	30	14.6
N201000 - N250000	18	8.8
N251000 – N300000	20	9.8

N301000 and above	15	7.3
No response	3	2.0
Total	205	100

Source: Field Work, 2018

Out of the all respondents, 80(39.0%) of them have monthly income of N50000 – N100000, 38(18.5%) are N100000 – N150000, 30(14.6%) are N151000 – N200000, 18(8.8%) are N201000 – N250000, 20(9.8%) have income range of N251000 – N300000, 15(7.3%) of the respondents have monthly income of over N301000 while 3(1.5%) of the respondents gave no response.

Figure 4.2: Religious affiliation of the Respondents



Source: Field Work, 2018

From the bar chart above, 157 of the respondents are Christian, 41 respondents are Muslim, 4 are Traditionalist, 2 gave no response to this question. While there is 1 missing information. It is concluded that most of the respondents practiced Christianity because the study took place in Christian's subjugated area.

Table 4.6: Respondents Awareness of E-Consuming

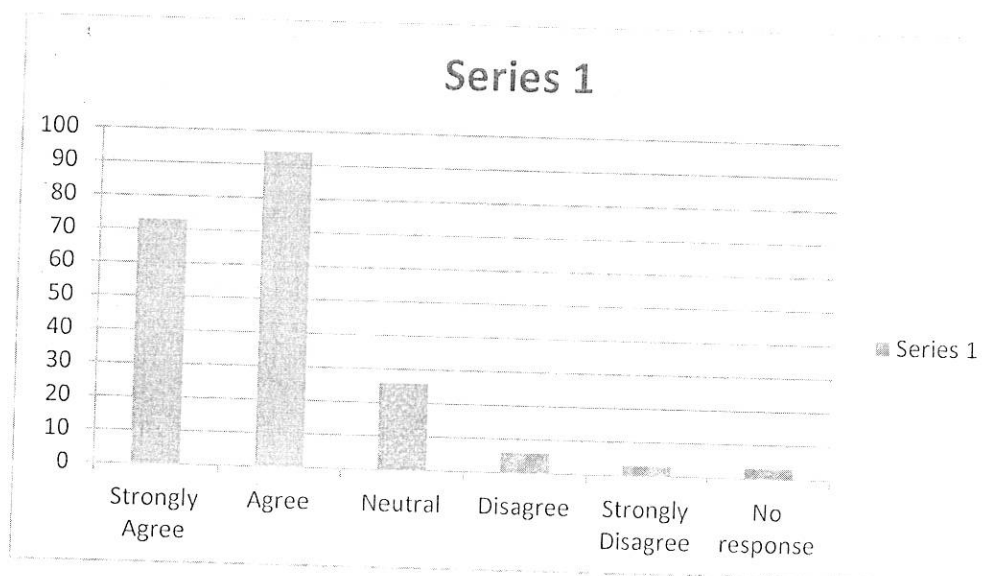
Statement	SA	A	N	D	SD
I am aware of e-consuming	130(63.4%)	65(31.7%)	5(2.4%)	3(1.5%)	2(1.0%)
I also engage in e-consuming/participate in it	64(31.2%)	67(32.7%)	32(15.6%)	31(15.1%)	11(5.4%)
I know that e-consuming products are cheaper	40(19.5%)	63(30.7%)	56(27.4%)	31(15.1%)	15(7.3%)
I am aware that e-consuming makes online transactions faster	78(38.0%)	86(42.0%)	24(11.7%)	12(5.9%)	05(2.4%)
I am also aware online shopping connects people					

Source: Field Work, 2018

The above table shows that 130(63.4%) of the respondents strongly agree of being aware of e-consuming. 65(31.7%) of the Agree, 5(2.4%) are neutral about this, 3(1.5%) of the respondents disagree while 1(0.5%) strongly disagree of being aware of e-consuming. 1(0.5%) of the respondent did not give any response. From the frequency table above, 64(31.2%) of the respondents strongly agree that they engage in e-consuming. 67(32.7%) of the Agree, 25(12.2%)

are neutral about this, 31(15.2%) of the respondents disagree while 11(5.4%) strongly disagree that they engage in e-consuming. 7(3.4%) of the respondent did not give any response. Looking at the table above, 40(19.5%) of the respondents strongly agree that e-consuming products are cheaper. 63(31.7%) of the Agree, 52(25.4%) are neutral about this, 31(15.1%) of the respondents disagree while 15(7.3%) strongly disagree that e-consuming products are cheaper. 4(2.0%) of the respondent did not give any response. Lastly, the table above, 78(38.0%) of the respondents strongly agree of being aware that e-consuming makes online transaction faster, 86(42.0%) of the Agree, 21(10.2%) are neutral about this, 12(5.9%) of the respondents disagree while 5(2.4%) strongly disagree of being that e-consuming makes online transaction faster. 1(0.5%) of the respondent did not give any response. The above analysis depict that respondents were well informed and aware of e-consuming as one of the dividend of technological revolution globally.

Figure 4.3: I know those who engage in E- Consuming

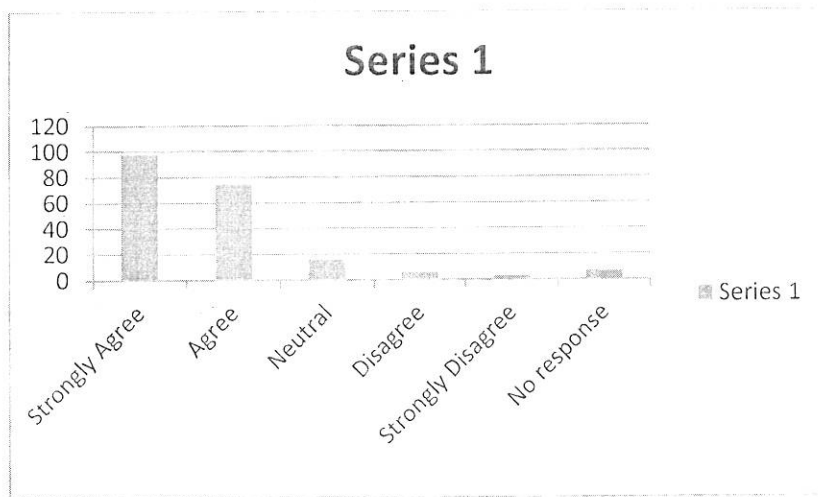


Source: Field Work, 2018

From the bar chart above, 73 out of the 205 respondents strongly agree that they know those who engage in e-consuming, 94 of all the respondents agree, 26 are neutral about this, 6 of

them disagree about this. 3 of the whole respondents strongly disagree that they know those who engage in e-consuming. While 3 gave no response. Because e-consuming is no longer a new thing or practice globally, most of the respondents know people who practice or engage in e-consuming.

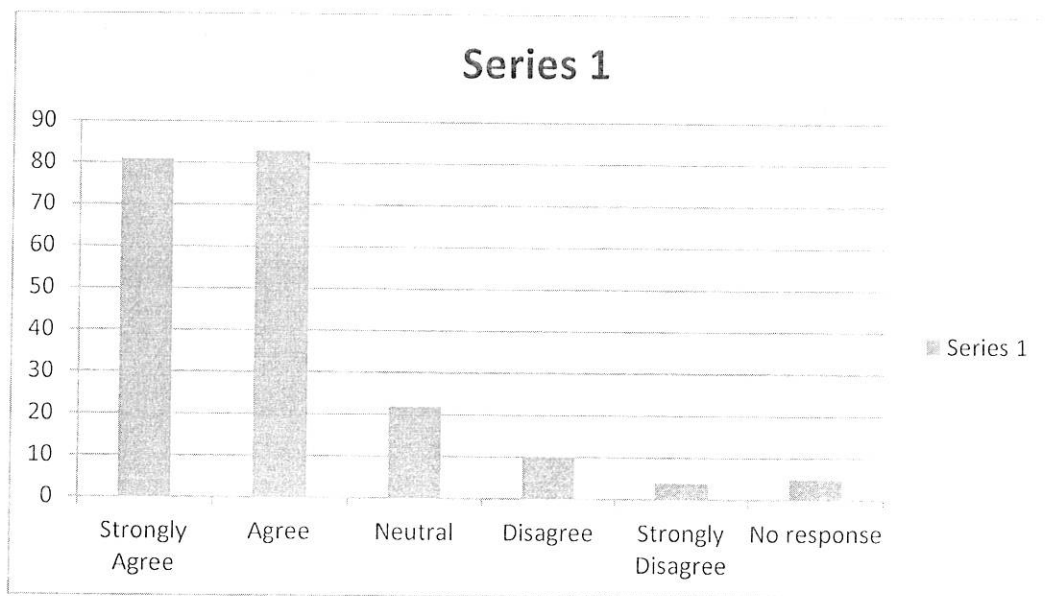
Figure 4.4: E-consuming as a global standard of buying, selling and providing of services



Source: Field Work, 2018

From the bar chart above, 98 out of the 205 respondents strongly agree that e-consuming is a global standard of buying, selling and providing of services, 75 of all the respondents agree, 16 are neutral about this, 6 of them disagree about this. 3 of the whole respondents strongly disagree that e-consuming is a global standard of buying, selling and providing of services. While 7 of them gave no response to this question. The respondents agreed that e-consuming is a global practice of buying and selling of products and advertising services electronically.

Figure 4.5: I am also aware online shopping connects people



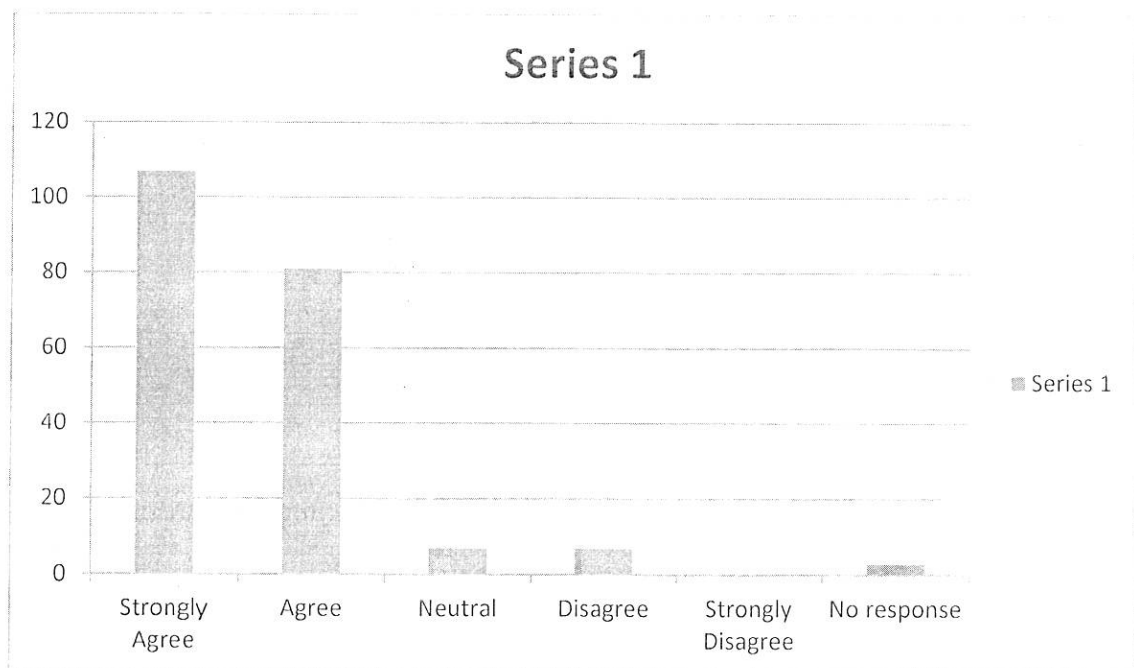
Source: Field Work, 2018

From the bar chart above, 81 out of the 205 respondents strongly agree that online shopping connects people, 83 of all the respondents agree, 22 are neutral about this, 10 of them disagree about this. 4 of the whole respondents strongly disagree that online shopping connects people. While 5 of them gave no response to this question. Majority of the respondents agreed that e-consuming is also a faster channel of meeting or connecting to people globally.

Section: Respondents Knowledge of E-Consuming

This section is on the knowledge of the respondents on e-consuming. Some indices were used to measure the knowledge of the respondents.

Figure 4.6: E-consuming is not strange to me



Source: Field Work, 2018

From the bar chart above, 107 out of the 205 respondents strongly agree that they are not strange to e-consuming, 81 of all the respondents agree, 7 are neutral about this, 7 of them disagree about this. 0 of the whole respondents strongly disagree that they are not strange to e-consuming while 3 of the respondents did not provide any response to this question. The above statistics is enough to show that e-consuming is not in any way strange to the respondents. They are well familiar with it because they too either practice it or know someone that practices it.

Table 4.7: Knowledge of E-Consuming

Statement	SA	A	N	D	SD
You can pay for product at the point of delivery especially for international	60(29.3%)	86(42.0%)	34(16.6%)	14(6.8%)	07(3.4%)

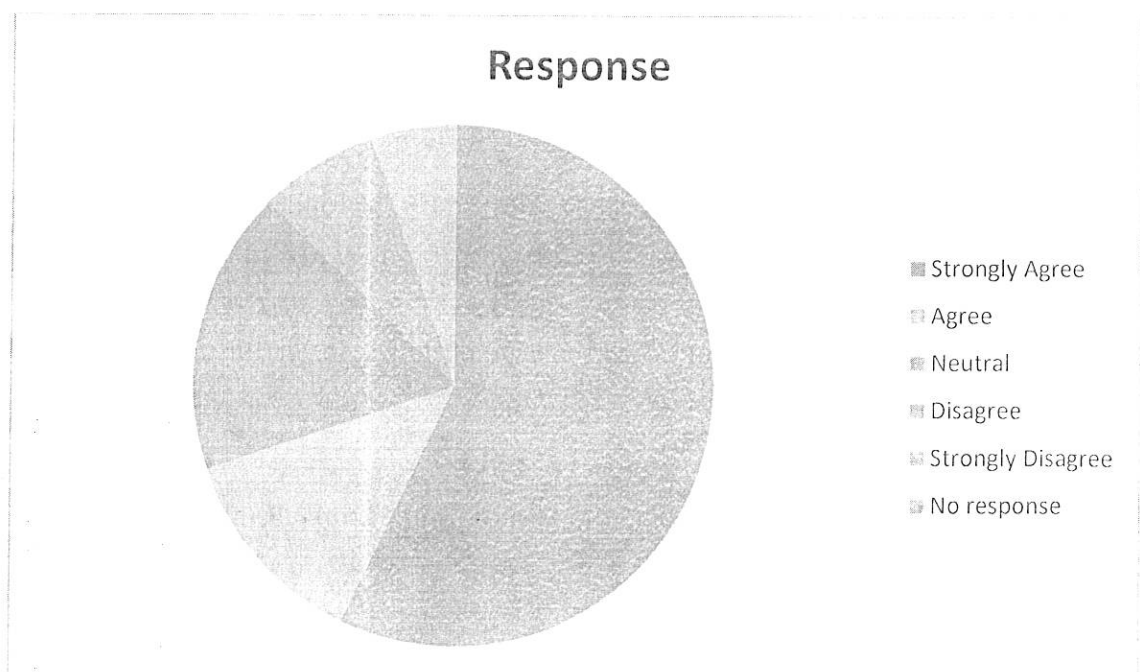
products and companies					
E-consuming is a global standard of buying, selling and providing of services	93(45.4%)	86(42.0%)	18(8.8%)	05(2.4%)	03(1.5%)
To some too, you can pay for product before delivery especially for indigenous business people	56(27.3%)	87(42.4%)	47(22.9%)	09(4.4%)	06(2.9%)
E-consuming sometimes is very risky	68(33.2%)	87(42.4%)	29(14.1%)	13(6.3%)	08(3.9%)

Source: Field Work, 2018

From the frequency table above, 60(29.3%) of the respondents strongly agree that you can pay for products at the point of delivery, 86(42.0%) of the Agree, 34(16.6%) are neutral about this, 14(6.8%) of the respondents disagree while 7(3.4%) strongly disagree that you can pay for product at the point of delivery, 4(2.0%) of the respondent did not give any response. In the frequency table above, 93(45.4%) of the respondents strongly agree e-consuming is a global standard for buying, selling and providing of services. 86(42.0%) of the Agree, 14(6.8%) are neutral about this, 5(2.4%) of the respondents disagree while 3(1.5%) strongly disagree e-consuming is a global standard for buying, selling and providing of services. 4(2.0%) of the respondent did not give any response. Still on the frequency table above, 56(27.3%) of the respondents strongly agree that you pay for product before delivery especially for indigenous business people. 87(42.4%) of the Agree, 42(20.5%) are neutral about this, 9(4.4%) of the respondents disagree while 6(2.9%) strongly disagree that you pay for product before delivery especially for indigenous business people. 5(2.4%) of the respondent did not give any response. Finally, the frequency table above, 68(32.2%) of the respondents strongly agree that e-

consuming is very risky, 87(42.4%) of the Agree, 24(11.7%) are neutral about this, 13(6.3%) of the respondents disagree while 8(3.9%) strongly disagree that e-consuming is very risky. 5(2.4%) of the respondent did not give any response. The above statistics depict that the respondents know the merits of e-consuming and also some of the risks of engaging in e-consuming.

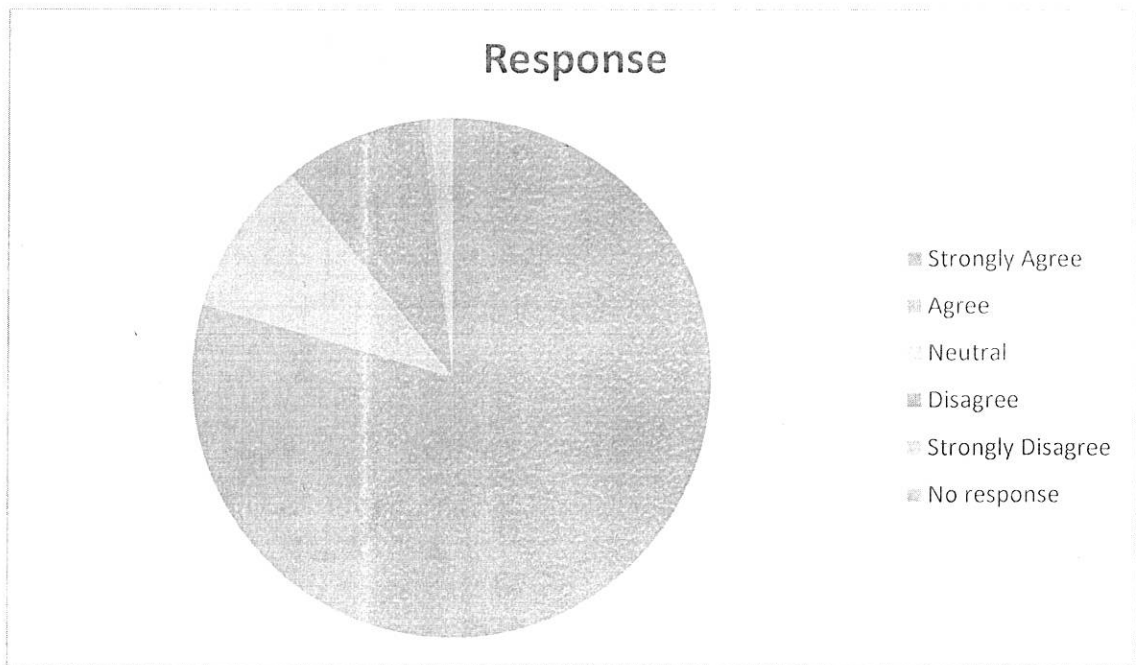
Figure 4.7: I am a regular customer for online shopping



Source: Field Work, 2018

The Pie chart above shows that, 51 of all the total respondents strongly agree that they are regular customer for online shopping, 66 of them agree to that, 26 of them are neutral about this, 36 of that hem disagree about it. While 15 of them strongly disagree that they are regular customer for online shopping. And 11 gave no response to this question. It indicates that most of the respondents do not only know those that engage in e-consuming rather they are also players.

Figure 4.8: E-consuming gives me a broader knowledge about product in market



Source: Field Work, 2018

The Pie chart above shows that, 86 of all the total respondents strongly agree that e-consuming gives them a broader knowledge about products in market, 77 of them agree to that, 20 of them are neutral about this, 18 of that hem disagree about it. While 1 of them strongly disagrees that e-consuming gives them a broader knowledge about products in market. And 3 gave no response to this question. The chart indicate that a very sizeable number of the respondents have rich and better ideas of products even outside the shores of Africa as a continent.

4.4: Attitude of Respondents towards E-Consuming

Table 4.8: Respondents Attitude towards E-Consuming

Statement	SA	A	N	D	SD
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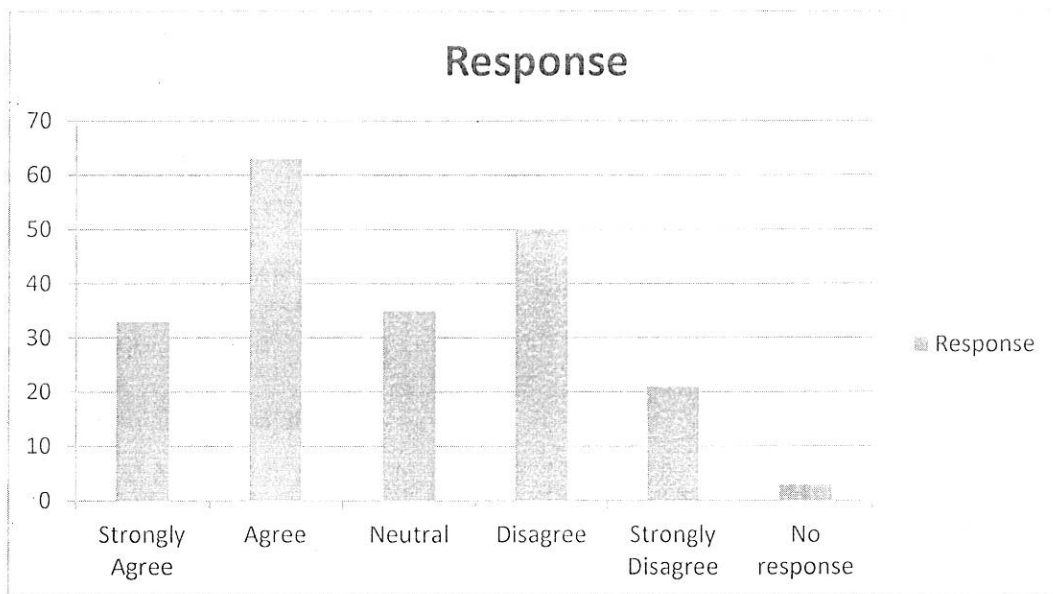
I love e-consuming	75(36.6%)	71(34.6%)	30(14.7%)	24(11.7%)	05(2.4%)
I get most of my needs on-line	41(20.0%)	57(27.8%)	43(21.0%)	47(22.9%)	17(8.3%)
E-consuming makes life easier for me	39(19.0%)	88(42.9%)	41(20.0%)	25(12.2%)	12(5.9%)
There are lot of differences between E-consuming and indigenous business patronage	75(36.6%)	83(40.5%)	34(16.6%)	10(4.9%)	03(1.5%)

Source: Field Work, 2018

The table above shows that, 75(36.6%) of the respondents strongly agree that they love e-consuming. 71(34.6%) of the Agree, 28(13.7%) are neutral about this, 24(11.7%) of the respondents disagree while 5(2.4%) strongly disagree that they love e-consuming. 2(1.0%) of the respondent did not give any response. From the frequency table above, 41(20.0%) of the respondents strongly agree that they get most of their needs on-line, 57(27.8%) of the Agree, 41(20.0%) are neutral about this, 47(22.9%) of the respondents disagree while 17(8.3%) strongly disagree that they get most of their needs on-line, 2(1.0%) of the respondent did not give any response. The frequency table above, 39(19.0%) of the respondents strongly agree that e-consuming makes life easier for them. 88(42.9%) of the Agree, 32(15.6%) are neutral about this, 25(12.2%) of the respondents disagree while 12(5.9%) strongly disagree that e-consuming makes life easier for them. 9(4.4%) of the respondent did not give any response. Base on the frequency table above, 75(36.6%) of the respondents strongly agree that there are lot of differences between e-consuming and indigenous business patronage. 83(40.5%) of the Agree, 32(15.6%) are neutral

about this, 10(4.9%) of the respondents disagree while 3(1.5%) strongly disagree that there are lot of differences between e-consuming and indigenous business patronage and 2(1.0%) of the respondent did not give any response. The above table showed a very good and positive attitude the respondents have towards e-consuming but it is important to note that the respondents were almost equally divided on the statement that I get most of my needs on-line. Meaning, there are products and services they request for on-line.

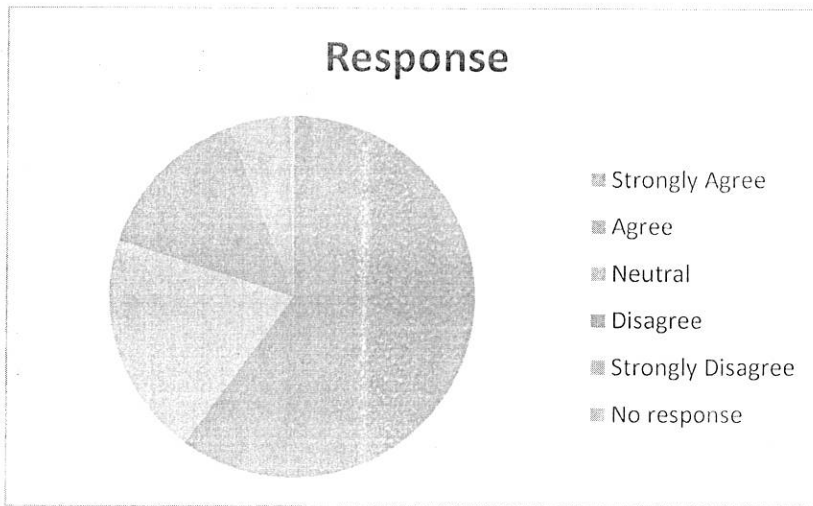
Figure 4.9: I save a lot of money with E-Consuming



Source: Field Work, 2018

From the bar chart above, 33 out of the 205 respondents strongly agree that they save a lot of money with e-consuming, 63 of all the respondents agree, 35 are neutral about this, 50 of them disagree about this. 21 of the whole respondents strongly disagree that they save a lot of money with e-consuming. While 3 of them gave no response to this question. The respondents agreed that the e-consuming enables them to save lots of money because the prices of products are almost the same.

Figure 4.10: I am totally satisfied with E-Consuming



Source: Field Work, 2018

The Pie chart above shows that, 44 of all the total respondents strongly agree that they are totally satisfied with e-consuming, 79 of them agree to that, 41 of them are neutral about this, 29 of that hem disagree about it while 11 of them strongly disagree that they are totally satisfied with e-consuming and only 1 gave no response to this question. The pie showed the responses of the respondents strongly agreed that they are satisfied on the practice of e-consuming.

4.5: Perception of E-Consuming

This section is on how the respondents perceive or sees e-consuming base on their personal experiences.

Table 4.9: Respondent Perception of E-Consuming

Statement	SA	A	N	D	SD
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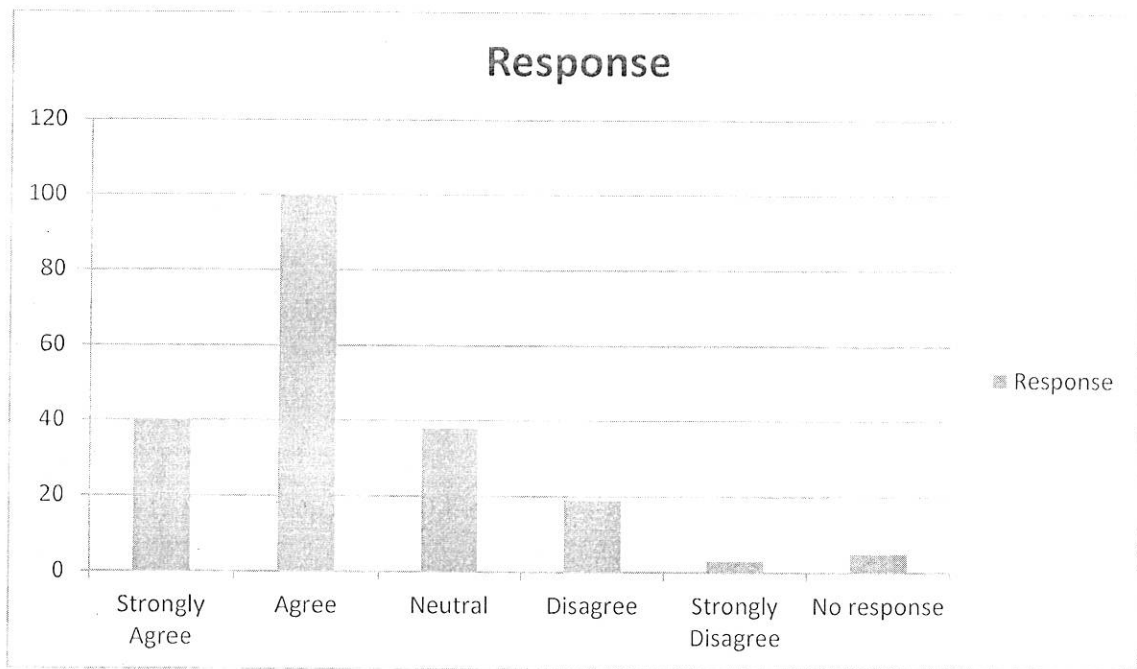
E-consuming is very secure	41(20.0%)	71(34.6%)	55(26.8%)	34(16.6%)	04(2.0%)
It is a global way of trading	71(34.6%)	111(54.1%)	17(8.3%)	04(2.0%)	02(1.0%)
I feel e-consuming is the best and fast way of shopping	53(25.9%)	87(42.4%)	40(19.5%)	20(9.8%)	05(2.4%)
It is something that would contribute to the development of the economy of a society	58(28.3%)	97(47.3%)	35(17.1%)	11(5.4%)	04(2.0%)
It contribute greatly to the economy of a society	59(28.8%)	92(44.9%)	36(17.6%)	12(5.9%)	06(2.9%)
Within a short time, e-consuming increase the capital base of a society					

Source: Field Work, 2018

From the table above, 41(20.0%) of the respondents strongly agree that e-consuming is very secure. 71(34.6%) of the Agree, 54(26.3%) are neutral about this, 34(16.6%) of the respondents disagree while 4(2.0%) strongly disagree that e-consuming is very secure. 1(0.5%) of the respondents did not give any response. From the frequency table above, 71(34.6%) of the respondents strongly agree that it is a global way of trading. 111(54.1%) agree, 15(7.3%) are neutral about this, 4(2.0%) of the respondents disagree while 2(1.0%) strongly disagree that it is a global way of trading. 2(1.0%) of the respondents did not give any response. From the table above, 53(25.9%) of the respondents strongly agree that they feel e-consuming is the best and

fast way of shopping. 87(42.4%) of the Agree, 34(16.6%) are neutral about this, 20(9.8%) of the respondents disagree while 5(2.4%) strongly disagree that they feel e-consuming is the best and fast way of shopping. 6(2.9%) of the respondents did not give any response. Still on the frequency table above, 58(28.3%) of the respondents strongly agree that it is something that would contribute to the development of economy of a society. 97(47.3%) of the Agree, 26(12.7%) are neutral about this, 11(5.4%) of the respondents disagree while 4(2.0%) strongly disagree that it is something that would contribute to the development of economy of a society. 9(4.4%) of the respondents did not give any response. Lastly, the frequency table above, 59(28.8%) of the respondents strongly agree that it contribute greatly to the economy of a society. 92(44.9%) of the Agree, 33(16.1%) are neutral about this, 12(5.9%) of the respondents disagree while 6(2.9%) strongly disagree that it contribute greatly to the economy of a society. 3(1.5%) of the respondents did not give any response. The data analyzed in the above table shows that e-consuming is well perceived be the respondents because they also understand that e-consuming is capable of transforming societal economy within a short period of time.

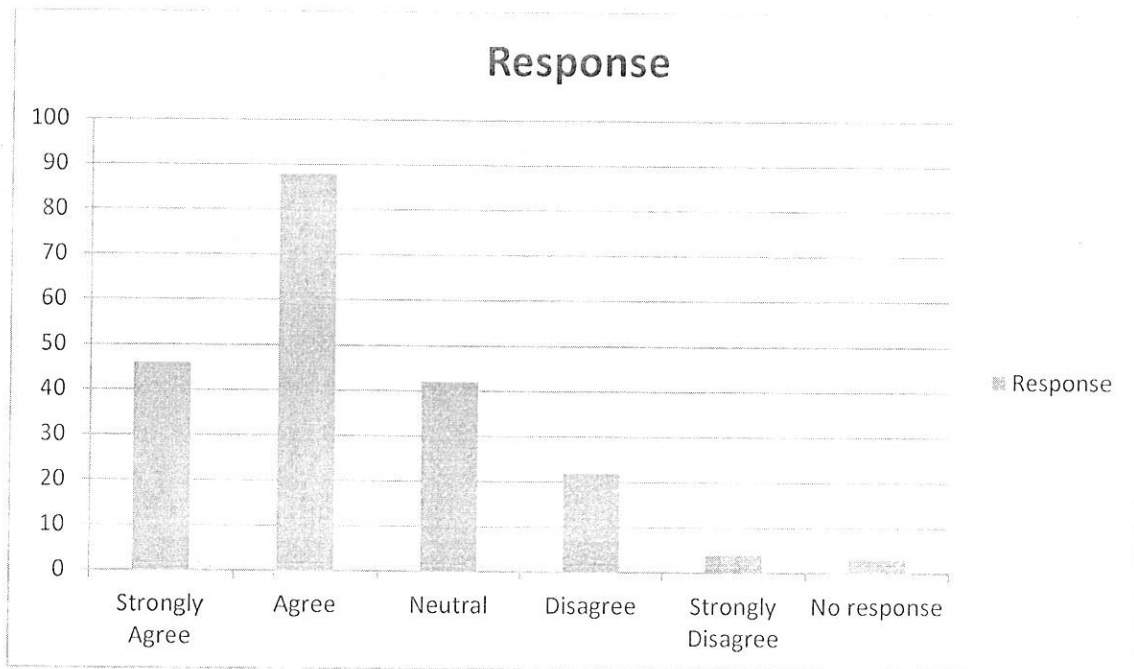
Figure 4.11: Every society should cultivate E-Consuming system



Source: Field Work, 2018

From the bar chart above, 40 out of the 205 respondents strongly agree that every society should cultivate e-consuming system, 100 of all the respondents agree, 38 are neutral about this, 19 of them disagree about this, 3 of the whole respondents strongly disagree that every society should cultivate e-consuming system while 5 of them gave no response to this question. It means since the respondents see e-consuming as a driven force to enhance economic boom, it then becomes a matter of urgency for society to cultivate because it's a global practice.

Figure 4.12: Within a short time, e-consuming increase the capital base of a society



Source: Field Work, 2018

From the bar chart above, 46 out of the 205 respondents strongly agree that within a short time, e-consuming increases the capital base of a society, 88 of all the respondents agree, 42 are neutral about this, 22 of them disagree to the question, 4 of the whole respondents strongly disagree that within a short time, e-consuming increases the capital base of a society while 3 of them gave no response to this question. It indicates that e-consuming can boost, revamp or rejuvenate the economic sector of any nation that embarks strongly on its practice.

4.6: Challenges of E-Consuming

This aspect is on the problems that encumbers the practice of e-consuming in Nigeria with reference to people of Federal University Oye-Ekiti.

Table 4.10: Respondents Responses on the challenges of E-Consuming

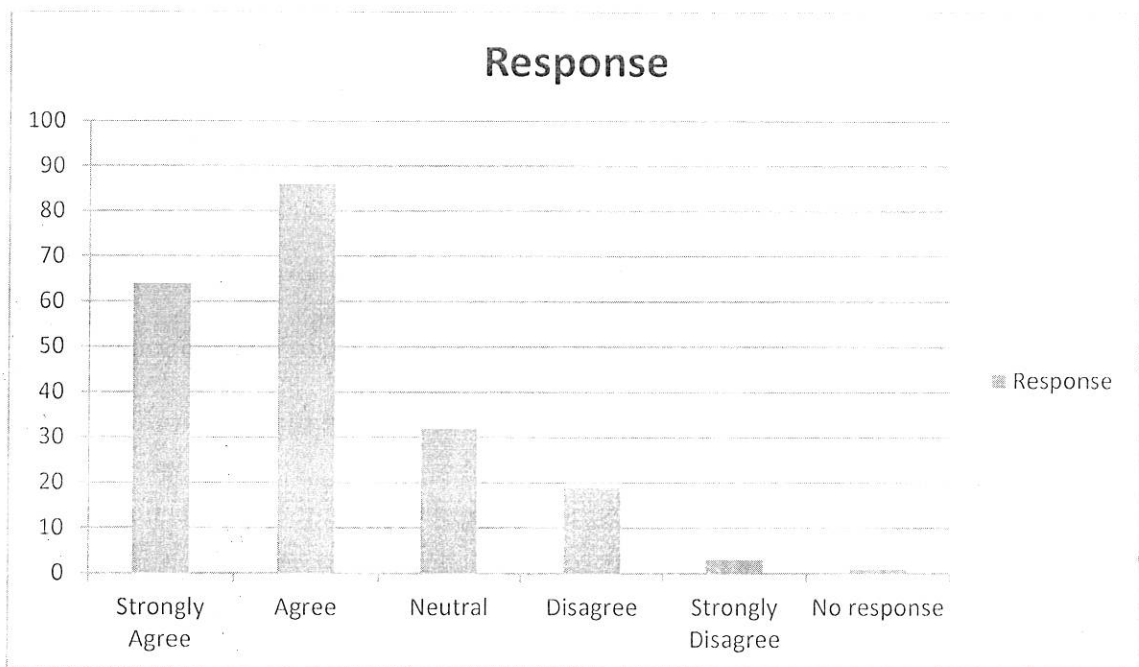
Statement	SA	A	N	D	SD
Difference between expectation and real product	67(32.7%))	78(38.9%))	38(18.5%))	10(4.9%))	12(5.9%))
Network issues brings a problem to online shopping	75(36.6%))	91(44.4%))	18(8.8%))	19(9.3%))	02(1.0%))
Many complain about online shopping on the security of products	62(30.2%))	94(45.9%))	30(14.6%))	16(7.8%))	03(1.5%))

Source: Field Work, 2018

From the frequency table above, 67(32.7%) of the respondents strongly agree that there is difference between expectation and real product when delivered. 78(38.9%) of the Agree, 32(15.6%) are neutral about this, 10(4.9%) of the respondents disagree while 12(5.9%) strongly disagree that there is difference between expectation and real product when delivered. 6(2.9%) of the respondent did not give any response. Looking at frequency table above, 75(36.6%) of the respondents strongly agree that network issues bring problem to online shopping. 91(44.4%) of the Agree, 15(7.3%) are neutral about this, 19(9.3%) of the respondents disagree while 2(1.0%) strongly disagree that network issues bring problem to online shopping. 3(1.5%) of the respondent did not give any response. In respect to the frequency table above, 62(30.2%) of the respondents strongly agree that many complain about online shopping on the security of products. 94(45.9%) of the Agree, 29(14.1%) are neutral about this, 16(7.8%) of the respondents disagree while 3(1.5%) strongly disagree that many complain about online shopping on the security of products. 1(0.5%) of the respondent did not give any response. This concludes that despite the merits or benefits of e-consuming, the respondents allude to the fact that e-consuming

practice is contending with some issues or challenges. Although, it is noteworthy that these challenges differs from place to place.

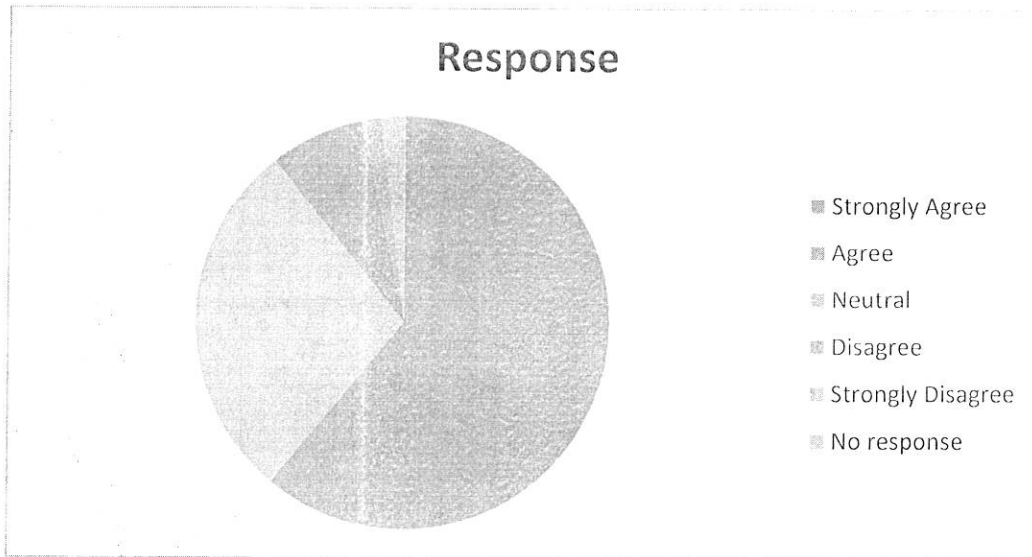
Figure 4.13: E-consuming is high level of risk taking



Source: Field Work, 2018

From the bar chart above, 64 out of the 205 respondents strongly agree that e-consuming is high level of risk taking, 86 of all the respondents agree, 32 are neutral about this, 19 of them disagree about this, 3 of the whole respondents strongly disagree that e-consuming is high level of risk taking while 1 of them gave no response to this question. This implies that e-consuming is highly risk taking in terms of quality of the products or keeping agreement on delivery of products.

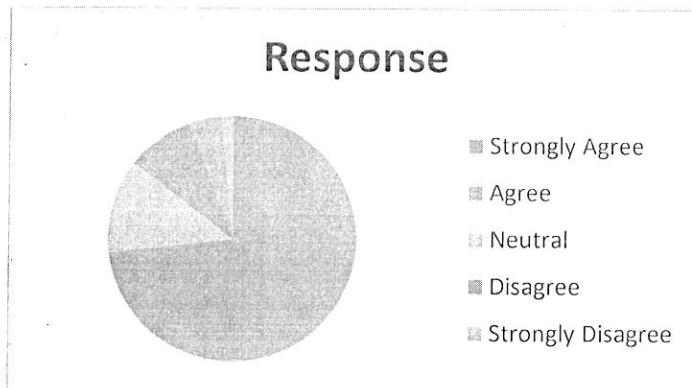
Figure 4.14: E-consuming is capital flight



Source: Field Work, 2018

The Pie chart above shows that, 51 of all the total respondents strongly agree that e-consuming is a capital flight, 74 of them agree to that, 58 of them are neutral about this, 15 of that hem disagree about it while 3 of them strongly disagree that e-consuming is a capital flight. And 4 respondents gave no response to this question. This indicate that a greater number of the respondents believe that e-consuming is a channel of capital flight especially from developing nations to developed world.

Figure 4.15: It is possible to pay money into a wrong account



Source: Field Work, 2018

The Pie chart above shows that, 81 of all the total respondents strongly agree that it is possible to pay money into a wrong account, 72 of them agree to it, 23 of them are neutral about this, 16 of that hem disagree about it while 8 of them strongly disagree that it is possible to pay money into a wrong account and 8 gave no response to this question. Meaning that it is possible for fraudster to disguise and use e-consuming medium to cheat people by giving a wrong account details for people to pay money into it and do away with the money.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This section of the last chapter of this project give a total summary of the entire work from chapter one through to chapter four. From chapter one, issues such as the background to the study, statement of the problem, research questions, objectives of the study, significance of the study etc were looked at in chapter one. Chapter two did a robust review of relevant literature from different scholars on the subject matter of the study. In chapter three, the step-by-step procedures on how the entire study or project was done was focused on. This includes the design of the study, population of the study, instrument, sample size, sampling technique, data analysis and ethical consideration. The chapter four of the project presented the findings of the study which is divided into different parts base on the objectives of the study. Some of the major findings were, majority of the respondents 83(40.5%) age ranges between 25 – 34 years, 52.2% were female, 36.1% had B.Sc, HND or B.Ed, 31.7% were junior Administrative staff, 68.7% were permanent staff, and 157 of the total respondents were Christians.

Also, findings revealed on respondents awareness of e-consuming, 130(63.4%) of the respondents strongly agree that they are aware of e-consuming among FUOYE staff, 63(30.7%) agree that they know that e-consuming products are cheaper while 42.0% agree that I am aware that e-consuming makes online transactions faster. Not less than 98 out of the 205 of the respondents strongly agree that e-consuming is a global standard of buying, selling and providing of services, 81 out of the 205 respondents strongly agree that online shopping connects people.

Furthermore, on the knowledge of e-consuming, 42.0% agree that you can pay for product at the point of delivery especially for international products and companies, 42.0% of the respondents agrees that E-consuming sometimes is very risky while 51 of all the total respondents strongly agree that they are regular customer for online shopping. On the attitude of respondents towards e-consuming, 36.6% of the respondents strongly agree that I love e-consuming, 27.0% of the respondents agree that I get most of my needs on-line, 40.5% agree that there are lot of differences between E-consuming and indigenous business patronage. The perception of the respondents on e-consuming shows that 36.4% agree that E-consuming is very secure while 44.9% agree that e-consuming contribute greatly to the economy of a society.

Lastly, on the challenges of e-consuming, 38.9% agree that there are differences between expectation and real product while 44.4% of the respondents agree that network issues brings a problem to online shopping.

5.2 Conclusion

Conclusively, the scientific and technological revolution has a lot of dividends. One of the dividends is the e-consuming which is the focus of this project. The study discovered that e-consuming is not new or strange to the respondents. That is, they are well aware of online shopping from different places and at different levels. In fact, the staff of Federal University Oye-Ekiti affirmed that e-consuming is not strange to them and that they also participate in e-consuming otherwise known as online shopping. The people affirmed a positive attitude to e-consuming simply because the people have a very good knowledge of online shopping. The perception of e-consuming by the people showed a very good result. It is noteworthy that e-consuming has some challenges. Some of these challenges range from epileptically network, security of the product, deceptive nature or quality of products or materials, fraud to mention but

a few. Online shopping or e-consuming is a global service which is capable of transforming the economy of any given nation within the shortest time.

5.3 Recommendation

The following were recommended as a result of the findings of this study. They are:

- i. The National Assembly should as a matter of urgency, make enactment of e-commerce law a priority to reduce the challenges of e-consuming such that the country will enjoy the benefits of a secure and regulated online commercial environment thereby winning public trust.
- ii. In line with the above, online business operators should be registered and licensed before operating in the country. This will go a long way in checking the excesses of online fraudsters.
- iii. E-commerce portals/marketers should provide a platform for price negotiation as well as keep the price levels very low, as price attracts many valuable customers while proper and timely delivery, zero product damage and quality checks must be kept in mind.
- iv. Online marketers should create a delivery model which guarantees that orders made get delivered within few hours or the same day an order is made. Also online business operators should create an avenue for speedy resolution of customers' complaints
- v. Managers and owners of online business need to employ strategies that will not only induce consumers desire to visit their stores online but also build trust and increase overall buying experience. For instance, a well-detailed description of all products displayed on website should be made available in order to adjust customer's expectation of a product and avoid incidents that impede trust. Also, in light of the idiosyncrasies of the Nigerian online shopping environment, it is essential for E-business owners and managers to build a strong relationship with their

customers through sales follow up and other related strategies in order to foster trust and repeat patronage.

vi. Research in the Nigerian online shopping environment is scarce and requires more in-depth analysis on the role the government can play to foster e-business in the country, identifying the kind of experiences customers are looking to get out of shopping online and most importantly how online shopping is beneficial to both the customers and the vendors.

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**QUESTIONNAIRE SURVEY
DEPARTMENT OF SOCIOLOGY
FACULTY OF SOCIAL SCIENCES
FEDERAL UNIVERSITY OYE-EKITI**

I am Adegbehingbe Timilehin Mark, a final year student in Department of Sociology, Federal University Oye-Ekiti. I am doing an investigation on a topic, "The Awareness, Knowledge, Attitude and Perception of Online Shopping among Staff of Federal University Oye-Ekiti (FUOYE)". This study is purely an academic work for my final project. I promise that your responses will be optimally confidential. Therefore I plead for your total support for the success of this project. Thank you for supporting me and my project.

SECTION A: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

1. What's your sex

- (a) Female
- (b) Male

2. What's your age as at your last birthday?

- (a) Under 18yrs
- (b) 18-24yrs
- (c) 25-34yrs
- (d) 35-44yrs
- (e) Above 44yrs

3. What is your educational qualification?

- (a) SSCE
- [b] NCE/ND
- [c] HND/BSE/BED
- [d] MSC/M.Ed
- [e] PHD
- [f] Others [Specify].....

4. Which category of staff do you belong to?

- (a) Junior Administrative staff
- (b) Senior Administrative staff
- (c) Junior Academic staff
- (d) Senior academic staff

5. What is your status in FUOYE?

- (a) Permanent staff
- (b) Casual staff
- (c) Adjunct staff
- (d) Sabbatical staff
- (e) Visiting staff

6. What is your current monthly income?

- [a] N50000- N100,000
- [b] N101,000 - N150,000
- [c] N151,000 - N200,000
- [d] N201,000 - N250,000
- [e] N251,000 - N300,000
- [f] N301,000 and above

7. Religious affiliation

- [a] Christianity
- [b] Islam
- [c] Traditional religion
- [d] Others[specify].....

SECTION B: Respondents Awareness of E-Consuming

Please Tick the relevant choice. SA- Strongly Agree A-Agree N-Neutral DA-Disagree SD-Strongly Disagree

S/N	ITEMS	SA	A	N	DA	SD
7.	I am aware of e-consuming					
8.	I know those who engage in e-consuming					
	I also engage in e-consuming/participate in it					

	E-consuming is a global standard of buying, selling and providing of services					
9.	I know that e-consuming products are cheaper					
10.	I am aware that e-consuming makes online transactions faster					
11.	I am also aware online shopping connects people					

SECTION C: Respondents Knowledge of E-Consuming

S/N	ITEMS	SA	A	N	DA	SD
12.	E-consuming is not strange to me					
13.	You can pay for product at the point of delivery especially for international products and companies					
	E-consuming is a global standard of buying, selling and providing of services					
14.	I am a regular customer for online shopping					
	To some too, you can for product before delivery especially for indigenous business people					
15.	E-consuming sometimes is very risky					
16.	E-consuming gives me a broader knowledge about products in market					

SECTION D: Attitude of Respondents towards E-Consuming

Please Tick the relevant choice. SA- Strongly Agree A-Agree N-Neutral DA-Disagree SD-Strongly Disagree

S/N	ITEMS	SA	A	N	DA	SD
17	I love e-consuming					
18	I get most of my needs on-line					
19	I save a lot of money with e-consuming					
20	E-consuming makes life easier for me					
21	There are lot of differences between E-consuming and indigenous business patronage					
	I am totally satisfied with e-consuming					

SECTION E: Respondent Perception of E-Consuming

Please Tick the relevant choice. SA- Strongly Agree A-Agree N-Neutral DA-Disagree SD-Strongly Disagree

S/N	ITEMS	SA	A	N	DA	SD
22	E-consuming is very secure					
23	It is a global way of trading					
24	Every society should cultivate e-consuming system					
25	I feel e-consuming is the best and fast way of shopping					

26	It is something that would contribute to the development of the economy of a society					
	It contribute greatly to the economy of a society					
	Within a short time, e-consuming increase the capital base of a society					

SECTION F: Challenges of E-Consuming

Please Tick the relevant choice. SA- Strongly Agree A-Agree N-Neutral DA-Disagree SD-Strongly Disagree

S/N	ITEMS	SA	A	N	DA	SD
27	Difference between expectation and real product					
28	E-consuming totally involves taking so much risks					
29	Network issues brings a problem to online shopping					
30	Many complain about online shopping on the security of products					
31	E-consuming is high level of risk taking					
	E-consuming is capital flight					
	It is possible to pay money into a wrong account					