

FACTORS INFLUENCING CONSUMERS ATTITUDES TOWARDS ONLINE SHOPPING: CASE STUDY E-COMMERCE IN MOGADISHU SOMALIA.

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Abstract

The role of the internet, in particular, of electronic commerce web sites, has been recognized as a marketing tool for attracting and maintaining customers. Online shopping is defined as the process a customer takes to purchase a service or product over the internet while attitude toward the behavior is defined as the individual's positive or negative feelings about performing a behavior.

The purpose: of this study is to conduct to establish Factors influencing consumers Attitudes towards online Shopping E-commerce organizations in Mogadishu Somalia. through online shopping as an alternative to visiting the physical shop.

Methodology: The study followed descriptive correlational design using questionnaire to collect data with a sample of 100 respondents. The sampling technique of the study is non-probability sampling. The researchers selected this sampling technique

because it gives the opportunity to choose the member target population who provides an accurate information.

Findings: The researchers found that when consumers attitudes toward online shopping have a level of probability which It can increase or decrease online shopping depending the direction of the relations which is positive relationship.

Keywords: Consumers Attitudes, Online Shopping

Introduction

Online shopping is defined as the process a customer takes to purchase a service or product over the internet. Consumers' Attitude towards Online Shopping is an evaluation of behavior of individual is based on attitudes toward the behavior. Attitude toward the behavior is defined as the individual's positive or negative feelings about performing a behavior. The role of the

internet, in particular, of electronic commerce web sites, has been recognized as a marketing tool for attracting and maintaining customers (Balabanis et al. 2001). The literature on consumer online shopping has been more and more interested in the behavioral insights in the cyberspace. The online shopping was initially demonstrated prior to the World Wide Web (WWW) usage with transaction processed in real time from a domestic television nearly in 1979. Furthermore, through the Internet, online shopping provides more products choices for e-shoppers. However, not all consumers prefer to do transactions of online purchasing, and many factors, as with financial security deficiency, technology failure, perceived lack of human, etc.; contribute to reluctance and refusal of consumers to involve in online shopping (Shankar et al, 2003) There are many challenges researchers face. The infrastructure of the main cities of Somalia and most of the roads will break in the war and our delivery cars and motorbikes struggle to get to a place. In some cases, there is no home or postal address for you to follow when someone orders goods online,” Mohamud said. According to Somalia’s Ministry of Posts, Telecommunications and

Technology, just 1.88 percent of Somalis will use the internet as of 2016.

Literature Review

According to (Marla Currie September 26, 2017) marketers strive to influence consumer attitudes and understanding the prevailing attitude is the first step to changing it if needed. Consumer attitudes are a composite of a consumer’s (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some object--within the context of marketing, usually a brand or retail store. According to (delafrooz et al, 2009) various studies have used some known theories to explain the online shopping behavior. Numerous factors precede attitude formation and change, and understanding attitudes of consumers helps marketing managers in predicting the rate of online shopping and evaluating the online commerce future growth. According to (Azizi and Javadani (2010), in searching for a proper product and services, online shopping provides greater ease products in a cheap and expedited manner which warrants lower prices for products. Similarly, (Zuroni & Goh (2012) found that there is no significant relationship between hours spent on internet and attitude towards online shopping among the respondents in Ipoh.

Methodology

This section presents the methodology conducted by the study which contains research design, research population, sample procedure, research instrument, validity and reliability, data collection, data analysis, ethical considerations and finally the resources of the study. **Research design:** The study is a descriptive and correlation; it was used questionnaire to collect an adequate data. **Research Population:** The target population of this study are consumers of online shopping E-Commerce Mogadishu Somalia. **Sample size:** The sample size was made up 100 respondents. **Sample Procedure:** The sampling technique of the study is non-probability sampling. The researchers selected this sampling technique because it gives the opportunity to choose the member target population who provides an accurate information. **Research instrument:** The way was used to get accurate data is to give the respondents a questionnaire. The researchers preferred this method because it was the most appropriate method. **Data Collection:** The data used were collected using primary source of collection. The primary source we used is questionnaire. This technique consists of series of questions

written that respondents approached gave room for different views and answers.

Validity and reliability: Reliability was determined by using the instrument item with validity coefficient of at least 0.7 or 70%. So, the researchers enhance the quality of the study, the researchers ensured any effort to reach and reliability coefficient of at least 0.70.

Data analysis The process we used to analyze on our data is by using SPSS (Statistical Package for Social Sciences). The study used measures of central tendency (means, standard deviation). The questionnaire each selected one to five scales for where 1=strongly agree, 2= Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree.

Data presentation, analysis and interpretation

General demographic information

Table 1 Gender of the respondents

	Frequency	Percentage	V. Percentage	C. Percentage
Male	65	65.0	65.0	65.0
Female	35	35.0	35.0	100.0
Total	100	100.0	100.0	

According to Table 4.1, the majority of the respondents 65(65%) were male, while only 35(35%) were female. On the other hand

respondents' age were different. 61(61%) were between 18 – 23 years, 25(25%) were between 24 – 29 years, 3(3%) were between 30-35 years, 7(7%) were between 36-41 years, while only 4(4%) were 42 above years. With regard to respondents' education status, the minority of the respondents 1(1.0%) were no normal education, 4(4%) were high school, 2(2%) were Diploma, 80(80%) were Bachelor, while only 13(13%) were master. According to the Profession of the respondents 40(40%) were student, 39(39%) were Employed, 20(20%) were unemployed, while 23(38.3%) were unemployed. When it comes to the respondents' experience of using social media 27(27%) were 1years, 28(28%) were between 1-3yrs, 43(43%) were between 4-7yrs, while 2(2%) were between 7-10yrs.

CORRELATION

Consumer attitude and online shopping		Online shopping	Online shopping	Online shopping
Perceived benefits	Pearson Correlation		1	.576**
	Sig. (2-tailed)		.005	.013
	N	100	100	100
Consumer Lifestyle	Pearson Correlation	1	.677**	
	Sig. (2-tailed)	.005		.005
	N	100	100	100
Merchant trustworthiness	Pearson Correlation	.848*		1
	Sig. (2-tailed)	.013	.005	
	N	100	100	100

As above Table shows the result of the all items showed that the correlations of total scores are valid. As the table above depicts Item-Total correlations for all items leads to a number more than 0.5 which indicates items strongly correlate each other with total score of the questioner items. And the number of significance level which is less than 0.05 shows that the relationship between consumer attitudes measurements have a significant relationship with online shopping in e-commerce in Mogadishu, Somalia.

Thus, the researchers found that when consumers attitudes toward online shopping have a level of probability which It can increase or decrease online shopping depending the direction of the relations which is positive relationship.

Findings and discussion

Based on the finding in specific objective one an average mean of 2.6. This indicates that most of the respondents neutral that consumer attitudes have a normal role with online shopping which was indicated by mean value of (M= 2.6) which shows normal relationship between consumer attitudes and Online shopping.

Based on the finding in specific objective two an average mean of 3.1. This indicates that most of the respondents neutral that

consumer attitudes have a normal role with online shopping which was indicated by mean value of (M= 3.1) which shows normal relationship between consumer attitudes and Online shopping.

According to the results of the study objective three as the table scored an average mean of 4.7. This indicates that most of the respondents strongly agree that consumer attitudes have an excellence role with economic growth which was indicated by mean value of (M= 4.7) which shows excellence relationship between consumer attitudes and Online shopping.

Recommendation

This study has taken important steps to investigate the attitude towards online shopping and the factors that influencing consumers' attitude to make e-commerce purchases. Despite this study has strengths, it has certain limitations. Firstly, the research has only examines three factors that influencing consumers' attitude towards online shopping. Future researches are suggested to determine other factors that influencing consumers' attitude towards online shopping beside consumers' socio-demographic, pattern of buying online and purchase perception. Therefore, it helps them to understand other factors that may

influence the consumers' attitude towards online shopping.

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