



SHOPPERS' PERCEPTION OF RETAIL CONVENIENCE IN TRADITIONAL SHOPPING IN BENIN CITY

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Abstract

Before the advent of Internet, the only option available for shopping was traditional means. This study evaluated shoppers' perception of retail convenience in traditional shopping in Benin City, Edo State and the influence of demographic variables on shoppers' perception of retail convenience in traditional shopping. A 20-item questionnaire was developed to measure the four different dimensions of retail convenience. It was administered on a sample of 500 respondents consisting of shoppers of traditional shopping in Benin City who are at least 18 years of age. On the whole 423 copies of the questionnaire were returned and found usable giving 84.6% response rate. Data obtained were coded and analyzed using means, standard deviation, frequency distributions, and T-test. The results revealed that traditional shoppers have a favourable perception of access convenience, search convenience, transaction convenience and possession convenience. However, shoppers have a more favourable perception of possession convenience. The study also found that demographic attributes such as gender, age, education, occupation and income do not significantly influence shoppers' perception of retail convenience in traditional shopping. Traditional shopping was perceived to be overcrowded. This means that many of the shoppers who shopped in traditional stores perceived that the stores are overcrowded. It is recommended that operators in the traditional stores should be prompt in attending to shoppers as well as employ more capable sales people so as to avoid overcrowding. We recommend more service delivery points for traditional retailers in order to overcome the problem of overcrowding. In addition, traditional retailers should emphasize retail convenience, including access convenience, search convenience, transaction convenience and possession convenience, as these constructs are crucial for developing retail convenience and serve as a source for competitive advantages.

Keywords: Demographic Variables, Traditional Shopping, Perception, Shoppers, Retail Convenience

Introduction

Before the advent of Internet, the only option available for shopping was traditional means (Li, Lu & Talebian, 2015). Although it was possible to use catalogue, with the birth of the Internet, a new method which is online shopping has become possible and is gradually getting more and more prevalent. Ariff, Sylvester, Zakuan, Ismail and Ali (2017) note that the growth of Internet has increased the popularity of online shopping and it is the fourth most popular Internet activity, following e-mail, using/instant messaging and web browsing. Despite the fact that online shopping has become very trendy as a result of improvement in knowledge, traditional shopping still holds the

attention of the retail market in Nigeria as millions of people shop in traditional stores (Sivanesan, Monisha, Babisha & Abisha, 2017).

Most shoppers perceived online shopping as risky, unreliable and fraught with numerous other problems such as scam, fear of not delivering the product, wrong product delivery, delay in delivery and so on which tend to place traditional mode of shopping at the forefront of online shopping in Nigeria and thereby still making the traditional shopping very relevant (Keen, Wetzels, Ruyter & Feinberg, 2002; Falode, Amubode, Adegunwa, & Ogunduyile, 2016; Skiver & Godfrey, 2017).

Online shopping and the traditional method are different in terms of opportunity, merits and demerits for buyers and sellers. Many shoppers perceived that the advantages of traditional shopping overshadow the benefits of shopping online. Shopping today is much more than just buying, it is an experience itself. Shoppers now value convenience and choice as well as getting value for their hard-earned money (Falode, Amubode, Adegunwa & Ogunduyile, 2016). Tradition shopping seems to offer more satisfaction to modern days shoppers searching for immediate possession or delivery of products as well as shoppers who are risk averse.

Intense review of literature shows that only few studies (Beauchamp & Ponder, 2010) examine shoppers' perception of retail convenience in traditional shopping using service convenience scale (SERVCON) developed by Seiders, Berry and Gresham in 2007. This research instrument though has been used in the United States of America by Beauchamp and Ponder in 2010, by Jiang, Jiang and Liu (2011) in China, by Chang and Polonsky (2012) in Taiwan, then in India by Khazaei, Manjiri, Samiey and Najafi (2015) in the banking sector and probably in other parts of the world. Little or no empirical studies in Nigeria have examined shoppers' perception of retail convenience in traditional shopping using SERVCON scale. Second, it appears that there are scanty or no empirical studies on how demographic variables (gender, occupation, age, education and income) account for shoppers' perception of retail convenience among traditional shoppers in Nigeria.

In view of the significant impact that shopping have on the quality of life of the citizenry, this study is of paramount importance. The main objective of the study is to investigate shoppers' perception of retail convenience in traditional shopping in Benin City. The paper is divided into five sections, section one is the background to the paper, section reviewed of related works in the area, section three method of empirical analysis and finally, section five is conclusion and policy implication.

Review of Literature

Perception of Retail Convenience

The concept of convenience was proposed by Copeland (1923) in marketing literature. He classifies the consumer products into convenience goods, shopping goods, and specialty goods. Convenience is the ability to reduce shoppers' non-monetary costs, that is, time, energy and effort when purchasing or consuming goods and services (Berry, Seiders & Grewal, 2002; Seiders, Voss, Godfrey & Grewal, 2007; Farquhar & Rowley, 2009). It is seen as the savings in time and effort

that consumers spend in purchasing products, rather than as an attribute of product itself. Convenience has become of great interest to marketers as an important product benefit for time-constrained shoppers (Farquhar & Rowley, 2009).

To understand the concept better, researchers in this area have distinguished between different types of convenience. The two types of convenience are service convenience (Berry *et al.*, 2002) and retail convenience (Seiders *et al.*, 2000). Berry *et al.* (2002) defined service convenience as consumer's time and effort perceptions related to buying or using a service (Berry *et al.*, 2002), includes the dimensions of access, decision, transaction, benefit, and post-benefit convenience. This type of convenience is unique because the time and effort expenditures transpire at different points during the service encounter. Service convenience (SERVCON) scale was advanced by Seiders *et al.* (2007) to operationalize service convenience. On the other hand, retail convenience is defined as shoppers' time and effort costs associated with shopping in a retail environment. Seiders *et al.* (2000) identify four different dimensions of convenience applicable to retailers. They include access convenience, search convenience, possession convenience and transaction convenience. The four dimensions of retail convenience identified by Seiders, *et al.* (2000) are explained below.

Access Convenience

Access convenience is defined as the "speed and ease with which shoppers can reach a retailer" (Seiders *et al.*, 2000: 81). It encompasses the perceived time and effort necessary to initiate service delivery, that is, the actions required to request services and to receive them (Changa, Polonsky, 2012). This access may occur in person, over the phone, through a computer, or in other means as the case may be. Access convenience is an important dimension of retail convenience, because if the shopper cannot reach the retailer, then the shopper would never be given the opportunity to make a decision, to complete a transaction, or to possess the desired product. Consequent upon the literature review the following hypothesis was put forward that:

Search Convenience

Search convenience is the speed and ease with which shoppers identify and select goods and services they desire to buy (Seiders *et al.*, 2000), and comprises effective communicating systems with shoppers, store design and arrangement, product demonstrations, store signage, and professional as well as knowledgeable salespeople. Whereas access convenience decreases the time and effort required to reach a vendor, search

convenience eases shoppers through the shopping process by assisting them make their purchase decision. In view of the above discussion, the following hypothesis is proposed that:

Transaction Convenience

Transaction convenience is the “speed and ease with which shoppers can effect or amend transactions” (Seiders *et al.*, 2000: 86). Online stores and traditional stores with immediate checkouts and easy or liberal return policies score high in transaction convenience. For instance, shoppers usually spend time at traditional stores physically waiting in line to complete a transaction. Since the checkout process takes place at the end of the shopping experience, it is often frustrating for shoppers to have to spend extra time and effort to complete a transaction. On the basis of literature review, this study hypothesized that:

Possession Convenience

Possession convenience is the speed and ease with which shoppers can obtain the desired goods and services (Seiders *et al.*, 2000). Possession convenience includes in-stock merchandise, timely production, and timely delivery of products. The principal reason for choosing traditional stores over online stores is the ability to actually take immediate possession or delivery of the products (Alba *et al.*, 1997; Rohm & Swaminathan, 2004). Shoppers who place a high value on immediate possession or delivery of products prefer to shop at traditional stores because the advantage of having the preferred product in their hands at the end of the shopping trip compensates the costs associated with travelling to the physical location and searching through the store’s shelves to find exactly what they want. Shopping online requires shoppers to wait for their orders to be treated and delivered before obtaining their purchase. This time spent waiting for orders to be processed and for delivery is regarded as a non-monetary cost associated with shopping online

Traditional Shopping

Shopping is part of everyday life. Generally, there are two types of shopping: traditional shopping and online shopping (Reddy & Laxmi, 2014). Both of them have some merits and demerits respectively. Traditional shopping is the exchange of goods and services in person, or face-to-face between the buyer and seller (Salomon & Koppelman, 1988). It means the purchase of goods from traditional businesses that have a physical presence in the form of storefronts, factories, warehouses, an office or store that the business owns or rents and deals with its customers face-to-face. It involves buying of goods from traditional channels such as supermarkets, open market, convenience stores, departmental stores, shopping malls other than Internet buying (Reddy & Laxmi, 2014).

Personal interaction with customer is a key component of traditional shopping. Traditional shopping often relies on face to face interaction with consumers and thrives based on word of mouth, effective customer service, and networking and customer referrals for new and repeat purchases (Siddiqui & Tripath, 2016).

Methodology

This paper focuses on shoppers’ perception of retail convenience in traditional shopping. The focus was on traditional stores. The population of study therefore, consists of the totality of shoppers who are at least 18 years of age who use traditional shopping mode in Benin City, Edo state. The estimated population of Benin City above 18 years is 1,627,300 (National Population Commission, 2016).

The sample size of the study was determined using Yamane’s formula which is the application of normal approximation with 95% confidence level and 5% error tolerance. The formula is given as:

$$n = \frac{N}{1 + N(e^2)}$$

Where: n = sample size; N= population=1,627,300; e = level of significance = 0.05

$$n = \frac{N}{1+N(e^2)} = n = \frac{1,627,300}{1+1,627,300(0.05^2)} = 399.901 \approx 400$$

The formula shows that the sample size is four hundred (400). However, 500 questionnaires were administered in anticipation of possible invalid or improper completion by respondents.

The sampling technique adopted in this study is a combination of simple random sampling, systematic sampling and convenience sampling. First, the official Independent National Electoral Commission, INEC wards adopted during election

was the initial sampling units. In this connection the official 2018 list of wards in Benin City was used. This list of wards was obtained from INEC office in Benin City. Of the 25 wards in Benin City, ten wards were randomly selected. The second stage of the sampling process was the selection of houses using systematic sampling. The third was a convenience sampling of individual respondents from the houses selected in the second sampling stage. A questionnaire was administered

in every fifth house along each street in the areas selected on the first cooperating adult encounter in each house.

This study made use of primary data which were obtained from shoppers in Benin City through the use of a structured questionnaire and unstructured interview. The instrument that was used for data collection in this paper is a structured questionnaire. The 27-item questionnaire was divided into three (3) parts (see Appendix 2). The first part which is section A was a covering letter, the second part, that is, section B captured respondents' selected demographic and socio-economic characteristics such as gender, occupation, age, educational qualification and income. The third part of the questionnaire which is section C contained items measuring traditional convenience.

Respondents' background data (Section B) were presented using frequency distributions, percentages and means. The hypothesis was tested using T-test and Analysis of Variance (ANOVA). The Statistical Package for the Social Sciences (SPSS 20.0) was used for all the analyses. All tests were carried out at the 5% level of statistical significance.

Data Analysis and Results

Characteristics of the Respondents

Five hundred copies of the questionnaire were distributed. Of this number, 423 completed copies of the questionnaire were retrieved. The balance could not be retrieved from the respondents in spite of repeated reminder while some were not available at home despite several calls on them. All the 423 copies of the questionnaire returned were found usable. This represents a response rate of 84.6 per cent. Table 1 presents the demographic characteristics of the respondents. The table shows that 250 (59.1%) of the respondents were males, 171 (40.4%) were females while 2(0.5%) did not indicate their gender. The preponderance of the respondents was in the age group of 18 – 24 years (66.2%); this was closely followed by the group, 25– 31 years (16.3%). A total of 205 respondents (48.5%) had B.Sc., B.A., HND or equivalent degrees while 120 respondents (28.4%) had SSCE/WAEC or equivalent. In terms of occupation, the majority of the respondents were students (70.7%) while the remaining were civil/public servants (10.9%), self-employed (8.5%), employees in the private sector (5.4%) and others (1.2%). The monthly incomes of the majority of the respondents (70.2%) were between ₦50, 000 to ₦100, 000.

Table 1: Demographic Characteristics of the Respondents

Demographic Characteristics	Categories	Frequency	Percentage
Gender	Male	250	59.1
	Female	171	40.4
	No Response	2	0.5
	Total	423	100
Age	18-24	280	66.2
	25-31	69	16.3
	32-38	48	11.3
	39-45	13	3.1
	46-52	7	1.7
	Above 52 years	3	0.7
	No response	3	0.7
	Total	423	100
Educational Qualification	Primary	5	1.2
	SSCE/WAEC or Equivalent	120	28.4
	OND/NCE or Equivalent	18	4.3
	B.SC, B.A.,HND or Equivalent	205	48.5
	Post Graduate Degree	63	14.9
	No response	12	2.8
Total	423	100	
Occupational Status	Student	299	70.7
	Self Employed	36	8.5
	Civil/Public Servants	46	10.9
	Employee in Private Sector	23	5.4
	Others	5	1.2
	No response	14	3.3
	Total	423	100
Income Per Month	Below ₦50,000	244	57.7
	₦50,001- ₦100,000	53	12.5
	₦100,001- ₦150,000	33	7.8
	₦150,001- ₦200,000	9	2.1
	₦200,001- ₦250,000	5	1.2
	₦250,001- ₦300,000	5	1.2
	₦300,001- ₦350,000	4	0.9
	Over ₦350,000	8	1.9
	No response	62	14.7
Total	423	100	

Source: Authors' field work

Shoppers' perception of Retail Convenience in Traditional Shopping

The dimensions of retail convenience examined in this study are access convenience, search convenience, transaction convenience and possession convenience. The perception index

(mean score) for each of the variable presented in Table 2 was computed on a five-point scale ranging from strongly agree (5), agree (4) unsure (3), disagree (2) to strongly disagree (1). Each respondent's score on access, search, transaction and possession convenience was computed by

taking his/her mean score for the total number of items measuring the variable. The higher the mean scores, the more positive the shopper's perception of shopping convenience and vice versa. A score of five (5) indicates very positive perception by shoppers while a score of one represents the lowest or most negative perception by shoppers. More specifically, a score of less than (3) denotes a negative perception while a positive perception is denoted by scores above three (3). A score of three (3) denotes average or neutrality.

The five (5) variables that make up access convenience were positively perceived by shoppers except for only one variable relating to "the stores are not crowded" (2.92). On the average, the most positively perceived variables are "it is easy to access the products you need" (4.09), "it is easy to locate the shops" (3.88), the opening hour of the shops is convenient (3.84) and lastly, "a wide variety of products that I need are available in these shops" (3.34).

Search consists of four (4) variables. The average scores show that all the four variables were positively perceived. The most positively perceived variable were "it is easy to get the information I need to make my purchase decision in the store" (3.72), followed by "it is easy to find the products that you need (3.69), next is product sorting and

classification is easy (3.65) and lastly, "products are well-organized or arranged" (3.20).

Responsiveness has four (4) variables. The entire variables were positively perceived by the shoppers. The most positively perceived variables were "it is easy for me to conclude my purchase" (4.15), "I do not have to make much of an effort to pay for the product" (3.96), "the checkout process is fast" (3.90), and lastly, "it is easy to return defective products after purchase to the store" (3.76).

The next dimension was possession convenience and it has only two (2) variables. The two variables were positively perceived by the shoppers. "I get the product immediately after the payment" is more positively perceived (4.62) than "I am satisfied with the attitude and performance of deliverymen" with a mean score of (3.61).

The results indicate that possession convenience was perceived to be better than the other dimensions of retail convenience because the overall mean score for the different dimensions show that possession is perceived highest by shoppers with overall mean score of (4.12). This is followed by transaction convenience (3.94), access convenience (3.68) and lastly, search convenience (3.57).

Table 2: Shoppers' Perception of Retail Convenience in Traditional Shopping

S/N	Dimensions of Retail Convenience in Traditional Shopping	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree	Reliability Coefficients	Mean
ACCESS								
1	The opening hour of the shops is convenient.	116 (27.9%)	186 (44.7%)	58 (14%)	48 (11.6%)	9 (2.2%)	0.737	3.84
2	It is easy to access the products you need.	152 (36.9%)	184 (44.7%)	42 (10.2%)	28 (6.8%)	6 (1.5%)		4.09
3	A wide variety of products that I need are available in these shops.	109 (26.9%)	144 (35.5%)	67 (16.6%)	77 (19%)	9 (2.3%)		3.66
4	The stores are not crowded.	55 (13.3%)	88 (21.3%)	88 (21.3%)	138 (33.3%)	46 (11.1%)		2.92
5	It is easy to locate the shops.	111 (28.7%)	172 (44.5%)	57 (14.8%)	39 (10.1%)	8 (2.1%)		3.88
Overall mean for access convenience								3.68
SEARCH								
6	Products are well-organized or arranged.	101 (24.2%)	203 (48.5%)	68 (16.3%)	34 (8.2%)	13 (3.2%)	0.690	3.2
7	It is easy to find the products that you need.	87 (21%)	181 (43.6%)	86 (20.7%)	55 (13.3%)	7 (1.7%)		3.69
8	Product sorting and classification is easy.	78 (19.5%)	181 (45.2%)	76 (19%)	55 (13.8%)	11 (2.8%)		3.65
9	It is easy to get the information I need to make my purchase decision in the store.	110 (27.1%)	158 (39%)	67 (16.6%)	56 (13.8%)	15 (3.7%)		3.72
Overall mean for search convenience								3.57
TRANSACTION								
10	The checkout process is fast.	153 (37%)	149 (36%)	40 (9.7%)	63 (15.3%)	9 (2.2%)	0.798	3.90
11	It is easy to return defective products after purchase to the store.	149 (36.1%)	117 (28.4%)	68 (16.5%)	55 (13.4%)	24 (5.9%)		3.76
12	It is easy for me to conclude my purchase.	159 (38.9%)	184 (45%)	41 (10.1%)	19 (4.7%)	6 (1.5%)		4.15
13	I do not have to make much of an effort to pay for the product	152 (37.5%)	160 (39.5%)	37 (9.2%)	39 (9.7%)	18 (4.5%)		3.96
Overall mean for transaction convenience								3.94
POSSESSION								
14	I get the product immediately after the payment	309 (74.2%)	79 (19%)	14 (3.4%)	9 (2.2%)	6 (1.5%)	0.801	4.62
15	I am satisfied with the attitude and performance of deliverymen.	69 (17.1%)	175 (43.3%)	107 (26.5%)	44 (10.9%)	10 (2.5%)		3.61
Overall mean for possession convenience								4.12

Source: Authors' field work

Demographic Influences on Shoppers’ Perception of Retail Convenience in Traditional Shopping

The influence of respondents’ gender, sex, education, occupation and income on shoppers’ perceptions of retail convenience in traditional shopping was investigated in this section. The hypotheses were tested using t-test and Analysis of Variance (ANOVA). The results are presented in Tables 3, 4, 5, 6 and 7

Relationship between Gender and Shoppers’ Perception of Retail Convenience in Traditional Shopping

The result presented in Table 3 shows that gender with t-statistic of -0.238 (p=0.812) does not significantly influence shoppers’ perception of retail convenience at 5% level of significance. This means that the male respondents’ are not significantly different from their counterpart in their perception of retail convenience in traditional shopping.

Table 3: Relationship between Gender and Shoppers’ Perception of Retail Convenience in Traditional Shopping

Shopping Mode	Gender	N	Mean	Std. Deviation	t-statistics	p-value
Traditional Shopping	Male	250	3.852	0.517	-0.238	0.812
	Female	171	3.864	0.503		

Source: Authors’ field work

Relationship between Age and Shoppers’ Perception of Retail Convenience in Traditional Shopping

The results show that there is no significant relationship between age and shoppers’ perception of retail convenience. The F-value (0.619) and p-

value (0.524) are strong evidences that age is not statistically significant at the 0.05 level of significance. This means that shoppers’ perception of retail convenience in traditional shopping does not vary with age.

Table 4: Relationship between Age and Shoppers’ Perception of Retail Convenience in Traditional Shopping

Age Category	N	Shoppers’ Mean Perceptions of Retail Convenience in Traditional Shopping
18-24	280	3.844
25-31	69	3.873
Above 31	71	3.726
Overall mean	420	3.855
F-statistics		0.619
p-value		0.524

Source: Authors’ field work

Relationship between Education and Shoppers’ Perception of Retail Convenience in Traditional Shopping

The results presented in Table 5 show the mean scores for the various education categories of shoppers. The results depict that there is no significant relationship between education and

shoppers’ perception of retail convenience. The F-value (0.429) and p-value (0.788) are strong indications that education does not influence shoppers’ perception at the 0.05 level of significance. This means that the perception of traditional shopping of the more educated shoppers is not significantly different from that of their counterparts

Table 5: Relationship between Education and Shoppers’ Perception of Retail Convenience in Traditional Shopping

Education	N	Shoppers’ Mean Perceptions of Retail Convenience in Traditional Shopping
Primary	5	3.670
SSCE/WAEC or equivalent	120	3.874
OND/NCE or equivalent	18	3.937
B.Sc., B.A., HND or equivalent	205	3.853
Postgraduate Degree	63	3.813
Overall mean	411	3.855
F-statistics		0.429
p-value		0.788

Source: Authors’ field work

Relationship between Occupation and Shoppers’ Perception of Retail Convenience in Traditional Shopping

The results in Table 6 reveal that there is no significant relationship between occupation and shoppers’ perception of retail convenience. The F-

value (0.583) and p-value (0.675) are indications that occupation is not statistically significant at the 0.05 level of significance. This suggests that respondents’ occupation does not affect their perception of online shopping.

Table 6: Relationship between Occupation and Shoppers’ Perception of Retail Convenience in Traditional Shopping

Occupation	N	Shoppers’ Mean Perceptions of Retail Convenience in Traditional Shopping
Students	299	3.851
Self employed	36	3.977
Civil/public servant	46	3.818
Others	28	3.847
Overall mean	409	3.858
F-statistics		0.583
p-value		0.675

Source: Authors’ field work

Relationship between Income and Shoppers’ Perception of Retail Convenience in Traditional Shopping

The results presented in Table 7 show the mean scores for the various income classes in traditional and online shopping. The overall mean score for shoppers’ perception of retail convenience in traditional shopping (3.872) is higher than that for online shopping (3.823). Further investigation discloses that there is no significant relationship

between income and shoppers’ perception of retail convenience. The F-value (1.565) and p-value (0.145) for traditional shopping and the F-value (1.563) and p-value (0.145) for online shopping are strong suggestions that income is not statistically significant at the 0.05 level of significance. We can therefore conclude that respondents’ income does not affect their perception of traditional and online shopping.

Table 7: Relationship between Income and Shoppers' Perception of Retail Convenience

Income Level	N	Shoppers' Mean Perceptions of Retail Convenience in Traditional Shopping
Below ₦50,000	244	3.887
₦ 50,001- ₦100,000	53	3.858
₦ 100,001- ₦150,000	33	3.881
Above ₦150,000	31	3.791
Overall mean	361	3.872
F-statistics		1.565
p-value		0.145

Source: Authors' field work

Discussion of Findings

The objective of this study was to examine shoppers' perception of retail convenience in traditional shopping. The result shows that the six dimensions of retail convenience were positively perceived by shoppers. This result confirms an earlier finding by Beauchamp and Ponder (2010) that traditional shopping is positively perceived by shoppers in the United State of America.

This study found that demographic variables (gender, age, education, occupation and income) do not have a significant relationship with shoppers' perception of retail convenience in online and traditional shopping. The implication of this finding is that the demographic variables do not play a significant role in determining how shoppers perceive traditional and online shopping. This simply means that they are not significant determinants of shoppers' perceptions of retail convenience in traditional and online shopping in Benin City.

More specifically, gender had no significant relationship with shoppers' perceptions of retail convenience in traditional and online shopping. Both males and females viewed shoppers' perceptions of retail convenience in the same way. The possible reason for this is because both males and females go through similar processes and get the same kind of customer service and treatment in these shops. The only exception is that in traditional shopping, shoppers have to visit the stores and also have the opportunity to see and touch the product as well as interact with the sales representative. This study contradicts Slyke, Comunale and Belanger (2002); Rodgers and Harris (2003); Stafford, Stafford and Schkade (2004); Punj (2011); Richa (2012) and Lubis (2018) finding that gender had a significant impact on shoppers' perceptions of retail convenience in traditional and online shopping.

This study found that age had no significant relationship with shoppers' perceptions of retail convenience in traditional and online shopping. In contrast, Lubis (2018) found that age had a significant relationship on shoppers' perceptions of retail convenience in traditional and online shopping. The finding from this study also contradicts previous findings by Punj (2011) and Richa (2012) that shoppers' demographic variables affect their shopping preferences.

This study found that education had no significant relationship with shoppers' perceptions of retail convenience in traditional and online shopping. In contrast, Kwarteng and Pilik (2016) found that education had a significant relationship with shoppers' perceptions of retail convenience. Research findings have shown that online shoppers largely consist of people with higher level of education (Kehoe, Pitkow & Rogers, 1998; Hoffman, Kalsbeek & Novak, 1996). Similarly; Lubis (2018) found that education had a significant relationship with shoppers' perceptions of retail convenience in traditional and online shopping. Furthermore, the finding from this study also contradicts previous findings by Punj (2011) and Richa (2012) that shoppers' demographic variables affect their shopping preferences.

Lastly on the influence of demographic variables, this study found that income had no significant relationship with shoppers' perceptions of retail convenience in traditional and online shopping. This is not consistent with earlier reports by Hoffman *et al.* (1996) and Kehoe *et al.* (1998) that income had a significant relationship with shoppers' perceptions of retail convenience in traditional and online shopping.

Conclusion and Recommendations

This research sought to find out shoppers' perception of retail convenience in traditional shopping. The study found that shoppers have a favourable perception of traditional shopping in Benin City. However, there is still room for

improvement in adding value to the retail experience of shoppers on the six (6) dimensions of retail convenience. The outcome of the demographic variables indicates that there is no significant relationship with shoppers' perceptions of retail convenience in traditional shopping. Since demographic variables do not appear to explain variation in shoppers' perception of retail convenience in online and traditional shopping, researchers should look elsewhere in the search for determinants of such perception.

The research recommended that, traditional shopping was perceived to be overcrowded. This means that many of the shoppers who shopped in traditional stores perceived that the stores are overcrowded. It is recommended that operators in the traditional stores should be prompt in attending to shoppers as well as employ more capable sales people so as to avoid overcrowding. We recommend more service delivery points for traditional retailers in order to overcome the problem of overcrowding. Also traditional retailers should emphasize retail convenience, including access convenience, search convenience, transaction convenience and possession convenience, as these constructs are crucial for developing retail convenience and serve as a source for competitive advantages.

The SERVCON scale was used to measure shoppers' perceptions of retail convenience in this paper. We suggest that other models for measuring retail convenience should be used in future studies to measure retail convenience to see how this would affect the result.

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