Shoppers’ Perception of Retail Convenience in Traditional and Online Shopping in Benin City, Nigeria

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Abstract
This study empirically examined shoppers’ perception of retail convenience in traditional and online shopping. It specifically aimed at ascertaining whether differences exist in shoppers’ perception of retail convenience in traditional and online shopping. A 27-item questionnaire was developed to measure the four different dimensions of retail convenience-access, search, transaction and possession. It was administered on a sample of 500 respondents consisting of shoppers in traditional and online stores in Benin City. On the whole 423 copies of the questionnaire were returned and found usable giving 84.6 percent response rate. 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. Data obtained were coded and analyzed using means, standard deviation, frequency distributions and T-test. The findings revealed that online shoppers have a more favourable perception of access convenience and search convenience than traditional shoppers. Similarly, traditional shoppers have a more favourable perception of the transaction convenience and possession convenience than online shoppers. The paper therefore recommends that traditional and online retailers should emphasize retail convenience as these constructs are crucial for developing retail convenience and serve as a source for competitive advantages. In addition, online and traditional retailers should embark on regular training of their employees to equip them with professional, technical and interpersonal skills and knowledge that would help them to meet the expectations of shoppers adequately and to perform their duties effectively. This will in turn improve the quality of services provided by online and traditional retailers and, by extension, lead to shoppers’ convenience and satisfaction. Effective and efficient supervision of employees that provide guidance and support for day-to-day activities would improve the quality of services provided by the employees.

Keywords: Access Convenience, Online Shopping, Shopping Convenience, Shoppers’ Perception, Traditional Shopping

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