

FACTORS AFFECTING ONLINE PURCHASE INTENTIONS IN NIGERIA: THE MODERATING ROLE OF PERCEIVED TRUST.

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Abstract

The emergence of electronic marketplace for both purchasers and merchants through the advancement of information technology has created a need for the understanding of the behavior of consumers using online shopping platform. Thus, the study investigates the factors affecting online purchase intention amongst working professionals in Lagos state, Nigeria. The objectives of the study were to investigate the relationship between attitude of consumers, social media influences, perceived behavioral control and online purchase intentions; and to examine the moderating effect of perceived trust in the relationships between consumer's attitude, social media influence, perceived behavioral control and online purchase intentions. The study was underpinned by theory of planned behavior.

The study adopted sequential exploratory design of mixed method. The study population is made up of skilled working professionals in Lagos. Questionnaire and interview were used as the data collection instruments for the quantitative and qualitative data respectively.

Findings from the study show that attitude, social media influence and perceived trust have positive and significant effect on the online purchase intentions of consumers. However, the study also found that perceived trust do not have any moderating effect on the relationship between attitude and online purchase; social media influences and online purchase intentions; perceived behavioral control and purchase intentions.

The implications of the study for practice is that attitude, social media influence and perceived trust are critical to online purchase intention. The study recommends that digital marketing strategies needs to focus on encourage e-commerce adoption as consumer positive attitude can be link to positive purchase intentions.

Keyword: Attitude, Online Purchase Intention, Perceived Trust, Perceived Behavioral Control, social media and E-commerce.