

## ONLINE SHOPPING CONVENIENCE AND REPEAT PURCHASE BEHAVIOR AMONG ACADEMIC STAFF OF FEDERAL POLYTECHNIC NEKEDE, IMO STATE, NIGERIA

NGIRIKA, DORIS C

Department Of Marketing

Faculty of Management Sciences

Federal University Otuoke, Bayelsa State

Email: [ngirika@fuotuoche.edu.ng](mailto:ngirika@fuotuoche.edu.ng)

### Abstract

This paper explores the relationship between online shopping convenience and repeat purchase behavior among academic staff at Federal Polytechnic Nekede, Imo State, Nigeria. It examines how online shopping convenience and its dimensions (access convenience, transaction convenience) relates to repeated online purchases. Descriptive survey design was employed to obtain quantitative data from Academic Staff of Federal Polytechnic Nekede, population of approximately 500 academic staff at Federal Polytechnic Nekede and a sample size of 220 was also used. Stratified random sampling was adopted, structured questionnaire was designed. The result shown that correlation coefficient ( $r = 0.72$ ) reflects the overall relationship between online shopping convenience dimensions (access and transaction convenience) and repeat purchase behavior, regression coefficients ( $\beta$ ) indicate the predictive strength of access convenience ( $\beta = 0.35$ ) and transaction convenience ( $\beta = 0.29$ ) on repeat purchase behavior. The study concludes that online shopping convenience significantly drives repeat purchase behavior among academic staff at Federal Polytechnic Nekede and recommended that E-commerce platforms should partner with reputable logistics companies to improve delivery channels and address delays in Nigeria

**Keywords-** *Online Shopping Convenience, access convenience, transaction, convenience repeat purchase.*

### Introduction

Internet has now become a core area of debate by scholars, business practitioners, global institutions and business world in the new world economy. The usefulness of internet cannot be overstated and its advent has impact on organizations and personal communications and

interactions globally (Ekwueme & Akagwu, 2017). The new world economy has opened new openings of opportunity for the marketing and business world. It has revolutionized the way business transactions are carried out, spurred by advancements in information and communication technology. Internet technology has initiated seismic expansion of shopping options which is more effective than regular shopping behaviors, that is time-consuming and stress-inducing (Liu, 2019).

The internet also increased the potential of consumers purchasing products and services, shopping for recreation and acquiring quality information from the internet (Ekwueme & Akagwu, 2017). Brown (2018) emphasized that the key function of internet is to facilitate consumers to access information freely such as audio, text, graphs, video, tables and images. New possibilities and opportunities in the electronic environment were opened up as a result of internet explosion, and this was propelled by synergy of development of information and communication technology.

The development of this cutting-edge technology has resulted in a brand-new phase of the digital economy known as electronic commerce (e-commerce), in which goods and services are purchased online rather than in person (Ku, 2022). E-commerce, which can take the form of Business-to-Business (B2B) or Business-to-Consumer (B2C) transactions, is growing rapidly all over the world. In the majority of advanced economies, it has either completely replaced or become an alternative to the conventional method of conducting business. The rapid expansion of e-commerce has revolutionized consumer behavior globally, with online shopping becoming a preferred method due to its convenience, particularly among educated professionals like academic staff in Nigeria (Statista, 2023).

According to Jiang et al. (2013), the term "access convenience" refers to the capability to shop at any time and from any location using internet-enabled devices, without being restricted by store hours or geographical proximity. This is important for academic staff because of their busy schedules. It allows them to use the robust ICT facilities at Federal Polytechnic Nekede to buy things like books or electronics during breaks or from home (Agim et al., 2018).

Transaction convenience involves the ease and security of completing payment processes, either via mobile money, bank credit/debit cards, or cash-on-delivery, which becomes a necessity in Nigeria where online payment trust is typically low (Olatokun and Kebonye, 2010). Repeat purchase behavior shows customer loyalty, driven by satisfaction, confidence, and convenience of past buying experiences, resulting in academic staff visiting sites like Jumia or Konga (Chen and Lin, 2019). In Nigeria, where internet penetration and smartphone adoption have increased exponentially (Economic and Social Network E-Commerce Research Center, 2021), they are significant drivers of purchasing. But convenience like unstable internet, inaccessibility convenience, data security concerns and convenience of transactions may reverse convenience and repeat purchase (Federal Register, 2025).

## **Statement of the Problem**

Online shopping convenience, such as access convenience the ability to shop at any place and any time, transaction convenience ease and security of payment process, has revolutionized Nigerian consumers' behavior among educated professionals like academic members of staff at Federal Polytechnic Nekede. Despite the growing adoption of e-commerce, driven by increasing internet usage and smartphone penetration the specific impact of access convenience and transaction convenience on habitual purchase behavior, the likelihood to repeat-purchase from the same site, remains under-explored here. Campus-based ICT facilities benefit academic staff with online platform accessibility, yet are also faced with the challenges set to discourage extended use (Agim et al., 2018). For instance, low-quality internet connectivity in semi-urban areas like Owerri limits convenience in access, particularly for off-campus staff, with studies indicating that 40% of Nigerian online customers experience network disruptions (Olatokun and Kebonye, 2010; Okeke et al., 2021). Similarly, transaction convenience is undermined by data security issues, payment networks collapse, and limited digital payment options, critical issues for well-educated professionals wary of online scams, as manifested in recent data protection legislations (Federal Register, 2025; Anaza et al., 2020). These are issues that can have the potential to decrease in trust and satisfaction, which are critical drivers of repeat purchase intention and thus potentially e-commerce platform loyalty (Chen & Lin, 2019). The lack of empirical investigation of the way such dimensions of convenience in online shopping drive repeat purchase behavior among the academic community of Federal Polytechnic Nekede represents a core gap in the literature. This study aims to address this gap by examining the role of access and transaction convenience in driving repeat purchases, identifying barriers, and providing actionable insights for e-commerce platforms to enhance customer retention in this demographic

## **Research Objectives**

The aim of this study is to examine the relationship between online shopping convenience and repeat purchase of academic staff of Federal Polytechnic Nekede Owerri Imo State. In order to achieve this broad aim, the study intends to accomplish the following objectives:

1. To ascertain the relationship between access convenience and repeat purchase of academic staff of Federal Polytechnic Nekede Owerri Imo State.
2. To determine the relationship between transaction access and repeat purchase of academic staff of Federal Polytechnic Nekede Owerri Imo State.

In order to adequately address the objectives of this study, the following research questions are raised:

1. To what extent does access convenience relate to repeat purchase of academic staff of Federal Polytechnic Nekede Owerri Imo State?
2. To what extent does transaction convenience relate to repeat purchase of academic staff of Federal Polytechnic Nekede Owerri Imo State?

### Research Hypotheses

Based on the objectives of the study, the following hypotheses were formulated.

**H<sub>01</sub>:** There is no positive and significance relationship between access convenience and repeat purchase of academic staff of Federal Polytechnic Nekede Owerri Imo State.

**H<sub>02</sub>:** There is no positive and significance relationship between transaction convenience and repeat purchase of academic staff of Federal Polytechnic Nekede Owerri Imo State.

### Study variable and Research Framework

The study variables show the direction of research work, as it serves as a framework in which the study is built. Online shopping convenience is the predictor variable, with access convenience, transaction convenience as its dimensions. Repeat purchase behaviour is the criterion variable. They are fully represented below:

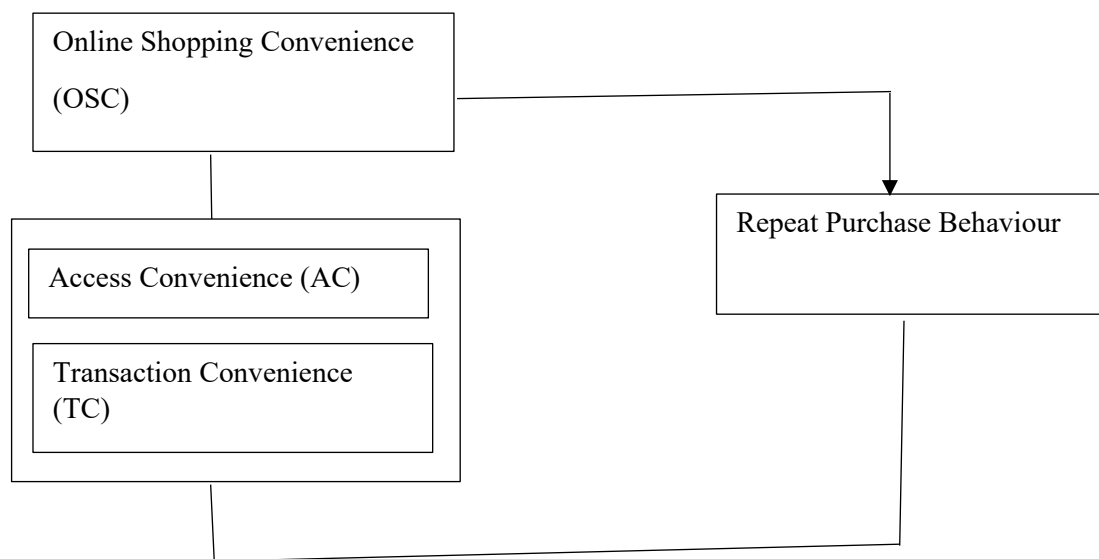


Fig 1.1 conceptual framework for online shopping convenience and repeat purchase behaviour.

Source: Authors conceptualization from literature

### **Online Shopping Convenience**

Online shopping convenience is a multifaceted concept that embodies the simplicity, efficiency, and flexibility involved in purchasing goods or services on the internet, eliminating most of the effort, time, and resources required in traditional physical stores (Jiang et al., 2013; Pham et al., 2018). It is a leading driver of e-commerce adoption, customer satisfaction, and loyalty, particularly in developing economies like Nigeria, where rapid digitalization, with internet penetration at 55.4% and smartphone penetration at more than 60% as of 2023, has transformed consumer behavior (Statista, 2023; Economic and Social Network E-Commerce Research Center, 2021). To Federal Polytechnic Nekede teaching staff, the convenience of online shopping is especially relevant due to their tight schedules, access to ICT facilities, and increased interaction with virtual space (Agim et al., 2018).

### **Access Convenience**

Access convenience refers to how easily consumers can purchase products and services online at any place and time as long as they have an internet-enabled device such as a computer, tablet, or smartphone (Jiang et al., 2013). It is one of the most important factors of the popularity of e-commerce because it provides independence from physical stores' time and space constraints, and this makes it highly beneficial to working professionals like university lecturers in Federal Polytechnic Nekede. Convenience of access allows for 24/7 shopping to enable academic staff to buy academic materials, personal products, or domestic supplies during breaks, in the late hours of the day, or during trips to conferences (Duarte et al., 2018). For instance, a lecturer can place an order for a book on Jumia in a lunch break or from home, using campus internet or personal data bundles (Agim et al., 2018).

The expansion of mobile commerce, driven by Nigeria's large smartphone penetration level (over 60% by the year 2023), has amplified this ease of access since mobile applications offer seamless access to platforms like Konga and Amazon (Saleh, 2022; Economic and Social Network E-Commerce Research Center, 2021). Further, the availability of cloud-based platforms and responsive web design assures access even under low-bandwidth conditions, which is a requirement in Nigeria's variable network environment (Adeyemi et al., 2022).

Access convenience is promoted by increasing internet penetration but compromised by poor and unpredictable connectivity, particularly in semi-urban areas like Owerri. The robust ICT infrastructure in Federal Polytechnic Nekede, which includes campus Wi-Fi and computer labs,

mitigates these shortcomings among on-campus staff members, which ensures continuous access to e-commerce platforms (Agim et al., 2018).

Emerging Trends: The COVID-19 pandemic significantly accelerated mobile commerce in Nigeria, with 81% of consumers increasing online purchases due to lockdown measures and convenience needs (Saleh, 2022). Scholars' benefits arise from this trend emphasizing convenience of access, since home-based work and hybrid models of teaching have redirected more reliance on digital platforms for both professional and personal needs (Adeyemi et al., 2022).

### **Transaction Convenience**

Transaction convenience pertains to the ease, efficiency, and security of completing payment processes during online shopping (Jiang et al., 2013). The Nigerian digital payment landscape faces trust issues among consumers making transaction convenience essential to build consumer confidence and drive repeat purchasing behavior (Olatokun and Kebonye, 2010). Streamlined checkout processes including one-click payments and saved payment details along with autofill forms enhance transaction efficiency by reducing both time spent and complexity (Duarte et al., 2018). E-commerce platforms in Nigeria present various payment options such as mobile money services (e.g., Paystack, Flutterwave), bank cards, and cash-on-delivery which remains the most favored method because of prevalent online payment distrust (Anaza et al., 2020; Economic and Social Network E-Commerce Research Center, 2021). Academic staff members who need to buy specialized tools such as research software find that cash-on-delivery options reduce the risks linked to online financial information sharing (Okeke et al., 2021).

Educated professionals among academic staff demonstrate a tendency to select platforms featuring secure payment gateways and encryption alongside trust signals such as SSL certificates due to recent Nigerian data protection regulations (Federal Register, 2025). Nigeria's economy remains cash-focused while digital payment adoption lags behind, as evidenced by only 30% of online shoppers using digital methods in 2023 (Statista, 2023). Campus-based staff enjoy stable internet access for digital transactions while off-campus employees experience network disruptions which highlights the necessity for adaptable payment methods (Adeyemi et al., 2022). The utilization of payment platforms like OPay and PalmPay in Nigeria has increased the ease of transactions by offering rapid, safe, and easy payment methods (Saleh, 2022). In addition, blockchain-based payment systems are becoming a choice to offer higher security, overcoming fears among technologically inclined scholars (Federal Register, 2025).

### **Repeat Purchase Behavior**

Repeat purchase behavior can be defined as the recurrent purchasing of goods or services from the same website, driven by positive past experiences and perceived value (Chen & Lin, 2019). It is a



pillar of e-commerce success because it is cheaper to hold on to existing customers than to acquire new ones, with estimates suggesting that repeat customers contribute up to 80% of e-commerce income in emerging markets (Anaza et al., 2020; Statista, 2023). For Nekede Federal Polytechnic academic staff, repeat purchase behavior manifests as continued use of platforms for academic resources (e.g., textbooks, software) or personal items, showing loyalty to platforms that are convenient and reliable (Agim et al., 2018).

The importance of repeat purchase behavior is that it influences long-term profitability and customer lifetime value. Loyal customers will tend to recommend platforms, provide positive reviews, and engage in increased purchase frequency, creating a virtuous cycle of engagement (Kotler and Keller, 2016). In Nigeria, where e-commerce usage has increased because of 55.4% internet penetration and more than 60% smartphone ownership as of 2023, repeat purchase behavior is essential knowledge for platforms that target educated professionals such as academic staff (Economic and Social Network E-Commerce Research Center, 2021; Statista, 2023).

### **Relationship Between Access Convenience and Repeat Purchase Behaviour**

Access convenience is essential to online shopping convenience, which refers to the ability of consumers to shop at any time and from any location with the assistance of internet-enabled devices, such as smartphones, tablets, or computers, without being restricted by the opening hours of physical stores or geographical proximity (Jiang et al., 2013). Repeat purchase behavior is the recurrent purchasing of products or services from the same e-business, reflecting customer loyalty that occurs due to positive experiences, satisfaction, and trust (Chen and Lin, 2019; Kotler and Keller, 2016). Access convenience has a significant relationship with repeat purchase behavior, as consumers' intentions to make future visits to an e-business are directly affected by how easy and flexible the access to the platform is. This particularly relates to academic staff at Federal Polytechnic Nekede, who are faced with time constraints due to tight schedules but are provided with good campus ICT infrastructure (Agim et al., 2018).

Access convenience minimizes effort and time for online shopping and is a favorite option for professional busybodies like academic personnel. For instance, lecturers can shop for private items or teaching materials during breaks, late nights, or from home remotely through campus Wi-Fi or personal cell phones (Jiang et al., 2013; Agim et al., 2018). The frictionless connectivity, platforms like Jumia or Konga prompts academic staff to return, triggering repeat purchasing behavior (Pham et al., 2018).

Access convenience enhances perceived behavioral control through enabling academic staff to shop at their own convenience whenever and wherever possible, with the support of quality internet connectivity on campus (Agim et al., 2018). This sense of control enhances their intention to repurchase because they trust in their efficacy in employing the website (Chen and Lin, 2019).

Customer satisfaction is also the work of access convenience through satisfaction in meeting expectations in flexibility and efficiency. When faculty members have hassle-free access to e-commerce websites, their level of satisfaction with the shopping.

### **Relationship Between Transaction Convenience and Repeat Purchase Behavior**

Transaction convenience is the efficiency, ease, and security involved in paying for online purchases, such as simplicity of payment processes, multiple payment options (e.g., cash on delivery, bank cards, mobile cash), and robust cybersecurity (Jiang et al., 2013; Pham et al., 2018). Repeat purchase behavior is the repeated purchasing of goods or services from a single website, which is a sign of customer loyalty due to satisfaction, trust, and positive past experiences (Chen & Lin, 2019; Kotler & Keller, 2016).

The convenience of payments and repeat purchase behavior are paramount with respect to one another, as safe and convenient payment processes form an essential part of generating trust and satisfaction among consumers, leading them to repeat visits to a given website. This is particularly relevant for academic teachers at Federal Polytechnic Nekede, who, as trained professionals, prefer safe and efficient transactions due to apprehensions of online scams in Nigeria's e-commerce ecosystem (Anaza et al., 2020; Federal Register, 2025).

Convenience in transaction lowers the time and effort of payment making, rendering the overall shopping experience convenient. For lecturers, simpler checkout mechanisms such as one-click payment or saved payment details, and adaptable mechanisms such as cash-on-delivery decrease the time. For example, a lecturer who uses Jumia's cash-on-delivery saves the hassle of entering card details online, reducing friction and increasing repurchase likelihood from the platform (Anaza et al., 2020).

### **Theoretical Review**

#### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) of Ajzen (1991) is an extension of the Theory of Reasoned Action (TRA) and posits that a behavior is caused by an individual's behavioral intentions, which are, in turn, determined by three basic constructs: attitude toward the behavior, subjective norms, and perceived behavior control. TPB is particularly well-suited to explain behaviors that require some amount of planning or control, such as repeat purchase decisions and internet shopping. Attitude Towards the Behaviour is how one explains a favorable or unfavorable judgment concerning doing the behaviour, such as buying on the internet. To teachers, a positive attitude towards convenience via online shopping (e.g., having convenient access to platforms at any time or secure payment options) increases their repurchase intention from platforms like Jumia or Konga (Ajzen, 1991; Chen and Lin, 2019). For example, if lecturers hold the view that online



shopping is convenient and saves time, they will have a positive attitude that encourages repeat purchasing.

Subjective Norms these reflect as a noticed social pressure from co-workers, peers, or family members who engage or abstain from the behavior. Within Federal Polytechnic Nekede, employees within the academic staff might be influenced by peers who recommend safe e-commerce websites or offer positive word-of-mouth feedback regarding online shopping, hence increasing their repurchase intention (Anaza et al., 2020; Okeke et al., 2021).

Perceived Behavioral Control is how much the individual perceives he or she can do the behavior based on available resources, opportunities, and obstacles. For academic staff, perceived behavioral control is facilitated by access to campus ICT infrastructure (e.g., reliable Wi-Fi) and easy payment options, which support online buying (Agim et al., 2018; Pham et al., 2018). Conversely, barriers like an unstable internet connection or concern for payment safety can lower perceived control, which discourages repeat purchasing (Federal Register, 2025; Olatokun and Kebonye, 2010).

#### **Application to Online Shopping Convenience:**

Access Convenience: TPB suggests that shopping anywhere and anytime enhances perceived behavioral control as it reduces the effort required to shop online. For the academic staff, being able to access online shopping platforms like Jumia during recess or at home gives them a sense of control, which boosts their intention to shop again (Pham et al., 2018).

Transaction Convenience: Secure and efficient payment procedures, such as cash-on-delivery or mobile money, enable perceived behavioral control and positive attitudes by reducing perceived risks, inducing repeat purchases (Anaza et al., 2020; Chen and Lin, 2019).

Repeat Purchase Behavior: TPB predicts that strong intentions to act, driven by positive attitudes, positive social norms, and high perceived control, lead to repeat purchases. For academic staff, a seamless shopping experience (e.g., convenient access and secure transactions) solidifies the intention to use the same platform again (Ajzen, 1991; Saleh, 2022).

TPB is particularly relevant due to socio-cultural concerns of online shopping. The socialization in Nigerian society puts subjective norms at the forefront, as academic staff can rely on recommendations from peers or institutional spheres in choosing e-commerce sites (Anaza et al., 2020). In addition, infrastructural concerns such as poor internet and low digital payment adoption that can undermine the trust to purchase online (Okeke et al., 2021; Federal Register, 2025) moderate perceived behavioral control. For example, Federal Polytechnic Nekede academic staff may have greater control with the use of campus Wi-Fi but face challenges off-campus, affecting their repurchase intentions.

TPB provides a comprehensive model of predicting intentional behaviors, and it encompasses social and individual influences. It is extremely good at predicting repeat purchase behavior because it involves external factors like infrastructure and cultural norms (Ajzen, 1991). It assumes rational decision-making that may not account for impulsive or habitual online shopping behavior. TPB also relies on self-reported intentions that may not always lead to actual behavior (Chen and Lin, 2019).

### **Technology Acceptance Model (TAM)**

This study is underpinned by theory of **Technology Acceptance Model (TAM)**, developed by Davis (1989), and it is a well-liked model of information technology acceptance among users, emphasizing two constructs: perceived ease of use and perceived usefulness. TAM posits that these constructs will influence an individual's attitude towards the use of a technology, which in turn will influence their intention to act and make use of it. In the context of this research, TAM is the primary theoretical framework by which to consider how convenience in online shopping affects repeat purchase intent among academic staff since it directly pertains to e-commerce platform adoption.

**Perceived Ease of Use (PEOU):** The degree to which a user feels that using a given technology (e.g., an online store website) requires less effort. For university personnel, perceived ease of use is facilitated by user-friendly interfaces, easy navigation, and efficient payment processes that reduce cognitive and physical effort involved in web shopping (Davis, 1989; Pham et al., 2018). For example, a lecturer will easily utilize a platform like Jumia if there is a simple mobile app and quick checkout processes.

**Perceived Usefulness (PU):** This is the degree to which one feels that the use of the technology enhances their performance or assists them in achieving what they desire. In e-shops, perceived usefulness is associated with being able to easily browse a large selection of items, save time, and satisfy specific needs (e.g., obtaining course materials) easily (Duarte et al., 2018). For academics, websites offering timely and quality services are regarded as useful in encouraging their repeated use (Chen and Lin, 2019).

**Attitude towards use:** TAM describes that perceived ease of use and usefulness affect a favorable attitude towards using the technology, which positively affects behavioral intention towards its use. In the case of academic staff, ease of online shopping and its beneficial nature generate a positive attitude towards it, encouraging them to repurchase (Davis, 1989; Saleh, 2022).

**Behavioral Intention and Use:** Favorable attitudes are converted into stronger behavioral intentions to use the technology, which further result in use (e.g., re-purchase). These relationships can be governed by external variables like internet stability or payment security (Pham et al., 2018).

## **Application to Online Shopping Convenience**

**Access Convenience:** Perceived ease of use in TAM has a direct connection with access convenience as anytime and anywhere shopping reduces the level of effort required. For academic staff, systems using campus ICT infrastructure or mobile apps with features designed for low-bandwidth environments enhance perceived ease of use, encouraging repeat purchases (Agim et al., 2018; Adeyemi et al., 2022).

**Transaction convenience** simple and safe payment methods, such as cash-on-delivery or mobile money, also enhance perceived ease of use by simplifying the transaction process. Transaction simplicity also contributes to perceived usefulness by ensuring a uniform and reliable shopping experience, a must for academic staff wary of online fraud (Anaza et al., 2020; Federal Register, 2025).

**Repeat Purchase Behavior:** TAM contends that a simple and helpful online shopping experience, characterized by ease of use and usefulness, develops favorable attitudes and intentions, which are realized through repeat purchases. For academic staff, online websites that offer problem-free access and secure transactions will be perceived as useful and easy to use, and this will facilitate loyalty (Chen and Lin, 2019; Saleh, 2022).

TAM is highly applicable considering the rapid adoption of digital technologies by educated segments such as academic staff. Perceived ease of use is influenced by the availability of user-friendly platforms and stable internet connection, which is supported by Federal Polytechnic Nekede's ICT infrastructure (Agim et al., 2018). However, constraints such as unpredictable connectivity and data safety concerns may reduce perceived usefulness and ease of use, particularly for off-campus staff (Olatokun & Kebonye, 2010; Okeke et al., 2021). Cultural factors, such as cultural preference for cash-on-delivery, also moderate perceived usefulness in the sense that it enhances the perceived trustworthiness of e-commerce sites (Anaza et al., 2020).

TAM is an economical and highly validated model that effectively explains technology adoption, particularly for digital platforms like e-commerce. Its focus on ease of use and usefulness translates directly to the convenience dimensions of online shopping (Davis, 1989; Pham et al., 2018).

TAM does not account for social effects (e.g., subjective norms) and external obstacles (e.g., infrastructural constraints), which are paramount in the Nigerian situation. It also focuses primarily on individual attitudes, which may not be able to pick up on cultural or contextual features (Chen and Lin, 2019).

## Methodology

This study employs a descriptive survey design to obtain quantitative data from Academic Staff of Federal Polytechnic Nekede. The survey research method is adequate for online shopping perception and behavior capture (Agim et al., 2018). The population is approximately 500 academic staff at Federal Polytechnic Nekede, as deduced from institutional statistics (FPNO, 2025). A sample size of 220 respondents was determined using the Taro Yamane formula for finite populations, with a 5% margin of error. Stratified random sampling was used to ensure representation across departments. A structured questionnaire was designed based on validated scales from prior studies (Jiang et al., 2013; Chen and Lin, 2019). The questionnaire included questions on demographics, ease of online shopping, and repeat purchase intention. Items were measured on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The instrument's reliability was tested using Cronbach's alpha, yielding a coefficient of 0.82, indicating high reliability each sub-variable of the study is presented in the table below:

**Table 1: Reliability Coefficient of the Research Instrument**

Variables	Number of items	Alpha Value	Comments Above 0.7
Access Convenience	5	0.820	Reliable
Transaction Convenience	5	0.815	Reliable
Repeat Purchase Behaviour	5	0.800	Reliable

*Source: SPSS output 2025*

### Demography of the Respondents

Demographic Variable	Category	Percentage (%)	Number of Respondents
Gender	Male	58%	128
	Female	42%	92
Age	30–45 years	65%	143
	Other (not specified)	35%	77

Demographic Variable	Category	Percentage (%)	Number of Respondents
Internet Access	Reliable internet access on campus	80%	176
	No reliable internet access	20%	44
Online Shopping Frequency	Shopped at least once in the past 6 months	70%	154
	Did not shop in the past 6 months	30%	66

Out of 220 respondents, 58% were male and 42% were female. 65% fell in the age group of 30–45 years, and 80% had access to reliable internet on campus. 70% of the respondents had purchased products online at least once in the previous six months, primarily electronics, books, and apparel. 30% never shop online in the past 6 months.

The table below summarizes the statistical analysis results from **Relationship Between access convenience, transaction convenience, and repeat purchase behavior** among academic staff at Federal Polytechnic Nekede. The table includes correlation coefficients (Pearson's  $r$ ) and regression coefficients ( $\beta$ ) with their significance levels, as reported in the study.

Variable	Correlation with Repeat Purchase (r)	p-value (Correlation)	Regression Coefficient ( $\beta$ )	p-value (Regression)
Access Convenience	0.72*	< 0.01	0.35*	< 0.01
Transaction Convenience	0.72*	< 0.01	0.29*	< 0.01
Overall Model	-	-	$R^2 = 0.68$ , $F(4, 215) = 112.45$ , $p < 0.01$	

\* $p < 0.01$ , indicating statistical significance.

The correlation coefficient ( $r = 0.72$ ) reflects the overall relationship between online shopping convenience dimensions (access and transaction convenience) and repeat purchase behavior, as reported in the paper. The regression coefficients ( $\beta$ ) indicate the predictive strength of access

convenience ( $\beta = 0.35$ ) and transaction convenience ( $\beta = 0.29$ ) on repeat purchase behavior. The overall model ( $R^2 = 0.68$ ) shows that convenience factors explain 68% of the variance in repeat purchase behavior, with an F-statistic of 112.45 ( $p < 0.01$ ).

The correlation coefficient ( $r = 0.72$ ) applies to both access and transaction convenience, as the study does not provide separate correlation coefficients for each dimension but indicates a strong positive relationship for online shopping convenience dimensions collectively.

## Conclusion

This study indicated that online shopping convenience significantly drives repeat purchase behavior among academic staff at Federal Polytechnic Nekede. Access and transaction convenience are key predictors, while delivery challenges and data security concerns pose barriers. Transaction convenience and access is a useful predictor, but delivery complexity and concerns about data security are obstacles. E-commerce websites should be able to improve increase in repeat purchases and loyalty by reframing these issues. The study adds to the body of knowledge about e-commerce in Nigeria and is useful for stakeholders.

## Recommendations

1. E-commerce platforms should partner with reputable logistics companies to improve delivery channels and address delays in Nigeria.
2. Data security should address concerns raised by recent regulations by implementing robust cybersecurity measures to build trust among academic staff

## References

- Agim, E. C., et al. (2018) 'Level of availability and utilization of information and communication technology facilities by students: A case study of Federal Polytechnic Nekede', *ResearchGate*. Available at: <https://www.researchgate.net> (Accessed: 29 July 2025).
- Ajzen, I. (1991) 'The theory of planned behavior', *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179–211.
- Brown, M., Pope, N., & Voges, K. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing* 37, (11/12), 1666-1684.



- Chen, C. and Lin, C. (2019) 'Factors affecting the intention to reuse secondhand clothing: Evidence from a developing nation', *Humanities and Social Sciences Communications*. Available at: <https://www.nature.com> (Accessed: 29 July 2025).
- Davis, F. D. (1989) 'Perceived usefulness, perceived ease of use, and user acceptance of information technology', *MIS Quarterly*, 13(3), pp. 319–340.
- Economic and Social Network E-Commerce Research Center (2021) 'China's e-commerce database'. Available at: <https://www.nature.com> (Accessed: 29 July 2025).
- Federal Register (2025) 'Preventing access to U.S. sensitive personal data and government-related data by countries of concern or covered persons', *Federal Register*. Available at: <https://www.federalregister.gov> (Accessed: 29 July 2025).
- FPNO (2025) 'Federal Polytechnic, Nekede, Owerri'. Available at: <https://www.fpno.edu.ng> (Accessed: 29 July 2025).
- Jiang, L., Yang, Z. and Jun, M. (2013) 'Measuring consumer perceptions of online shopping convenience', *Journal of Service Management*, 24(2), pp. 191–214.
- Kumar, A., & Kashyap, A.K. (2022). Leveraging utilitarian perspective of online shopping to motivate online shoppers. *International Journal of Retail Distribution Management*, 46 (3), 247–263
- Olatokun, W. and Kebonye, M. (2010) 'E-commerce technology adoption by SMEs in Nigeria', *African Journal of Computing & ICT*, 3(1), pp. 1–10.
- Statista (2023) 'Global e-commerce market trends'. Available at: <https://www.statista.com> (Accessed: 29 July 2025).