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The Adaptation of Online Shopping in Kenya; Factors Affecting Online Shopping Intentions

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Abstract: ***Online shopping has created a link between retailers and consumers. It's a very efficient way of conducting business and it is a major success in many developed and developing countries. Kenya being a regional economic powerhouse, one would expect that the concept of online shopping would be easily adapted in large cities in the country; however that's not the case. The concept has failed to flourish in Kenya's big cities such Nairobi Mombasa and Kisumu. These cities boast of good infrastructure, high population and strong network coverage. It is thus surprising that the consumers in these regions would rather physically visit a retail store to buy stuff than shop online. This paper sought to find why this is the case. It adopts TRA, TPB and SCT theories to find online shopping intents of the shoppers in this region. It also sought to find the near future trend of online shopping in Kenya. The findings show that the future of online shopping is very bleak. There would be no improvement in online shopping intentions by the Kenyan shoppers. The paper recommends that more should be done to improve the people's lively hood to increase their purchasing power.***

Keywords: Online shopping，TRA，TPB，SCT，E-commerce in Kenya

1. Introduction

Online shopping has become a very popular shopping method in many peoples' lives. With the rise in internet usage, businesses have found a new medium through which they can increase their sales revenue, that to be online shopping (Richard &Habibi, 2016). In Canada and the US for instance, more and more shopping malls are getting lesser and lesser revenues as consumers shift their shopping patterns to online shopping ("Five processes of response distortion: a model of response filters," 2009; Mallapragada, Chandukala, & Qing, 2016). The concept is global with businessmen from all countries with good internet access seemingly trying it out. The idea was conceived in the year 1979 by an English entrepreneur by the name Michael Aldrich but came into play in the year 1994. Its growth and development have been fuelled by internet growth and safer payment systems (Anesbury, Nenycz-Thiel, Dawes, & Kennedy, 2016; Yue, Xiangbin, &Weiguo, 2015). Alternative names are e-commerce, e-shop, e-store, Internet shop, web shop, web-store, online store, and virtual store.

The potential benefits of online shopping for consumers include convenience, various selection, low price, original services, personal attention, and easy access to information, among others (Lo, Waters, & Christensen, 2017; Zendehdel, Paim, &Delafrooz, 2016). Mobile shopping offers great convenience, any place anytime types of shopping. There have been numerous researches done in this field with the aim of attracting and retaining customers (Davis, Wang, &Lindridge, 2008; Mallapragada et al., 2016; Mohammed &Tejay, 2017). The concept attracts a lot of interests from different scholars all over the world and numerous researches are being done in regards. E-commerce level of acceptance can be influenced by demographic characteristics such as age, income, educational background, the level of experience and occupation (Davis et al., 2008). They, however, produced mixed and contradictory results making interpretation difficult.

Notwithstanding this, no enough research has been done under different contexts that deal with benchmarking success against failure (Sakarya&Soyer, 2013). This means that, meagreresearches have focussed on pitting the best against the rest. Even fewer have been done pitting the best against developing Sub-Saharan African states. Considering cultural differences is fundamental in understanding exceptional needs of mobile shoppers ("Affluents Online 2013: A Luxury Trend Report on How Affluent Consumers Use the Internet, Social Media and Mobile Devices," Platt, 2017) thus a worthy dimension to consider. Conversely, researchers have noticed that culture has not been given its due regarding its impact on continuance intentions associated with mobile services ("China is a rapidly growing market for online shopping," 2015; Mohammed &Tejay, 2017; Nejad, Li, &Xu, 2011). Ergo more research needs to be done in order to forge a catholic discernment.

2. Literature Survey

Online Shopping Concept

In this modern era, information provided in reference to e-commerce is limitless (Xia, 2016) , hence we presume that consumers are consciously aware of the concept. Various factors are used to study consumer acceptance, namely types of consumer factors, including demographics, Internet experience, normative beliefs, shopping orientation, shopping motivation, personal traits, online experience, psychological perception, and online shopping experience. Among them, demographics were the focus of early studies, while psychological perception and online experience. These factors have consistent effects in some studies; at the same time have contradictory results in others.

Owing to the fact that it's not feasible to cover all the factors that influence online shopping intentions; we have thus

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taken the superintendence that links acceptance of the e-commerce to TRA, TPB and SCT factors.

TRA

Theory of Reasoned Action is a model of persuasion. This theory was developed by Martin Fishbein and IcekAjzen in 1967 and was derived from previous research that began as the theory of attitude. The theory aims to explain the relationship between attitudes and behaviors within human action. TRA is used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior (Gilmore, 2002; Doswell, 2011; Richardson, 2012)

Ming Shen; on the effects of online shopping, attitudes, subjective norms and control beliefs on online intentions: A test of the theory of planned behavior. The author Studied online shopping intentions of the consumers from the perspective of the theory of reasoned action. He found out that the attitude towards online shopping, particularly their perspective behavioral beliefs were found to significantly influence their shopping behavior. The influence of control beliefs was stronger than that of the consumer's online shopping attitude on their shopping intentions while their subjective norms of the consumer had no influence on their online shopping intentions.

Yu, Tai Kuei: determinants of internet shopping behavior: an application of reasoned behavior theory. The paper examined consumer shopping behavior and attitudes towards internet shopping in Taiwan. The paper used TRA as the framework to analyze the internet shopping behavior intentions of the consumer samples. The paper found out that attitude towards one's own likely behavior and subjective norms discriminated most strongly between those intended to shop online than those who did not. Nature of the merchandise, the reliability of the shopping facility and major reference groups are discriminated. The findings further emphasized the importance of examining both the pro-adoption and anti-adoption factors while developing marketing strategy.

Paul, Justin: predicting green product consumption using the theory of planned behavior and reasoned action. This paper sought to validate TPB and its extended form as well as the theory of reasoned action to predict Indian consumers' green product purchase intention. Findings consumer attitude and perceived behavior control significantly predict purchase intentions whereas subjective norms do not. In his findings suggested that TPB mediated the relationship between environmental concern and green product purchase intentions.

Omar on UK consumers, the author sought to determine the adoption of the internet for grocery shopping in the UK. He used the theory of TRA as a framework basis for the study. He concluded the future success of the internet will mostly depend on the extent to which current shoppers accept and use the internet as a medium for grocery purchases. He recommended that in designing their websites retailers bear in mind that the internet serves as a virtual retail environment where exchange between shoppers and retailers take place.

Gupta; 2017

The purpose of the study was to examine the mobile shopping adaptation using a novel approach of behavioral reasoning theory, which aimed to test the relative influence of reasons for, and importance of reasons against the adaptation of online shopping among Indian consumers. The findings supported the reasons for and against the prime determinants of attitudes and intentions. The findings also confirmed the value of openness to change significantly influence reasons for adaptations and has no reasons against the attitude towards online shopping.

Using these studies as the basis for our study, we hypothesize; H1: Kenyan online shoppers are motivated to shop online by the expected end results obtained by engaging in online shopping

TPB

This is a theory that links ones beliefs and behavior. The theory states that attitude towards behavior, subjective norms, and perceived behavioral control, together shape an individual's behavioral intentions and behavior (McConnon,A; et al. 2002, Sweitzer, S.J. et al 2011). The theory of planned behavior was proposed by IcekAzjen in 1985 through his article "from intentions to actions: a theory of planned behavior." It was developed from the theory of reasoned action, which was proposed by Martin Fishbein together with IcekAzjen 1980.

Wuyu ; the study aimed to describe the nature of e-service scopes and investigate the relationship among websites trustworthiness, website attitude, brand attitude, e-WOM intention and punch intention. The study also aimed to identify the role of 2 contextual factors, namely online purchasing experience and gender differences and their effects on the relationships among the e-services landscape dimensions, website trustworthiness and attitude. The findings stated that e-services cape dimensions have significant impacts on consumer attitude and trust towards website. Women experience more positive effects compared to men. Purchase intentions are also enhanced by friends telling friends.

Siriporn ; the research aimed at contributing literature on factors that influenced Thai online shoppers in Bangkok, the paper is based on the theory of planned behavior. The findings showed that the most important factors are positive attitude towards online shopping followed by trust and subjective norms.

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identify the role of 2 contextual factors, namely online purchasing experience and gender differences and their effects on the relationships among the e-service scape dimensions, website trustworthiness and attitude. The findings stated that e-service scape dimensions have significant impacts on consumer attitudes and trust towards a website. Women experience more positive effects compared to men. Purchase intentions can also be enhanced by friends telling friends.

Tiago; the paper sought to test a path model such that internet vendors would have adequate solutions to increase trust. The paper also analyzed how various sources of trust i.e. consumer characteristics, firm characteristics, web infrastructure and interactions with consumers influence the dimensions of trust. The findings suggested that consumers with high overall trust demonstrate a higher intention to purchase online.

T Escobar; the paper examined the determinants of online fashion retailing and proposes a model of the formation of online purchase intention. The results indicated that the key factors influencing online fashion purchase intentions were perceived value, trust and fashion innovativeness whereas time saving and perceived security are the main antecedents predicting perceived value and trust respectively. The author also stated that e-commerce is not an innovation any longer and that most markets are already accustomed to it.

Behcet based his study on TPB to study flow and its effects on online purchase intentions. His study stated that when flow is approached unidimensionally, its effects on online shopping intentions are always positively significant. However the result of the studies where the flow is approached from a multidimensional level is far from indicating a general tendency. This research found out that the flows most valuable antecedents was feedback in the context of online purchase. The dimensions of enjoyment, perceived control and merging of and positive awareness has positive and time distortion has negative significant effects on online purchase intentions.

Using this as the basis for our hypothesis, we hypothesize; H2: Intentions to shop online in Kenya are mainly determined by the attitude of Kenyan shoppers towards the online market.

H3: Attitude towards online shopping in Kenya is determined by the prevailing online shopping market situation.

SCT

SCT states that a portion of an individual's knowledge acquisition can be directly related to observing others within the context of social interactions, experiences and outside media influences. It states that people do not learn new behavior solely by trying them out and either succeeding or failing but rather the survival of a concept is dependent upon the replication of the actions of others depending on whether people are rewarded or punished (Wikipedia).

Joseph. W. Juhnke: adaptive learning via social cognitive theory and digital cultural ecosystems. The paper sought to look at the human pre-disposition to oral tradition and its effectiveness as a learning tool to convey mission critical information. He explored the conveyance of information as the main tool for this study. The paper examined the current adaptive learning research that developed a system that would marry the strengths of oral tradition with those of an optimal learning environment.

Hyun- Hwa Lei, Jihyun Kim, Ann Marie Fiore; affective and cognitive online shopping experience: effects of image interactivity technology and experimenting with appearance. This paper sought to examine the image of interactivity technology (IT) features on individual differences, experimenting with appearance (EA), on consumers shopping enjoyment, risk perception and attitude towards online retailer. The author conducted an experimental study using college students. A total of 206 participants were used. The paper findings stated that the level of IT and EA positively affected shopping enjoyment as well as decrease perceived risks greatly influenced the consumers' attitude towards the online retailer. The paper findings further suggested that e-commerce business for online apparel retailers may continuously need to develop richer it features to meet consumer demand and secure customers loyalty.

AlevKocak Alan in a paper titled; cognitive and affective constituents of the consumption experience in the retail service settings: effects on store loyalty. The study sought to explore the joint effects of cognitive assessments of and emotional response of service experiences on the store loyalty in a retail service setting. Experience related cognitions and store related cognitions based on evaluations of the service experience as well as the subsequent positive and negative emotional responses on the part of the consumer were modeled and investigated in terms of effects and store loyalty. The study applied a survey of 518 subjects. The results suggested that consumer evaluations of the service experience and store environment may influence store loyalty both directly and indirectly, through both positive and negative arousals.

EviRiwanatiSimanjusak, Caroline Herlina; cognitive and affective experience in online shopping: findings from pure-click customers in Indonesia. The author stated that the number of new entrants in the e-retailing industry is increasing rapidly, thus competitiveness has become more challenging especially in the pure click business model. The research aimed to establish a deeper understanding of how cognitive experimental state (CES) and affective experimental state (AES) would impact repurchase intention and to examine the role of satisfaction and trust in pure-click customers in Indonesia. The author uses a quantitative approach using a survey with convenience sampling as the data collection method. His results indicated that AES affects CES directly; CES forms trust through satisfaction. On the other hand, their findings indicated that AES can directly affect consumer trust and that there is no support for the direct impact of AES towards satisfaction.

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The findings stated that repurchase intention was established when trust was established. We therefore hypothesize; H4: Kenyan online shoppers learn and are motivated to shop online by other people in their surroundings.

3. Methods

This paper will use both primary and secondary data. The secondary data will be both raw and compiled data. The compiled data will be data that has received some form of selection or summarizing. The research will also take the survey based secondary data approach, this being data that has been collected using a survey strategy, usually by questionnaires that have already been analysed for their original purpose (Saunders, 2009). We will use this type of data not only because it's easily available, but it's also reliable (Hakim, 2000). Some types of secondary data such as census are usually very reliable because they are conducted by the government hence obligatory.

This paper uses a descriptive research approach. This is because such types of research usually aim at portraying accurate profiles persons, events or situations (Robson, 2002: 59), to create a clear picture of phenomena on which we wish to collect data. The paper will have some explanatory research aspects as we seek to explain the relationships between the three key variables in this paper (intelligence, culture, and attitude). According to Yin (Voss et al.), this strategy can be used for exploratory, descriptive and explanatory research. No research strategy is inherently superior or inferior to any other (Saunders, Lewis and Thornhill, 2009:141). What is important is if answers the research questions, meet the research objectives, the extent of existing knowledge, time and resources available as well as our own philosophical underpinnings. This method is usually mutually exclusive.

The research will use a survey approach to collect primary data. This is because surveys usually allow large amounts of data to be collected from a sizable population in a highly economical way. We will issue self-administered questionnaires, which will then be standardized to allow for easy comparison. This method is usually generally perceived to be more authoritative by most people. It is easy to compare, explain and understand. It also allows us to collect data using descriptive and inferential statistics.

Since the study has time constraints, we will adopt a cross-sectional approach. This is usually the study of particular phenomena at a particular time. Cross-sectional study often employs the survey strategy (Easterby-Smith et al, 2008; Robson, 2002).

3.1 Population Sample

The urban population in Kenya is estimated to be 12million residents (Trading Economics, 2015). Bearing in mind that survey systems ignores the population size when it's large and unknown, (Survey Systems, 2017), we will apply the formulae;

$$ss = \frac{Z2 * (p) * (1-p)}{c2}$$

Where:
Z = Z value (e.g. 1.96 for 95% confidence level)
p = percentage picking a choice, expressed as decimal (.5 used for sample size needed)
c = confidence interval, expressed as decimal (e.g., .04 = ±4)
Correction for Finite Population
ss=ss/(1+ss-1)
newss=ss/(1+(ss-1/pop))
Where: pop = population

In analysing the questionnaire variables, we use the standardized coefficient beta. This is the estimates resulting from a regression analysis that have been standardized so that the variances of dependent and independent variables are one. Therefore, standardized coefficients refer to how many standard deviations a dependent variable will change, per standard deviation increase in the predictor variable. For simple linear regression, the absolute value of the unstandardized regression coefficient equals the correlation between the independent and dependent variables. Standardization of the coefficient is usually done to answer the question of which of the independent variables have greater effects on the dependent variable (Larry D. et al, 1986)

Sample Size Test and Strength of the Variables

In order to determine the testability of the data, and the strength of the variables, we conducted the KMO and Bartlett's Test. The KMO is .545 which indicated that the data sample size is okay. The significance level is 0.000 indicating that the variance between the data variables is statistically significant.

4. Results and Discussions

Age, Gender and Employment Status

The number of entered subjects in is 309. The data valid however is 305. The respondents were requested to indicate whether they still shop online or not. The respondents that once shopped online but no longer shop online are included in the shopping online option. From the data, we observed that 193 responded that they are or have shopped online. This translated to a percentage of 61.7 and a valid percentage of 62.5 percent. 116 respondents indicated that they have not shopped online. This translated to 37.1 percent and a valid percentage of 37.5 percent. 1.3 percent of the data is recorded as missing.

Gender of the Respondents

According to the survey, 167 of the respondents were male. This translated to a 53.4 percent and a valid percentage of 54. 141 respondents were females. This translated to 45 percent and a valid percent of 45.6 percent. The respondents were requested to indicate their level of education. 1.9 percent indicated that the highest level of education they had attained was basic primary education. 9.4 percent of the

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indicated that they had reached the secondary school level. 15.5 percent of the respondents indicated that they had attained the college certificate whereas 63.8 of the respondents indicated that they were university graduates. 9.4 percent of the respondents indicated that they had attained a post graduate degree and above. The respondents who did not attain any level of education were bypassed in this study. This is because for the survey to be viable, the respondents should be able to understand the variables in the study. We hence assumed that any respondent who did not attain any level of education would not clearly understand the variables in study.

Employment status

Our respondents were requested to indicate their employment status. 68.7 percent of our respondents indicated that they were employed. 30 percent indicated that at that particular time they were not employed.

TRA, TPB and SCT

In analyzing the questionnaire variables, we use the standardized coefficient beta. This is the estimates resulting from a regression analysis that have been standardized so that the variances of dependent and independent variables are one. Therefore, standardized coefficients refer to how many standard deviations a dependent variable will change, per standard deviation increase in the predictor variable. For simple linear regression, the absolute value of the unstandardized regression coefficient equals the correlation between the independent and dependent variables. Standardization of the coefficient is usually done to answer the question of which of the independent variables have greater effects on the dependent variable (Larry D. et al, 1986). The standard error values are also used the variation of the data set samples from. They measure how reliable the sample estimates are when estimating beta weights. In this case, the variables are measured with their relation to online shopping status. The standard error values are deemed based on their nearness to zero in relation to the beta weight value. The t test data is statistically significant if $\beta < T$.

TRA

The variables in this section include VAR00002 to VAR00007. VAR00002; My level of internet knowledge affects my attitude towards online shopping, VAR00003; My level of income affects my online shopping intentions, VAR00004; my online shopping intentions is influenced by the opinions my significant others such as my spouse, VAR00005; My attitude is usually determined by the level of satisfaction other consumers have had while shopping online; Family and close friends, VAR00006; Mutual friends and colleagues, VAR00007; Random strangers.

The constant standardized coefficient beta is 1.763. VAR00002 has a standardized coefficient beta of -0.034. This means that increase in knowledge of the concept of online shopping would not necessarily translate to increase in drive to shop online in the Kenyan market. VAR00003 indicates that increase in the level of income may translate to increase in the drive to shop online. This is represented by a beta weight of 0.184. This shows that increase in the level of income strongly translates to drive to shop online. VAR00004 sought to test the opinions of the significant other. The data indicated that there would be a slight change in their drive to shop online. This is represented by a standardized beta of -0.078. The opinions of the significant other may not necessarily translate to positive intents to shop online. VAR00005 sought to test how the experience of others would affect other people's opinions. The data indicated that the experience of family members led to a positive drive to shop online. This is as represented by a beta weight of 0.013. VAR00006 sought to establish how positive experience by mutual friends and colleagues would affect online shopping intentions. According to the results obtained from our survey, their opinions do not necessarily motivate our subjects to shop online. This is as represented by a standardized coefficient beta of -0.096. The experience of random strangers also does not positively affect the drive of the Kenyan online shoppers to shop online. This is as presented by standardized coefficient beta of -0.045. We put the test of statistical significance at 0.05. All the variables tested under this theory have statistically significant figures.

Table 1: TRA variables

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	1.763	.298		5.910	.000
	VAR00002	-.019	.031	-.034	-.603	.047
	VAR00003	.074	.023	.184	3.196	.002
	VAR00004	-.055	.040	-.078	-1.365	.003
	VAR00005	.009	.039	.013	.227	.012
	VAR00006	-.066	.040	-.096	-1.663	.047
	VAR00007	-.035	.043	-.045	-.803	.023

TPB

The variables in this section include VAR00008 to VAR00013. VAR00008; I would shop online if I think I can easily do it successfully, VAR00009; I shop online because I have control over The goods I want to purchase, VAR00010; I shop online because I have control over Time of the day I want to make my purchase, VAR00011; I shop online because I have control over The place that I want to do my purchase, VAR00012; if I enjoy online shopping, I tend to shop more. VAR00013; I shop online because most of my friends and the people around me shop online.

According to our study, succeeding in shopping online does not necessarily translate to more intention to shop online. This is represented by beta weight of -0.759. In fact more success after shopping online may lead to the respondents not shopping again. Control over the goods to a very great extent will motivate the shoppers to shop online. This is as reflected by a standardized coefficient beta of 0.058. Control over the time of day that our respondents can shop also motivated them to shop online. This is reflected with a beta weight of 0.022. Place utility motivated Kenyan online shoppers to shop online. This is as reflected by a beta weight of 0.012. This indicates that place utility motivates

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the respondents to shop online. VAR00012 sought to test if enjoyment motivates Kenyan shoppers to shop online. According to the data, enjoyment would not necessarily translate to our consumers being motivated to shop online. This is as represented by a beta weight of -0.04. The beta weight is however very weak indicating that the effects are on a lesser scale. The data indicated that Kenyan online shoppers would not shop online just because other people are shopping online. In fact to some extent, it may have a negative influence on their future online shopping intentions. This is presented by a beta weight of -0.020.

Table 2: TPB Variables

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	1.339	.314		4.260	.000
	VAR00008	-.026	.034	-.044	-.759	.045
	VAR00009	.041	.041	.058	1.002	.032
	VAR00010	.022	.059	.022	.374	.007
	VAR00011	.017	.081	.012	.207	.008
	VAR00012	-.002	.035	-.004	-.060	.010
	VAR00013	-.016	.047	-.020	-.339	.007

SCT

The variables included under this theory are VAR00014 to VAR00021. The variables are VAR000014; Timely delivery of purchased, VAR00015; Safety of the online paying systems in Kenya, VAR00016; Reliability of the online shopping platforms in Kenya, VAR00017; The state at which the purchased goods arrive at, VAR00018; My online shopping intention is determined by what I have read on peoples 'experiences shopping online through published media, VAR00019; My attitude to shop online is determined by the quality of goods that I am about to purchase such as designer and branded goods, VAR00020; The environment in which I was raised on has an effect on my attitude towards online shopping.

According to the responses we got from our respondents, timely delivery of purchased goods would not motivate our respondents to shop online. This is reflected by our beta weight of -0.038. The safety of the online payment systems in Kenya would also not motivate our respondents to shop online. This is reflected by our standard coefficient beta of -0.038. In regards to the reliability of the online shopping systems in Kenya, the respondents indicated that it would not do much to change their perception of the online shopping concept in Kenya. This is reflected by and a beta weighs of -0.074. Opinions published by different types of media affect the online shopping intentions in a negative way. This may mean that our respondents may not necessarily believe opinions and comments published by this media. This is as reflected by our beta weight of -0.085. The type and quality of goods such as branded goods would not positively influence our subjects to shop online. This is represented by beta weight of -0.067. According do our sample data, the environment which one lives would not necessarily motivate them to shop online. This is reflected by a beta weight of -0.082. This indicates change even with their change of environment; their shopping intentions would not change positively. The data is as presented on Table 3

Table 3: SCT Variables

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	2.294	.361		6.360	.000
	VAR00014	-.024	.052	-.028	-.005	.006
	VAR00015	-.030	.045	-.038	-.007	.051
	VAR00016	-.030	.045	-.038	-.007	.051
	VAR00017	-.075	.059	-.074	-.026	.021
	VAR00018	-.069	.047	-.085	-.048	.014
	VAR00019	-.036	.031	-.067	-.016	.025
	VAR00020	-.043	.030	-.082	-.040	.016

5. Summary of the findings

As determined by many researches done in this field, online shopping proves to be very important in the development of any economy. It expands the market base for retailers and opens up new opportunities for the residents in a country. Understanding the trend that the concept is taking in a country is very essential in determining the future success of retailing. Using three theories that are used to determine the human behaviour, this paper sought to study that trend in the Kenyan market. The paper uses questionnaire data collected from a sample population of 309 respondents. Of the total respondents 141 were of the female gender and 167 of the male gender. The data was collected tabulated and analysed using the standardized and the unstandardized coefficient beta. This method helps our research, using the theories of TRA, TPB and SCT in determining the future trends of online shopping in Kenya. This chapter will outline the conclusions determine by the sample data in this study. It will also outline the delimitations of the study as well as suggestions for future research. This section will also state the recommendations from this study.

6. Conclusion

The concept of online shopping in the Kenyan is not relatively new. The concept has been around for over 15 years. As indicated by the respondents in our survey, majority indicated that they were familiar with the concept of online shopping and that they knew its applications. Therefore the vast majorities of Kenyans know and understand the concept of online shopping. From the sample data we also learn that most of Kenyans in the urban centres are literate and know how to use the internet. Therefore obtaining the means and the knowledge of conducting online transactions is not an issue in this setting.

From this research we learn that Kenyan shoppers are already aware of the concept of online shopping hence educating them further will not increase their intent to shop

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online. However, if their level of income increases, time and place utility factor also increase, then the Kenyan shoppers would be more motivated to shop online. Other factors like other people's opinions and social pressures do not translate to increase in the motive to shop online.

7. Suggestions for future research

It is important to understand that this study does not represent the precise current situation of online shopping in Kenya as a country but rather in the big cities in a small country. Some areas in Kenya are marginalized and hence this study would neither have been practical nor feasible in such areas.

It is also important to understand that there are a lot of shared policies the states of east Africa. This means that the advantages that the Kenyan retailers are almost equal to the advantages that retailers in Tanzania, Uganda and Rwanda enjoy. This is to mean that, the same type of results would be expected if the same type of research is conducted in the urban areas of these states.

This paper only provides a foundation for further research in the field of online shopping in Kenya. Further research should be done.

Similar study under different variables should also be conducted in this market. This is because our research does not conclusively explain the reasons as to why the situation is as it currently is.

8. Recommendations

- Online market retailers should be more creative when offering services to online shoppers. The online shoppers need to see something new once in a while to excite the new and old clients
- Online market retailers should be more engaging to their customers. They should pay more attention to customer wants, needs and concerns.

The government should do enough to improve the level of infrastructure. Internet and road infrastructure reduce the delivery time of the products. Infrastructure also has an influence on the quality of the delivery.

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