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Effect of Perceived convenience and perceived trust on Facebook marketplace patronage in Nigeria

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Abstract

The main objective of this study was to ascertain the effect of perceived convenience and perceived trust on Facebook Marketplace patronage in Nigeria. This cross-sectional study adopted a descriptive survey research design. The population of the study comprised users of Facebook Marketplace in Nigeria. For the sample size, a minimum of 240 respondents were selected using convenience sampling based on sample size calculations. The study's hypotheses were tested using regression analysis with SPSS Version 25.0. Findings revealed that perceived convenience had a positive and significant effect on Facebook Marketplace patronage in Nigeria. Additionally, perceived trust also had a positive and significant effect on Facebook Marketplace patronage. The study recommended that Facebook Marketplace users should increase online trust by offering various options that build confidence, such as quick and prompt product delivery, cash-on-delivery options, and maintaining honesty and transparency, to mitigate users' perceived risks.

Introduction

Electronic commerce is on the rise globally, and Nigeria is no exception. One of the success stories of e-commerce in Nigeria is the rapid rate at which Nigerians are adopting information technology (Adenekan, 2021). Facebook has established itself as one of the top e-commerce platforms in the world and is now ingrained in the lives of its users. Nearly 41.6 million Nigerians used Facebook as of May 2023, making up 18.5

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percent of the nation's total population (Sasu, 2023). Facebook is the most widely used interactive platform on the Internet, where individuals can connect, communicate, and share ideas. In many English-speaking countries, it remains the most popular social networking platform (Akpan, Nwankpa, & Agu, 2015). Additionally, Facebook has evolved into a marketing platform where businesses and individuals can offer a range of goods and services, as well as ideas, events, and experiences. Facebook Marketplace has become a popular option for direct business transactions in Nigeria. It serves as a link between buyers and sellers in a virtual environment, acting as a third party to facilitate sales transactions, fulfilling the requirements of a sales location and payment method (Budianto, 2019). Facebook Marketplace is one of the most popular interactive media platforms for businesses due to its effectiveness and useful reporting features. Studies show it impacts Nigerian businesses' decisions to use Facebook as a marketing tool (Idris et al., 2021). Customers now shop through Facebook Marketplace at any time and from any location in the world, thanks to its virtual capabilities (Nwosu, 2017; Piranda, Sinaga & Putri, 2022).

There is a growing shift from offline to online shopping in Nigeria. Culnan, McHugh, and Zubillaga (2010) asserted that Facebook Marketplace, an online shopping platform, has become the undisputed leader in the retail sector. It provides buyers the flexibility to place orders at any time, helping lower the costs of market participation. Furthermore, it allows round-the-clock business transactions without the need for physical interaction with businesses. It also enables sales and purchases to be conducted comfortably from home or the workplace (Omotayo & Adeyemi, 2018).

However, challenges persist for customers and sellers using platforms like Facebook Marketplace. These include failure to meet customer expectations, network connectivity issues, high logistics costs, and privacy and security concerns (Agbata, 2019; Rinchi, 2019; Abgoke, 2018; Kabugumila, Lushakuzi, & Mtui, 2016). These challenges can undermine customer trust and support for Facebook Marketplace, especially in Nigeria. Perceived convenience and trust are crucial factors influencing consumer attitudes toward online marketing. Trust is essential in online marketing as consumers are often wary of fraudsters posing as online marketers. When Facebook Marketplace is seen as convenient and trustworthy, consumers are more likely to engage and make purchases. Conversely, if it is perceived as inconvenient or untrustworthy, consumers may avoid it.

To enhance the acceptance and patronage of ICT and e-commerce in today's globalized world, it is important to understand how these technologies are used in developing countries like Nigeria. Chowdhury (2003) noted that there are few studies on how e-commerce technologies are adopted and accepted in developing nations. Research into consumer online buying behavior has become one of the most significant fields of study in recent years. Although online shopping is not as popular in Nigeria as in industrialized nations, e-commerce is advancing. However, the interest in online shopping is growing as more Nigerians adopt this method. This study aims to fill the gap in research on technology usage and patronage by exploring Facebook Marketplace and online customer behavior in Nigeria.

Literature Review

Theoretical Foundation

Technology Acceptance Model (TAM)

One of the most frequently used models to describe online buying behavior is the Technology Acceptance Model (TAM), developed by Davis (1989). TAM has been widely utilized to examine and comprehend the variables influencing whether people accept technology (Altinpulluk & Kesim, 2021; Elfeky & Elbyaly, 2021). Davis' model has been applied in various contexts, including online shopping (Oloveze et al., 2022; Ashraf et al., 2014; Panchamia & Doctor, 2015; Lu & Rastrick, 2014), medical technology (Seeman & Gibson, 2009), self-service banking (Kansal, 2016), online education (Landry et al., 2006; Cheng, 2011), and customer management (Šebjan et al., 2017). TAM has been expanded in various studies, incorporating factors such as self-efficacy (Joo et al., 2018), motivational variables (Siegel et al., 2017), and diffusion of innovation theory variables (Lee et al., 2011). Many studies assume convenience and trust in technology without in-depth examination. Convenience has often been studied in terms of ease of use (Yoon & Kim, 2007; Ozturk et al., 2015; Okazaki & Mendez, 2013). To better understand Facebook Marketplace patronage, this study extends TAM by including perceived convenience and perceived trust as antecedents. Yoon and Kim (2007) modified TAM to incorporate perceived convenience, finding that it influences users' acceptance of a wireless LAN. Ariff et al. (2014) demonstrated that perceived trust impacts consumer purchase intentions, validating TAM's use in this study.

Facebook Marketplace

Facebook has significantly enhanced business marketing communications as a social media tool. Currently, numerous businesses and individuals use the platform to market, sell, and achieve other marketing goals. Facebook can increase customer satisfaction, loyalty, and communication, while fostering favorable perceptions of businesses (Iwona, 2022). As a social networking site, Facebook functions as a global community where users interact, exchange opinions, advertisements, goods, and services. Gangadharbatla (2008) suggested that Facebook is funded by product sales targeted at users. Boyd and Ellison (2007) found that marketers use Facebook Marketplace due to its potential for direct, personal interaction with consumers. Facebook has become a major monetization platform for online marketers (Saxena, 2010). Waters (2007) also noted Facebook's increasing use as a marketing platform, with businesses integrating it into their advertising programs. Facebook helps businesses enhance interactions with their audience, leading to more conversions and reducing acquisition costs (Olumide, 2010).

Perceived Convenience

Convenience is a critical factor in e-commerce, influencing online shopping behavior across industries, including home delivery services, travel, and airlines (Bi & Kim, 2020; Duarte et al., 2018; Mehmood & Najmi, 2017; Mpinganjira, 2015). Convenience

impacts consumers' online purchase intentions, as it saves time and effort during product search and selection (Duarte et al., 2018). Donthu and Garcia (1999) identified convenience as a common motivation for online shopping. Research has highlighted that convenience influences loyalty and repeat purchases (Kumar et al., 2020). Pasumarthy et al. (2016) found that convenience affects e-loyalty in e-commerce. Based on these findings, we hypothesize the following:

> *H01: There is no significant effect of perceived convenience on Facebook Marketplace patronage in Nigeria.*

Perceived Trust

Trust is essential in online transactions, as it reassures customers that businesses will meet their needs (Morgan & Hunt, 1994; Delgado-Ballester et al., 2003; Aydin & Ozer, 2005; Velotsou, 2015; Wilson & Keni, 2018). Trust fosters customer confidence, increasing the likelihood of repeat purchases (Murdifin et al., 2020). Lestari and Ellyawati (2019) emphasized the importance of trust in building long-term relationships with sellers. Trust is crucial in mitigating the perceived risk of online purchases (Gefen et al., 2003). Consumers often rely on user-generated content, reviews, and ratings to evaluate products and services (Cheema et al., 2013). Trust influences consumers' intentions to make purchases and their likelihood of returning (Trivedi & Yadav, 2020; Juniwati & Sumiyati, 2020). Based on these discussions, we hypothesize the following:

> *H02: There is no significant effect of perceived trust on Facebook Marketplace patronage in Nigeria.*

Online Patronage

Patronage is a vital concept in marketing, retailing, and e-commerce, representing the consumer's desire to buy from a specific store or business (Ozor, 2018). It is characterized by reciprocity between the retailer and the customer (Blut et al., 2018). Patronage supports both established and growing market shares (Ulaikere et al., 2020). Paswan (2016) described patronage behavior as encompassing loyalty, purchase frequency, customer satisfaction, and spending levels. In the context of this study, patronage refers to Facebook users' willingness to recommend and shop at Facebook Marketplace again.

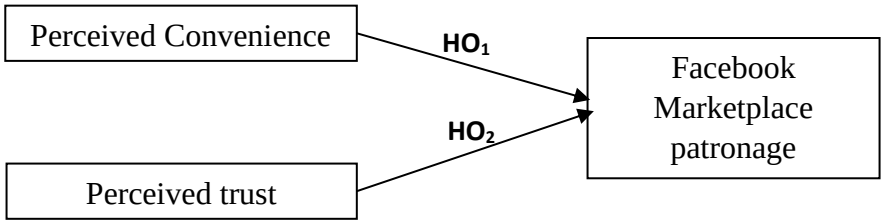

Figure 1**.** Conceptual framework developed by the researchers

Empirical Review

Ademe-Godwin and Akpan (2023) studied perceived convenience and customer patronage of fintech firms in Port Harcourt. Data were gathered from both primary and secondary sources as part of the study's descriptive research design. A total of 382 copies of the questionnaire were distributed to the target audience. Of these, 371 were successfully retrieved, resulting in a response rate of 97.1%. Hypotheses were tested using the Pearson Product Moment Correlation Coefficient, with the help of SPSS version 23.0. The results revealed a strong positive correlation between perceived convenience and purchase intention of FinTech firms in Port Harcourt.

Eshiett (2021) examined the effect of customer trust and purchase decisions on online shopping in Nigeria. The study used a descriptive method, distributing 277 questionnaires to participants, most of whom were Jumia.com.ng online shoppers. The study employed correlation analysis, which revealed a positive relationship between online shopping and trust in Nigeria. Similarly, Nwannebueze and Igwe (2021) investigated the relationships between two online shopping factors (trust and service quality) and consumer purchase decisions of e-stores in Nigeria, using the South-South region of Nigeria as the study area. The study focused on the staff of the 18 Deposit Money Banks (DMBs) operating in Nigeria. Data were analyzed using Spearman's Rank Order Correlation Coefficient and regression analysis. The findings demonstrated that trust and service quality significantly impact consumer buying decisions. The study concluded that trust, service quality, and consumer purchase decisions in Nigeria's e-stores are significantly correlated.

Korompot and Handayani (2021) examined perceived ease of use, trust, perceived speed, and risk on customer loyalty using the Technology Acceptance Model (TAM), with customer experience as an intervening variable. The study focused on users of bank transfer transactions through the Shopee online marketplace. A sample of 400 participants was selected using purposive sampling. Structural Equation Modeling (SEM) via AMOS 22 was used for analysis. The findings showed that perceived ease of use and trust positively and significantly impact customer experience, while perceived speed and risk negatively and significantly affect customer experience. Wilson et al. (2021) explored the role of perceived usefulness and perceived ease of use on satisfaction and trust, which influence computer consumers' loyalty in China. The survey method was used to collect data from 400 respondents across five cities in China. Partial least squares-structural equation modeling (PLS-SEM) via SmartPLS 3.3.2 was used for analysis. The results indicated that perceived usefulness and

perceived ease of use positively and significantly affect customer satisfaction, trust, and loyalty in the Chinese computer industry.

In response to the Covid-19 pandemic, Iriani and Andjarw (2020) examined how perceived usefulness, ease of use, and risk influenced online shopping. The study sampled 100 housewives in East Java, Indonesia, and used multiple linear regression for analysis. The findings showed that perceived usefulness and ease of use significantly impact consumers' decisions to shop online, while perceived risk had no significant effect. Zuelseptia et al. (2018) examined the impact of perceived risk and perceived ease of use on consumer attitudes and online purchase intentions in Bukittinggi, West Sumatra, Indonesia. The study, which employed a causal research design, sampled 100 residents familiar with online shopping. Data were collected via questionnaires and analyzed using SmartPLS 2.0. The results indicated that perceived risk had a positive but insignificant effect on consumer attitudes toward online purchases, while perceived ease of use had a positive and significant impact on consumer attitudes.

Method

This cross-sectional study adopted a descriptive survey research design. The population of the study comprised users of Facebook marketplaces in Nigeria. The minimum sample size was determined using the guidelines by Hair et al. (2010), which recommend that the number of respondents should be based on the number of indicators used in the questionnaire. With 24 indicators used in this study, the sample size was calculated as 24 multiplied by 10, giving a total of 240 respondents. The questionnaire was distributed online, and data collection spanned three months (July to September 2023). The questionnaire employed Likert scale ratings, and the link was sent to various accessible Facebook marketplace groups. Only active Facebook marketplace users with previous online shopping experience were encouraged to fill out the questionnaire, eliminating bias from non-online shoppers.

Convenience sampling, a non-probability sampling method, was used, following the approach adopted by Coomber (1997) and Berson et al. (2002). The sampling technique allowed for the inclusion of participants based on accessibility, geographic proximity, and willingness to participate (Etikan, Musa, & Alkassim, 2016). The items used to measure the research constructs were adapted from previous studies. Perceived convenience was measured using items from Chen and Barns (2007) and Duarte et al. (2018), perceived trust was adapted from Indarsin and Ali (2017), and consumer online patronage was measured using items from Pavlou (2003) and Ahn et al. (2004). All constructs were measured using a five-point Likert scale, ranging from "Strongly Agree" (5) to "Strongly Disagree" (1). The stated hypotheses were tested using regression analysis at a 0.05 probability level, with SPSS Version 25.0 employed for all analyses.

Results

Measurement Scales of the Constructs and Items

The Statistical Package for the Social Sciences (SPSS) and Microsoft Excel were used in the study. First, a factor analysis using the principal component analysis was carried in SPSS on all the statement items for the latent variables in the study. The test result showed that Kaiser-Meyer-Olkin (KMO) measure was 0.724 implying sampling adequacy since it is above the recommended cut-off of 0.6. Also, the Bartlett's test of sphericity was below 0.001 implying that the sample was statistically significant (Leung et al., 2010).

The study based on Hulland (1999) looked at the measurement model from three points. They were discriminant validity, convergent validity, and individual item reliability (construct reliability). The factor loadings of measured variables on latent variables were assessed using construct reliability. According to MacCullum et al. (1999), all factor loadings of variables that are measured should be more than 0.6. The study's measured variables had generally acceptable reliability as shown in Table 1. Every factor loading was greater than 0.7.

The reliability measures used in this study were Average Variance Extracted (AVE), Cronbach Alpha, and Composite Reliability (CR) (Chin, 1998; Fornell & Larcker, 1981; Hair et al., 2014). The internal consistency of a latent variable increases with a higher composite reliability. Composite reliability should, according to Fornell and Larcker (1981), be higher than 0.7. Each latent variable in the study has an excellent internal consistency, as shown by Table 1, since they were all over 0.8. The average variance extracted (AVE) of the study's latent variables is also shown in Table 1. The higher the average variance extracted (AVE), the higher is the convergent validity. An average variance extracted (AVE) should, according to Fornell and Larcker (1981), be more than 0.5. Every latent variable in the study had an average variance extracted (AVE) greater than 0.6, as contained in Table 1.

Table 1. Confirmatory factor analysis for Average Variance Extracted (AVE), Cronbach Alpha (CA), and Construct Reliability (CR)

Constructs	Items	Factor Loading	AVE	CA	CR
Perceived Convenience	PC1	0.748	0.670	0.830	0.857
	PC2	0.774			
	PC3	0.921			
Perceived Trust	PT1	0.841	0.752	0.792	0.923
	PT2	0.717			
	PT3	0.946			
	PT4	0.944			
Facebook Patronage	FP1	0.776	0.676	0.822	0.862
	FP2	0.829			
	FP3	0.860			

The study shows that the latent variables have strong convergent validity. According to Fornell and Larcker (1981), the correlation coefficient between latent variables and the square root of the average variance extracted (AVE) of each latent variable can be used to determine discriminant validity. When the square root of AVE is "larger than

the correlation of the variables," discriminant validity is established (Fornell & Larcker, 1981). Table 2 demonstrates that there was discriminant validity among the latent variables in the study since the square roots of the average variance extracted (AVE) were larger than the correlation coefficients between the latent variable and the other latent variables.

Table 2. Discriminant Validity

Latent Variable	PC	PT	FP
PC	**0.818**		
PT	0.503	**0.867**	
FP	0.582	0.622	**0.822**

Note: *The square root of AVE for each latent variable is indicated by bold numbers in diagonal lines, while the correlation coefficient between a latent variable and other latent variables is indicated by numbers in non-diagonal lines.*

The study demonstrated strong reliability and validity based on the analysis of the indicators, making them appropriate for testing the study's hypotheses.

Results

Table 3 provides details summary of regression analysis for the effect of perceived convenience on Facebook marketplace patronage in Nigeria. The results in Table 3 reveal that perceived convenience has positive and significant effect on Facebook marketplace patronage in Nigeria ($\beta = 0.50$, $t = 4.45$, $\rho<0.05$). The R-squared value reveals that perceived convenience explained almost 92 percent of the variances in online customer patronage in Nigeria ($R^2=0.92$; $p<0.05$), while 8% of the variations are explained by other factors not included in the model. The F-ratio is 75.131, and its p-value was 0.000 which is less than the critical value. It indicates that perceived convenience significantly affects Facebook marketplace patronage in Nigeria at $p <0.05$.

Table 3. Simple regression analysis showing the effect of perceived convenience on Facebook marketplace patronage in Nigeria

Model	B	Std. Error	t-value	P-Value	R	R^2	F-Ratio
(Constant)	3.955	0.529	8.936	0.000	0.961	0.920	75.131
Convenience	0.498	0.112	4.446	0.000			

Source: SPSS Output, 2023

The regression coefficient of perceived convenience was 0.50, which implies that a unit increase in perceived convenience would result to 0.50 increase in Facebook marketplace patronage in Nigeria at less than 0.05 level of significance. Therefore, the null hypothesis ($H0_1$) which states that there is no significant effect of perceived convenience on Facebook marketplace patronage in Nigeria is rejected and the alternative hypothesis accepted. It can be said that there is significant and positive effect of perceived convenience on Facebook marketplace patronage in Nigeria.

The results in Table 4 reveal that perceived trust has positive and significant effect on Facebook marketplace patronage in Nigeria (β = 0.21, t = 4.35, ρ<0.05). The R-squared value reveals that perceived trust explained almost 88 percent of the variances in Facebook marketplace patronage in Nigeria (R^2=0.66; p<0.05), while 12% of the variations are explained by other factors not included in the model. The F-ratio is 59.772, and its p-value was 0.000 which is less than the critical value. It means that perceived trust significantly affects Facebook marketplace patronage in Nigeria at p <0.05.

Table 4. Simple regression analysis showing the effect of perceived trust on Facebook marketplace patronage in Nigeria

Model	B	Std. Error	t-value	P-Value	R	R^2	F-Ratio
(Constant)	2.619	0.227	11.537	0.000	0.932	0.882	59.772
Perceived trust	0.209	0.048	4.354	0.000			

Source: SPSS Output, 2023

The regression coefficient of perceived trust was 0.21, which implies that a unit increase in perceived trust would lead to 0.21 increase in Facebook marketplace patronage in Nigeria. The significant value is less than 0.05. Therefore, the null hypothesis ($H0_2$) which states that there is no significant effect of perceived trust on Facebook marketplace patronage in Nigeria is rejected and the alternate hypothesis accepted. It can therefore be concluded that there is significant and positive effect of perceived trust on Facebook marketplace patronage in Nigeria. This assertion is at the 99% confidence level.

Discussion

The study analyzed several variables to determine their influence on Facebook Marketplace patronage in Nigeria. Perceived convenience was found to have a positive and significant effect on Facebook Marketplace patronage, implying that an increase in convenience leads to a corresponding increase in patronage. This aligns with the study by Ademe-Godwin and Akpan (2023), which revealed a strong positive correlation between perceived convenience and the purchase intention of FinTech firms in Port Harcourt. Perceived convenience, therefore, is an important predictor of online patronage. Using an extended Technology Acceptance Model (TAM) that included perceived convenience, Yoon and Kim (2007) found that customers' acceptance of a technology was influenced by perceived convenience as an external factor. This further supports the idea that Facebook Marketplace online sales are influenced by perceived convenience. As a result, customers' perceptions of convenience encourage their use of the platform.

This study also revealed that perceived trust has a positive and significant effect on Facebook Marketplace patronage in Nigeria. This means that an increase in perceived trust leads to a corresponding increase in patronage. Previous research has supported the notion that trust positively impacts online shopping. Eshiett (2021), Nwannebueze and Igwe (2021), Bianchi and Andrews (2012), and Korompot and Handayani (2021) demonstrated that trust greatly influences internet consumer behavior. Increases in

trust directly and positively affect the patronage of online shopping. Consumers can overcome their fear of the perceived risks associated with online shopping by building trust in online retailers on Facebook Marketplace or in the online shopping environment. If online retailers cannot be trusted to act in accordance with consumers' expectations, there is no reason for customers to engage with the platform. The rising popularity of internet marketing is largely driven by increasing levels of trust. When consumers trust an online seller on Facebook Marketplace, or the overall online shopping experience, they are more likely to overcome their apprehension stemming from the perceived risks of online shopping. Without trust, consumers are unlikely to participate in the Facebook Marketplace. However, when trust is established, customers will engage with the platform, believing it provides value.

Conclusion and Practical Implications

The findings of this study are important for both buyers and sellers on Facebook Marketplace in Nigeria who aim to improve their online business activities. The right attitude toward engaging in Facebook Marketplace can be realized when users feel a sense of ease and trust in their online shopping experience. Trust is fundamental and forms the basis for all online customer interactions. It is also a major obstacle to the growth of Facebook Marketplace in Nigeria. Key trust issues include whether orders will be delivered as agreed and whether customers will receive what they ordered. These concerns increase the risks associated with online transactions.

To build trust, Facebook Marketplace vendors must implement measures that inspire confidence, such as prompt product delivery, cash-on-delivery options, and honesty in their dealings. Having positive reviews and testimonials from other customers, transparent transactions, and secure payment systems can further increase trust among users. These strategies will reassure customers that their transactions will be free of fraud, as they rely on sellers to provide reliable goods and services. Additionally, policies requiring online businesses to adopt robust cybersecurity measures to protect customer data and prevent cyber threats can enhance perceived trust. Regulations mandating encryption, secure authentication processes, and regular security audits can contribute to a safer online environment. Regulatory frameworks that enforce consumer rights and penalize fraudulent practices can also help build confidence in online shoppers.

Limitations and Suggestions for Further Studies

This study has several limitations. First, the sample size was limited to students from two tertiary institutions in Abia State. Future studies should consider respondents from different demographic and geographic locations. Furthermore, this study focused on only two factors—perceived convenience and perceived trust—affecting Facebook Marketplace patronage. Future research should explore other variables that may influence online patronage.

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