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Exploratory Factor Analysis of Advertising and Perceived Usefulness in the Context of Online Shopping

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ABSTRACT
Exploratory factor analysis is a multivariate statistical approach used to create and validate questionnaire items. This research was designed and certified the instrument of advertising and perceived usefulness through exploratory factor analysis, and it is an application in the context of online shopping behaviour. The study examines two constructs: advertising (ADV) and perceived usefulness (PU). One hundred (100) respondents were selected through a simple random sampling procedure to participate and fill out the questionnaire. Based on the reliability test, this study set an instrument of ten items to develop the construct of advertising, while nine items were designed to construct perceived usefulness. The procedures for carrying out EFA for the two constructs are described in detail. Finally, future researchers can use the items by applying the instrument in different research fields.

Keywords: Advertising, Factor Analysis, Perceived Usefulness**,** Reliability Test, Online Shopping

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1. INTRODUCTION

The internet has now pervaded people's daily lives worldwide, with the number of internet users surpassing four billion (Mora, Deakin, Aina, & Appio, 2019). According to Johnson (2021), as of January 2021, there were 4.66 billion active internet users, accounting for 59.5 per cent of the world population. Marketers have gained new opportunities due to the following enhancement and growth of technology and networks, which has resulted in an exponential increase in shopper reach (Kala & Chaubey, 2018). This means that fresh markets are regularly open, ready to be exploited. Nigerian marketers joined the world trend and are prepared to utilise the over 200 million population.

In Nigeria, internet shopping is a cutting-edge yet unique technical means of doing business, with a growing online population ready to be tapped as a potential market (Nasidi, Ahmad, Dahiru, & Garba, 2021). Customers gain from online shopping in various ways (Kasuma, Kanyan, Khairol, Sa'ait, & Panit, 2020). For instance, Customers may shop from anywhere globally without physically visiting the stores. Although, in Nigeria, online shopping is still in its early stages

(Nasidi, bin Ahmad, Garba, Hassan, & Gamji, 2021) because of misconceptions about online shopping.

From information search to the actual purchase, all online purchasing actions are referred to as online shopping (Ariffin, Mohan, & Goh, 2018; Sakar, Polat, Katircioglu, & Kastro. According to Ventre and Kolbe (2020), searching, buying, selling, and giving services online are referred to as online shopping. Consumer online shopping behaviour, particularly in developing countries like Nigeria, has become one of the most significant research subjects.

Despite the omnipresence of online shopping, there is a lack of instruments to measure the construct. As a result, this research looks into the instruments for assessing advertising and perceived usefulness as factors of online shopping in Nigeria. The instruments were adapted from a previous study and tested using exploratory factor analysis (EFA) for validity and reliability.

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2. LITERATURE REVIEW

Factors of Online Shopping Behaviour

Internal and external variables influence online purchasing behaviour. Marketers must comprehend why customers behave in the way they do and how their minds are conditioned and controlled; also, an examination of the main aspects influencing customer behaviour can aid marketers in developing appropriate marketing strategies (López Soler, Christidis, & Vassallo, 2021; Nasidi, 2016; Nguyen, Armoogum, & Nguyen Thi, 2021). According to Lixăndroiu, Cazan, and Maican (2021), Lixăndroiu et al. (2021), Lee and Pee (2018), consumer attitudes and intentions to purchase online are influenced by exogenous elements such as consumer qualities, situational circumstances, product attributes, past online shopping experiences, and trust in online purchasing, in addition to the simplicity of use, perceived utility, and enjoyment. Some of the factors of online shopping are:

Intention to purchase

The desire of internet users to acquire an interest in purchasing products and services via the internet is a crucial factor that influences or dictates their online shopping behaviour (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020; Song, Ruan, & Jeon, 2021). Consumers who intend to search for stuff online have more purchasing power than consumers who do not intend to explore (Liao, Hu, Chung, & Huang, 2021). This implies that the desire to learn more about a product online leads to purchasing through the same channel. Benefits, convenience, perceived risk, and search information are all subcategories of buying intent. Nigerians feel that purchasing in an actual store is preferable to shopping with a person or company whose real identity is unknown (Park, Sutherland, & Lee, 2021). Thus, the intention to purchase is considered one of the factors of online shopping.

Demographic Characteristics

Demographic factors such as education, age, and household income are credited to one of the causes of quick online shopping. Young professionals with greater affluence, social status, risk tolerance, higher educational levels, and less reliance on mass media have been the primary drivers of rapid online shopping growth. (Lubis, 2018). According to Kumari (2021), the eagerness and preference of consumers to adopt the online channel are also positively linked to income, innovativeness and household size. A similar study conducted by Nwankwo, Kanyangale, and Abugu (2019) examined five demographic factors, including age, gender, job title, pay, and marital status, to see if demographic profiles influence online shopping. It was found that male respondents were more optimistic about online shopping than female respondents. Consumers in the top management income group are more likely to purchase online than those in the lower-income or salary groups. Thus, demographic characteristics play a vital role in online shopping habits.

Online Shopping Experience

Customers' memories of prior online encounters are preserved as pleasant or bad sensations, and these feelings influence their actual buying behaviour in the future (Flacandji

& Krey, 2020). A positive impact experience causes task-driven customers to spend less time browsing and serving for similar information online before engaging in actual purchasing behaviour. Consumers who are task-driven, on the other hand, are more likely to focus on enjoyment rather than the fundamental goal of purchasing online as a result of the negative consequence (Rana, Raut, Prashar, & Hamid, 2020; Zha, Foroudi, Jin, & Melewar, 2022). This indicates that a terrible shopping experience might harm the online selling organisation's reputation and the customers' future purchasing behaviour on the same website. In this study, the term online shopping experience refers to the knowledge received by clients when they buy products or services via the internet, either directly or indirectly, using a web browser or other internet apps.

Underpinning Theory – Theory of Planned Behaviour (TPB)

The theoretical underpinnings of this study are based on the theory of planned behaviour (TPB). Ajzen and Fishbein established the Theory of Planned Behaviour, which states that intentions and attitudes govern behaviour. TPB is a psychological theory that connects an individual's beliefs and behaviour. According to the idea, an individual's behavioural intents and behaviours are shaped by their attitudes, topic norms, and perceived behavioural control. TPB better expresses that psychological activity is not always voluntary and self-controlled. Despite having two other key factors, one lacks volitional control over their behaviours if they lack faith in E-shopping media (attitudes and subjective norms). Previous research established advertising and perceived usefulness as key elements in effective online shopping. Advertising enhances online shopping while perceived usefulness maintains consumers and attracts new ones.

3. METHODOLOGY

The study used a survey method to solicit data. A cross-sectional survey method was used for this research. A cross-sectional survey collected data from a single sample (Connelly, 2016; Creswell & Poth, 2016). Based on chosen samples, cross-sectional research can answer the study's objectives. Data were collected using questionnaires to online shoppers in Nigeria for this study. The respondents are selected from the client of major online stores in Nigeria.

Study Instrument

The instrument of this study is a questionnaire. A questionnaire is a research tool (Bee & Murdoch-Eaton, 2016) that consists of questions to collect data from respondents in a survey or statistical study (Singh, 2017). The questionnaire used for this study was adapted from previous studies (Bleier & Eisenbeiss, 2015; Willemsen, Neijens, Bronner, & De Ridder, 2011). The questionnaire was measured using the Likert scale. A Likert scale of ten-point was used. Likert scale questionnaires make it easy to grasp complicated opinions. (Taherdoost, 2019).

Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is used to create a new acceptable construct for the sample collection procedure. This procedure will result in the elimination of all inappropriate

items. This EFA test confirms the advertising (ADV) items and perceived usefulness (PU) constructs. An EFA analysis aims to determine the validity of constructs that describe the variable of online shoppers' attitudes regarding online buying behaviour. The instruments used for this study were adapted from previous studies. The statement of the instrument was modified to suit the current research. According to Alkhawaja, Sobihah, and Awang (2020), Afthanorhan, Awang, Salleh, Ghazali, and Rashid (2018), If a researcher adopts a prior researcher's instrument and modifies the statement into a new item, they must use the Exploratory Factor Analysis (EFA) procedure. Furthermore, the Internal Reliability of instruments as determined by Alpha Cronbach values may have changed (Hoque, Siddiqui, Awang, & Baharu, 2018). Thus, the researchers have opted to re-run the Exploratory Factor Analysis (EFA) on items assessing their respective constructs following the recommendations of (Hoque et al., 2018).

4. RESULT AND DISCUSSION

Exploratory Factor Analysis for Advertising Construct
Advertising construct was measured using nine (9) items labelled as ADV1 to ADV9; each item was measured using a 10-point Likert scale, ranging from strongly disagree to strongly disagree. A total of 100 respondents participated in the survey. To measure nine items of advertising, the Exploratory Factor Analysis (EFA) employed the Principal Component Analysis (PCA) approach with Varimax Rotation. Table 1 presented the item code, item statement, means response, and standard deviation for each item.

Table 1: Mean and Std Deviation for items measuring advertising

Code	Statement	Mean	Std. Deviation
ADV1	Testimonial advertising about online vendors influences my shopping decision.	8.06	2.136
ADV2	I skipped any advertising messages concerning virtual shopping	8.00	2.040
ADV3	I click on advertising messages to seek information about a new product or brand	8.13	1.862
ADV4	Only read the advert on a product or brand that I'm familiar with.	8.74	1.574
ADV5	Only read the advert on a product or brand unfamiliar with.	7.81	2.102
ADV6	I subscribe to adverts based on	7.96	1.928

Code	Statement	Mean	Std. Deviation
	friend recommendation		
ADV7	I sometimes purchase a Product when a celebrity likes or comments.	8.35	1.714
ADV8	Advertising never change my offline shopping decision	8.31	1.662
ADV9	Testimonial advertising about online vendors influences my shopping decision.	8.44	1.659

Table 2 shows the value of KMO for Advertising was .916, whereas the result from Bartlett's Test of Sphericity was significant with Chi-square 743.319 and P-value <0.000. This indicates that the sampling was adequate to proceed with factor analysis.

Table 2: KMO and Bartlett's Test for Advertising

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.916
Bartlett's Test of Sphericity	Approx. Chi-Square	743.319
	Df	36
	Sig.	.000

Based on the calculated Eigenvalue>1.0, the results in Table 3 indicate that there is only one component that emerged from the EFA process. The Total Variance explained (TVE) for measuring advertising construct is 69.551%. The TVE is acceptable since it surpasses 60% as recommended by (Awang, 2015; Jongerling & Hoijtink, 2017).

Table 3: Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.260	69.551	69.551	6.260	69.551	69.551

Extraction Method: Principal Component Analysis.

Table 4 shows the components in each item, and the items are in one component. The factor loading for each item must be >0.6 to be retained (Sekaran & Bougie, 2010; Yahaya, Idris, Suandi, & Ismail, 2018). As a result, all items will be retained.

Table 4: Component Matrix

	Component 1
ADV1	.853
ADV2	.851
ADV3	.815
ADV4	.813
ADV5	.845
ADV6	.867
ADV7	.884
ADV8	.758
ADV9	.814

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Reliability Value for Advertising Construct

For researchers to quantify the construct, the reliability value of items is critical. The Alpha Cronbach value is used to estimate the instrument's reliability. For the following research to be adopted, the Cronbach Alpha value of an instrument must be more than 0.7. Table 5 shows the Cronbach Alpha value for the component value of a minimum of 0.7. Thus, they can be applied in this research.

Table 5: Reliability Value of instrument

Variable	Cronbach's Alpha (n=100)	Number of Items
Advertising	.944	9

Exploratory Factor Analysis for Perceived Usefulness Construct

The perceived Usefulness construct was measured using twelve (12) items, PU1 to PU12; each item was measured using a 10-point Likert scale, ranging from 1 strongly disagree to 10 strongly disagree. A total of 100 people participated in the survey. To measure 12 items, the Exploratory Factor Analysis (EFA) approach employed Principal Component Analysis (PCA) with Varimax Rotation. Table 6 shows the item code, item statement, mean, and standard deviation for each item.

Table 6: Mean and Std. Deviation for items measuring Perceived Usefulness

Code	Statement	Mean	Std. Deviation
PU1	The information provided by online retailers is useful for purchasing the goods or services that the vendor sells.	8.42	1.437
PU2	My shopping efficiency is improved by using online stores.	8.66	1.343
PU3	I can evaluate a product by surfing an online shop.	7.70	1.850
PU4	I save time by shopping at an online store.	8.02	2.247
PU5	When looking for a product, I like to read the reviews.	7.97	2.086
PU6	Purchasing from online shopping stores is convenient and straightforward.	8.14	1.933
PU7	Online retailers help me find and purchase goods faster.	8.82	1.559
PU8	I shop online when the item I want to purchase is shipped free of charge.	7.78	2.106
PU9	I become more active when I buy from online stores.	7.90	1.915
PU10	My shopping experience improves when I use the online store.	8.34	1.695
PU11	I come across other items that pique my curiosity when shopping for one product.	8.41	1.518
PU12	For me, browsing and purchasing from online retailers is beneficial.	8.47	1.654

The KMO value for Perceived Usefulness was 0.875, and the outcome of Bartlett's Test of Sphericity was significant (Chi-square= 857.817, p-value 0.000) seen in Table 7. This indicates that the sampling was sufficient for factor analysis to continue.

Table 7: KMO and Bartlett's Test for Perceived Usefulness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.875
Bartlett's Test of Sphericity	Approx. Chi-Square	857.817
	df	66
	Sig.	.000

Table 8 shows that only one component emerged from the EFA progress based on the calculated Eigenvalue>1.0. The Total Variance explained for measuring reliability is 69.772. Since it reaches 60%, the total Variance explained is sufficient.

Table 8: Total Variance Explained for Perceived Usefulness

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.600	69.772	69.772	6.600	69.772	69.772

Extraction Method: Principal Component Analysis.

Table 9 displays the component in each item, and the items are all in the same component. To be maintained, each item's factor loading must be greater than 0.6. Thus, all the items are retained because they met the criteria.

Table 9: Component Matrix

	Component
	1
PU1	.839
PU2	.802
PU3	.757
PU4	.820
PU5	845
PU6	.799
PU7	801
PU8	.848
PU9	865
PU10	.884
PU11	856
PU12	806

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

Reliability Value for Perceived Usefulness Construct

The reliability value of items used to test the construct is critical for researchers (Almanasreh, Moles, & Chen, 2019). The Alpha Cronbach value is used to estimate the instrument's reliability. For the following research to be adopted, the Cronbach Alpha value of an instrument must be more than 0.7. Table 10 illustrates the Cronbach Alpha for the component exceeding o.7. Thus, they can be adopted.

Table 10: Reliability Value for Perceived Usefulness Construct

Variable	Cronbach's Alpha (n=100)	Number of Items
Perceived Usefulness	.895	12

5. CONCLUSION

This research contributes to the measurement of advertising (ADV) and perceived usefulness (PU) within Nigeria's online shopping context. The analysis on advertising construct has resulted in one component; the construct of perceived usefulness also has one component. The construct of ADV was measured through nine items, while the construct of PU was measured through twelve items. All the constructs satisfied the KMO and Bartlett's Test, and Cronbach Alpha value. The purpose of developing and validating this instrument is to verify that the item to be evaluated is adjusted to the sample. This paper provided essential knowledge about developing questionnaire items on advertising and preserved usefulness constructs in the context of online shopping. This will help future researchers to adopt or adapt the items for their research work.

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