

PERSONAL VARIABLES AND E-COMMERCE PREFERENCES AMONG RESIDENTS IN UYO METROPOLIS OF AKWA STATE

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INTRODUCTION E-COMMERCE

- E-commerce entails the transacting of goods and services over the internet.
- Customers come to the website or online marketplace and purchase products using electronic payments.
- Such e-payment platforms include Credit Card, Credit Card Payment Proces, Debit Card.
- Debit card, like credit card, is a small plastic card with a unique number mapped with the bank account number, Smart Card, E-Money like the E-Nairia, Electronic Fund Transfer.
- Upon receiving the money, the merchant ships the goods or provides the services
- The e-commerce business operates in different categories and buying options: B2B, B2C, C2C and C2B.



PURPOSE OF THE **STUDY**

Specifically, the study sought to determine:

- 1. e-commerce activities of residents in Uyo Metropolis.**
- 2. the preferred items purchased online by residents in the study area.**
- 3. the influence of age on preferred items purchased online by the respondents in the study area.**
- 4. the influence of gender on preferred items purchased online by the respondents in the study area.**
- 5. the influence of income level on preferred items purchased online by the respondents in the study area.**



RESEARCH QUESTIONS

The study sought to answer the following research questions:



1. What are the e-commerce activities of residents in Uyo Metropolis?

2. What are the preferred items purchased online by residents in the study area?

3. What is the influence of age on preferred items purchased online by respondents in the study area?

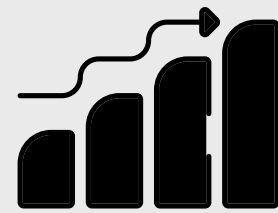


4. What is the influence of gender on preferred items purchased online by respondents in the study area?

5. What is the influence of income level on preferred items purchased online by respondents in the study area?

HYPOTHESIS

One null hypothesis was formulated and tested at 0.05 level of significance:



Ho1: There is no significant influence of age on preferred items purchased online by the residents of Uyo Metropolis of Akwa Ibom State.

METHODOLOGY

- **Research Design:** The study adopted a Survey research design.
- **Area of the Study:** This research was carried out in Uyo Metropolis. Some major streets and residential areas include Oron road, Ikot Ekpene road, Abak Road, Nwaniba Road, Aka road, Itu Road, Ikpa Road etc.
- **Population of the Study:** The population for the study consisted of 20,587 male and female adults in Uyo Metropolis.
- **Sample:** A sample size of 224 was used for the study.
- **Sampling Technique:** Multi- stage procedure was used to select the respondents.





INSTRUMENTATION

The researcher developed a questionnaire titled PERSONAL VARIABLES AND E-COMMERCE PREFERENCES QUESTIONNAIRE (PVEPQ). The instrument comprised three sections with section B and C having 18 items each.



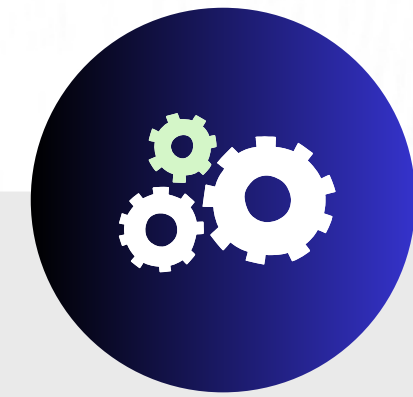
VALIDATION

Three experts validated the instrument.



RELIABILITY OF THE INSTRUMENT

The reliability of the instrument was obtained using the Test Retest approach and a coefficient of 0.98 was obtained.



METHOD OF DATA ANALYSIS

Data obtained was analysed using T test.

RESULTS

- 1. Findings revealed that 170 adults preferred online transactions.**
- 2. Findings indicates that there is a significant influence of age on Preferred be items purchased online as younger adults mostly engage in the e-commerce transactions.**



CONCLUSION

The study examined the extent of use of E-commerce by residents of Uyo Metropolis.

The results reveals that adult residents of Uyo Metropolis engage in E-commerce transactions.

Age factor also influence the extent of use of he E-commerce technology by the residents of Uyo Metropolis.



E-COMME

RECOMMENDATION

- 1. Awareness Creation**
- 2. Adoption of E-commerce technology**
- 3. Regulation**





**THANK YOU FOR YOUR
ATTENTION!!👍**