

The Effect of Extrinsic Benefits of Online Shopping on Customer Behavioural Intentions in Tanzania: Moderating Role of Customer Satisfaction

Fred Phanuel Okangi¹

Abstract

The trend of individuals using the internet has been increasing over the years leading to the booming online shopping that has attracted academic researchers to investigate the motives or benefits of online shopping. This study aimed to elucidate the influence of extrinsic benefits (variety, price, and ease of use) on online shopping behavioural intentions, with customer satisfaction as a mediating role. A self-administered questionnaire was used to capture data from online shoppers in Tanzania. The data were analysed using Smart PLS 3 structural equation modelling. The results indicate that the extrinsic benefits significantly affect online customer behavioural intentions. Satisfaction fully mediates the effects of two dimensions of extrinsic benefits aspects (variety and ease of use) on behavioural intentions. Extrinsic benefits also partially mediate the effects of price on behavioural intentions. The results provide insights into how online vendors can use strategic and tactical use of extrinsic benefits in leveraging their short- and long-term marketing strategies. The study affirms the utility and integration of the extrinsic benefits and the Uses and Gratifications Theory in the context of online shopping.

Keywords: Extrinsic benefits, online shopping, satisfaction, behavioural intentions

Introduction

The trend of individuals using the internet has been increasing over the years. Available data indicate that in the past 11 years (i.e., 2014 – 2024), the number of individuals using the internet worldwide has increased from 2.8 billion people in 2014 to 5.5 billion people in 2024 (United Nations, 2024). According to the United Nations, an estimated 5.5 billion people, 67.5 per cent of the world's population, will be using the internet in 2024 (As provided by Galal (2024), in 2024, an average of 43 per cent of the population in Africa uses the internet. In Tanzania, about 21.82 million people are using the internet in 2024. As a result, these technological developments in internet access have made online shopping ubiquitous for shoppers from both developing and developed countries. It was estimated there were 2.14 billion online shoppers, with sub-Saharan African countries having 15.6%, translating into 334 million online shoppers in the year 2021 (International Telecommunication Union, 2021, GSMA, 2021).

The booming online shopping phenomenon has attracted a growing number of academic researches to elucidate the motives or benefits of online shopping (Bhattacharya et al., 2019; Wu et al., 2018). The aim has been to provide strategies to further motivate shoppers to gravitate towards online shopping (Loketkrawee & Bhatiasevi, 2018). A key end variable in motivating

1.University of Dar es Salaam Business School, Tanzania
Email: okangifred@gmail.com

more online shopping rests on the consequential behavioural intentions emanating from online satisfaction (Prashar et al., 2017), with the latter being influenced by perceived online benefits. There are also studies that have been conducted in Tanzania related to online shopping and behavioural intentions. Ali et al. (2023) established a positive and significant influence of information technology on creating value for the business. Even though the study focused the banking industry, but it exhibits an importance of technology in facilitating online transactions in the banking industry to enhance business value creation. A study by Thomas (2024) also demonstrated how the personalization of social media marketing and users' satisfaction has a significant influence on the intention to purchase products and services advertised via social media. Further, Uswege (2023) found that online purchasers prefer to purchase online products through social media platforms. The study indicated that, customers prefers online shopping because they can access variety of quality products at affordable prices as they can do the same in the physical retail stores/shops. Furthermore, Taluka and Masele (2017) suggested that both extrinsic and intrinsic motivation were important factors towards behavioural intention for online shopping and transactions.

The benefits derived from online shopping have been dimensionalized differently, with some scholars grouping them into extrinsic and intrinsic benefits (Singh, 2016). This study, however, focused on how the extrinsic benefits influence the behavioural intentions of customers to repurchase. The focus was inspired by the incongruent findings of the previous research on the impacts of different benefits on online customer satisfaction and behavioural intentions. On the one hand, most studies observed that extrinsic benefits have much greater effects on customer behavioural intentions (Bridges & Florsheim, 2008; Ozen & Engizek, 2014; Chang et al., 2016; Khare & Rakesh, 2011). According to Atcharyachanvanich et al. (2008), money and time savings are the extrinsic benefits that have positive impacts on the satisfaction and retention of customers. These indicate that customer retention as a result of satisfaction may be facilitated by extrinsic benefits. On the other hand, some studies have obtained puzzling results on the impacts of extrinsic benefits on online shoppers' behavioural intentions (Rajamma & Neeley, 2005; Wu et al., 2018). This implies that the research on the effects of extrinsic factors on online customer satisfaction is inconclusive and thus calls for further study. In this regard, studying the extrinsic benefits of online shopping using the theoretical lenses of self-gratification theories advances the frontiers of knowledge on online marketing. Specifically, the study tests the influence of extrinsic benefits of online shopping on customer behavioural intentions by treating satisfaction as a mediating variable. Therefore, this study investigated the influence of extrinsic benefits (variety, price, and ease of use) on online shopping behavioural intentions, with customer satisfaction as a mediating construct.

The study focused on students being individuals with smartphones and laptops, cultivating online shopping habits among the group (Wang, 2023). Again, as indicated by Zhang (2024), students prefer to shop online. Therefore, it is plausible to target University students in a study on online shopping since the extrinsic benefits of online shopping considered for this study (i.e., ease of use, price and variety of products) are aspects that students consider when performing online shopping (Wang, 2023). This is because students need a variety of products, are conscious of price due to their income, and ease of using online platforms to facilitate online shopping. Students of The University of Dar es Salaam were chosen because the university is the oldest and biggest in the country, with many students per year.

Literature review

Studies on online customer satisfaction have opted for different theoretical lenses with different conceptual orientations. On a conceptual basis, studies can be grouped into three groups. The first group consists of studies focusing on technological factors, relying on the Technological Adoption Model (TAM) and its variants (Childers et al., 2001). This strand of research focuses on how technological dimensions like trust, ease of use, and usefulness of the technology influence satisfaction and intentions (Shah & Attiq, 2016). The second strand of research focuses on how individual aspects influence online satisfaction and intentions with factors like motivations, socio-psychological characteristics, and demographic characteristics (Patel et al., 2023). The third group of research combines different technological and non-technological variables in predicting online customers' satisfaction and behavioural intentions (Qu et al., 2023).

This study takes the individualistic perspective by delimiting the socio-psychological dimensions of online customer satisfaction. It focuses on the derived extrinsic benefits of online shopping (Martínez-López et al., 2016) and their effects on satisfaction and behavioural intentions. Extrinsic shopping benefits are task-related, rational, and related (Babin et al., 1994) that are typified by utilitarian benefits, also referred to as instrumental or functional and associated with cognitive elements like convenience and cost-saving (Wu et al., 2018). Chou and Hsu (2016), in explaining the influence of utilitarian benefits derived from online shopping, reflected on the cost-benefits cognitive analyses that the consumer engages in after consumption, which culminates in the level of satisfaction with the purchase.

The study employed Uses and Gratifications Theory (UGT) due to its user-centeredness, citing how individuals employ media for personal uses and satisfaction (Thomas, 2024). The UGT explains how people use media to satisfy their wants and needs (Alhassan & Kolog, 2020). The theory demonstrates that people opt for specific channels of communication depending on what they want to achieve. UGT also assumes that users (individuals) play a paramount role in the selection and use of media to satisfy their needs and preferences, which are influenced by their motives and background characteristics (Thomas, 2024). In particular, the UGTs focus on the general fulfilment of the aspects related to needs and wants, like information, entertainment, and social interaction, while ignoring other factors that influence people to engage on social media platforms (Torabi & Bélanger, 2022). This makes the theory ideal for providing a theoretical grounding on how online shoppers browse and purchase goods. SGT further explains consumers' attitudes and intentions of using the internet as a shopping channel from a media perspective (Lim & Ting, 2012). It thus provided insights into the effects of extrinsic benefits of online shopping on the behavioural intentions of consumers in terms of the satisfaction they seek and receive (Jin et al., 2023).

However, the UGT has been criticized in part because it does not adequately account for the complicated distinctions between specific customer motivations, user behaviour, and the dynamics of consumer behaviour in general (Xu et al., 2023). Despite this criticism, the UGT generously allows for a better understanding of how the extrinsic benefits of online shopping relate to customer satisfaction, which leads to consumers' behavioural intentions.

Extrinsic benefits, online customer satisfaction and behavioural intentions

Studies on the impact of extrinsic benefits on both online customer satisfaction and their behavioural intentions are limited and inconclusive. Some studies reported a stronger effect of extrinsic benefits on customer behavioural satisfaction compared to other benefits (Ozen & Engizek, 2014; Prashar et al., 2017; Chang et al., 2016; Khare & Rakesh, 2011). In a study by Yu et al. (2018), the researcher reported that the extrinsic benefits are positively related to factors like convenience, selection, and monetary savings (Yu et al., 2018).

However, the test of the influence of extrinsic benefits, in particular its dimensions like ease of use, prices, and variety of benefits, to provide a holistic picture of the differential impacts of the benefits on both online customer satisfaction and their behavioural intentions is limited. Again, some studies also indicated a lack of direct influence between the extrinsic benefits (ease of use, price of products, and variety of products) and customer satisfaction as well as behavioural intentions (Syakir & Setiyanto, 2019; Amanah et al., 2017; Mpinganjira, 2015). As a means of extending knowledge of the causal mechanism of extrinsic benefits on online customer satisfaction and behavioural intentions, this study intends to provide how the dimensions of extrinsic benefits (i.e., ease of use, price, and variety) relate to customer satisfaction and behavioural intentions.

Ease of using online shopping platforms, online customer satisfaction and behavioural intentions

Online shopping has increasingly exerted more implications on the consumer market in terms of customer satisfaction and behavioural intentions (Wang, 2023). Online customers' satisfaction and intention to repurchase are determined by several factors, including ease of use of online shopping platforms (Tan & Le, 2023). Purchasing and repurchasing behaviours are attributed to Perceived ease of use online (Syakir & Setiyanto, 2019; Zhang, 2024). The study by Wang (2023) also shows that the perceived ease of use significantly and positively affects the willingness for online purchases among customers. This demonstrates a need for online sellers to improve their service quality through online shopping platforms that customers can use easily. In establishing the relationship between ease of use and repurchase intention, Priyatma (2022) demonstrated that perceived ease of use has a positive and significant effect on repurchase intention for customers.

According to Dewi et al. (2019), perceived ease of use of online shopping platforms has a positive relationship with attitude, which leads to purchase Intention among customers. Thomas (2024) further exhibits that customer satisfaction with online shopping is contributed by the ease of use of online shopping platforms, which is one of the factors that can influence behavioural intentions among customers. This is because perceived ease of use influences customer satisfaction, hence improved purchase intention of customers (i.e., behavioural intentions. As a result, the study hypothesized a positive relationship between the ease of use of online shopping platforms and customer satisfaction as well as the behavioural intentions among the students at The University of Dar es Salaam.

H1a: Easy-to-use online shopping platform influences online customer behavioural intentions of the University students.

H1b: Easy-to-use online shopping platform influences online customer satisfaction of the University students.

Prices on online shopping platforms, online customer satisfaction and behavioural intentions

The price of the products sold through online platforms plays an important role in customer satisfaction as well as their intentions to repurchase (Lin et al., 2011; Cuong, 2023). According to Lin et al. (2011), online consumers' satisfaction is affected positively and significantly by the perceived price of online shopping products. A study by Jaiwant (2020) also cements this relationship by indicating that there is a significant relationship between price and intention to purchase goods from online shopping platforms.

In addition, Kuldasheva et al. (2022), when determining factors influencing consumers' online shopping behaviour, establish that affordable price is one of the key factors that increase the consumer's attitude towards online shopping. Moreover, the price of online products contributes significantly and positively to customers' purchase decisions. As a result, online stores need to consider the price of the products sold through online shopping as it influences customer satisfaction and behavioural intentions among customers (Amanah et al., 2017). Tan and Le (2023) agree that online stores should provide appropriate pricing strategies and policies to satisfy their potential customers, increase perceived value, and form repeat purchase intentions for their online shopping products. This indicates and calls for the establishment of appropriate pricing strategies by online stores to attract more customers to shop online (Suherman, 2021). Based on these findings, it was hypothesized that:

H2a: Prices on online shopping platforms influence online customer behavioural intentions of the University students.

H2b: Prices on online shopping platforms influence online customer satisfaction of the University students.

Variety of products in online shopping platforms, online customer satisfaction and behavioural intentions

Availability of product varieties in the online shopping platforms/stores provides customers with satisfaction, hence creating behavioural intentions (repurchase intentions) among them. This is because the variety of products made available in the online stores has a significant direct influence on customers' level of satisfaction as well as on behavioural intentions to repurchase from online shopping platforms or stores (Mpinganjira, 2015). The presence of a variety of products required by customers from online shopping stores was indicated by Dina and Selimi (2023) when examining the antecedents of online shopping behaviour and their effects on consumer satisfaction. These results are evidence that the availability of product varieties in online stores influences online shopping behaviour among customers since it facilitates their satisfaction.

The literature further shows the relationship between the availability of product varieties in online stores and consumers' behavioural intentions. Marwah and Soni (2023), in their study on factors affecting consumers' behavioural intention towards online shopping, found that the variety of products is one of the factors contributing to customers' satisfaction as well as their repurchase

decisions. According to Jaiwant (2020), there is a significant relationship between the variety of products and the intention to purchase goods online due to satisfaction obtained by online customers. Furthermore, Suherman (2021) considered a variety of products as one of the factors influencing consumer buying behaviour in online shopping stores. Al Hamli et al. (2023) also cited that product variety was one of the factors with a direct significant impact on consumers' decisions to shop online. Therefore, the following hypotheses were proposed and tested:

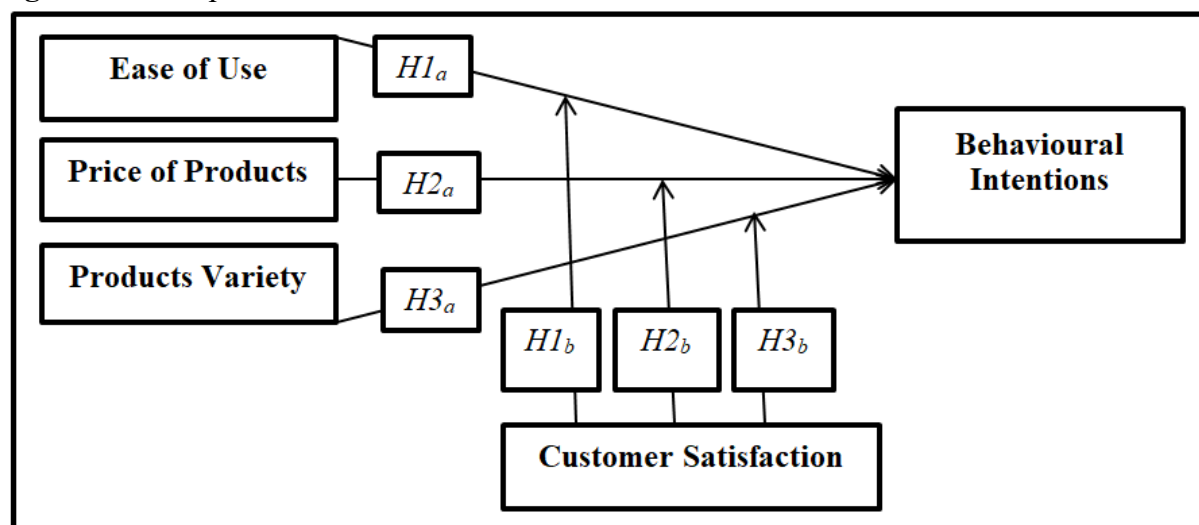
H_{3a}: Varieties of products on online shopping platforms influence online customer behavioural intentions of the University students.

H_{3b}: Varieties of products on online shopping platforms online customer satisfaction of the University students.

Conceptual framework

Based on the empirical findings and the hypotheses developed to achieve the objectives of the study, the conceptual framework was developed. The developed conceptual framework provides a relationship between the independent variables, which are extrinsic benefits (ease of use, price of products, and variety of products) of online shopping and the dependent variable (behavioural intentions), with a moderating variable of customer satisfaction. Figure 1 provides the conceptual framework for this study.

Figure 1: Conceptual framework



Source: Author (2023)

Methods

A self-administered questionnaire was conveniently distributed to university students on three main campuses of the University of Dar es Salaam, the largest and oldest public university in Tanzania. Four well-trained research assistants were used to distribute the questionnaire; they approached potential respondents within the campuses and explained the purpose of the questionnaire. Upon consenting to participate in the study, the research assistants handed in the questionnaire to fill out. The questionnaire with two printed pages had two sections, demographic and study variables sections that took an average of 7 minutes to fill in. The demographic section had categorical questions, while the second section had 5-point Likert scales ranging from 1

(strongly disagree) to 5 (strongly agree) with a neutral point of 3 (neither agree nor disagree). The second section had questions capturing customer satisfaction, behavioural intentions, and extrinsic benefits such as ease of use of online shopping platforms, price of products, and variety of products in the online stores; all items were adapted from previous research (Khare & Rakesh, 2011) in order to ensure validity and reliability. Prior to the data collection, the questionnaire was pre-tested in a group of 60 undergraduate students to ensure their reliability and validity. Out of the 270 questionnaires distributed, 247 were duly filled in and analysed.

Data analysis

In testing the hypothesized relationships, a variance-based partial least squares (PLS) using Smart PLS 3.0 was used. Following the two-step approach in structural equation modelling (Anderson & Gerbing, 1988), the first step appraised the measurement model by assessing the reliability and validity of the measurement items. Specifically, internal consistency reliability, indicator reliability, and convergent validity were checked using composite/Cronbach's reliability, factor loadings, and average variance extracted, respectively, while the discriminant validity was appraised using the Fornell-Larcker criterion (Hair et al., 2011). The second stage tested the structural model using 247 samples with the p-values used to check the significance of the relationships. In order to check the presence of any unobserved heterogeneity, FIMIX-PLS procedure (Hair et al., 2016) in the Smart PLS 3.0 was used, which indicated the absence of any unobserved heterogeneity. Thus, it was safe to treat the results using the pooled data.

Demographic Results

The sample profile of the 247 respondents is shown in Table 1. It provides results of age of respondents, gender, origin of online shops, online shopping period, online products, and online shopping frequency.

Table 1: Sample profile

Variable	Frequency/range
Age of respondents	18-24
Gender of respondents	
Male	123
Female	124
Origin of Online shops	
Tanzania	150
Non-Tanzania	86
Both	11
Online shopping period	
Less than 1 year	47
1 to 2 years	107
3 to 5 years	67
More than 5 years	26
Online products	
Clothing	96
Electronics	80
Food and drinks	10
Others	61

Online shopping frequency	
Daily	5
Weekly	11
Monthly	61
Occasionally	170

Source: Author (2023)

From Table 1, the age range of university students involved in the study ranged from 18 to 24 years. In terms of gender, the number of males and females was 123 and 124, respectively. This indicates that both male and female University students are involved in online shopping. The majority of students (150) involved were buying products from Tanzanian companies; 86 students bought online products from foreign companies, while only 10 students bought from both Tanzanian and foreign companies. The Table further demonstrates that most students (107) have been participating in buying products through online platforms for a period of 1 to 2 years. This is followed by 67 students who had 3 to 5 years of experience buying products through online stores, while 47 students had less than 1 year since they started to engage in online shopping to buy different products. Finally, only 26 students had more than 5 years of experience buying products through online platforms. This may indicate that few students were able to engage in online shopping before they joined the University.

Furthermore, Table 1 exhibits that the majority of students (96) engaged in online shopping to buy clothes, followed by 80 students who bought electronics. Online products that students were buying through online shopping were food and drinks (10 students), while those who bought other products were 61 students. This implies that most students engage in online shops to buy clothes and electronics, which may be triggered by ease of use, price, and variety of products in the online shops. As for online shopping frequency, the Table shows that most students (170) buy products occasionally, with very few (5 students only) engaging in buying from online shops on a daily basis. Sixty-one students indicated that they were buying from online shops on a monthly basis, while the remaining 11 students involved in the study buy through online shops on a weekly basis.

Reliability and convergent validity results

The results of reliability and convergent validity model are provided in Table 2. The Table provides the results of the study's constructs such as variety of products, price of products, and ease of use (independent variables). Other variables are customer satisfaction and behavioural intentions (dependent variables).

Table 2: Reliability and convergent validity

Construct	Item	Mean	Stdev.	Factor loadings	Cronbach's Alpha	CR	AVE	VIF
Variety of products (Extrinsic)	Choices	3.927	1.085	0.915	0.829	0.921	0.853	2.002
	Selection	3.895	1.056	0.932				2.002
Price of products (Extrinsic)	Discount	3.611	1.047	0.727	0.649	0.811	0.588	1.157
	Prices	3.389	1.039	0.82				1.492
	Save	3.255	1.047	0.752				1.395
Ease of use	Procedures	3.093	1.078	0.882	0.67	0.858	0.752	1.341

(Extrinsic)	Purchases	3.186	1.123	0.852				1.341
Satisfaction	Happy	3.765	0.896	0.896	0.728	0.88	0.786	1.487
	Satisfied	3.599	0.929	0.876				1.487
Intention	Increase	3.721	0.977	0.893	0.61	0.834	0.716	1.238
	Post-purchase	3.344	0.952	0.796				1.238

Source: SEM (2023)

The values for both composite and Cronbach's alpha reliability were above .60, which is acceptable for exploratory studies (Chan & Idris, 2017) like the current one in a new context (Tanzania). The Average Variance Extracted values are well above .50, indicating satisfactory convergent validity. The variance inflation factors (VIF) were well below the threshold of 5, indicating the absence of multicollinearity (Taber, 2018). The factor loadings for all items were above .70, which is the recommended satisfactory level.

Hypotheses Testing Results

Table 3 presents structural model results of the hypotheses developed and tested for this study.

Table 3: Structural model results

Path	Direct	Indirect	total effect	VAF	Mediation type
SAT -> BI	0.447***		0.447***		
Easy -> BI	0.019	0.043*	0.062	0.693548	FM
Easy -> SAT	0.096*		0.096*		
Price -> BI	0.232***	0.095***	0.327***	0.29052	PM
Price -> SAT	0.212***		0.212***		
Variety -> BI	0.017	0.072**	0.089	0.808989	FM
Variety -> SAT	0.161***		0.161***		

Source: SEM (2023)

Significance: * 10%, ** 5%, and *** 1%; FM- fully mediated, PM- partially mediated, SAT- satisfaction, BI- behavioural intentions

Table 3 shows the hypotheses testing results obtained from 247 samples of the university students. The path coefficients for ease of use, variety of products and price of products are statistically having direct positive effects on satisfaction with online purchases. As for behavioural intentions, only the price of products has a significant direct positive effect on behavioural intentions towards online shopping. As expected, satisfaction with online purchases positively affects behavioural intentions towards online shopping. Focusing on the mediation effects of satisfaction on behavioural intentions, ease of use and variety of products indirectly affect behavioural intentions through satisfaction. As ease of use and variety of online shopping products lack direct effects on behavioural intentions but have indirect effects, satisfaction is a fully mediating variable for the relationships.

Discussion of Findings

The purpose of the current study was to investigate the influence of extrinsic (variety, price, and ease of use) benefits of online shopping on behavioural intentions, with a mediating role of customer satisfaction. Descriptive analysis indicated that the online shopping critical mass adoption in Tanzania seems to be a recent phenomenon as most of the respondents (43.3%) indicated that they started online shopping within 2 years. The common merchandise that is shopped online includes clothing (38.9%) and electronics (32.4%), which are generally shopping goods (Nguyen et al., 2021) that typically reflect the indicated average frequency of purchase (monthly and occasionally). Generally, in establishing the relationship between the extrinsic benefits and behavioural intentions, with a moderating role of customer satisfaction, the results show dimensions of extrinsic benefits studied have a significant positive effect on behavioural intentions. Satisfaction serves as a partial mediating variable for the effects of only price on behavioural intention; on the other hand, satisfaction serves as a fully mediating variable for the impacts of ease of use and variety on behavioural intentions.

In understanding the effects of ease-of-use benefits on customer satisfaction, the study establishes a direct, significant positive effect. As for the relationship between ease of use and customers' behavioural intentions for online shopping, the study establishes indirect effects as it (ease of use benefits) influences behavioural intentions through customer satisfaction. These findings demonstrate the importance of ease of using online shopping platforms in terms of convenience and flexibility to satisfy customers of online stores. These findings are in line with previous findings (Zhang, 2024; Thomas, 2024; Wang, 2023; Priyatma, 2022; Syakir & Setiyanto, 2019), where ease of use was found to have positive and significant effects on customer satisfaction and behavioural intentions of online shoppers. Those studies indicated that online stores need to improve convenience and their online service quality to enhance online shoppers' satisfaction, hence their behavioural intentions.

The study also establishes a direct, significant positive effect of price on both customer satisfaction and behavioural intentions. These findings demonstrate the importance of online stores in offering affordable prices for products sold on their online platforms, as prices play an important role in satisfying customers, affecting customers' behavioural intentions on repurchase decisions. These findings relate to previous studies (Cuong, 2023; Tan & Le, 2023; Kuldasheva et al., 2022; Suherman, 2021; Jaiwant, 2020; Amanah et al., 2017; Lin et al., 2011) where the price of online products was established to have positive and significance effects on both customer satisfaction and behavioural intentions. In those studies, it was demonstrated that online stores should put in place the appropriate pricing strategies to attract more customers to shop online. By so doing, online stores will have competitive prices, providing them with a competitive edge in the market.

As for the variety of product variables, the current study results indicate that they have a significant and positive effect on customer satisfaction, while they measured indirect effects with behavioural intentions. The results of this study exhibit that it is paramount for online stores to ensure the availability of product varieties in their online platforms to meet customers' satisfaction as well as behavioural intentions. These findings are in line with the empirical results (Dina & Selimi, 2023; Marwah & Soni, 2023; Al Hamli et al., 2023; Suherman, 2021; Mpinganjira, 2015). In those studies, it was established that the variety of product variables was

one of the key factors contributing to customers' satisfaction as well as their repurchase decisions (behavioural intentions).

Finally, the results theoretically support the Use of Self-Gratification Theory (UGT) since the extrinsic factors influence satisfaction and behavioural intentions in the context of online shopping. As stated in The Use of Self-Gratification Theory, online shoppers derive more satisfaction if they perceive that online shopping offers extrinsic benefits like ease of use of online shopping platforms, variety of products, and affordable prices of products. As indicated by Thomas (2024), through the integration of UGT attributes, the study provides the underlying mechanisms of behavioural intentions in the context of online shopping in online stores.

Conclusion

This study aimed to test the impact of sub-dimensions of extrinsic benefits on online satisfaction and behavioural intentions in the context of a sub-Saharan African country, Tanzania. The results show that the dimensions of extrinsic benefits studied (ease of use, price and variety of products) affirm study's hypotheses as they significantly positively affect customers' online shopping satisfaction as well as behavioural intentions. Satisfaction serves as a partial mediating variable for the effects of only price on behavioural intention; on the other hand, satisfaction serves as a fully mediating variable for the impacts of ease of use and variety on behavioural intentions.

The results theoretically support the Use of the Self-Gratification Theory since the extrinsic factors influence satisfaction and behavioural intentions in the context of online shopping. Reflecting the theory in the online shopping context indicates shoppers do perform mental calculations on the benefits versus the costs, and upon the former outweighing the latter, the potential shopper proceeds to shop online. Specifically, for the Use of Self-Gratification Theory, online shoppers derive more satisfaction if they perceive online shopping to offer extrinsic benefits to online shoppers.

Implications

The study findings offer several practical implications for online businesses as well as those aspiring to use online platforms for businesses. As the ease of use, price of products and variety of products reflect the extrinsic dimension; all exert significant effects on both satisfaction and behavioural intentions; managers need to find means to enhance them. Specifically, managers of online stores should ensure that they offer competitive prices for online products in order to satisfy customers so that they may make repurchases in the future. As a means to enhance ease of use, online shopping platforms should consider features that offer convenience to online shoppers to satisfy their needs, hence influencing their behavioural intentions. As for the variety of products, it is important for managers of online stores to offer enough product options on their platforms to provide customers with ease of access when they need to explore the variety of products offered by online stores. Such strategies are likely to make the customer feel satisfied, leading to the enhancement of customers' intentions to repurchase (behavioural intentions).

References

- Alhassan, M. D., & Kolog, E. A. (2020). Effect of gratification on user attitude and continuance use of mobile payment services: A developing country context. *Journal of Systems and Information Technology*, 22(4), 351–378.
- Ali, N. S., Masele, J. J., Kessy, S. S. (2023). The Influence of Information Technology System Quality on Business Value Creation in Commercial Banks in Tanzania: The Moderating Role of Information Technology Knowledge Management. *Business Management Review*, 26(1), 74–73.
- Al Hamli, S. S., Sobaih, A. & Elnasr, E. (2023). Factors influencing consumer behaviour towards online shopping in Saudi Arabia Amid COVID-19: Implications for e-businesses post-pandemic. *Journal of Risk and Financial Management* 16(1), 1-21.
- Amanah, D., Hurriyati, R., Gaffar, V., Wibowo, L. A., Harahap, D.A., Agustini, F., Saragih, Y.D. (2017). Which is more influential in online purchasing decisions: Price or trust? *1st International Conference on Islamic Economics, Business and Philanthropy (ICIEBP 2017)*, At Bandung, Indonesia, Volume: 1, 798 – 801.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modelling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411.
- Atcharyachanvanich, K., Sonehara, N. & Okada, H. (2008). What are the benefits of continued purchasing through the internet? A study of South Korean Consumers. *Journal of Service Science & Management*, 1(1), 101-110.
- Babin, B. J., Darden, W. R. & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian value. *Journal of Consumer Research*, 20, 644-656.
- Bhattacharya, A., Srivastava, M. & Verma, S. (2019). Customer Experience in online shopping: A Structural Modeling Approach. *Journal of Global Marketing*, 32 (1), 3-16.
- Bridges, E. & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business Research*, 61(4), 309-314.
- Chan, L. I. & Idris, N. (2017). Validity and reliability of the instrument using exploratory factor analysis and Cronbach's alpha. *International Journal of Academic Research in Business and Social Sciences*, 7(10), 400 – 410.
- Chang, S. H., Chih, W.S., Liou, D. K., & Yang, Y. T. (2016). The mediation of cognitive attitude for online shopping. *Information Technology and People*, 29 (3), 618-646.
- Childers, T. L., Carr, C. L., Peck, J. & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behaviour. *Journal of Retailing*, 77 (4), 511-535.
- Chou, S. W. & Hsu, C. S. (2016). Understanding online repurchase intention: Social exchange theory and shopping habit. *Information Systems and e-Business Management*, 14, 19–45.
- Cuong, D. T. (2023). Determinants affecting online shopping consumers' satisfaction and repurchase intention: Evidence from Vietnam. *Innovative Marketing*, 19(1), 126-139.
- Dewi, C.K., Mohaidin, Z. & Murshid, M. A. (2019). Determinants of online purchase intention: a PLS-SEM approach: evidence from Indonesia. *Journal of Asia Business Studies*, 14(3), 281-306.
- Dina, A. & Selimi, N. (2023). Antecedents of online shopping behaviour and their effect on consumer satisfaction. *International Scientific Journal Monte (ISJM)*, 7(2), 53-65.
- Galal, S. (2024). Africa: Number of internet users in selected countries 2024. <https://www.statista.com/statistics/505883/number-of-internet-users-in-african-countries/>

- GSMA (2021). The mobile economy: Sub-Saharan Africa 2021, https://www.gsma.com/mobileeconomy/wpcontent/uploads/2021/09/GSMA_ME_SSA_2021_English_Web_Singles.pdf
- Hair, J.F., Christian M. Ringle, C. M., & Sarsted, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139 –151.
- Hair Jr, J. F., Sarstedt, M., Matthews, L. M., & Ringle, C. M. (2016). Identifying and treating unobserved heterogeneity with FIMIX-PLS: Part I–Method. *European Business Review*, 28(1), 63-76.
- International Telecommunication Union (2021). Measuring digital development facts and figures 2021, <https://www.itu.int/en/ITU-D/Statistics/Documents/facts/FactsFigures2021.pdf>
- Jaiwant, S. V. (2020). A Study on the Factors Influencing Online Purchase. *Ushus-Journal of Business Management*, 19(2), 69-83.
- Jin, D., Abas, W. A. W., & Kamarudin, S. (2023). Social media continuance intention from the perspective of uses and gratifications theory: A systematic literature. *International Journal of Academic Research in Business and Social Sciences*, 13(3), 76 – 89.
- Kim, S. & Eastin, M. S. (2011). Hedonic tendencies and the online consumer: An investigation of the online shopping process. *Journal of Internet Commerce*, 10(1), 68-90.
- Khare, A. & Rakesh, S. (2011). Antecedents of online shopping behaviour in India: An examination. *Journal of Internet Commerce*, 10(4), 227-244.
- Kuldasheva, Z., Ismailova, N. & Balbaa, M. E. (2022). Evaluating the Factors Affecting Consumer’s Online Shopping Behavior: The Case of Uzbekistan. *Conference: ICFNDS 2021: The 5th International Conference on Future Networks & Distributed Systems. December 2021At: Dubai, UAE*, 328-333.
- Lim, W. M. & Ting, D. H. (2012). E-shopping: An analysis of the Uses and Gratifications Theory. *Modern Applied Science*, 6(5), 48-63.
- Lin, C, Wu, H., & Chang, Y. (2011). The critical factors impact on online customer satisfaction. *Procedia Computer Science*, 3, 276-281.
- Loketkrawee, P. & Bhatiasevi, V. (2018). Elucidating the Behavior of Consumers toward Online Grocery Shopping: The Role of Shopping Orientation. *Journal of Internet Commerce*, 17(4), 418-445.
- Martínez-Lopez, F.J., Anaya-Sánchez, R., Aguilar-Illescas, R. & Molinillo, S. (2016), Online Brand Communities. Using the Social Web for Branding and Marketing, Springer.
- Marwah, S. & Soni, R. T. (2023). A study of factors affecting consumers’ behavioural intention towards online shopping: An exploratory study. *Proceedings of the International Conference on Emerging Trends in Business & Management (ICETBM 2023)*. 155-164.
- Mpinganjira, M. (2015). Online store service convenience, customer satisfaction and behavioural intentions: A Focus on utilitarian oriented shoppers. *Journal of Economics and Behavioral Studies*, 7(1), 36-49.
- Nguyen, M. H., Armoogum, J., & Nguyen Thi, B. (2021). Factors affecting the growth of e-shopping over the COVID-19 Era in Hanoi, Vietnam. *Sustainability*, 13(16), 1-21.
- Ozen, H. & Engizek, N. (2014). Shopping online without thinking: Being emotional or rational? *Asia Pacific Journal of Marketing and Logistics*, 26(1), 78-93.
- Patel, K., Singh, A., Rana, N.P., Parayitam, S., Dwivedi, Y. K. & Dutot, V. (2023). Assessing customers’ attitude towards online apparel shopping: A three-way interaction model. *Journal of Business Research*, 164, 113917.

- Prashar, S., Vijay, T.S., & Parsad, C. (2017). Effects of online shopping values and website cues on purchase behaviour: A study using S–O–R Framework. *VIKALPA. The Journal for Decision Makers*, 42(1), 1–18.
- Priyatma, J. E. (2022). The Impact of Perceived Usefulness and Perceived Ease-Of-Use on Repurchase Intention of Online Shopping App Users. *International Journal of Social Science and Human Research*, 05(10), 4764 – 4769.
- Qu, Y., Cie’slik, A., Fang, S. & Qing, Y. (2023). The role of online interaction in user stickiness of social commerce: The shopping value perspective. *Digital Business*, 3(2), 100061.
- Rajamma, R. K. & Neeley, C. R. (2005). Antecedents to shopping online: A shopping preference perspective. *Journal of Internet Commerce*, 4(1), 63-78.
- Shah, H. J. & Attiq, S. (2016). Impact of technology quality, perceived ease of use and perceived usefulness in the formation of consumer satisfaction in the context of e-learning. *Abasyn Journal of Social Sciences*, 9(1), 124-140.
- Singh, R. (2016). The impact of intrinsic and extrinsic motivators on employee engagement in information organizations. *Journal of Education for Library and Information Science*, 57(2), 197-206.
- Suherman, U. D. (2021). Analysis of factors affecting consumer purchase behaviour: Study in Muslim communities who shop online through the shoppee application. *Li Falah-Jurnal Studi Ekonomi Dan Bisnis Islam*, 6(2), 108-120.
- Syakir, A. & Setiyanto, A. I. (2019). The influence of perceived ease of use, perceived usefulness and consumer satisfaction towards online purchasing behaviour. *Journal of Applied Accounting and Taxation*, 4(2), 214-222.
- Taber, K. S. (2018). The use of Cronbach’s Alpha when developing and reporting research instruments in science education. *Research in Science Education*, 48(1), 1–24.
- Taluka, E.A. & Masele, J.J. (2017). Understanding Consumers’ Behavioural Intention to Adopt Mobile Payment Services in Rural Tanzania: A Case of Pwani Region. *ORSEA Journal*, 7(1), 55 – 70.
- Tan, L. P. & Le, T. (2023). The influence of perceived price and quality of delivery on online repeat purchase intention: The evidence from Vietnamese purchasers. *Cogent Business & Management*, 10(1), 1-13.
- Thomas, T. E. (2024). Examining the factors influencing purchase intention in social media marketing. *ORSEA Journal*, 14(1), 55-80.
- Torabi, M., & Bélanger, C. H. (2022). Influence of social media and online reviews on university students' purchasing decisions. *International Journal of Internet Marketing and Advertising*, 16(1-2), 98-119.
- United Nations. (2024). The Sustainable Development Goals Report 2024. <https://unstats.un.org/sdgs/report/2024/The-Sustainable-Development-Goals-Report-2024.pdf>
- Uswege, S.I. (2023). Factors Affecting Purchasing Behaviour through Electronic Business to Consumer (B2C) Sites and Marketplaces: Evidence from Internet Users in Tanzania. *AJASSS*, 5(1), 243-263.
- Wang, X. (2023). Effect of perceived usefulness and perceived ease of use on university students' willingness for online purchase. *SHS Web of Conferences* 165, 1-4.
- Wu, W., Huang, V., Chen, X., Davison, R. M., & Hua, Z. (2018). Social value and online social shopping intention: The moderating role of experience. *Information Technology and People*, 31(3), 688-711.

- Xu X.-Y., Tayyab S. M. U., Jia Q., & Huang A. H. (2023). A multi-model approach for the extension of the use and gratification theory in video game streaming. *Information Technology & People*. <https://doi.org/10.1108/ITP-08-2021-0628>
- Yu H., Rong Zhang, R., & Liu, B. (2018). Analysis of consumers' purchase and shopping well-being in online shopping carnivals with two motivational dimensions. *Sustainability*, 10, (12), 1-18.
- Zhang, J. (2024). Research on perceived usefulness & perceived ease of use and online shopping intention. *Journal of New Media and Economics*, 1(1), 22-30.