

Effect of Supermarket Credibility on Customers Patronage at Shoprite Supermarket Ibadan, Nigeria

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Abstract

This study investigated the effect of supermarket credibility on customer patronage at Shoprite in Ibadan. Competition in the markets is getting stronger as the business environment is changing in complexity. The study objective examined supermarket attribute on customer patronage and investigated supermarket credibility on customer patronage. Existing literature shows that most of the related studies were conducted in developed countries. Therefore, this study was conducted in Nigeria with focus on Shoprite Ibadan Mall. Descriptive survey research design was employed. Structured questionnaire were administered to the target respondents who are customers patronising Shoprite Ibadan Mall, and 100 questionnaires were distributed and retrieved from the respondents. Data were analyzed using descriptive and multiple linear regression analysis through SPSS 26 to achieve the objective of the study. The study revealed that supermarket attribute affect customer patronage of Shoprite Ibadan Mall and that supermarket credibility have positive effect on customer patronage. The study therefore recommended that supermarket should improve their attributes and government should monitor the development of Shoprite Ibadan Mall so as to reduce traffic by creating more space.

Keywords: Credibility, Attributes, Customers, Supermarket, Patronage

Introduction

The International Council of Shopping Complex defined a shopping mall as “a shopping centre which is usually enclosed and provides a controlled shopping environment.” Business environment in Nigeria has become more competitive, due to globalization and liberalization of the economy (Jaafaru, 2018). Openness of an economy ordinarily stimulates competition and often results in hard times for some businesses. Liberalization has led to the establishment of large scale retail outlets known as shopping malls. These shopping malls compete favorably with well-known traditional markets from the perspectives of economic, operational and managerial efficiency. Supermarkets is one or more buildings forming a complex of shops indicating merchandisers, with interconnecting walkways enabling shoppers to walk from one place another (Mathews 2018). Supermarkets are usually blueprint and erected by architectural engineers and interior designers with the intention of creating a safe and attractive place for consumers and retailers to purchase varieties of goods (Acholla 2017). It is built in such a way that it arouses the shopping interests of patronages at the entrance. Mind-blowing aesthetics, visual merchandising techniques are used to enhance visibility of the stores. Bright and colourful lighting with vibrant colours, broad aisles and ramps are indeed attractive. Factors like ‘convenience, cleanliness and security’ are handled with due care in a shopping mall. Safety and assistance is assured with the availability of CCTVs, a help desk, a floor map etc. Also, important facilities like restrooms, ramps and wheelchair assistance are made for the differently-abled shoppers.

Mathew (2018) asserted that customer loyalty is an important and credible factor for increasing patronage and profitability thereby ensuring that firms remain in business for a long time. Also, research by Lee, Huang and Hsu, (2007),highlighted that comparatively, it is more profitable to retain existing customers than getting to win new customers. The result of the study seems to be similar to what is happening in the educational sector as an example of service sector (Balina&Paulins, 2015), likewise in hotel and hospitality (Ismail, 2015), and banking sectors (Masrek, 2012). Accessible literature is deficient in the investigation of supermarket credibility and its convinced influence in supermarket.Hence, this research investigated the effect of supermarket credibility on customer patronage of Shoprite in Ibadan.

Statement of problem

Competition in the markets is getting stronger as the working environment is constantly changing in complexity. Different supermarket now realize their customers are seeking for quality products and value from competing and related brands to obtain utility, and derive more value for their money. Consumers envisage many products and services contained by markets and they do not enclose convinced information about those product and services. It creates hesitation in mind of consumers. As soon as asymmetric information is obtainable in market, then signals can be made use of to be in touch with information (Mathew 2018). In such situations, brand can be doled out as symbols or signals and signal should be credible (Horsfall&Ikegwuru 2019).

Although, much recognition is being given to importance of brand credibility as brand signal, but much research are yet to be carried out on how supermarket credibility can influence customer patronage with significant outcome. This seems to be the reason why many companies still grapple with adverse on customer patronage. Over and above, empirical research have given little emphasis on the nature of supermarket credibility and customer patronage, bearing in mind the recent downturn in Nigeria economy and how it affects Shoprite Ibadan Mall.

Research question

With the above problem statement in focus, the study seeks to find answers to the following questions;

- i. What are the supermarket attribute that affect supermarket patronage?
- ii. Does supermarket credibility affect customers patronage?

Research Objectives

The broad objective of the study is to investigate the effect of supermarket credibility on customer patronage of Shoprite in Ibadan. The specific objectives are to;

- i. examine supermarket attribute on customers patronage
- ii. investigate supermarket credibility on customers patronage

Hypotheses

Two hypotheses are hereby formulated in null form in line with the objective. They are;

Hypothesis I;

H₀: There is no significance effect of supermarket attribute on customer patronage.

Hypothesis II:

H₀: There is no significance relationship between supermarket credibility and customer patronage.

Significance of the Study

The study is very important to marketing organizations. This research work plan to contribute to the development of supermarket credibility and hopefully improve general perspective of supermarket credibility. Many bodies will be benefited from the findings that will emerge from the results of the study which are; Government as they might be interested or feel concern in knowing how supermarket operate successfully or failed so as to avoid crises of the bankruptcy in these organisation and also to help them in generating tax. Also, Investors could be fascinated so as to guide their investment, and leading it to effective investment. Moreover, Administration may be fascinated by distinguishing indicators of success and failure to require the mandatory actions to boost the sales performance. This research will play important role for further researcher's works. Therefore, this research have significant role to play in shading light on how to better understand what variables that have effect on supermarket credibility effect on patronage.

Scope of the Study

This study focuses on the effect of supermarket credibility on customers' patronage of Shoprite in Ibadan. It also cover the history and definition of supermarket, empirical studies relating to supermarket and shopping business as well as theories relating to patronage and preference were reviewed. The scope of the study covered customers of Shoprite Ibadan Mall who have patronise in the past or still patronizing in Ibadan.

LITERATURE REVIEW**Conceptual Review****Supermarket Credibility**

Brand credibility as seen from supermarket can be described as the image of the brand in the heart of the customer; it is the blend of multi distinguishing expression (Horfall&Ikegwuru 2019). Credibility stands as the most significant distributor for supermarket credibility. Baek, Kim, & Yu, (2015) alludes to source credibility as

concerning developing affirmative distinctiveness from sender that exploits a receiver to recognize the message sent by sender. This sender can be person, cartoon, corporation and/or brand (Horfall&Ikegwuru 2019).

Prasad and Aryasri (2009), share the view that supermarket attributes, to a reasonable extent are being influenced by customers demographic factors like age, gender, education, occupation, personal income, family size, and so on.

The supermarket industry has been strained due to persistence increase in living costs and increasing electricity prices (Erdem, &Swait, 2004). The industry has been favoured by the growth in the number of consumers into the middle- and upper-income groups (Horfall&Ikegwuru 2019).

Customer Patronage

In the field of marketing, patronage is an exchange process where customer receives a service or goods in return for money or other valuable considerations. Customer patronage is therefore, the purchase of goods and service from a seller by a customer or a business. The customer purchases and expects to derive benefits or satisfaction from the goods or services as consideration for the return for fund paid. In the study of Anderson and Sullivan (1993), cited by Njelita and Anyasor (2020), customers' anticipation of satisfaction tends to influence their preference for a particular brand. The study further maintained that organizations that regularly offer high quality products and services tend to enjoy continuous patronage of their satisfied customers. These assertions are supported by Kajol, (2019) when indicating that comparatively, firms that offer service of superior quality is bound to get their customers satisfied as well as get higher economic returns more than their competitors.

Patronage is defined as the level in which a customer repeat their purchase behaviour from a service provider, possesses an affirmative, enduring outlook and temperament concerning a service provider (Horfall&Ikegwuru, 2019). Consumer patronage is the approval or support provided by customers with respect to a particular brand. Patronage provides a basis for sustainable market share. Consumers patronize the supermarket that meet their urgent needs after they have examined the supermarkets using the set of attributes they consider necessary in store selection (Nair, 2018).

THEORETICAL REVIEW

This study is anchored on signaling theory. The signalling theory was developed by Erdem and Swait in 1998 and is used in situations where two parties have access to various information. Signaling theory developed from information economics literature with an assumption that the market is characterized by imperfect and asymmetric information. Asymmetric information exists when firms know more about their product than consumers. Imperfect information refers to consumers having incomplete information when evaluating product attributes. Signaling theory clearly takes cognizance of imperfect and asymmetric information in real markets. When consumers are uncertain about product attributes, firms may use brands to inform consumers of their product positions. Erdem and Swait (1998) and Erdem&Swait (2004) viewed content clarity and credibility of brands as signals of product positions, also enhance perceived quality, reduce consumer perceived risk and information costs, which eventually increase consumer expected utility. Based on this theory, the signaler has a choice of how and when to communicate information using signals, while the receiver has a choice of how to interpret these signals. Brand equity is the value of a brand as a credible signal of a product's positioning. Farquhar (1995) also considers brand equity as the added value endowed by the brand to the product. Signaling theory is used in this study to understand the way consumers interpret brand signals through brand awareness, brand association, perceived quality and brand loyalty. The common assumption of signaling is that signalers concentrate on the deliberate communication of positive information to signal receivers (Connelly 2011). Signalers do not want to send negative signals but sometimes negative signals can be an unintended outcome of the signaler's actions (Connelly 2011). Thus, the signaling theory should investigate which type of signals can reveal the true nature of alcoholic drink manufacturer. Therefore, an important contribution of this study is the consideration of negative signals altogether with positive signals. Lastly, a brand signal is hereby viewed as comprising the organization's past and present marketing mix strategies and activities associated with that brand. In other words, a brand becomes a signal which can affect customer patronage.

Empirical Review

Horfall and Ikegwuru (2019) examined the impact of brand credibility on customer patronage of table water in Rivers State of Nigeria. Causal design research and a mock-up was used for the two hypotheses of the study. Convenience sampling was used. Descriptive statistics and simple regressions was utilized. The results revealed

that brand credibility has a very strong, significant and positive influences on store traffic flow; expertise has a strong, significant and positive influence on customer referrals. The research concluded that results of quantitative analysis depict that brand credibility programs espoused by the table water firms in Rivers State affect customer patronage.

Njelita and Anyasor (2020) opined that product and seller factors such as menu quality, price fairness, personnel quality, restaurant image, restaurant's atmosphere, customer trust, and customer loyalty are significant factors that influence customers' preference of quick service restaurants in Nigeria, citing Awka in Anambra State as a typical example. The study further revealed that there is positive relationship between price fairness, food quality, firm's personnel quality, customer trust, restaurant image, and restaurant's atmosphere and customer loyalty. The study also discovered a significant relationship between customer loyalty and customer patronage. The study suggested the need for restaurants to take cognizance of general beliefs, norms and the emotions of the customers to sustain their patronage and enhance the business' profitability. In a similar study, Baek, Kim and Yu (2015) examined a combinatory mechanism of brand credibility and brand prestige on multiple product categories, by means of six latent constructs tested with structural equation modeling analysis. The findings show that both brand credibility and brand prestige positively influence brand purchase, depending on the customers perception of quality, information, costs saved, and possible risk under different product categories representing the high and low self-expressive nature.

Malik and Ahmad (2014) studied the relationship between brand credibility and consumer loyalty in the food sector. The study considered attitude towards brand as mediator, in a college/sub campus setting, using students and staff members from banking institutions in D. G. Khan as samples. The research made use of descriptive statistics, factor loading, reliability analysis, correlation analysis, and regression analysis as well as model summary and ANOVA. The results revealed that brand credibility and consumer loyalty are significant factors.

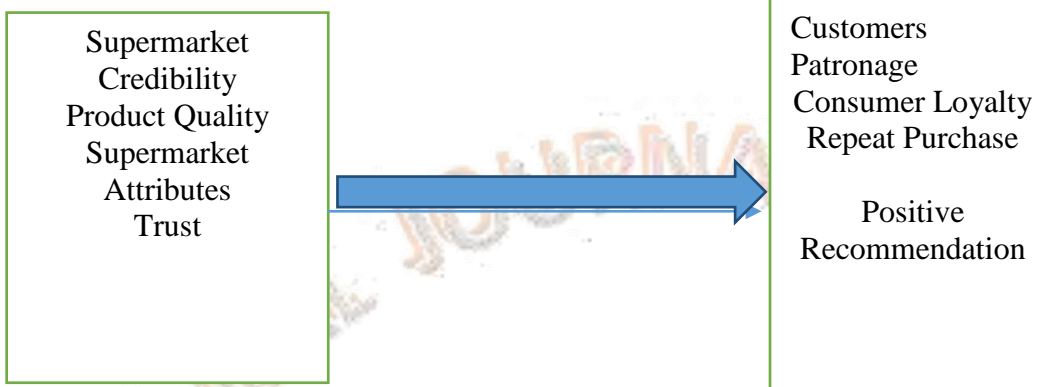
METHODOLOGY

THEORETICAL FRAMEWORK

Figure 1

Independent Variables

Dependent Variables



AUTHOR’S CONCEPTUALIZATION, 2021

Figure 1 above shows the relationship between the dependent and independent variable. Supermarket credibility analyzed the independent variable with variables such as product quality, supermarket attributes, trust, discount pricing etc while the dependent variable is customers patronage with variables like repeat purchase, positive recommendation, customer loyalty. This shows the relationship that exists between the output and input and how they have effect on each other.

Research design

Descriptive survey research design was adopted for this study in which a structured questionnaire was used to gathered information from the target respondents who are customers of Shoprite in Ibadan. Primary data was collected and processed in the study.

Population of the Study

The targeted population of the study are customers and consumers of Shoprite Ibadan Mall. The population under this study is infinite as there is no official record of the number of customers and consumers who patronize Shoprite Ibadan Mall due to mobility of shoppers.

Sample and sampling techniques

The formula used to determine the number of samples was Paul Leedy (2005) in the formular;

$$N = (Z/e)^2 * (P) (1 - 1/P)$$

The number of population in this research is still unknown. The maximum population value is 0.5 and using a 95% confidence level with a 10% error rate the sample size and the formula shows:

$$N = (1.96/0.1)^2 * (0.5) (1 - 1/ 0.5) = 96.4$$

Based on the formula above, the minimum sample collection for this research that obtained as much 96.4 and the respondent rounded to 100 respondents.

To obtain data from the sample, the researcher used purposeful random sampling strategy of personal and professional contacts to select one hundred (100) customers and consumers who patronize Shoprite Ibadan Mall in Dugbe and Challenge.

Instrument for Data Collection

Structured questionnaire was used for the research work based on a structured set of questions.

The questionnaire was divided into two sections; Section A focused on demographic information such as age, marital status, education, income, occupation etc. Section B elicited information on the factors responsible for the effect of supermarket credibility on customers patronage in Shoprite Ibadan Mall. Five Likert model was used in designing the questionnaires and respondents choose between Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD).

Administration of Instrument

The questionnaires was personally distributed by the researcher with the help of research assistance to the respondents who patronize Shoprite Ibadan Mall. All covid-19 rules are been followed as respondents are provided with handsantizers before giving the questionnaires to fill. All questionnaires are filled and returned immediately due to proper guidance by the researcher.

Reliability and Validity of Instrument

The reliability of the research instrument was determined by carrying out a Composite reliability test on the research questions. Thresholds for composite dependability are debatable (a fair threshold might range from .60 to .80), with different authors proposing different thresholds. How many objects you have in your scale determines a lot (Ketchen, & Berg, 2006).

To carry out the composite reliability test, a Factor Analysis is first carried out to obtain the coefficient values used in the final reliability test.

$$\text{Composite reliability} = \frac{(\sum\lambda)^2}{(\sum\lambda)^2 + (\sum\epsilon)} = \frac{(4.222)^2}{(4.222)^2 + 5.194} = 0.76$$

The composite reliability is 0.76 which shows that the variables in the study are reliable.

Method of Data Analysis

Descriptive statistics in form of percentages and frequencies was used to interpret the demographic section. The hypothesis was analyzed using the Multiple Linear regression through the Statistical Package for Social Science 26 (SPSS) analysis tool.

Data Analysis and Interpretation

Descriptive analysis of demographic variables

Table 4.1

Demographic variables	Frequency	Percentage
Sex		
Male	29	29
Female	71	71
Age		
18-29	37	37
30-39	28	28
40-49	16	16
50-59	14	14
Above 59	5	5
Religion		
Islam	42	42
Christianity	51	51
Traditional	7	7
Educational qualification		

Primary School Certificate	-	-
SSCE	10	10
OND/NCE	34	34
HND/Bsc.	39	39
Others	17	17
Marital status		
Single	47	47
Married	34	38
Others	19	19
Employment Status		
Private employee	30	30
Self-employed	29	29
Unemployed	12	12
Public employee	29	29
Monthly income		
below #30,000	22	22
#30,000-#60,000	27	27
#61,000-#90,000	15	15
#91,000-#120,000	20	20
Above #120,000	16	16

Table 4.1 shows the demographic characteristics of respondents. From the table above, females responded more than males with females having 71% response rate and males having 29%. This shows that female patronize Shoprite Ibadan more than Male. Also, the 18-29 years age group represents 37% response rate, the 30-39 years age bracket with 28% response rate, 40-49 years age bracket with 16%, 50-59 represents 14% and those above 59 years represent 6% of the respondents. This shows there is no age barrier in patronising Supermarket. Furthermore, the educational qualification of respondents reveals that 10% of respondents are SSCE holders, 34% are OND/NCE holders, and 39% are B.Sc. holders while 17% have other degree. This shows that there is no educational qualification in patronizing Supermarket. Also, for the marital status of the respondents, 47% of respondents are single, 34% are married while 19% represent other marital status which are divorce, Widow Etc. This signifies that marital status has nothing to do in patronizing Supermarket. Also, 30% are privately employed, 29% are self-employed, 12% are unemployed while 29 are public employed. This implies that employment status is not a barrier in patronising Supermarket. Also, looking at income, 22% of respondents earn below #30,000, 27% earn between #31,000 and #60,000, 15% earn between #61,000- #90,000, 20% earn between #91-#130,000 while 16% earn above #130,000. This explains that irrespective of salary been earned by individual, there is no salary barrier in patronizing Supermarket.

Regression result 1: There is no significance effect of supermarket attribute on customer patronage.

Coefficients^a

Model	Standardized Coefficients	T	Sig.
	Beta		
(Constant)		10.732	0.000
Secure	-0.150	-2.633	0.008
customer care and relation	-0.184	-3.897	0.002
Variety	0.175	2.438	0.001
Socialization	0.020		
Decoration	0.214	-0.362	0.495

a. Dependent Variable: I love shopping at Supermarket

R Square: 0.074; Adjusted R Square: 0.064

Interpretation

Secure and Customer care and relation, have negative relationship with the attributes of Shoprite Ibadan Mall. This implies that secure and Customer care have no influence on the patronage of Shoprite Mall. Socialization, Varieties of product and decoration has a positive relationship with attributes of Shoprite. This implies that socialization, Varieties of product and decoration have influence on the attributes of Shoprite’s at Ibadan. Secure, Customer care and relation are statistically significant at 1%, Decoration are statistically significant at 1%, while socialization is statistically significant at 1%.

Regression result 2: There is no significance relationship between supermarket credibility and customer patronage.

Coefficients^a

Model	Standardized Coefficients	T	Sig.
	Beta		
(Constant)		10.768	0.000
Quality	0.031	0.632	0.425
Availability	0.167	2.408	0.003
Prices	-0.096	-2.025	0.634
Value addition	0.034	0.699	0.443
Price discounts	0.098	2.057	0.020

a. Dependent Variable: I have trust in supermarket

R Square: 0.079; Adjusted R Square: 0.071

Interpretation

Quality goods, Product availability, value addition of product, and discount in price have a positive relationship with the credibility of products offered by the shoprite. This implies that Quality goods, Product availability, value addition of product, and discount in price offered by the shopping malls led to increase in patronage at Shoprite in Ibadan. Lower price of goods have negative relationship with the credibility of products offered by Shoprite. This implies that prices of goods have no influence on customers' patronage at Shoprite. Quality of goods is significant at 1%, product availability is significant at 1%, Discount in price is significant at 1% and Value addition is as well significant at 1%.

Findings of result

The result implies that supermarket attribute have positive effect on customer patronage thereby rejecting the null hypothesis and accepting the alternate. This regression analysis shows that socialization, Varieties of product and decoration have influence on the attributes of Shoprite's at Ibadan. Secure, Customer care and relation are statistically significant at 1%, Decoration are statistically significant at 1%, while socialization is statistically significant at 1%. This shows that the result is in line with Njelita and Anyasor (2020) assessed the product and seller factors including quality, price fairness, personnel quality, restaurant image, restaurant's atmosphere, customer trust, and customer loyalty that motivate customer loyalty and patronage in quick service restaurants in Nigeria, using Awka capital territory of Anambra State. Also the second hypothesis reject the null hypothesis which says there is no significance relationship between supermarket credibility and customer patronage and accept the alternate which says there is significant relationship between supermarket credibility and customers patronage which is in line with Horfall and Ikegwuru (2019) influence of brand credibility in the configuration of customer patronage of table water firms in Rivers State of Nigeria. The results revealed that brand credibility has a very strong, significant and positive influences on store traffic flow; expertise has a strong, significant and positive influence on customer referrals.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study investigate the effect of supermarket credibility on customer patronage of Shoprite in Ibadan. Researcher's result from the survey findings shows that consumers derive more satisfaction on multiple counts like wider choice of products and well-known brands, one stop shopping, new market arrivals, discounts, and other benefits. The results indicated that supermarket attribute and credibility leads to positive effect on customer patronage. Two hypothesis were formulated in the research, the result showed there is positive significant of the hypothesis tested. Today, there have been increase in customers patronising shopping due to several factors which has effect on patronage. Consumer patronage of the Shoprite Ibadan tends to be influenced by the attributes of the Shoprite Ibadan Mall and credibility which also lead to increase in customers' patronage in the malls.

Recommendations

Based on findings of the study, the following recommendations are proffered;

1. The Management of Shoprite Ibadan should anchor on those areas of credibility that bring into being positive and customer referrals to endear customer patronage.
2. Besides, the study provides a good convenience regarding to supermarket credibility and customer patronage at Shoprite Ibadan, these findings should help managers to design a healthier approach to augment its credibility and boost customer patronage.

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