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INFLUENCE OF SERVICE CONVENIENCE ON CONSUMER BEHAVIOUR IN OSUN MALL OSOGBO, OSUN STATE, NIGERIA

JUNAID, NAFISAT AJOKE

Department of Entrepreneurial Studies

Osun State University, Osogbo

Corresponding author: junaidnafisat88@gmail.com

OMOYELE, OLUFEMI SAMUEL PhD

Department of Entrepreneurial Studies

Osun State University

LAWAL, NURENI ADEKUNLE PhD

Department of Entrepreneurial Studies

Osun State University

AKINTAYO, AKINTUNDE AREMU PhD

Department of Entrepreneurial Studies

Osun State University

&

OYEKAN, MARVELLOUS ADETOLA

Department of Entrepreneurial Studies

Osun State University

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Abstract

Service convenience is a good instrument that can be used to improve consumer behaviour in all companies. As a result, the study main objective is to examine the influence of service convenience on consumer behaviour in Osun Mall Osogbo, and other specific objectives are to examine the influence of access convenience on consumer behaviour in Osun Mall Osogbo, examine the influence of decision convenience on consumer behaviour in Osun Mall Osogbo, examine the influence of transaction convenience on consumer behaviour in Osun Mall Osogbo, Osun State. The study adopted survey research design. The target population for the study comprised of all Mall customers in Osun Mall at Osogbo, Osun state. The total population of Osun Mall customers are undefined due to improper record keeping. Research technique using employed to arrive at a certain number of customers for the total population of the customer. The questionnaire was developed by using Likert five scales which consists of relevant questions on the variables of service convenience and consumer behaviour.

The formulated hypotheses were analyzed using simple linear regression. The findings from the study revealed that there is influence of Access convenience on Consumer behaviour with $R^2 = 0.354(35.4\%)$, Sig. = 0.000. Also, the findings from the study revealed that there is influence of Decision convenience on Consumer behaviour with $R^2 = 0.280(28\%)$, Sig. = 0.000. Also, the findings from the study revealed that there is influence of Transaction convenience on consumer behaviour with $R^2 = 0.295(30\%)$, Sig. = 0.000. It

was concluded that service convenience, a powerful developmental way of ensuring positive consumer behaviour. It was recommended that there should be improvement on a uniform service which should be provide to customers at their disposal and at a very minimal time in order to have easy access to services. Further, to provide all their information on products should be at an insight to the customer which will enhance their buying decision.

Introduction

Background to the Study

Consumer behaviour studies try to recognize the purchaser's decisions-taking process, both personally and jointly. It analyses personal consumer traits like, demographics and behavioural variables in a strive to know the human beings wants. Study of consumer behaviour admits for boost knowing and predicting relevant to not merely the issue of buys although buying aims and buying regularity (Schiffman et al, 2007).

Organizations for acquiring their commercial success, it is significant that managers know consumers behaviour, the relationship among the consumer behaviour and marketing course of actions is emphasized because the success of organizations marketing course of actions depends upon managers recognizing of the consumer behaviour (knowing of the behavior that consumer display is particularly significant during an economic depression) (Casoline & Kotler, 2009). On the bases of the consumers purchasing behaviour marketing staff analysis the consumer behaviour, consumers play three different roles, such as user, payer and purchaser.

The marketing starts and finish with the consumer hence, consumer purchasing decision taking shows how well the organizations marketing strategy suits marketing demand. Consumer behaviour

includes the psychological procedures which consumers experience in understanding their requirements. Analyzing consumer behaviour assists to make sure who the consumers are, what consumers wants and how consumers use and react to the products, the marketing staff study the wants of consumer by the conducting surveys (Furaji et al, 2012).

Customer satisfaction is also based on customer knowledge, specifically the knowledge from the customer (Aghamirian & Dorr (2015). "The knowledge from the customer is about products, suppliers and markets" (Aghamirian et al., 2015) and "customer trends and future needs, and ideas for product innovation" (Awazu & Desouza, 2005).

Since the rapid growth in numbers beginning in the 1980s, families have been seen as seeking products and services that can save them time and effort. This phenomenon indicates that the service convenience a business offers may reveal market opportunities that can lead to higher returns and competitive advantages (Berry, Gresham & Seiders., 2000). Aung, Colwell, Holden & Kanetkar (2008) note that, in homogeneous markets, where service offerings are similar and therefore not key competitive differentiators, providing greater convenience may enable a competitive advantage.

Previous researchers have proposed certain important relationships linked to service convenience; for example, service can

directly affect customer satisfaction (Berry, Grewal & Seiders., 2002; Colwell et al 2008, Seiders et al., 2000) and lead to customer loyalty (Chow, Lau, Lo, Sha & Yun 2007). Therefore, understanding the relationships between service convenience and the related variables that affect customer behaviour is the main concern of this study. Nowadays, people not only want a quality service but the service which is convenient for them too i.e they are seeking for a convenience which save their non monetary cost that are time and effort (Berry et al., 2000; Kaura 2013) and the service convenience provided by the companies is largely acknowledged by the customers.

Evidence from prior studies pointed out that customers are more likely to switch from one service provider to another based on matters related to convenience (Cunningham & Gerrard, 2004; Nimako 2012; WRBR, 2018). The mentioned cases demonstrate the significance of convenience on customer switching intentions in service businesses.

It was examined that service convenience and customer satisfaction are directly related to each other (Sieder et al., 2000; Colwell et al., 2008). This means that companies must not only consider for providing the physical distribution of the product but also the service which is convenient for customers (Holmstrom, Kamarainen & Smaros., 2000). For that they should have to devise the convenience strategies which enable them to make a longterm relationship with their customers and expand the competitive advantage to highest level. Both are explored to verify their roles in the relationship between service convenience and customers' post-purchasing behaviours. Thus, a customer-perceived service value is created when the

customer perceives that the benefit of consuming products/services (e.g quality) exceeds the sacrifice (e.g price) (Nasution & Mavondo, 2008; Slater & Narver, 2000; Soutar & Sweeney, 2001), which, in turn, is believed to be the necessary variable that gives rise to behaviours such as satisfaction (Chen & Tsai, 2007; McDougall & Levesque, 2000; Kwon, Lee, Park, & Park., 2005; Gu, Wang, Zhang & Zhen., 2009). Moreover, the role of customer-perceived service guarantee strength is important because, as Hays & Hill (2006) argue: convenience is the ability to reduce consumer non-monetary costs (i.e time, energy and effort) when purchasing or using goods and services (Chang & Polonsky, 2012).

Consequently, customer satisfaction directly and positively influences customer loyalty towards a given business (Garcia, Roig & Tena., 2009). Within the subject of customer loyalty, we can distinguish the aspect of behaviour from the aspect of attitude aspect, called behavioural loyalty and attitudinal loyalty, respectively, (McCleary, Tepanon, Reich & Weaver., 2006; Evanschitzky, Walsh & Wunderlich., 2008). Attitudinal loyalty refers to customers' willingness to build relationships with service providers, whereas behavioural loyalty refers to customers' repeated purchasing behaviours. Both kinds of loyalty indicate that customer satisfaction with products and services is crucial to a customer's decision to remain in a buying relationship with a business (Chang, Huang, Huang & Hsu., 2009).

Statement of the Problem

The inadequate access convenience such as time energy and efforts which reduce the level of customer satisfaction. Bad relationship of access convenience has a significant effect on customers satisfaction.

This is the perceived time and effort for initiating service delivery or how easy a business can make the ordering process for example Applying for new telecommunication subscription typically, customer spend time filling out forms talking to start and waiting. Bad access convenience by the organization to customer which in long run can harm their brand, reputation and more. Customer spent much time and effort on decision such as where, how, to get what they need. For example you are selling goods in both online and physical store, a customer decide to see the actual product before buying and go to your website to search for the nearest location. The limitations to this is when customers find it hard to find the right place and location details for your products which may leads to customer disloyalty.

Inconvenience during transaction show how difficult it is for customers to complete the transaction for example, when a business does not efforts several options for payments, it makes it hard for customers to make instant payment. When a service only allows cash payment customers may find it difficult to get the cash especially in this cashless economy or when business required mobile payment without considering those customers with no ATM or Android phone. This may leads to customer switching behaviour.

Research Questions

- i. How does access convenience influence consumer behaviour?
- ii. What is the influence of decision convenience on consumer behaviour?
- iii. How does transaction convenience influence consumer behaviour?

Objectives of the Study

The main objective of this study is to examine the influence of service convenience on consumer behaviour. Other specific objectives were:

- i. examine the influence of access convenience on consumer behaviour.
- ii. examine the influence of decision convenience on consumer behaviour.
- iii. examine the influence of transaction convenience on consumer behaviour.

Research Hypotheses

Ho₁: Access convenience does not have any influence on consumer behaviour.

Ho₂: Decision convenience does not significantly influence consumer behaviour.

Ho₃: Transaction convenience does not have influence on consumer behaviour.

Significance of the Study

The findings of this research will assist the organization and management to have a better insight on how service convenience influence consumer behaviour. The study will assist marketers to have knowledge of the market needs and how to improve on customer conveniences in service.

This study will be of importance to academia as additional literature in the understanding of service convenience on consumer behaviour. Finally, the general reading public will also find this project research very educative and useful in terms of general knowledge. This study is also expected to serve as a reference material for future research work in this important aspect of Entrepreneurship as it can be consulted as a reference material especially if there is need to improve on this study.

Scope of the Study

The scope of this study is to examine the service convenience and consumer

behaviour. This research work was carried out strictly on Osun mall customers who are resident of Osogbo, Osun State, Nigeria. This study did not cover all the variables that make up of service convenience, but focused only on access convenience, decision convenience and transaction convenience and consumer behaviour are included in this research work. The time frame captured in this research study is for the period of eight years from 2015 to 2022.

Operational Definition of Terms

Attitude: a favourable or unfavourable evaluative reaction toward something or someone, exhibited in one's beliefs, feelings, or intended behaviour.

Intention: any directedness in one's thoughts or behaviours, whether or not this involves conscious decision making.

Marketing: is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have for customers, clients, partners and society at large.

Product: a product is the item offered for sale. A product can be a service or an item which can be physical or in virtual form.

Literature Review

Conceptual Review

Service Convenience

Service convenience as conceptualized by Berry et al. (2002), is defined as the consumers time and effort perceptions related to buying or using a service. Consumers experience an increase in time deficiency when conducting tasks related to the acquisition and consumption of a service (Bitner et al, 2000). Thus, service convenience can be thought of as a means of adding value to consumers, by decreasing the

amount of time and effort a consumer must expend on the service.

Berry et al, (2002) argue, however, that service convenience is a multidimensional construct, and that convenience, vis-a-vis consumer time and effort, must be understood within the context of the activities that consumers undergo in the process of purchasing and using a service. Convenience is generally viewed as one of the most important factor to consumer behaviour (Chang, Chen, Hsu & Yang., 2011).

Chang et al (2012) in their research of service convenience have found that only benefit and post-benefit convenience are associated with improved behavioural intentions and that satisfaction partially mediates the relationship for those two types of convenience. Chen et al (2011) have found that customers perception of home delivery service elements are classified into one-dimensional and must-be attributes by model, while this study contributes to the creation of attractive elements that significantly affect the customer satisfaction and owing an enormous potential to further differentiate competitors. Several authors have found that consumer satisfaction mediates the relationship between service quality and behavioural intentions (Athanasopoulos, 2000; Brady, Cronin & Hult., 2000).

Convenience has become an important product benefit for time-constrained consumers and, as such, is increasingly of interest to marketers (Farquhar & Rowley, 2009). Time-poor consumers are looking for providers offering value that is convenient in terms of search, access, purchase and use (Seiders et al., 2000). Service convenience helps the organization to strengthen their relationship with their customers and achieve the

competitive edge by bringing it to new position (Seiders et al., 2000). When other companies are also providing the convenience services to their customers, then the company must have to differentiate itself by providing greater value to the customers as compared to their competitors in order to maintain its market position and to gain an advantage over them (Colwell et al., 2008).

American marketing scholar, Copeland (1923) firstly introduced the concept of convenience into the classification of commercial wares and elaborated what the convenience goods were. Later academics regarded the convenience as the characteristic of commodities which were used to cater for the consumer's need. Many researchers have found that customer purchasing behavior has been largely influenced by the convenience offered by the companies (Dai & Salam, 2014; Kaura, Prasad & Sharma., 2015; Rao et al., 2016). Berry et al., (2002) in his study has described that five service convenience extents have been playing a major role in customer satisfaction and company's success.

Service convenience is basically a convenience which reduces customer time and effort in obtaining the service (Berry et al., 2002, Kaura et al., 2015). Related to different stages of service encounter, Berry et al., (2002) has proposed five types of convenience: decision convenience; access convenience; transaction convenience; benefit convenience; and post-benefit convenience which enable the companies to better understand the customer perception about the use of time and effort at different level because there is a difference between customer expectation and the service offering and when the service provided by

the companies reduces more time and effort of the customer i.e. more than his expectation then this will lead to customer satisfaction.

Decision Convenience

Consumers who have recognized the need for a product or service are immediately faced with the decision of which supplier and offering to choose. For example, a consumer recognizes the need to have a personal cellular phone service. Faced with a plethora of cellular service providers and service plan configurations to choose from, the consumer must expend time and effort in making the decision. Decision convenience is therefore defined as the consumers perceived time and effort expenditure to make service purchase or use decisions" (Berry et al., 2002). Decision convenience refers to the consumer's perception of minimal time and effort required to decide to patronize the service provider, which is mainly determined by the availability and quality of information (Seiders et al., 2007). When customer is putting its time and exerting its effort in deciding what service to use or purchase. In other words, the perceived time and effort of the customer used to decide whether to purchase a service or self perform it (Dai & Salam, 2014; Kaura et al., 2015; Rao et al., 2016). The decision is made on the available information about the service, word of mouth, brand recognition and the tangible facilities and employee's appearance (Chang et al., 2012). Decision convenience is positively associated with customer satisfaction (Lyon & Powers 2004). For home delivery service provider, it is necessary to attract customer's attention to their specific service through providing relevant information related to product and brand. This information could help consumers to

make better decision regarding the purchase of service.

Access Convenience

Access convenience is defined as the perceived time and effort expenditures to initiate service delivery (Berry et al., 2002). To carry on with our previous example, once the consumer has decided on a service provider and service package, initiating access to that service requires personal or technological interaction. For example, a consumer may choose to use the service provider's automated telephone service to have the service initiated (Berry et al., 2002; Bitner et al., 2000). This type of interaction is often seen in services such as credit cards sent by mail and cellular telephones or internet services purchased through retail suppliers. The convenience required initiating the service means customers are settling their perceived time and effort to request for service is called access convenience. It basically involves the accessibility of the consumer to the product or service or organization. Seiders et al. (2007) later showed that the accessibility of service providers through various ways and availability of service provider at convenient hours are powerfully influencing customer satisfaction (Dai & Salam, 2014; Kaura et al., 2015; Rao et al., 2016). Access convenience is important to customers because if they have issue regarding the product, brand or delivery date then they need a service provider to facilitate them in resolving their problem (Chang et al., 2012, Jiang et al., 2013).

Transaction Convenience

To complete the purchase transaction of the service, a consumer must again invest time and energy. As such, transaction convenience is defined as consumers

perceived expenditures of time and effort to effect a transaction (Berry et al., 2002). In essence, providing convenience during the transaction stage enables the consumer to efficiently assume possession of the acquired service. It is the time and effort required by the consumers in order to fulfill the whole process of transaction, it mainly starts when customer reached the site after making decision of purchasing (Jiang et al., 2013). The convenience in transaction is necessary for customers as they want to quickly conclude their purchase and save their time and effort (Dai & Salam, 2014; Rao et al., 2016). According to Kaura et al., (2015) customer feel that online transaction is complicated process, thus providing convenience by making it simple or giving other means of payment will increase customer satisfaction. Additionally, Aagja et al, (2011) confirms that transaction convenience has positive impact on customer satisfaction.

Consumer Behaviour

Consumer behaviour is the study of the processes involved when individual or groups select, purchase, use, or dispose the product, service, ideas or experiences to satisfy needs and desires. The expand view of consumer behaviour embraces much more than the study of why and what consumer buy, but also focuses on how marketer influence consumers and how consumers use the products and services (Ampuero & Vila, 2006).

In broad context, consumer buying behaviour can be seen as a subset of human behaviour and the several factors affecting individuals in their daily lives also influence their purchasing activities and decisions. Consumer buying behaviour is both a psychological and a social process, including

both mental and physical activities, and a combination of internal and external factors influence and determine the buying behaviour of consumers (Jhulka & Modi, 2012).

Consumer behaviour is an element in marketing activities that need to be well-understood by companies. Therefore, observing consumers behaviour is important to understand consumer's mind concerning company's product or brand. According to An & Ghoniyah (2013), consumer behavior is a process through which user do searching for, buying, using, evaluating product, service or idea, and act after its consumption. Perner (2008) stated that consumer buying behaviour involves the study of the processes which individuals, groups, or organizations perform to acquire products, services, experiences, or ideas to satisfy their needs and how these processes have impacted the consumer and society.

Consumer behaviour refers to all thoughts, feelings and actions that the individual has or had before or during purchasing of the product, service or idea. Main activity in studies of consumer behaviour is to understand the process of purchasing decision. The whole process of purchase decision making involves a consideration what to buy, what brand is good or appropriate, where to shop from and when, how much time to spend and at what intervals. Therefore, the end result of customer behaviour is making a final decision on the product choice, brand choice, choice of retailers, purchase time, purchase amount and frequency of purchase (Khaniwale, 2014).

Theoretical Review

Gender Schema Theory

Gender schema theory was formally introduced by Sandra Bem in 1981 as a

cognitive theory to explain how individuals become gendered in society, and how sex-linked characteristics are maintained and transmitted to other members of a culture. Gender-associated information is predominantly transmuted through society by way of schemata, or networks of information that allow for some information to be more easily assimilated than others. Bem argues that there are individual differences in the degree to which people hold these gender schemata. These differences are manifested via the degree to which individuals are sex-typed. Gender schema theory provides a useful framework for understanding how knowledge structures of gender are formed, however it has not avoided all criticism.

One weakness of the theory is that it fails to account for the ways biology or social interactions impact gender development. In addition, the content of gender schema remains unclear. While the theory is meant to account for the process-not the content of these schema it's difficult to measure schema with no understanding of their content. Finally, cognitive schemas about gender have been shown to predict thinking, attention, and memory, but they are less predictive of behaviour.

Transaction Cost Economics Theory

Transaction cost economics is understood as alternative modes of organizing transactions (governance structures – such as markets, hybrids, firms, and bureaus) that minimize transaction costs (Williamson 1979). Transaction cost theory (Williamson 1979, 1986) posits that the optimum organizational structure is one that achieves economic efficiency by minimizing the costs of exchange. The theory suggests that each type of transaction produces

coordination costs of monitoring, controlling, and managing transactions. Williamson has defined transaction costs broadly as the costs of running the economic system of firms. He has argued that such costs are to be distinguished from production costs and that a decision-maker can make a choice to use a firm structure or source from the market by comparing transaction costs with internal production costs. Thus, cost is the primary determinant of such a decision.

Transaction cost economics (TCE) has been criticized for presenting an undersocialized view of human nature, for confusing cause and effect, and for being ad hoc. This article attempts to rebut the last charge by reviewing a large body of empirical evidence on contracting and economic organization. Specifically, we maintain that enough empirical work has been carried out to shift the burden of persuasion to TCE's skeptics. As we show, the empirical evidence lines up remarkably well with the logic of organization described by TCE. After a conceptual and methodological review, we survey a range of studies on vertical integration (including forward integration into marketing and distribution), complex contracts and "hybrid" modes of organization, transfer pricing, and multinational corporations. We conclude with a discussion of the implications of TCE for business organization.

Engel, Kollat and Blackwell Theory

Engel et al. (1978) developed a model of consumer decision-making. This model is also known as EKB model. It describes consumers' decision process and how decisions are made when choosing among a list of alternatives available. The model builds on the field of consumer psychology theories and models such as Howard's (1963) theory

of buyer behaviour and Nicosia's (1976) theory of consumer decision process.

However, with the EKB Model, environmental factors are additional variables that influence the formation of consumer decisions. The EKB model is considered one of the most important works in the field of consumer behavior (Schiffman & Kanuk 2008). EKB model basically consists five sequential steps where information is processed before consumption decisions are made.

The first stage starts with the need or problem recognition. This is followed by a search for alternative solutions which involves obtaining relevant information from various sources; both the external environment as well as internal self (e.g. memory and experiences). The third stage involves the evaluation of alternatives that is subjected to the consumer's personal criterion in deducing the preference. Once the decision is made, the consumer moves onto the fourth stage where the purchasing of the selected alternative takes place.

The final step involves post-purchase evaluation. The basic framework of the EKB model begins with the state of unfulfilled needs and wants. The EKB model went through a series of revisions and modifications and finally became the Engel, Blackwell & Miniard Model (2001). The revised model consists of four sections namely; information input, information processing, decision process and external variables influencing the decision process. The variables and the working relationship are similar to the EKB model but have been slightly modified. For instance, consumption and divestment are other variables that were included in the revised model.

According to some researchers, this is one of its major key strengths because the

added factors embrace contemporary definitions of consumer behaviour which include such stages of consumption in their scope (Solomon 2006; Schiffman & Kanuk 2008). However, this well acclaimed model is also without criticisms.

In parallel with the theory of behaviour, the model also suffers the weakness of a clear definition of variables, vagueness and complexity. The model attempts to define the variables and specify functional relationships between the various constructs. However, the model fails to adequately explain as to how each of these influences consumer decision making. In the view of Loudon & Bitta (2002), the environmental and individual variables have drawn criticism due to the vagueness of their definition and role within the decision process. They further explained that the influence of the environmental variables is identified, but their role in affecting behaviour is not well developed.

Paradigm Theory

Disconfirmation of expectations paradigm is conceptualized by Oliver (1980, 1997). It came from a subject of study for antecedents of satisfaction (Anderson & Sullivan, 1993). The standard approach to study the satisfaction involves comparison of prior expectations with observed performance. Thus in this theory, the customer's perception of overall satisfaction results from a comparison between expectation and outcome performance. Therefore, expectation and outcome performance are two important variables which can influence the judgment of satisfaction measure. Because customers' satisfaction is one of the curial factors to predict the customer purchase tendency. To investigate satisfaction toward the products

is also a main topic in customer behavior research. Based on expectation disconfirmation theory, firm can increase satisfaction by increasing perceived product performance or decreasing expectation.

In the process of satisfaction judgments, first buyers may experience from expectations of the specific product or service prior to purchase. Second, consumption reveals a perceive performance level of product which is influence by expectations if difference between actual performance and expectations is perceived as being small. Hence, perceived performance may increase or decrease directly with expectations as indicated by the arrow drawn from expectations to perceived performance. Third, perceived performance may either confirm or disconfirm pre-purchase expectation (Anderson & Sullivan, 1993). Fourth, satisfaction is positively affected by expectations and the perceived level of disconfirmation. When the outcome performance is object, it is difficult to increase the perceived performance. Thus, to decrease expectations is a viable alternative for the firm (Kopalle & Lehmann, 2001). To sum up expectation disconfirmation theory, expectations provide a baseline or anchor level of satisfaction.

Critics of the concept of a "paradigm" is far too vague. If one tries to specify paradigms more precisely, one discovers they are not so much like Kuhn describes them. They are far more varied, complex, and certainly may behave differently than the way Kuhn claims.

Theoretical Framework

In view of the above theories and discussions, this study adopted paradigm theory as baselines theories for this study. This theory was selected to guide this study

because its perspectives are tied to the focus of the study and the variables under investigation. The theory explained the perception of consumers to overall satisfaction from a comparison between expectation and outcome. Expectation and outcome of customer in a service will result to satisfaction. A positive satisfaction will result to loyalty of customer, while dissatisfaction will result to customer switching to a new brand or product. The degree of convenience provided in services will determine the consumer behaviour. Therefore, both the dependent and independent variables of this study are adequately covered, and properly explained by this theory.

Empirical Review

Yuksel (2001) identifies that first-time and repeat visitors both regard service convenience (i.e efficiency of check-in and check-out at a hotel) as a predictor of their satisfaction. Dhurup et al (2006) found that convenience (i.e space availability and information dissemination) influence satisfaction for leisure and recreation consumers which, in turn, influence their loyalty.

Moutinho & Smith (2000) examined the association between access (i.e ease of banking), consumer satisfaction, consumer loyalty, and switching behavior. Their results indicate that there was a direct, positive association between the ease of banking and perceived satisfaction. Increased levels of satisfaction also reduce switching intentions and increase loyalty (Chang et al, 2012).

Jinglun (2001) conclude in his study that the level of customer satisfaction and the formation of customer loyalty were influenced by the quality of service. The more sensitive consumers are to service quality,

the more likely they will produce a satisfactory psychological attitude, which in turn will lead to customer loyalty. Juan (2006) suggested that when service quality meets customer's expectations, thus the customer would produce a satisfactory psychological state, which would result in customer loyalty, vice versa. Jiang & Lu (2006) found that customer satisfaction had a direct impact on customer loyalty in the study of customer value, customer satisfaction.

Colwell et al., 2008, along with the direct effect of service convenience on customer satisfaction, which has been empirically verified, the mediating role of perceived service value in the relationship between service convenience and customer satisfaction should be considered, with perceived value as a key contributor to high levels of customer satisfaction (Beetles, Cockrill & Goode., 2009; Roig et al., 2009). In other words, customers compare the benefits of the service received with the necessary sacrifice required to get the service (Lee et al., 2004). As Heinonen (2004) notes, many of the conceptualizations of perceived value involve quality as the benefit and price as the sacrifice. This interpretation emphasises value as a monetary conceptualization (Mavondo & Nasution, 2008; Soutor & Sweeney, 2001). Price is an important factor in customer satisfaction because customers tend to think of price whenever they evaluate the value of an acquired product or service (Martín-Consuegra et al., 2007).

For this investigation, service convenience represented the get benefit in the service delivery process relative to the necessary sacrifice required to pay for the services in terms of monetary valuation. That is, if customers feel that they are receiving the best monetary value for the level of

service convenience provided by a business, their positive perceptions of service value drive various positive behaviours (Chan et al., 2007), including customer satisfaction. This argument suggests that perceived service value is a required mediating factor in the relationship between service convenience and customer satisfaction, which would, in turn, influence customer loyalty toward a business (as discussed above).

Based on the particularity of service, Berry (2002) presented a statement of the exact meaning of service convenience that consumers' perception of time and energy they expended were related to the process of purchasing or using one service or goods. And he deemed that service convenience includes decision convenience, access convenience, transaction convenience, benefit convenience, post-benefit convenience.

Service convenience was found to be a significant predictor of overall satisfaction in the context of Canadian personal cellular telephone and internet usage (Colwell et al., 2008). Service convenience has an impact on customer satisfaction and repeat purchase from a service organization (Seiders et al., 2007).

Study conducted by Aagja et al. (2011) in the Indian context, found that higher the perceived service convenience level, the greater the impact on customer satisfaction and shopper's behavioural intentions. This relationship was tested separately for both public and private sector banks. Service

providers need to remain conscious of the positive implications of convenience for customer loyalty (Berry et al., 2002). Studies indicate that convenience influences a variety of consequences like behavioural intentions (Andaleeb & Basu, 1994; House & Szymanski, 2000), store choice (Messinger & Narasimhan, 1997), and switching service providers (Keaveney, 1995).

Recent study conducted by Kaura (2013) on Indian banking sector has revealed that service convenience has a significant impact on customer satisfaction and customer loyalty. This study, therefore, proposes that dimensions of service convenience have a positive impact on customer satisfaction and loyalty.

Gap in Literature

Most of the previous research were carried out on E-service convenience. The behavioural aspect of the consumer which most past researchers studied on were satisfaction, loyalty and retention. Previous researchers examined all service convenience five dimensions on customer satisfaction while some on customer loyalty. This study will only consider three of the service convenience dimensions which are: decision, access and transaction. Despite the previous research on this study, many Organizations still encountered customer dissatisfaction, disloyalty and switching for competing product. Therefore, this study tends to bridge the gaps in previous research work examining the influence of service convenience and consumer behaviour.

Conceptual Framework

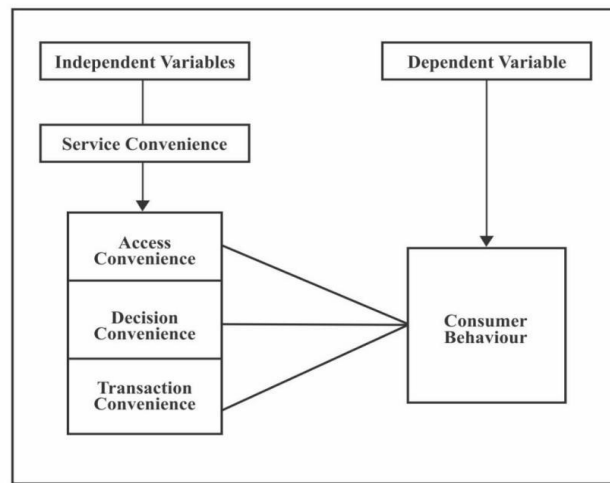


Figure 1
(Source: Researcher's Conceptual Model, 2025)

The conceptual model in figure 1 illustrates the relationship between service convenience and consumer behaviour. The independent variables of service convenience to be considered under this study are Access convenience, Decision convenience and Transaction convenience while the dependent variable is consumer behaviour. The variables shown in the conceptual model will be tested with simple linear regression.

Methodology

Research Design

Survey research was adopted in collecting the data specifically, through the use of questionnaires. The choice of this research design became necessary not only due to the explanatory nature of the study but also because it has been found suitable for analyzing a phenomenon, situation problem by considering a cross section of the population at one point in time.

Area of Study

Osogbo is a city in Nigeria. It became the capital city of Osun State in 1991. Osogbo city seats the Headquarters of both Osogbo Local Government Area and Olorunda Local Government Area. It is one of the states in southwest geopolitical zones in Nigeria that shares boundary with Ekiti, Ondo and Oyo States. The main activities in the State are agriculture, education and trading. Osun State is known to be a commercial and industrial nerve centers in Southwest.

Population of the Study

Due to improper record keeping, the population of the study is not known, thereby making it an undefined population.

Sample size and Sampling Technique

The sampling frame of this study were customers of Osun mall, Osogbo in Osun State. The researcher adopted purposive sampling technique method to select sample

size from the unknown population of Osun mall customers who were selected for this study.

In this research, for estimating the minimum sample size, the formula of Cochran (Cochran, 1963), was used to arrive at the sample size for this research work.

$$n_0 = \frac{z^2 \times p(1-p)}{e^2} \dots \dots \dots \text{Equation (3.1(a))}$$

Where,

- n_0 - Sample size, which was estimated
- z^2 - Selected critical value of desired level of confidence or risk
- p - Estimated proportion of an attribute that is present in the population or maximum variability of the population
- e - Desired level of precision or margin of error

The following values can be used for estimating the sample size-

- n_0 - ?
- z^2 - 95% confidence level (The value of $(1-\alpha)$ in Standard Normal Distribution z -table, which is 1.96 for 95%)
- p - 50% variability of the population (which is maximum)
- e - 5% margin of error

Put the value in given formula-

$$n_0 = \frac{(1.96)^2 \times 0.5(1 - 0.5)}{(0.05)^2} = 384.16$$

n=384

Therefore, the total sample size for the respondents who are Osun mall customers was **384**.

Method of Data Collection

Only one set of questionnaire were designed for the categories of people to be select. The questionnaire was made up of close ended question, sought to examine service convenience on consumer behaviour. The measurement of the variables was in two sections. Section "A" dealt with the bio data of the respondents, while section "B" dealt with required data from respondents. Part "A" measured using nominal measurement to categorize the respondent while the variables in part "B" which was tested are measured on the rating scale of 1-5 points Likert scale, 1= Strongly disagreed, 2= Disagreed, 3= Neutral, 4= Agreed, 5= Strongly Agreed.

The instrument which was used for data collection is structured questionnaire. Close ended questions was used which restrict respondents to specified sets of responses. This questionnaire was divided into two Sections; Section A was designed to capture bio-data information of the respondents while Section B was carefully designed to draw required information from the respondents.

Method of Data Analysis

The data analysis technique for this study includes Descriptive and Inferential analysis. Examples of descriptive statistic are; mean, median, mode, variance and standard deviation and inferential statistics multiple

regression and analysis variance. The data collected was analyzed through the use of simple percentage, tables, descriptive analysis and simple linear regression analysis.

Model Specification

In an attempt to examine service convenience and consumer behaviour, this study shall adopt the model of Seiders et al., 2007 who regressed service convenience variables against customer satisfaction.

However, this study shall replace the specific independent variables used by Seiders et al., 2007 with variables of service convenience such as access convenience, decision convenience and transaction convenience (making the three specific independent variables) while consumer behavior will be the dependent variable. Thus, simple linear regression model to be used is indicated below.

Model One

$$y = a + b_1x \text{ ————— (3.1)}$$

y = dependent variable (consumer behaviour)
= CB

a = constant

b_1 = slope of the regression line

x = independent variables (access convenience) = AC

Model Two

$$y = a + b_1x \text{ ————— (3.2)}$$

y = dependent variable (consumer behaviour)
= CB

a = constant

b_1 = slope of the regression line

x = independent variables (decision convenience) = DC

Model Three

$$y = a + b_1x \text{ ————— (3.3)}$$

y = dependent variable (consumer behaviour)
= CB

a = constant

b_1 = slope of the regression line

x = independent variables (transaction convenience) = TC

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