Consumer perception towards online shopping behaviour in South Africa

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ABSTRACT

Customer perceptions affect their actions, leisure and buying habits, which has a great impact on online shopping. Globally, electronic retailing has undergone extraordinary growth in the past few years. In determining the uptake of online shopping behaviour in South Africa, the study set out to determine consumer perception towards online shopping. Through a quantitative approach, the study examines the perceptions of over 4 834 respondents who formed the sample for the study. The results reveal that prices and delivery time were the overall motivating factors to shop. The study also found that factors that influence respondents' perception of online shopping were flexibility, convenience, and ease of accessibility. The study recommends dynamic pricing that applies variable pricing could be implemented more broadly, to online shoppers. Given the demographics of those who do not shop online, price discrimination using the third-degree discrimination strategy, which is based on the individual consumer, where, for example, students are given a reasonable price option, could potentially activate online shopping of those who do not engage in online shopping.

Keywords: online shopping, consumer behaviour, electronic retailing, customer perceptions.

INTRODUCTION

The drive to encourage online shopping in South Africa is beginning to gain momentum as many brick and mortar retailers have made a shift towards online retailing. Whilst this seems to align itself with global trends, the challenge is to drive traffic towards online shopping. E-commerce accounts for a small proportion of total retail spend with estimates of the proportion of e-commerce at 1-2% of retail in South Africa (Prinsloo, 2016: 1). Considering this, online retailers must understand how consumers perceive online shopping and how these perceptions affect their buying behaviour to grow their online businesses. Rahman et al., (2018: 19) suggest when online retailers can identify the associations between factors that motivate online shopping then they can adapt their strategies to convert potential customers into active ones and prevent their loyal customers from switching.

LITERATURE REVIEW

Customer Perception

Chee & Yazdanifard (2021: 117) define customer perception as customers' opinion of the electronic retailer, brand, or product either through direct or indirect experience that the customer carries out with the retailer. Schiffman & Wisenblit (2015: 114) refer to customer perception as the process by which an individual selects, organizes and

interprets stimuli into a meaningful and coherent picture of the world. Customers may be exposed to the same stimuli, but how each customer recognizes, organizes, and interprets is different based on each customer needs, values, or expectations. Moreover, consumers can be very selective when exposed to stimuli. Consumers pay attention to some aspects and ignore others.

Customer perception is a very critical part of processing information systems in the human brain. Stimuli such as objects, events or messages are interlinked series of activities in a system that is transformed into information and stored in the customer's brain. This implies that negative customer perception is not good for online retailers since it is crucial to attract and retain customers (Renko & Popovic, 2015: 23). Aruna & Williams (2015: 51) additionally reveal that customer perception towards electronic retailing and intention to purchase online is not only affected by usefulness, ease of use or enjoyment. External factors such as product characteristics, previous online shopping experience, situational factors and trust in online shopping are also factors that impact customer perception and intention to shop online.

Consumer Buying Behaviour

Consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money and effort) on consumption related aspects. It is the study of when, why, how, where and what people do or do not buy products (Lukman & Vukasovic, 2020). Moreover, it is a process utilized by customers in search of their desired products, choosing, purchasing, and disposing to satisfy their needs (Berman, Evans & Chatterjee, 2018: 200). Customers behave differently and they are influenced by various internal and external factors. The study of consumers' buying behaviour emphasizes on how individual consumers make a decision to spend on goods or services. In a prevailing competitive environment, marketers must recognize the changing tastes and preferences of consumers for their survival (Dhiman, Chand & Gupta, 2018: 188-200). According to Mehta, Saxena & Purohit (2020: 292), consumer behaviour is an important and constant decision-making process of searching, purchasing, using, evaluating, and disposing of products and services. Hjort et al., (2013: 853) mention that customer buying behaviour is often influenced by customer perception. Furthermore, it is crucial for retailers to observe their customers and implement solutions accordingly.

Kahn (2018: 150) highlights that consumers desire both pleasurable and seamless experiences from e-retailers. If dissatisfied, they will not be hesitant to switch to other e-retailers who will provide superior value through offering such an experience. This means that it is crucial for e-retailers to critically understand why consumers behave in a certain way during a specific time in order to provide consumers with their needs/ wants and remain competitive in the retail industry (Antwi 2021: 01). Consumer buying behaviour is different to each online customer. The difference depends on buying choices, which can be easily influenced by buying habits and choices that are in-turn tampered by social and psychological drivers that affect the buying decision process (Mehta et al., 2020: 292). Demeyer-Heydenrych & Cunningham (2018: 17) mention that it is imperative to understand why consumers make certain decisions or choices. It will allow marketers and e-retailers to develop successful strategies and it can also predict behaviour.

Online Shopping Behaviour and Online Customer Experience

Online shopping behaviour differs to traditional shopping. A negative traditional shopping behaviour can easily be changed through many methods unlike online shopping behaviour (Reddy & Chalam 2015: 324). Store personnel can help appease a dissatisfied customer with personal engagement. However, the online experience must pre-empt the concerns of the customer, to ensure a positive experience. Hjort et al., (2013: 853) mention that customer buying behaviour is often influenced by customer perception, they further explain that it is crucial for retailers to always observe their customers and implement solutions where it is possible.

Consumer buying behaviour is different to every online customer. The difference depends on buying choices that can easily be influenced by buying habits; and choices that are in-turn tampered by social and psychological drivers that affect the buying decision process (Mehta et al., 2020: 292). Customers are playing an important role in electronic retailing by spreading and sharing their comments on social media platforms. Word-of-mouth can easily assist online retailers to identify the factors that can affect consumer's buying behaviour and the associations between these

factors and type of online customers. Once that has been identified, electronic retailers can further widen their marketing strategies to convert potential customers into active ones and retain them as loyal customers as one of the assets of the business (Yee & Yazdanifard, 2014: 2249).

Singh (2019: 1302) believes online customer experience is a set of interactions between a customer and a product or e-retailer, which provoke a reaction. The customer is involved in cognitive and affective processes of incoming sensory information from the retailer's website, the results received are shaped to the formation of an impression in memory. Several antecedent situations influence the cognitive and affective state of the customer. Consumers now have easy access to information and various options to choose from thus creating consumers to be less tolerant of inconsistent or poor service.

Online customers are not just shoppers but also users of technology and information seekers. Online customer experience is considered to be more complex than the online shopping experience. There is a difference between online customers and offline customers. Online customers are mostly concerned about purchase benefits, time saving and choice (Vasic, Kilibarda & Kaurin, 2019: 74). Svatosova (2020: 144) adds that it is crucial for e-retailers to retain and satisfy consumers to gain competitive advantage. When consumers are satisfied with the e-retailer, they will become loyal. Furthermore, consumers also often share their experiences on social media networks, therefore maintaining good reputation is important.

Perceived motivators that encourage online shopping

Online shopping offers several benefits that cannot be offered by physical stores, such as convenience, providing a wide range of products, promoting user-friendly websites and saving time (Usman & Kumar, 2020). Convenience refers to the reduced time and effort it takes to make a purchase. Customers have the opportunity of purchasing any product from any part of the world at any time without physically visiting the store (Usman & Kumar, 2020). Moreover, convenience is considered one of the most significant factors influencing online shopping (Omotayo & Omotope, 2018). Accessibility is another major determinant that can simply influence consumers to shop online. Accessibility is described as the extent to which the required technology for online transactions is easily available for people to use (Chiemeke & Evwiekpaefe, 2011). Trust, which is one of the fundamental bases of trade, can be described as a readiness to depend on or to become vulnerable to another party when one cannot control the other party's actions (Abdulgani & Suhaimi, 2014). To build on a trust relationship between a consumer and the retailer, Maia et al., (2019) suggest, that a firm reputation, for example, may indicate the level of consumer trust with the retailer. This signifies that the reputation of an online store will have a positive effect in shaping the relationship between it and its customers, becoming a determinant factor of trust. Maia et al., (2019) suggest that the use of online comments and ratings, as well as the participation in forums and communities, depending on how they are, positive or negative, may increase or decrease the consumer perception of the safety of transactions made electronically and the delivery conditions of the product. In this perspective, consumers who consider a high level of transaction safety as relevant to their level of trust may consider e-commerce as a potential online marketplace. The interconnectedness of these factors will most likely motivate consumers to shop online as the level of trust increases, the level of risk decreases. Repeat purchases reinforce the confidence of online transactions.

The literature examined important constructs of this study and looked into customer perception, which relies on the experience and expectation of the online shopper. Based on the framing of the literature presented, the main aim of the study is to determine consumer perception towards online shopping behaviour in South Africa. To achieve this, the following research objectives were formulated:

Research Objectives:

- To analyse the purchasing frequency of online shoppers in South Africa.
- To ascertain the perspectives of shoppers who do not purchase online.
- To ascertain the perspectives of those who shop online.
- To determine the factors that motivate online buying behaviour of shoppers in South Africa.

RESEARCH STRATEGY

This study follows a descriptive research design that supports the objectives of the study. A quantitative approach was used to determine the perception of online shoppers. Closed-ended questionnaires were used to obtain relevant data from the respondents in the study. For this study, the target population consisted of online customers who purchase apparel at brick-and-click retailers in KwaZulu-Natal. Non-probability purposive sampling was ideal for this study as it sought out a distinct trait from consumers who are online shoppers. Nonprobability samples are more relevant with the rapid growth of online questionnaires (Saunders et al., 2019: 315). The researchers identified a national apparel brick-and-click retailer, who hosted the questionnaire on their website for two weeks. This generated a response of 5 872 of which 4 834 were completed questionnaires.

RESULTS

The questionnaires were available online for two weeks; 5 872 responses were received of which 4 834 remained after removal of incomplete questionnaires and data cleaning. Of the complete questionnaires, table 1 shows: 4 357 (90.1%) respondents are female; 2 110 (43.6%) respondents are Black; 1 627 (33.7%) respondents are in the age group 24-29; 3 050 (63.1%) respondents are employed; 2 048 (42.4%) respondents are in the income group 0-R5 000; 2 547 (52.7%) respondents have matric as their highest qualification.

TABLE 1
RESPONDENT DEMOGRAPHICS

| Age		Race		Gender	
Description	**Count (%)**	**Description**	**Count (%)**	**Description**	**Count (%)**
Under 24	1 513 (31.3)	Black	2 110 (43.6)	Female	4 357 (90.1)
24-29	1 627 (33.7)	Coloured	1 122 (23.2)	Male	477 (9.9)
30-35	901 (18.6)	White	1 035 (21.4)		
36-41	414 (8.6)	Indian	500 (10.3)		
Over 41	379 (7.8)	Asian	67 (1.4)		
Employment		**Education**		**Income**	
Description	**Count (%)**	**Description**	**Count (%)**	**Description**	**Count (%)**
Student	1 192 (24.7)	Below matric	300 (6.2)	0- R5 000	2 048 (42.4)
Unemployed	269 (5.6)	Matriculated	2 547 (52.7)	R5 001- R10 000	1 185 (24.5)
Self-employed	295 (6.1)	Graduate	1 438 (29.7)	R10 001- R15 000	762 (15.8)
Employed	3 050 (63.1)	Postgraduate	549 (11.4)	R15 001- R20 000	434 (9.0)
Retired	28 (0.6)			R20 001 and above	405 (8.4)

Table 2 shows that there are more women who are online shoppers than men. According to Davis et al., (2017: 119), gender differences in e-commerce will always differ from one study to the other as both men and women use e-commerce for various reasons.

TABLE 2
GENDER OF RESPONDENTS CROSS-TABULATED WITH ONLINE SHOPPING

Online shopping (%)	Gender (%)		
	Female	**Male**	**Total**
Do not shop online	1 077 (22.3)	178 (3.7)	1 255 (26)
Shop online	3 280 (67.8)	299 (6.2)	3 579 (74)
Total	4 357 (90.1)	477 (9.9)	4 834 (100)

Figure 1 indicates that 26.0% have never shopped online. The total number of online shoppers, regardless of the frequency of shopping, is 74.0%. The highest frequency of online shoppers (21.9%) is those who shop 2-3 times in a month. For the 74% of respondents to engage in online shopping on a periodic basis, the frequency of which is defined in Figure 1, implies that these respondents appear to be familiar with online shopping and are motivated to shop online.

FIGURE 1
PSYCHOLOGICAL DRIVERS OF MOBILE GAMING NEED SATISFACTION
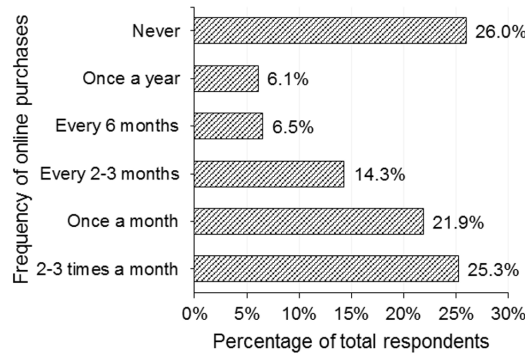
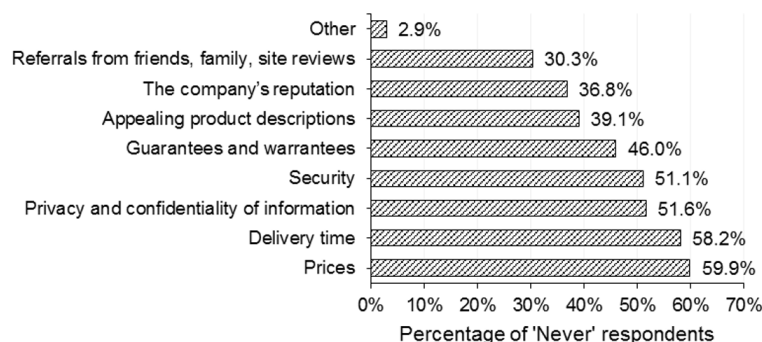## CHAID ANALYSIS (Chi-square Automatic Interaction Detector)

The frequency of online shopping was grouped as follows: 'Never', 'At least once per month', and 'Less than once per month'. The analysis is done in three stages and considers which demographic predictors associate with frequency of online shopping, what would motivate respondents to shop online, and how online shoppers experience online shopping.

Results of the CHAID Analysis

The factor with the strongest association to the frequency of online shopping was income (p-value < 0.001). 42.4% (2 048) of the respondents fall in the income group 0-R5 000. Of those respondents in the income group 0-R5 000, 39.9% (818) do not shop online. For the 0-R5 000 income group, the factor that is second most associated with frequency is race (p-value < 0.001). 27.1% (1 309) of the respondents earn 0-R5 000 and are Black. Of these respondents, 47.9% (627) do not shop online. Therefore. it can be concluded that the respondents with the greatest impact on 'Never' shop online earn 0-R5 000 and are Black. Of the other races in the 0-R5 000 group, 191 (25.8%) of the 739 respondents, do not shop online. Of these, 160 are younger than 36 years, and 31 are 36 years or older. However, the 31 respondents constitute 47.0% of the respondents in this age group. The respondents with the second greatest impact on 'Never' shop online earn R5 001-R10 000 (237), of which 206 are female, and 31 are male. However, the 31 males constitute 36.5% of males who earn R5 001-R10 000. Using the Exhaustive CHAID classification method the respondents who never shop online can be predicted with 52.4% accuracy. Diagram 1 graphically displays the above-mentioned results.

Figure 2 considers the 1 255 respondents that never shop online. The following chart indicates the factors selected by the aforementioned group. Delivery time (58.2%) and prices (59.9%) were identified as the two main factors that would motivate these respondents to shop online. These two factors are followed closely by privacy and confidentiality of information (51.6%) and security (51.1%).

FIGURE 2
FACTORS AFFECTING RESPONDENTS WHO DO NOT SHOP ONLINE

DIAGRAM 1
NEVER SHOP ONLINE

Node 0		
Category	%	n
■ Never	26.0	1255
■ Less than once per month	26.9	1301
■ At least once per month	47.1	2278
Total	100.0	4834

Income
Adj. P-value=0.000

R5 001- R10 000

Node 1		
Category	%	n
■ Never	20.0	237
■ Less than once per month	27.8	329
■ At least once per month	52.2	619
Total	24.5	1185

0- R5 000

Node 2		
Category	%	n
■ Never	39.9	818
■ Less than once per month	25.1	514
■ At least once per month	35.0	716
Total	42.4	2048

Gender
Adj. P-value=0.000

Race
Adj. P-value=0.000

Female

Node 5		
Category	%	n
■ Never	18.7	206
■ Less than once per month	27.9	307
■ At least once per month	53.4	587
Total	22.8	1100

Black

Node 8		
Category	%	n
■ Never	47.9	627
■ Less than once per month	21.2	278
■ At least once per month	30.9	404
Total	27.1	1309

Male

Node 6		
Category	%	n
■ Never	36.5	31
■ Less than once per month	25.9	22
■ At least once per month	37.6	32
Total	1.8	85

Coloured; Asian; White; Indian

Node 7		
Category	%	n
■ Never	25.8	191
■ Less than once per month	31.9	236
■ At least once per month	42.2	312
Total	15.3	739

Age
Adj. P-value=0.018

Under 36

Node 16		
Category	%	n
■ Never	23.8	160
■ Less than once per month	32.8	221
■ At least once per month	43.4	292
Total	13.9	673

36-41; Over 41

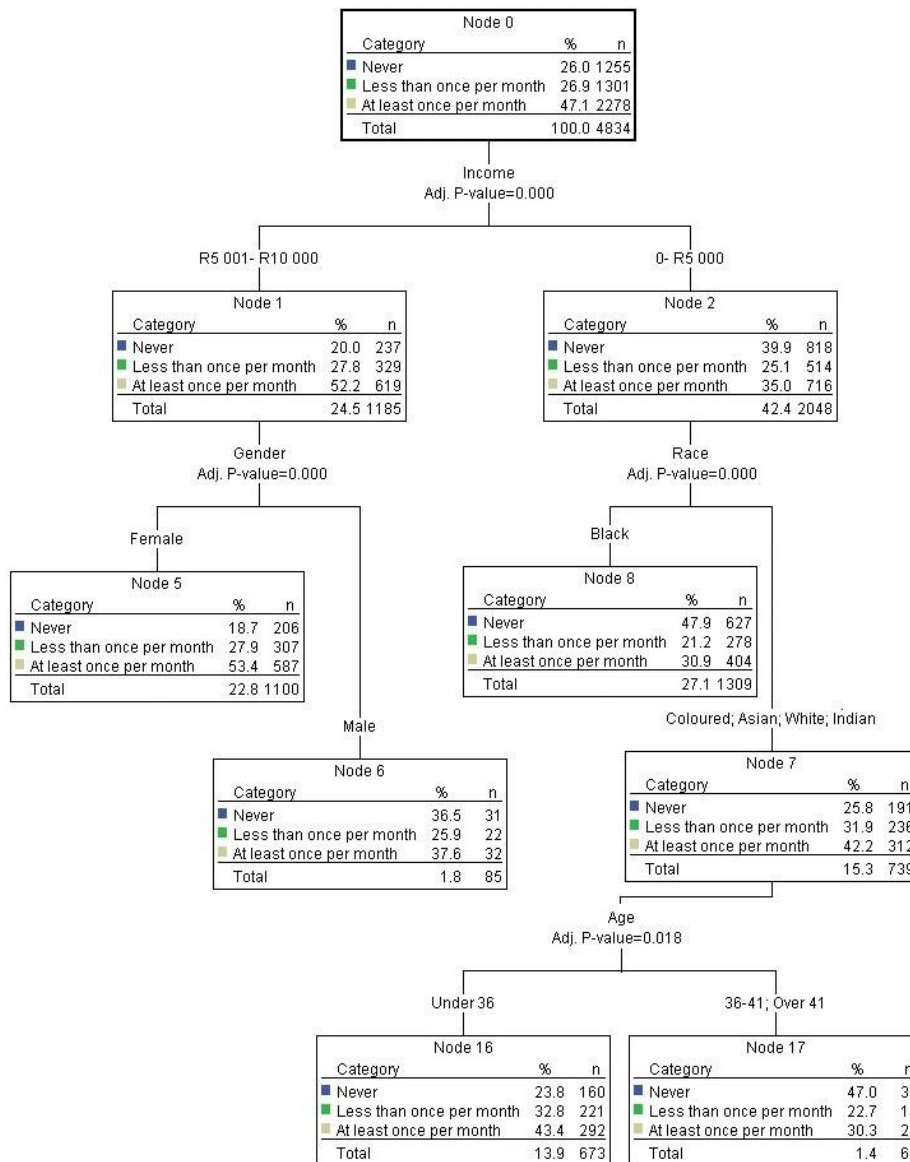| Node 17		
Category	%	n
■ Never	47.0	31
■ Less than once per month	22.7	15
■ At least once per month	30.3	20
Total	1.4	66

Figure 3 indicate a reflection of the 1 255 respondents on their opinions regarding online shopping. The majority believe that online shopping is Easily Accessible (80.2%), Flexible (76.0%), and Convenient (64.1%). However, fewer are of the opinion that online shopping is secure (38.5%), and even fewer are prepared to make online payments (20.3%). Finally, only 16.0% have a positive attitude toward online shopping. There is no level of income that has the greatest effect on shopping 'Less than once per month' since the response rates range from 25.1% to 30.4%. Using the CHAID classification the prediction accuracy for 'Less than once per month' is a mere 2.5%.

FIGURE 3
OPINION OF RESPONDENTS WHO DO NOT SHOP ONLINE

Attitude 16.0%
Online payment 20.3%
Security 38.5%
Convenient 64.1%
Flexibility 76.0%
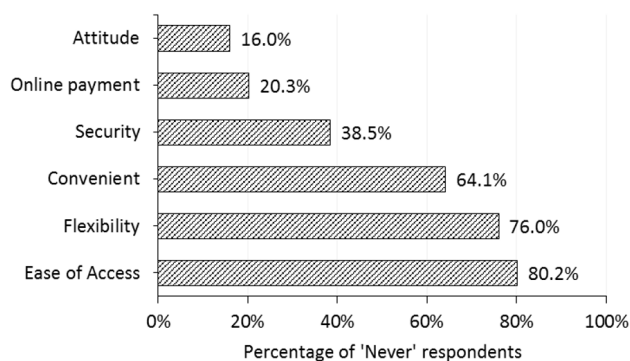Ease of Access 80.2%

Percentage of 'Never' respondents

Diagram 2 shows that the income group 0-R5 000 constitutes the highest single proportion of respondents (42.4% of the total sample), however, only 35% of these respondents claim to shop online at least once per month. Thus, this income group has the lowest impact. Subdividing this income group further according to the remaining demographics results in impact levels less than the average of 47.1%. Income level is positively associated with shopping online at least once per month since the frequency of online shopping at least once per month for the income groups are: over R15 000 - 62.2% (of 839), R10 001-R15 000 - 55.2% (of 762), R5 001-R10 000 - 52.2% (of 1185), and 0-R5 000 – 35.0% (of 2048). Gender was most significantly associated with the income level R5 001-R10 000 (p-value < 0.001) of which females had the highest response rate (53.4% of 1100). The next most significantly associated factor, for the R5 001-R10 000 income group, was race (p-value = 0.004). Although Asian/Indian females earning 0-R5 000 per month make up only 2.9% of the sample they have a response rate of 63.3%, which is significantly higher than the average of 47.1%. The income group over R15 000 make up 17.4% of the sample and have a response rate of 62.2%. The factor 'Age' is significantly associated with this income group (p-value < 0.001). The respondents earning more than R15 000 per month in the age group 41 and younger make up 13.8% of the sample and have a response rate of 65.7%, which is significantly higher than the average of 47.1%. The income group R10 001-R15 000 make up 15.8% of the sample and have a response rate of 55.2%. Age has the most significant association with this income group (p-value < 0.001). Respondents earning R10 001-R15 000 and are 41 years and younger make up 14% of the sample and have a response rate of 58.5%, which is above the average of 47.1%. Using the derived classification method, the respondents who shop online 'At least once per month' can be predicted with 80.2% accuracy.

DIAGRAM 2
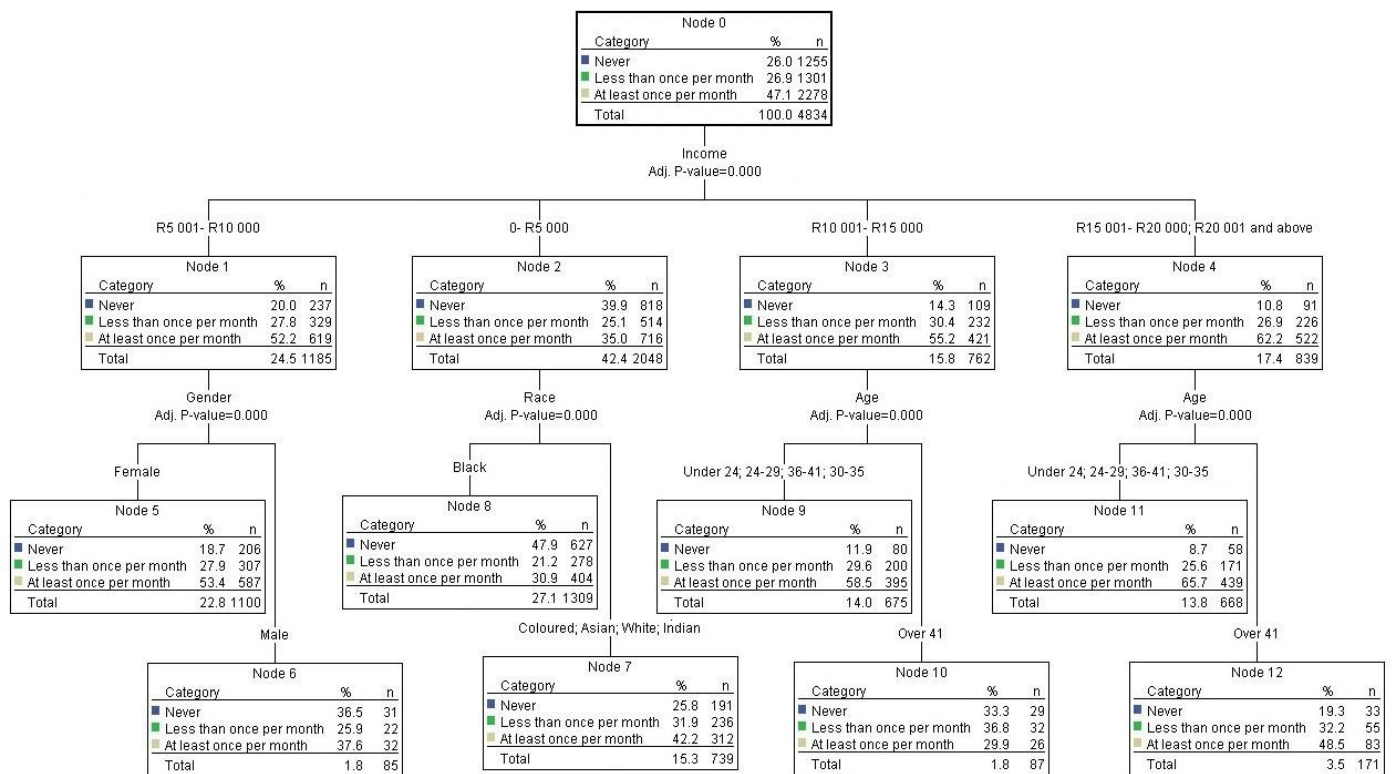**AT LEAST ONCE PER MONT**

Table 3 reveals the 4 response groups and determine what motivates them to do online shopping and how they perceive online shopping. For the income group over R15 000, Prices (83.1%) and Delivery Time (82.2%) were the highest motivating factors for online shopping. The least motivators were Guarantees and Warrantees, and Referrals from friends, family, or site reviews.

TABLE 3
RESPONDENTS MOTIVATING FACTORS TO SHOP ONLINE

Motivating factors of respondents to shop online	Income group of R0- R5 000	Income group of R5 000-R10 000, Female	Income group of R10 000-R15 000, Age 18-41	Income group over R15 000, Age 18-41
Prices	71.2	81.1	82.0	83.1
Delivery time	70.0	79.0	81.5	82.2
The company reputation	51.7	50.6	57.7	57.8
Privacy and confidentiality of information	51.5	54.3	53.7	57.3
Security	51.1	49.4	50.9	53.2
Appealing, product description	45.7	52.8	53.9	54.1
Guarantees and warrantees	44.7	45.3	48.1	50.5
Referrals from friends, family or site reviews	27.8	26.7	22.3	23.1
Other	5.9	4.6	6.1	9.4

Table 4 illustrate that Flexibility, Convenience and Ease of Accessibility has a stronger influence over respondents' perception than Security, Attitude, and Online Payment.

TABLE 4
PERCEPTIONS OF RESPONDENTS WHO SHOP ONLINE

Factors influencing respondent's perception	Income group of R0- R5 000	Income group of R5 000-R10 000, Female	Income group of R10 000-R15 000, Age 18-41	Income group over R15 000, Age 18-41
Flexibility	89.7	94.0	94.7	92.2
Convenience	82.4	84.7	86.8	86.3
Ease of accessibility	79.1	79.6	82.0	74.0
Security	58.5	63.4	65.0	70.3
Attitude	38.1	40.9	49.4	51.6
Online payment	34.5	37.6	37.5	48.9

FINDINGS

The study set out to establish consumer perceptions towards online shopping behaviour. To achieve this, the study analysed the purchasing frequency of online shoppers; the perceptions of those who shop online and those who do not as well as determining the factors that motivate online buying behaviour of shoppers in South Africa. The study found that 1 221 (25.3%) respondents shop 2-3 times a month whilst 1 255 (26.0%) respondents never shop online. Overall, 74.0% (3 577) shop online either '2-3 times a month', 'Once a month', 'Every 2-3 months', 'Every 6 months' or even 'Once a year'. This suggests that previous online shopping experience positively relates to repeat online purchase behaviour. Furthermore, this shows the growth of online shopping in South Africa.

The breakdown in Diagram 1 determined the following:

Income is the factor with the strongest (positive) association to frequency of online shopping, with 2 048 of the respondents who fall in the income group 0-R5 000 of which 39.9% (818) do not shop online.

The second factor associated with frequency of online shopping varies between income groups. For 0-R5 000 it is race, where 27.1% (1 309) of respondents who earn 0-R5 000 are Black of which 47.9% do not shop online. For R5 001-R10 000 it is gender, where 22.8% (1 100) of the respondents who earn R5 001-R10 000 are female of which 53.4% shop online at least once per month. For over R10 000 it is age, where 27.8% (1 343) of the respondents who earn over R10 000 are at most 40 years old of which 62.1% shop online at least once per month.

Those who do not shop online cited delivery time and prices as the main factors that would motivate them to shop online (Figure 2). These are also the same two factors that were identified by those with an income of over R15 000 as the main motivating factors for shopping online (Table 3). Moreover, for those who do not shop online, their perception of online shopping is that 'It is easily accessible' (80.2%); 'It is flexible' (76.0%) and Convenient (64.1%). Similarly, across all four of the income groups, depicted in Table 3, Flexibility, Convenience, and Easily Accessible form the main factors that influence respondents' perception of online shopping. Retailers offering more convenience and flexibility will provide better options for their online customers. The perceived usefulness that online customers may derive from these factors can lead to customer satisfaction, which will contribute to a positive customer experience.

In Diagram 2, whilst the income group 0-R5 000 had the highest proportion of respondents (42.4%, 2 049) only 35.0%, 716 of these claims to shop online. For these respondents, income had the lowest impact. However, gender and race were the most significantly associated factors whilst for the income group R10 001 and over, age was the most significant factor associated with income group. Table 2 shows that for all the four income groups, that price was the main motivating factor followed by delivery time. These findings are consistent with Maia et al., (2019) who found that price advantages also attract consumer attention, increasing the frequency of online purchases. A perceived competitive price can be considered less cost from the consumer perspective when they pay less or want to reduce other costs of the product acquisition such as delivery, security, trust, and reputation, for example (Sullivan & Kim, 2018). A product whose price is seen as cheap or reasonable by the final consumer is more likely to be acquired (Maia et al., 2019). The company's reputation was the third motivating factor which also implies online shoppers consider the online stores they purchase from and ensure the stores have a good reputation. The delivery experience is pivotal in creating long-term satisfaction (de Vos, 2016) that motivates online shoppers to repeat online purchases from the same retailer. Being able to trust a retailer to ensure that delivery of the order is made timeously is based on the reputation of the retailer. A good reputation signals a firm's (seller's) trustworthiness, integrity, and reliability to constituents, which in turn reduce behavioural uncertainty (Walsh et al., 2015). Finally, the following generalizations can be made:

- Delivery Time and Price are factors that would promote online shopping.
- Online shoppers who shop at least once a month earn upwards of R 10 000 and are younger than 41 years of age.
- Flexibility, Convenience, and Ease of Accessibility influences the perceptions of online shoppers.

Based on the findings the following recommendations are made:

RECOMMENDATIONS:

For those who do not shop online, the study reveals Delivery Time and Price are factors that would motivate online shopping. Organisations that want to attract online shoppers, should develop their delivery strategy to involve the shopper in every step of the process to ensure their products are tracked from purchase to the point of delivery with the shortest turnaround time.

Online customer acquisition is important to building the segment as well as increasing market share for the organisation. Pricing strategies are important for both the organisation and the customer, as the organisation continually seeks to ensure that customers are charged a fair price that accurately reflects the value of the product/ service. Dynamic pricing that applies variable pricing, for online shoppers should be implemented more broadly for online shoppers. Given the demographics of those who do not shop online, price discrimination using the third-degree discrimination strategy, which is based on the individual consumer whereby, for example, students, are given a reasonable price option, could potentially activate online shopping of those who do not engage in online shopping.

This could also increase the frequency of online shoppers.

Flexibility, Convenience, and Ease of Accessibility are factors that influence the perceptions of online shoppers. Organisations who wish to increase their online market share should monitor their customers' online experience through engaging with the customer to ensure their online stores offer flexibility, convenience, and are accessible.

CONCLUSION

The study made some insightful findings that can be generalized to online apparel retail shoppers. Furthermore, it advances our understanding of what the perceptions are of those who do not shop online and what motivates those who engage in online shopping. The contributions of the study findings can be implemented strategically to ensure a positive outcome with increased online market shares and larger segments of online shoppers in South Africa.

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