

**THE INFLUENCE OF CUSTOMERS PERCEIVED USEFULNESS OF INTERNET,
EDUCATIONAL LEVEL AND ATTITUDE TOWARDS INTERNET BUYING**

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ABSTRACT

This study aimed at determining the dependent relationship between customer's level of education, customer's perception of internet usefulness their overall influence on customer's attitude towards internet buying. The questionnaires used for data collection are structured – closed and open ended. Most of the questions are Likert –format" statement on a five -point scale and respondents were expected to score their response on the five-point scale. In all, 400 questionnaires were administered but 394 questionnaires was returned and used for analysis. In other give the data collected meaning and to achieve the objective sought in the study, statistical package for social sciences (SPSS version 16) was used to analyses the data and test the hypothesis formulated. Small sample size and the inability to obtain a completely randomized sample are some of the limitations to the study. The study reveal that there is no significant depended relationship between customers level of education and their perceived usefulness of the internet on their attitude towards internet

KEY WORDS: *Internet, Perceived Usefulness. Customer Attitude, Buying, online buying*

INTRODUCTION

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. The rapid evolution of the Internet has had an enormous impact on the business environment and promises to revolutionize the dynamics of international commerce. Consumers in a global marketplace will benefit from an expanded range of products, services and information, to which the Internet will give them access. Due to the elimination of geographic, time zone, and geographical barriers brought forth by the Internet, commercial transactions are frictionless.

To stay competitive in highly competitive marketplaces, many businesses have started using the internet to reduce their marketing expenses and, as a result, lower the cost of their goods and services. Companies also use the internet to convey, communicate and disseminate information, to sell products, to take feed back and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the product online, but also to compare prices, product features and after sales service facilities they will receive if they purchase the product from a particular online store. Many experts are optimistic about the prospects of online business. In addition to the tremendous potential of the E-commerce market, the internet provides a unique opportunity for companies to efficiently reach existing and potential customers. This study views internet marketing as a "virtualization" of product/service/knowledge/ information exchanges. Virtualization means that parties involved in exchanges use computer mediated communication (CMC) systems as a means of establishing a better understanding of the benefits of internet shopping over traditional store front shopping. The "tele presence" oriented by this virtualization process enables individual organizations and automated systems to co-ordinate all aspects of the consumer buying process. Today in Nigeria, many consumers have imbibed the internet culture but studies on the antecedents and attitude towards the internet as a medium for online buying is still at infancy.