MODELING ONLINE PURCHASE INTENTION OF SEASONAL GOODS IN NIGERIA: A CONCEPTUAL PROPOSITION

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Abstract

The last few decades have experienced tremendous growth in online purchases of seasonal goods. Despite the growth in online purchases of seasonal goods in developed countries, there are insufficient conceptual and empirical studies in developing countries like Nigeria. The objective of this paper is to propose a model for influencing customers' intention to purchase seasonal goods online in Nigeria. This research proposes a conceptual model to cover a theoretical knowledge gap by identifying the effects of perceived economic benefit, price image, and brand image on online purchase intention of seasonal goods and also to explain the mediating effect of trust. As a result of an intensive review of related literature, this study conceptualizes the current framework and proposes a quantitative research approach for the collection of primary data from six selected cities across the geopolitical zone. SEM is proposed to be used to analyze the survey data for the study. The result of the expected findings will reveal the factors that can influence online purchase intention of seasonal goods which will be of immense importance to policymakers, online customers, and retailers.

Keywords: Modeling, Nigeria**,** Online purchase intention, Seasonal goods, Trust

Introduction

Online shopping is gaining popularity as it enables consumers to buy goods irrespective of time and location at their convenience (Changchit et al. 2019). Consumers' channels of shopping have become influenced by technological change, and as a result, the majority of them preferred to buy goods online which offered them a convenient lifestyle, saves time, cost and quality prompt services instead of the traditional method of shopping that tend to be cumbersome (Sivakumar & Gunasekaran, 2017). As a result of this, online purchases have gained tremendous attention (Gao & Li, 2019; Wu et al. 2013), With increasing access to the internet coupled with mobile devices, online shopping has become the best viable alternative option (Ariffin et al. 2018).

According to Kühn & Petzer, (2018), the evolution of online shopping has transformed the retail environment of customers and e-vendors. In the past few decades, the world has witnessed an amazing increase in online purchases in contrast to offline stores. In recent times, there is unprecedented growth in online shoppers (Janjevic & Winkenbach, 2020) as global online buyers have experienced tremendous growth from 1.66 billion in 2019 to a projected 2.14 billion people in 2021 (eMarketer, 2020). A study revealed that global e-commerce retail sales are estimated at US$ 4.25 trillion in 2019 and were projected an increase to US$ 5.1 trillion at an annual growth rate of 20.07 percent (Statista,2020). The developed countries have experienced economic growth because of e-commerce while the growth in developing countries like Nigeria is slow.

Nigeria is one of the most populous African countries with 104.75 million online shoppers, and it is projected to increase to 143.26 million people in 2026 (Statista,2020). The number of consumers who shop online has grown from 82.09 million in 2017 to 108.75 million people in 2021 and it is projected to increase to 143.26 million people in 2026 (eMarketer, 2020). The growth in online shopping in Nigeria is attributed to the acceptance of information technology, a wide range of products and services offered by online retailers, increased e-commerce platforms and changing lifestyle of consumers (Khan & Uwemi, 2018). Most of the online purchases in Nigeria concentrate on festive periods and changing climatic weather conditions. Online shopping in Nigeria has been hampered by the security of the transaction, and low awareness of its economic benefits in some regions (Khan & Uwemi, 2018). It is a serious concern to note that consumers no longer have trust in online retailers. With respect to Nigeria, there is a low level of intention to purchase goods online coupled with poor brand image of online goods which has slow down consumer adoption of online purchase. To further buttress a point, it was reported that Nigeria is confronted with many similar challenges which make full development of online purchase unrealistic.

Online purchases of seasonal goods usually experience high demand during the seasonal periods of the year in Nigeria. Seasonal demands have put a lot of pressure on online vendors due to the high demand during the seasonal

period. According to Bahng & Kincade, (2012), seasonal goods are those goods that consumers purchase to satisfy their immediate needs for the season and these goods experience increase in demand during the seasonal period of the year. Seasonal goods cut across different product categories such as winter and summer clothing, refrigerator, air-conditioning, and greeting cards among others. Over the years, online purchase of seasonal goods has been on the increase, especially during the seasonal period but the factors influencing consumers have been under-researched. The question is what are the factors that influence online purchase intention of seasonal goods and to what extent does trust mediate? Does trust meditate on the relationship between perceived economic benefit, price image, brand image and online purchase intention of seasonal goods? The objective of this paper is to propose a model for online purchase intention of seasonal goods focusing on the mediating effect of trust on the relationship between perceived economic benefit, price image, brand image and online purchase intention of seasonal goods.

Previous studies on seasonal goods examined inventory management of seasonal goods (Sodero et al., 2021), seasonal goods pricing (You & Chen, 2007), and seasonal goods demand (Soysal & Krishnamurthi, 2012). Furthermore, studies that examined the drivers of online purchase intention of seasonal goods are lacking in the existing literature. Though earlier studies examined online purchase intention in general, few investigated specific product categories. Previous studies examined online purchasing intention from a different perspective (Changchit et al,2018; Dewi et al.2019; Han et al 2018; Silva et al, 2019; Tiruwa et al, 2018; Ventre & Kolbe, 2020), electronics (Bringula et al. 2018). Previous studies on seasonal goods examined inventory management of seasonal goods (Sodero et al., 2021), seasonal goods pricing (You & Chen, 2007), and seasonal goods demand (Soysal & Krishnamurthi, 2012). Furthermore, studies that examined the drivers of online purchase intention of seasonal goods mediated by trust are lacking in the existing literature. Hence this knowledge gap highlights the critical need to examine the indirect effects of price image, perceived economic benefit and brand image and online purchase intention of seasonal goods mediated by trust.

To succeed in today's online market and take advantage of the growing internet business (Rahman et al., 2018), as well as to fully explore the opportunities in the e-commerce sector, businesses and academics must understand the predictors of consumers' online purchase intention of seasonal goods. This will contribute to the growth of the economy of the country (Majeed & Ayub, 2018). The proposed research model of this study is drawn from Stimulus Organism Response Theory (SOR) which is the underpinning theory for addressing the questions below.

Research Questions

To achieve the study's objectives, the following questions were formulated.

RQ1: Does price image, perceived economic benefit and brand image affect consumer trust?

RQ2: What is mediating effect of trust on the relationship between price image, perceived economic benefits, brand image and online purchase intention of seasonal goods?

RQ3: Does trust influence the online purchase intention of seasonal goods?

This study will help to understand the factors that influence consumer online purchase intention of seasonal goods in Nigeria. However, retailers are interested in how environmental variables interact with consumers' internal states to produce a response. Knowledge of the extent to which price image, economic benefit and brand image influence trust will enable online vendors to capture the minds of the consumers and predict their use to stimulate consumer decision to purchase. Besides, the SOR model conceptualized in this study is considered appropriate and comprehensive in explaining the effect of environmental variables on consumer purchases.

This paper is structured into different sections namely, a brief review of related literature on online purchase intention, price image, perceived economic benefit, brand image and trust followed by a detailed background of the S-O-R model. This is followed by a research model and propositions on the relationship between price image, perceived economic benefit, brand image, trust, and online purchase intention and subsequently the methodology.

Underpinning Theory

Stimulus Organism Response Theory (SOR)

The Stimulus Organism Response (SOR) theory was introduced by Mehrabian and Russell in 1974. SOR theory demonstrates how the external stimulus affects individual response. The environmental psychology-based Stimulus-Organism-Response (SOR) theory states that external factors notably the stimulus interacts with the internal state

(Organism) to produce a response (R). SOR is among the most widely used theory in online purchase research. SOR theory describes how an external factors component (stimulus) influences the internal state of consumers (organism) to influence whether to engage or reject buying a product (response) (Chopdara et al. 2020). The SOR model is useful for examining the interactions between input factors (stimuli), process (organisms), and results (response) (Kim et al. 2020). In this paper, the external stimulus is represented by perceived economic benefit, brand image and price image, the organism is represented by trust (mediating variable) while the response is online purchase intention.

SOR has been widely applied in different contexts by previous researchers such as the purchase of luxury products (Cheah et al. 2020), and hotel booking (Lien et al., 2015), generation Y consumers (Zhu et al. 2019), restaurant shop websites (Chang et al. 2019), the agricultural products online shopping (Zhao et al. (2017), social network (Dashti et al. 2019), online retailer websites in emerging market (Jiménez et al, 2019) and purchase of movie tickets in the social shopping (Fu et al,2018), online social interaction (Xu et al, 2019), online repurchase intention (Zhu et al. 2019), social commerce (Dabbous & Barakat, 2020), fashion loyalty (Jung et al. 2020), mobile shopping (Liu et al, 2019) and customer online engagement (Islam & Rahman, 2017). This study is using SOR due to its influential role in understanding the effect of environmental variables on consumer decision to purchase seasonal goods. The SOR theory is pivotal to this study because it describes how external factors interact with consumers' internal states to influence consumer decisions to engage in online purchase intention. Hence, SOR theory has demonstrated that environmental factors influence human behavior, including customer desire to buy goods online.

Literature Review

Online Purchase Intention

The study of consumers' online purchase intention is very important to consider as actual purchases are predicted by intentions to purchase. According to Ajzen & Fishbein, (1980), consumer purchase intention is useful for forecasting the actual purchase, and this relationship has been empirically tested (Ajzen & Driver, 1992). Mainardes et al. (2019) defined online purchase intention as customers' expressed desire to buy goods from an electronic retail site. According to Rahman et al. (2020), online purchase intention refers to a consumer's desire to purchase goods from an online retailer's store. Aggarwal & Rahul, (2018) viewed online purchase intention as a consumer's intentional plan to purchase products or services from an online seller. The consumer's intention to buy goods online is determined by a multitude of factors (Diallo & Siqueira, 2017; Pappas et al. 2017). Diallo & Siqueira, (2017) noted that online purchase intention can be measured by customers' willingness to purchase goods from the internet.

Although consumers' actual purchases have more exciting results, however, some researchers have continued to focus on online purchase intention in their studies because it is useful for predicting consumer actual purchase behavior (Hu et al. 2016). Besides, in reality, purchasing is influenced by many uncontrollable factors (Parboteeah et al. 2009) especially as it is carried out on the online retailer's website (Curty & Zhang, 2011; Hu et al., 2016). This paper is focusing on online purchase intention rather than the actual purchase behavior because online purchase intention is used to predict future purchases (Chiu et al, 2018; Pavlou, 2003). Besides, online purchase intention is used to achieve the overall goal of actual purchase. Again, online shopping is at the developing stage in Nigeria hence study of purchase intention is important in predicting future actual purchase behaviour. Finally, customers' real purchase behaviour is not predictable i.e. they may either purchase or not. (Lee & Lee, 2019). The present research is focusing on modeling online purchase intention of seasonal goods by examining how to price image, perceived economic benefit, and brand image relates to online purchase intention mediated by trust.

Price Image

Price image refers to consumers' overall belief about price linked to a particular retailer and brand image (Hamilton & Chernev, 2013: Zielke, 2018)). Cheah, et al. (2020) defined price image as the overall consumer assessment of the general level of prices that are associated with a retailer's store which are viewed as part of brand image. Price image is very important in consumer decision to buy a product (Son & Jin, 2019) and it is a strategic marketing tool used to influence consumer purchase decisions. According to Gómez et al. (2018), price image has an important link to consumers' online purchase intention. Price image is very important due to its effects on consumer actual purchases. Hence, the price image of a retailer store influences the way consumers view the retailer and the price hence it plays an important role in improving customer decisions to purchase. Therefore, price image will influence consumers to buy a particular brand of product in a retail store (Gómez et al., 2018). Similarly, (Zielke, 2006, 2018) found that price image influence consumer to purchase goods online.

Perceived Economic Benefit

Perceived economic benefits are the benefits people expect from purchasing a product online (Dabbous et al. 2020). Kim et al, (2008) described perceived economic benefit as customers' expectations of how better off they will be as a result of an online purchase from a specific shop. Economic benefits in the context of online shopping are the advantages that customers receive in the form of cost savings and other benefits associated with making online purchases (Liu et al. 2019). These advantages include increased time savings, exposure to a wider range of products, and cost reductions (Kim et al.2008). Economic benefits influence customers to buy goods online. Madana and Yadav, (2018) found that economic benefit arises whenever the price of products sold online is lower than that of the traditional offline stores as it enhances consumer desire to purchase more goods online. (Zhang, Bai, & Shang, 2018) noted that economic benefit is one of the most important factors that influence consumer online purchase decisions. Economic benefits are crucial especially in an environment where consumers are price sensitive as many would like to explore the opportunity provided by the incentives.

Unlike traditional offline stores, online shoppers believe that buying goods online is due to numerous advantages such as convenience, cost-saving, time savings, and a greater variety of goods available (Chiu et al. 2019). Zhang et al. (2018) found that economic benefits help customers to reduce the cost of purchasing goods online. Cost savings is a major influencing factor in online purchases because the internet simplifies the process of price comparison and makes it simpler for buyers to find a better deal. Escobar-Rodrıguez & Carvajal-Trujillo (2013) in their studies noted that perceived economic benefit drives online purchase intention. Hence, economic benefits such as cost savings motivate customers to shop online (Dabbous et al., 2020).

Brand Image

Brand image refers to the brand impression by a customer based on the experience of the brand in their mind (Han et al. 2019). Mao et al. (2020) define a brand image as consumers' perceptions of a brand which are a reflection of their memory of the brand. Rahman et al. (2020) defined brand image as the way consumers portray the product and its attributes in their minds. Song et al, (2019) described the brand image as the aggregate of consumers' beliefs, values thoughts and perceptions of a brand.

Chakraborty & Biswal, (2020) allude that brand image plays a vital role in attracting customer purchases and a positive brand image can improve the likelihood of consumer purchases when carrying out online purchases. The more positive the brand image, the stronger the attitude of consumers toward the product brand and its features, hence positive brand image influences customer online purchases (Aghekyan-Simonian et al. 2012). A previous study revealed that brand image significantly affects purchase intentions (Aghekyan-Simonian et al. 2012). Researchers have examined brand image in different contexts such as hotel online booking (El-said, 2020; Lien et al., 2015), and traditional fashion accessories (Jung et al. 2020). The outcomes of these studies revealed that brand image influences online purchases intention. The present study is using brand image due to its influence in stimulating customers' patronage of a product.

Trust

Bojang, (2017) defines trust as putting confidence in the other party's fairness, goodness, courage, ability, benevolence, integrity, and consistency, among other things. Trust refers to confidence in personal honesty and reliability (Everard & Galletta, 2005; Lien et al. 2015). Trust is the expectation that the online retailer will act fairly, uphold its promises, and do what is right (Ventre & Kolbe, 2020). Trust is customers' belief that online retailers will behave honestly without taking undue advantage to exploit the vulnerability of the customer (Aggarwal & Rahul, 2018). Within the context of the e-commerce environment, trust is the desire to rely on a particular online vendor with the expectation that this will result in positive results (Nilashi et al. 2016). Thus, trust is built on the assumption that the online retailer will follow widely accepted business practices and will be capable of delivering the goods or services promised. When shoppers perceived online retailers' websites as safe, they will desire to share information with customers on their websites (Hau & Kim, 2011).

Trust plays a crucial role in online purchases due to uncertainty and insecurity which may affect customers' purchases (Kim & Park, 2013; Kizz & Peterson, 2017; Kim et al. 2017). Lack of trust affects consumers' purchase decisions and increases the assumption that online retailers are not reliable (Mainardes et al. 2019). Trust is a major factor in e-commerce business relationships because it enables the retailer to realize the objective of online shopping (Gibreel et

al. 2018; Hajli, 2015; Pavlou, 2003). Kim & Park, 2013; Park & Kim, (2018) found that online purchases cannot thrive in an atmosphere of distrust in the retailer's website hence trust is a major factor that helps customers to reduce the anxiety associated with online purchases. Furthermore, trust plays a critical role in online purchases because consumers may not shop online if they do not have trust in the retailer's websites (Usman & Kumar, 2020). Therefore, trust makes it less risky to purchase goods online from an unfamiliar retailer. Dabbous et al. (2020) in their studies found that trust encourages people to engage in online shopping and minimizes emotional anxiety and fear that comes with purchasing goods online. This is why trust helps customers to overcome fears of purchasing goods online (Bai, Yao, & Dou, 2015) as they are confronted with the problem of dealing with an online retailer (Hajli et al. 2017). Prior studies examined trust in different contexts; website trust (Lindh et al. 2020), online trust (Jeon et al. 2017), destination trust (Abubakar, 2016), brand trust (Arruda Filho, Simões, & De Muylder, 2020; Chae, Kim, Lee, & Park, 2020), digital trust (Shin, 2019), shipper trust (Yuen, Wang, Wong, & Zhou, 2018), perceived trust (Singh & Sinha, 2020). However, this study is focusing on trust on the retailer's website because trust has a positive and significant effect on online purchase intention

Price Image and Trust

Zielke, (2010) found that price image has significant effects on trust and online purchase intention. Zielke, (2006) further found that the price image of the product boosts consumers' trust when making an online purchase. Price image is important to online retailers because it enhances customer trust. Cheah et al. (2020) in their studies found that price image influences customer trust. A positive price image leads to the formation of customer trust (Babin, jGriffin, & Hair, 2016). However, prior studies found that price image affects customers' trust (Zielke, 2018). However, the study of Lombart & Louis, (2014) has a contrary result that price image does not affect customer's trust. In his research, Cheah et al. (2020) revealed that price image influenced consumer trust in online retailers. Furthermore, Gómez et al. 2018; Maia et al. (2019) observed that the price image of a retailer product enhances consumers' trust in the purchase of online products.

Previous studies revealed that price image affects consumer trust in online purchases (Cheah et al,2020), hence trust significantly influenced online purchase intention. Furthermore, Preacher & Hayes, (2008) posit that where a predictor significantly relates to a mediator and a mediating variable relates to the outcome variable, the mediator can mediate between the endogenous variable and outcome variable hence the study infers that trust can mediate between price image and online purchase intention.

P1: Price image positively affects trust

P2: Trust has a mediating effect on the relationship between price image and online purchase intention of seasonal goods.

Perceived Economic Benefit and Trust

Within the context of online purchase, the economic benefits are those cost-saving advantages that online shoppers expect to derive from buying a product or service online. Kim et al. (2008) defined perceived economic benefit as a customer's perception of how much better off they would be as a result of online purchases with a particular retailer's website. These benefits may include lower prices, cost savings, and increased convenience, time savings, and the opportunity to access a variety of products (Kim et al. 2008).

Dabbous & Barakat, (2020) observed that perceived economic benefits could strengthen consumers' trust when shopping online. However, Yahia et al. (2018) found that economic benefits especially cost-saving have a significant effect on trust in online shopping. Maia et al (2019) in their research, found that consumer trust increase whenever there is an increase in an economic benefit such as cost savings. Dabbous and Barakat, (2020) further posit that those cost savings arising from the discount are the major factor that enhances consumer trust in online shopping.

Studies revealed that economic benefit has positive effects on trust in online shopping (Dabbous et al., 2020). This suggests that economic benefit is an important factor that influences consumers' trust. Oh, et al. (2016) noted that the presence of economic benefits enhances consumer trust in online retailers' websites. Hence trust is very important in online purchases as a result of uncertainty and lack of face-to-face interaction (Kong et al. 2020). Dabbous et al. (2020) revealed that the relationship between perceived economic benefit and consumers' online purchase intention is

partially mediated by trust. In line with the above, the study proposed that trust can meditate on the relationship between economic benefit and the online purchase intention of consumers.

P3: Perceived economic benefit positively influences trust.

P4: Trust has a mediating effect on the relationship between perceived economic benefit and online purchase intention of seasonal goods.

Brand Image and Trust

Brand image plays a vital role in online purchases. Ferrell and Hartline, (2011) describe a brand image as the general impression that consumers have in their mind being it is favorable or unfavorable about the brand. This impression jincludes what the organization's product has done in the past, what is currently doing to customers and what it will offer to them in the future (Yuan et al, 2016). Aghekyan-Simonian et al. (2012) posit that a strong brand image increases consumer trust and enhances purchase. Lien et al. (2015) noted that brand image has a positive significant effect on trust. Hence a strong brand image is critical for increasing customer trust in a brand.

Song et al.,(2019) in their study further affirmed that a good brand image influences trust. In the same vein, Lien et al. (2015) affirmed that an excellent brand image is a necessary precursor to trust, and a reliable and appealing brand image will improve consumer trust. Furthermore, Chen, (2010) asserts that a good brand image will increase consumer trust and enhance their intention to purchase goods online. Han et al. (2019) opined that a positive brand image will positively influence trust.

Kim et al, (2012) noted that customers will be more willing to buy goods online if the brand image of the product is trusted. Lien et al., (2015) in their research noted that the relationship between product brand image and online purchase intention is not mediated by trust. Based on this, the study infers that trust mediates the relationship between brand image and online purchase intention of seasonal goods. The study, therefore, hypothesized thus.

P5: Brand image positively influences trust.

P6: Trust has a mediating effect on the relationship between brand image and online purchase intention of seasonal goods.

Online Purchase Intention and Trust

In an e-commerce environment, trust is the likelihood of the customer being exposed to the vulnerability of the retailer. Trust in the retailer's website is very important in online purchases. plays a crucial role in online purchases (Sembada & Koay, 2019). Hong & Cha, (2013) noted that trust becomes an important issue in online purchases since consumers cannot personally examine the goods they are buying online. Trust is very important in online purchases because customers are likely to purchase goods online if they believe that the retailer can be trusted and deliver their interest (Putra et al. 2011). Demonstration of honesty and a high sense of trust is the consumers' core expectations from online retailers as this will motivate them to make online purchases (Budyastuti & Iskandar, 2018; Hayuningtyas & Widiyanto, 2015; Rahmawati & Widiyanto, 2013).

Akman & Mishra, 2017; Pavlou & Gefen, 2004; Yahia et al. (2018) alludes that trust attracts customers to purchase goods online hence trust is a major factor that helps consumers to minimize the fear associated with an online purchase. In an online purchase, trust is very crucial in increasing customer purchase intentions. This is because trust enhanced consumer purchase intentions to buy goods online, which leads to an increase in e-retailer sales (Huang and Chang, 2017). Gibreel et al. (2018) further posit that a trusting relationship between the customer and the online retailers will significantly affect consumers who intend to purchase goods online. Previous research found that consumer trust improves purchasing intention for online products/services (Qalati et al. 2021). Given the results of the previous studies, a positive relationship exists between trust in a retailer's website and online purchase intention.

P7: Trust positively influences online purchase intention.

Guidelines for Future empirical Research

Measurement Items

The survey questionnaire has five constructs measured in 19 items adopted from previous studies. The proposed measurement items of this paper are; price image (4 items) adopted from Cheah et al. (2020), perceived economic benefit (3 items) adopted from Dabbous et al, (2020), brand image (4 items) adopted from (Rahman et al. 2020), trust (5 items) adopted from Aggarwal and Rahul, (2018) while online purchase intention (3 items) adopted from (Pena-García et al, 2020). Table 1 below shows the variables and the measurement items.

Table 1: Measurement Items and Source

Variables	Definition	Measurement Items	Source
Price image	Price image is the overall consumer's impression of the general level of prices that are associated with a retailer which is viewed as part of brand image (Cheah et al. 2020).	1-I find the prices of seasonal goods in the retail store I usually visit attractive. 2-I find the price of seasonal goods offered by the retailer store I visit acceptable. 3-I am sure my money on purchasing seasonal goods is well spent in the retail store I visit. 4-I believe the retail store makes effort to offer me the best price for seasonal goods.	Cheah et al. (2020)
Perceived economic benefit	The perceived economic benefit is defined as the advantage consumers expect to derive from buying a product or service online (Dabbous, & Sayegh, 2020	1-Online shopping helps me to save more money. 2-Online shopping improves my economic situation. 3-Online shopping is cheaper than offline stores.	(Dabbous et al, 2020)
Brand Image	Brand image refers to the perception of customers about a brand as expressed based on the attributes of the product held in their minds (Rahman, et, al, 2020).	1-In comparison with other brands, the brand of seasonal goods has high quality. 2-The brand of seasonal goods has a long history of excellence. 3-Buyers of seasonal goods can reliably predict their brand performance. 4-I believe the brand of seasonal goods is well known and prestigious.	(Rahman, et, al, 2020).
Trust	Trust is customers' belief that online vendors will behave honestly without taking undue advantage to exploit the vulnerability of the customer (Aggarwal & Rahul, 2018).	1-I trust the integrity of the online site. 2-I feel shopping on an online site is reliable. 3-I feel online shopping site is trustworthy. 4-I feel my transaction with the retailer's website is safe. 5-I trust the security of my retailer's website in protecting personal information.	Aggarwal & Rahul, (2018).
Online Purchase Intention	Online purchase intention is a deliberate plan to buy goods from an online store in the future (Pena-García et al. 2020).	1-I have the intention to buy seasonal goods online. 2- I will buy seasonal goods from online stores in the future. 3-I will buy seasonal goods from an online store very soon.	(Pena-García et al, 2020)

Stimulus **Organism** **Response**

Figure i: Conceptual Framework Using SOR

Methodology of the Study

The proposed approach for this study is a quantitative method. This approach provides a deeper insight into the study (Silva et al. 2019). Data for this study will be collected from 400 online customers in Nigeria who are above the age of 23 years and had previous online purchase experience, not on seasonal goods. The Sample for the study was drawn from Abuja, Bauchi, kano, Lagos, Owere and Port-Harcourt cities of Nigeria using a purposive sampling technique. Purposive sampling is used because it is only participants that satisfy the requirement that will be served with a survey questionnaire. A survey questionnaire was administered to online customers in the selected major cities. The mall intercept method was adopted to select the participants. The data generated from the survey questionnaire were analyzed using partial least square structural equation modeling.

Future Research and Limitations

Despite its significant contributions to the existing knowledge on predictors of intention to purchase seasonal goods online, there are several drawbacks to this study. First, the study relied on data gathered from selected six states' capitals in Nigeria hence future researchers should carry out an empirical study on the selected states. Secondly, this study is a conceptual paper and hence relied on a review of previous literature hence future researchers should use the conceptual model presented in this paper to carry out empirical research. Thirdly, to address the gap in the literature, this paper employed trust as a mediating variable hence future researchers should apply other mediators that have a positive influence on the variables of this study. Finally, future researchers should consider an empirical study in other countries where the online purchase intention of seasonal goods is well developed.

Conclusion

Though consumers take advantage of the seasonal period to purchase goods, prior studies failed to establish the extent to which price image, economic benefit, and brand image influence intention to purchase seasonal goods online in Nigeria. Even though the variables in this study have not been tested empirically on online purchase intention of seasonal goods, the complexity of the relationship between the variables is so obvious that the need to be included in this study becomes very important. The conceptual framework proposed for this study will contribute both theoretically and practically to the underlying SOR theory. This study will deepen the understanding of how environmental variables such as perceived economic benefit, price image and brand image interact with the internal state (trust) to produce a response (OPI) of seasonal goods. To stimulate consumers' intention to purchase seasonal goods online retailers should consider the implementation of the conceptual model of this study by emphasizing how those environmental variables will trigger consumer trust and online purchase intention of seasonal goods.

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