



## RESEARCH ARTICLE

# EXPLORING THE MEDIATING EFFECT OF CONSUMERS' BEHAVIORAL INTENTION TO SHOP ONLINE IN THE RELATIONSHIP BETWEEN FACILITATING CONDITIONS AND ONLINE SHOPPING IN DEVELOPING NATIONS EMPIRICAL EVIDENCE FROM UGANDA'S E-COMMERCE SECTOR

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## ABSTRACT

The study's focus was to find out the mediating effect of consumers' behavioral intention to shop online in the relationship between facilitating conditions and online shopping in Uganda's e-commerce sector. The study adopted the cross-sectional and correlation approaches to realize the objectives of the study. A sample of 385 respondents was considered given the existing total population of online shoppers in Uganda. The collected data was analyzed using SPSS. Correlation results revealed that there exists a strong significant positive relation between facilitating conditions, intentions to shop online and actual online shopping. The mediation results show that the intention to shop online partially mediated the relationship between facilitating conditions and online shopping. In order to ensure sustainable online purchasing in Uganda, e-commerce owners and their management, the government of Uganda and policymakers need to highly consider the facilitating condition as a key enabling factor that influences consumers' behavioral intentions and actual online shopping. Like any other study, the researchers were limited in monitoring the real behavioral intentions of the consumers to shop online. To the researcher's observation, this study is positioned as the first of its kind in Uganda to examine the mediating effect of consumers' behavioral intentions to shop online in the relationship between facilitating conditions and actual online shopping in Uganda's e-commerce sector.

## KEYWORDS

Online shopping, facilitating conditions, intentions to shop online and e-commerce

## 1. INTRODUCTION

In the new millennium, the usage of the internet cannot be taken on as a novel technology but rather a driving technology that has shaped all sectors globally. The Internet has significantly linked different organizational departments with the aim of boosting organizational performance business enterprises are using the Internet for interdepartmental communication. In addition to that, local businesses have strengthened their collaborations and partnerships with international businesses via Internet connections. Government entities, departments, agencies and ministries are widely disseminating information needs to the public through the structures of internet-based communication. With the developments in the usage of the Internet, online shopping which is supported by the use of the Internet is still in the infancy stages in many developing countries like Uganda.

Despite the acceptance and wide usage of online shopping in developed countries like USA, UK, Germany, China and India, many developing countries have not fully embraced the total usage of online shopping platforms (UNCTAD, 2021a; Saxena, 2019; Camilleri, 2022; Nkrumah et al., 2018; Kwarteng and Pilk, 2016; Bhatti et al., 2018; Al-Husban et al., 2018). In relation to usage rates, in developed countries 50% of its population have adopted online shopping while in the context of developing countries, 2% engage in the actual purchase of commodities using online technologies (UNCTAD, 2020). The e-commerce index (2020) contends

that developing countries make up 18 of the 20 countries that are least equipped to support online shopping platforms (UNCTAD, 2020). UNCTAD (2019) adds that less than 5% of the population in African Countries have adopted the usage of online shopping technologies. The factors that limit developing countries from using online shopping need to be identified and addressed accordingly to ensure inclusive development. The UNCTAD report (2018) suggested different strategies that can be implemented to ensure the attainment of the benefits that accrue with the use of online shopping among consumers.

Online shopping is one of the potential mechanisms that easily reduces crowding in retail places given its ability to redirect consumers from browsing and purchasing commodities from the conventional front stores to online shopping (Ghodsai et al., 2021; Peng, 2019; Shao et al., 2016). Nevertheless, online shopping technology is still at low levels of usage as it not be embraced for usage in Uganda's e-commerce sector (Kalyegira, 2021). According to UBOS (2020) Uganda has a total population of 41.6 million people but 18.9 million internet users, or 46% of the population; UCC, 2020). The World Bank (2020) and (UNCTAD, 2020) show that 23% of Ugandan internet users successfully conduct online shopping. This implies that only 10.4% of 41.6 million people in Uganda were online as of 2020. Consumers in Uganda are unwilling to shop online due to inadequate ICT infrastructures, limited financial resources, privacy and security concerns, perceived relative advantages, limited internet connection in some areas, lack of e-commerce regulations to protect

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consumers, and support for e-commerce procedures (MOICT, 2021; Wanzu et al., 2019; Walugembe et al., 2015). Consequently, it is prudent to comprehend the factors that limit the influence of the usage of online shopping among consumers in Uganda and to address such limiting factors that hinder the success of online shopping in the e-commerce sector of Uganda.

This study aims to focus on the mediating effect of consumers' behavioral intention to shop online in the relationship between facilitating conditions and online shopping in Uganda. This is consistent with Sustainable Development Goals 9 (SDG 9) and 3 (SDG 3) which are the UN's agenda 2030 that aims at promoting and improving innovations that respectively ensure people's health and well-being (UN, 2015). Accordingly, this research intends to aid Uganda in achieving and realizing Uganda Vision 2040 which focuses on fostering research, innovation and the adoption of technologies to meet national concerns (Uganda Vision, 2014).

## 2. LITERATURE REVIEW

A number of terminologies have been used to describe Online shopping. These include e-shopping, internet shopping, cyber shopping or virtual shopping. These terms can be used interchangeably to mean the same (Ibrahim et al., 2019; Kahiiigi and Semwanga, 2021; Kailash and Pandya, 2020; Kapoor et al., 2022). Bhatti and Rehman (2019) define online shopping as the practice of making a single click from the comfort of your home to buy anything you want. On the other hand, online shopping is described as "the process a customer takes to purchase a service or product over the Internet" (Sunitha and Gnanadhas, 2018; Jusoh and Ling, 2012). This study uses a holistic definition of electronic shopping as a situation a client goes through to buy certain products or services with the use internet via a web browser or mobile app while at any preferred place of convenience. This definition includes searching, evaluating, ordering, paying for and delivery.

### 2.1 Facilitating Conditions and Online Shopping

Facilitating conditions can be defined as "the extent to which a prospective adopter believes that IT infrastructures exist to back the use of technology". The presence of ICT infrastructures, internet experience, awareness of the existing shopping technologies and knowledge required for online shopping are facilitating conditions as put by scholars like (Taylor and Todd, 1995; Sabherwal et al., 2006 and Ijaz and Rhee, 2018). This study focused on the relationship between facilitating conditions and online in Uganda. Despite the fact that previous research has been conducted on online shopping in Uganda (Kagoya and Mkwizu, 2022; Ahumuza, 2021; Kalulu, 2019; Walugembe et al., 2015) for example, none of them examined the effect of facilitating conditions on online shopping among consumer in Uganda. It is observed that there is a positive correlation between facilitating conditions and online shopping (Ijaz and Rhee, 2018; Zhou et al., 2007; Chang et al., 2005). Hence hypothesis1 is formulated:

H1: Facilitating condition is positively related to online shopping

### 2.2 Facilitating Conditions and Consumers' Behavioral Intentions to Shop Online

In developing countries, the usage of online shopping technologies is hindered by a lack of digital skills, insufficient ICT infrastructure, improper

e-commerce policies and poor governance (UNCTAD, 2020). However, a study conducted in Ghana revealed that positively facilitating conditions is related to consumers' behavioral intention to buy online (Nkrumah et al., 2018). UNCTAD (2019) suggested that to ensure that facilitating conditions influence intentions to shop online, governmental structures and rules must also be put in place to encourage e-commerce activities. ICT infrastructure is necessary for online shopping and selling, although many developing countries have less developed ICT infrastructure than developed nations (UNCTAD, 2021b). Nkrumah et al. (2018) reported a positive influence of facilitating conditions on consumers' behavioral intention to shop online. This led to the formulation of hypothesis 2:

H2: Facilitating condition is positively related to the intention to shop online.

### 2.3 Intention to Shop Online and Actual Online Shopping

The behavioral intention to use information systems and the real of an information system were found to be positively related by general theories (Davis, 1989). Numerous studies on online shopping have revealed an association between behavioral intentions to shop online and actually shopping on online platforms (Nkrumah et al., 2018; Ijaz and Rhee, 2018). Therefore, hypothesis 3 of the study was considered as below;

H3: Consumers' behavioral intention to shop online is positively related to actual online shopping.

### 2.4 Consumer's Behavioral Intention To Shop Online Mediates The Relationship Between Facilitating Conditions And Actual Online Shopping

According to the availability of facilitating conditions influences on online shopping (Nkrumah et al., 2018). Intention to shop was also found to be positively related to actual online shopping According to scholars like Ijaz & Rhee (2018), Ijaz & Rhee, (2018) and Akroush and Al-Debei (2015) the intention to shop online partially mediated the relationship between facilitating conditions and online shopping. Hence the following hypothesis is formulated:

H4: Intention to shop mediates the relationship between facilitating conditions and online shopping.

### 2.5 The Conceptual Framework

With the review of literature, the conceptual framework was directly generated to empirically illustrate the relationship that exist between the study variables (facilitating conditions, consumers behavioral intention to shop online and online shopping). The independent variable of the study is facilitating conditions (analyzed under H1 and H2) which is measured by technical support and internet experience. Online shopping is the dependent variable. selection and usage are the dimensions that were used to measure Online shopping. Consumers behavioral intention to shop online (analyzed under H3 and H4) was conceptualized as a mediating variable in the relationship between facilitating conditions and online shopping. Continuance intention recommendation intention are constructs that were used to measure consumers behavioral intention to shop online

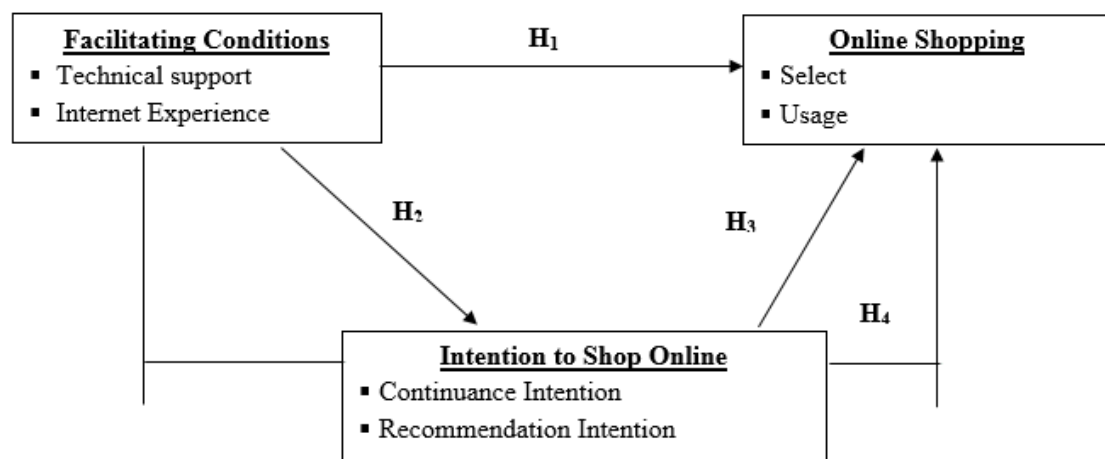


Figure 1: Adapted from theory and literature review (Ijaz and Rhee, 2018; Nkrumah et al; 2018; Venkatesh et al., 2012)

### 3. METHODOLOGY

A survey research strategy was adopted for this study. A pilot study was initially done and later the main study. According to a questionnaire should be pilot tested before using it to collect data (Saunders et al., 2007). In this study, a pilot study was done to refine the questionnaire, free it of any mistakes so that there would be no problems in capturing data and that future respondents got no challenges in answering questions. It's a opinion that a pilot study can comprise of between 25 to 100 respondents. For this study, 30 questionnaires were issued in the pilot study (Cooper and Schindler, 2014). Thereafter a survey for the main study that targeted a sample size of 385 online shoppers was conducted. This study adopted a quantitative research method. This approach relies on hypotheses testing, the researcher does not do intelligent guesswork but rather follows clear guidelines (Lichtman, 2013). This study sought to determine and test relationships between variables. Uganda had a total population of 41.6 million people (UBOS, 2020). According to (World Bank, 2020; UNCTAD, 2019) only 23% of internet users shop online in Uganda. Internet users were 18.9 million in mid-2020 out of a population of 41.6 million people (UBOS, 2020; UCC, 2020). This therefore implies that online shoppers were only 10.4% of the population as of mid-2020 in Uganda, translating to approximately 4,347,000 online shoppers in Uganda (World Bank, 2020). From the statistics above, the study population is 4,347,000 (23% of 18,900,000 internet users). Basing on Krejcie and Morgan's formula, a sample size of 385 people were targeted given a population of 4,347,000 online shoppers in Uganda (Krejcie and Morgan, 1970). The techniques that were applied to reach online shoppers were purposive sampling and snow ball sampling technique. purposive sampling is a suitable technique in selecting participants in online shopping studies. A number of research studies have applied purposive sampling in quantitative studies (Sudirjo et al., 2023; Jasin, 2022; Sutrisno, 2022). Consistently, quantitative research methods can be applied in situations where samples are purposively identified Campbell (1955). Purposive sampling was supplemented by snowball sampling. Snow balling technique is applied in situations where the sampling frame is difficult to identify thus new participants are obtained from referrals of informants or earlier respondents (Voicu and Babonea, 1997). An online survey was conducted using a questionnaire as a data collection tool. Data was recorded using a 5 Likert scale structured questionnaire with closed ended questions. Questionnaires were issued via e-mail addresses and social media platforms by sharing a google forms link.

### 4. DATA ANALYSIS

To enable a more accurate analysis, data cleaning was done with the goal of locating, eliminating, or correcting inaccurate data from a dataset (Brownlee, 2020; Batrinca and Treleaven, 2015). The researcher went over the entire dataset to make sure there were no instances of missing data and found none. To confirm the researcher's observation, a test for missingness was also conducted, and all frequency tables for particular items produced output with zero missing values throughout. After the data had been cleaned, the Statistical Package of Social Sciences was used to compute demographic features. Confirmatory factor analysis was then carried out in order to verify the factor structure of a set of observed variables. To establish relationships between the predictor and the outcome variables, correlation analysis method was used. To examine the role that the mediator variable played in mediating the relationship between the independent and dependent variables, mediator graph tests were carried out. The multiple regression method was then employed to determine the predictive strength of the predictor variables on the dependent variable.

### 5. FINDINGS

#### 5.1 Demographic Characteristics

Results from the study indicates the gender distribution of respondents is measured by male, female and prefer not to say. Results showed that majority respondents were male (55.6%), followed by 44.2% female and 0.3% that preferred not to say. This meant that the study was gender balanced an indication that online shopping is done by all gender. In terms of location of respondents, the central region had the highest percentage of respondents (78.6%), followed by the eastern region (9.2%), respondents from the western region were (7.5%) while those in the northern region were (4.7%). The high percentage of respondents can be attributed to the fact that the central region inhabits the capital city (Kampala) with the highest population, central administrative area where most commercial and industrial activities take place. In regard to the frequency of online shopping, the highest percentage of respondents indicated that they shopped online on a monthly basis (41.1%), followed

by those who shopped yearly (41.1%), then (11.1%) weekly and (1.9%) shopped daily. It can be observed that the least percentage of respondents shop online on a daily basis.

#### 5.1.1 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis was performed on all study variables as presented in figures 4.1, 4.2 and 4.3

CFA on 12 items of facilitating condition confirmed 6 items (FC1, FC2, FC4, FC5, FC6, FC12) as shown in figure 5.1 and table 5.1

Table 5.1: Facilitating condition Items in the CFA model	
Code	Item
FC1	I have the resources necessary for shopping online.
FC2	I have the necessary knowledge to shop online.
FC4	Online shopping systems are compatible with other technologies I use.
FC5	I have a gadget (computer, laptop, phone) which can access internet.
FC6	I have easy access to fast internet speed.
FC12	Online shopping is compatible with my life

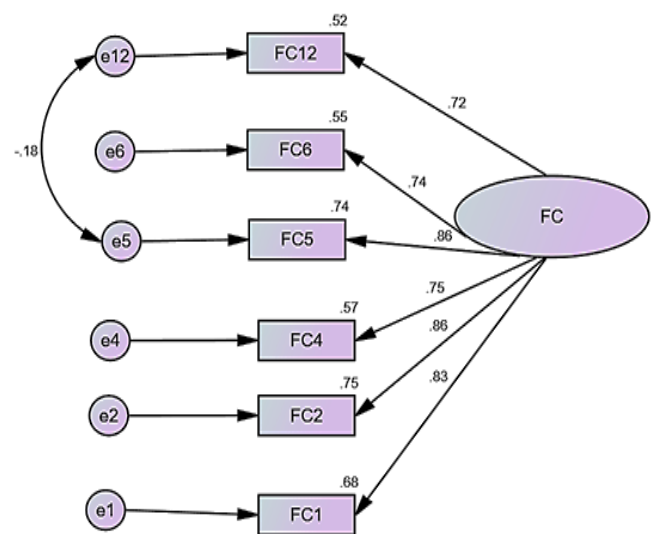


Figure 5.1: CFA Facilitating Conditions

The measurement model for facilitating conditions confirmed 6 items that significantly ( $P < 0.001$ ) measured facilitating conditions and explaining 99% (GFI) of the model as shown in table 4.38. The probability  $P = 0.186$ , GFI = 0.990, AGFI = 0.973, NFI = 0.992, RFI = 0.984, IFI = 0.998, TLI = 0.995, CFI = 0.997 and RMSEA = 0.034 confirm that the 6 items measured facilitating conditions. All the indices are above 0.9 and RMSEA less than 0.05 that represents good fit and with probability greater than 0.05, these are in line with (Byrne, 2016; Awang, 2012).

#### 5.2 Intention to Shop

CFA on 8 items of intention to shop confirmed 7 items (ITS2, ITS3, ITS4, ITS5, ITS6, ITS7, ITS8) as shown in figure 5.2 and table 5.2.

Table 5.2: Intention to shop Items in the CFA model	
Code	Item
ITS2	I intend to shop online for goods and services in future.
ITS3	I will frequently shop online.
ITS4	I am positive towards shopping online.
ITS5	I would recommend others to use my online store.
ITS6	The probability that I will continue shopping online is high.
ITS7	I will buy through the internet if it enhances my effectiveness.
ITS8	I am very likely to shop online in the near future.

Source: Primary data, 2023

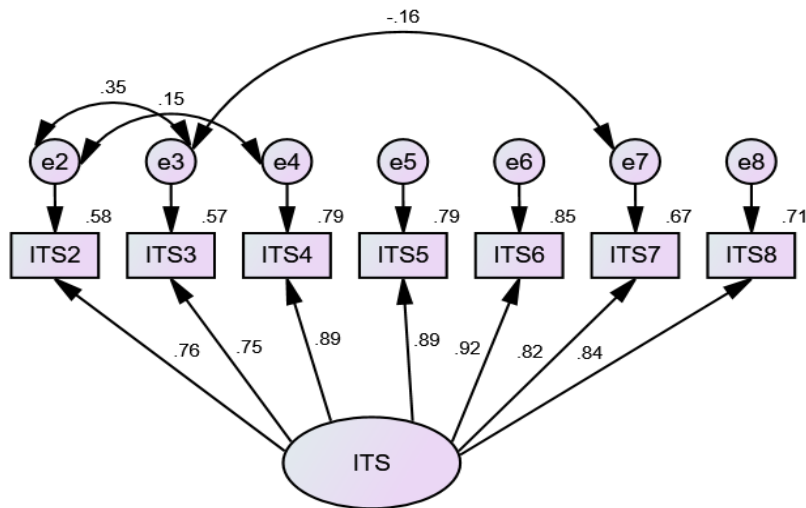


Figure 5.2: CFA for Intention to Shop Online

The measurement model for intention to shop confirmed 7 items that significantly ( $P < 0.001$ ) measured intention to shop and explaining 98.9% (GFI) of the model as shown in table 4.66. The probability  $P = 0.194$ , GFI=0.989, AGFI=0.972, NFI=0.993, RFI=0.988, IFI=0.998, TLI=0.997, CFI=0.998 and RMSEA=0.031 confirm that the 7 items measured intention to shop. All the indices are above 0.9 and RMSEA less than 0.08, with probability greater than 0.05, these are in line with (Awang, 2012).

Table 5.3: Actual Online Shopping items in the CFA model	
Code	Item
OS4	I like to shop online.
OS5	I will continue to shop online.
OS6	I currently shop online.
OS7	I enjoy shopping online.
OS8	I purchase through the internet.
OS9	Overall, I have shopped online many times.

5.3 Online Shopping

CFA on 9 items of actual online shopping confirmed 6 items (OS4, OS5, OS6, OS7, OS8, OS9) as shown in figure 5.3 and table 5.3

Source: Primary data, 2023

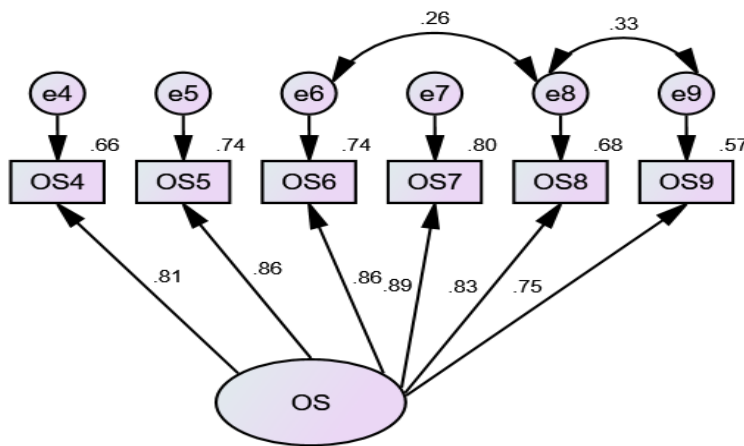


Figure 5.3: CFA for Online Shopping

The measurement model for actual online shopping confirmed 6 items that significantly ( $P < 0.001$ ) measured online shopping and explaining 99% (GFI) of the model as shown in table 4.70. The probability  $P = 0.144$ , GFI=0.990, AGFI=0.970, NFI=0.994, RFI=0.987, IFI=0.998, TLI=0.995, CFI=0.998 and RMSEA=.039 confirm that the 6 items measured actual online shopping. All the indices are above 0.9 and RMSEA less than 0.08, with probability greater than 0.05, these are in line with (Schumacker and Lomax, 2016; West et al., 2012)

5.4 Relationship between Facilitating Conditions, Intention to shop online and Online Shopping

The variables (Facilitating Conditions, Intention to Shop Online, and Online Shopping) were correlated using Pearson's correlation. To assess the strength of the relationships between the variables, the study used the bivariate correlation approach. The most popular bivariate correlation method, Pearson Correlation ( $r$ ), was employed to assess the relationship between three quantitative variables.

Table 5.4 findings show that there is a substantial positive link ( $r = .602^{**}$ ,

$p .05$ ) between facilitating conditions and online shopping. this is supporting study H1. This suggests that an improvement in the facilitating conditions will result in an improvement in online shopping. It should be mentioned that online shopping is independently correlated with both technical support and internet experience. According to correlation results, there is a relationship ( $r = .645^{**}$ ,  $p .05$ ) between facilitating conditions and intents to shop online. This supports H2 of this study. This suggests that an improvement in the facilitating conditions will result in an improvement in the consumers' behavioral intention to make an online purchase. It should be highlighted that the dimensions of facilitating conditions related to technical support and internet experience are positively correlated with consumers' inclinations to shop online. Additionally, correlation results demonstrate a positive correlation ( $r = .587^{**}$ ,  $p .05$ ) between consumers' behavioral intentions to shop online and actual online shopping. Hence H3 is supported by the findings of this study. This suggests that an improvement in consumer intention to purchase online will result in an improvement in online shopping. Also, to be highlighted is the positive relationship between constructs of the intention to shop online (continuance Intention and recommendation Intention) and online shopping.

**Table 5.4: Pearson correlation coefficients of study variables**

Correlations									
Variables	1	2	3	4	5	6	7	8	9
Technical support (1)	1								
Internet Experience (2)	.509**	1							
<b>Facilitating Conditions (3)</b>	.552**	.581**	1						
Continuance Intention (4)	.357**	.395**	.397**	1					
Recommendation Intention (5)	.684**	.381**	.656**	.373**	1				
<b>Intention to shop online (6)</b>	.649**	.486**	<b>.645**</b>	.798**	.846**	1			
Select (7)	.538**	.395**	.564**	.254*	.651**	.507**	1		
Usage (8)	.471**	.490**	.596**	.267**	.548**	.675**	.451**	1	
<b>Online shopping (9)</b>	.479**	.501**	<b>.602**</b>	.296**	.585**	<b>.587**</b>	.892**	.831**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.05 level (2-tailed).

Source: Primary data, 2023

**5.5 Testing of Mediation Effects**

Mediation analysis was performed to assess the mediating role of intention to shop online in the relationship between facilitating conditions

and actual online shopping. This was done to achieve and realize H4 of the study. The significance of the mediation effect and type of mediation was also tested basing on Sobel's z-value and ratio index calculated using the Med Graph program and results are shown in the figure 5.5;



Figure 5.5: Mediation results

These results indicate that, since the Sobel Z-value is large with a p-value less than 0.01(Sobel Z-value: 3.02, sig: P<0.01), it means that a significant mediation of intention to shop online in the relationship between facilitating conditions and online shopping exists in model. In a real sense, it indicates that the association between facilitating conditions and online shopping has been significantly reduced (i.e. from 0.602 to 0.515) by the inclusion of intentions to shop online (the mediating Variable) in the third regression model (Jose, 2004). A partial type of mediation was also registered because the correlation between independent variable and dependent variable was reduced to a significant level (i.e. from 0.602\*\* to 0.515\*\*). The ratio index of 9.8% (0.05/0.51\*100=9.8) implies that 9.8 percent of the effect of intention to shop online on online shopping goes through facilitating conditions and about 90.2% of the effect in the closed loop model is direct. The study established a partial and significant mediation effect of intention to shop online in the relationship between facilitating conditions and online shopping, hence supporting hypothesis H4.

**6. DISCUSSION OF THE FINDINGS**

In order the bring out the mediating effect of intentions to shop online in the relationship facilitating conditions and online shopping, the researchers focused on determining the correlation between the study variables. In line with that, According to the regression analysis model developed from the results of the current study, facilitating conditions and intention to shop online are significant determinants of online shopping in Uganda. The correlation analysis results provide more evidence to support the regression analysis findings. According to the results of the correlation analysis, there is a significant positive relationship between the facilitating conditions and online shopping. This suggests that a change in the technical support and internet user experience would change how consumers choose and use the various online shopping platforms, a decline in facilitating conditions would therefore result in a considerable drop in online shopping rates. The results of this study are consistent with those of scholars like Namakula et al. (2020), Ibam et al. (2018), and Mubuke et al. (2017) who believed that facilitating conditions like access

to the internet and technical support were necessary to enable successful adoption and use of e-commerce. The results of this study also showed a substantial positive link between online shopping intentions and facilitating conditions. This suggests that a change in facilitating conditions would result in consumers' intentions to make online purchases. The results of this study further confirm assertion that internet accessibility, technical assistance, and enabling ICT infrastructures are necessary to impact customers' online purchase decisions (Atahu, 2022). According facilitating conditions (such ICT infrastructures and internet experience) are necessary for consumers to get over obstacles that would prevent their intentions to make online purchases using the current online shopping platforms to (Bhagyasree, 2021). The facilitating conditions may influence consumers' behavioral intentions to use the available e-commerce platforms, according to (Abd Aziz and Abd Wahid, 2018). As mentioned, it is necessary to take into account how facilitating conditions affect consumers' behavioral intentions to make online purchases by (Abdelrhim and Elsayed, 2020). The findings of this study also showed a positive association between consumer intentions to shop online and their actual online purchases. This strongly suggested that an increase in customers' behavioral intention to shop online, as measured by their ability to continue using existing online purchasing platforms and recommendations, would have a beneficial impact on online shopping. The actual online shopping would decrease if consumer intentions to do so decreased. It's interesting to note that these findings support those of researchers like Nkrumah et al. (2018) and Ijaz & Rhee (2018) who discovered a high positive correlation between the intention to use online shopping systems and actual online shopping. Additionally, a study found a favorable correlation between the intention to shop online and the actual online platform usage by (Ibrahim et al., 2019).

In terms of the mediating effect of consumers' intention to make an online purchase, the study found that even though there was a change in the relationship between facilitating conditions and actual online shopping, the effect of facilitating conditions remained constant. The fact that the relationship was not entirely reduced to zero, however, suggests that consumers' intentions to make online purchases partially mediates, the

relationship between facilitating conditions and actual online purchasing among Ugandan consumers. According to Nkrumah et al. (2018), the presence of facilitating conditions has an impact on online shopping. A positive correlation between shopping intentions and actual online purchases was also discovered (Ijaz and Rhee, 2018; Zhou et al., 2007). Additionally, Akroush and Al-Debei (2015) conducted a study, and it was found that the relationship between facilitating conditions and online shopping is partially and largely mediated by the intention to make an online purchase. Online shopping will be made easier in the Ugandan e-commerce sector given an improvement in facilitating conditions. Were et al. (2022) and Kimuli et al. (2022) pointed out that given its capacity to redirect customers from searching for and making purchases from traditional storefront retail to online shopping, online shopping is a potential mechanism to alleviate crowding in shopping places. Then, those responsible for bringing the Uganda Vision 2040 to life that aims to encourage research, innovations, and adoption of technologies that address the challenges facing the nation (Uganda Vision, 2014) should majorly focus on enhancing the current ICT infrastructures, provide reliable internet connectivity, raise awareness of the advantages of using online shopping. The only way to increase the number of consumers who buy online in Uganda is to make sure that facilitating conditions in terms of broadband and online shopping platforms are consistently available for consumers to be influenced in their online shopping decisions, awareness and training are also necessary. Customers' intentions to buy online may be influenced if they have the necessary information and abilities, which may then improve the actual online buying experience. According to the present study's results, consumers' behavioral intentions to purchase online and facilitating conditions both contribute to increased online shopping in Uganda's e-commerce market. The behavioral intentions of customers to purchase online also serve as a mediator in the relationship between facilitating conditions and actual online shopping among Ugandan consumers.

## 7. SUMMARY AND CONCLUSION

This study sought to determine how consumer intentions to purchase online mediated the association between facilitating conditions and online shopping in Uganda's e-commerce market. This was accomplished using a 385-person questionnaire survey that was sent to various online shoppers in the four regions of Uganda. The correlation results showed a significant positive relationship between facilitating conditions and online shopping, facilitating conditions and intentions to shop online, and intentions to shop online with online shopping. According to the results of the Medigraph mediation tests, there is a partial mediation in which customers' intentions to purchase online mediate the link between facilitating factors and online shopping.

The research results indicate that there is a significant positive relationship between facilitating conditions and online shopping, facilitating conditions and intentions to shop online, intentions to shop online and actual online shopping. In order to deal with emerging technologies, the government of Uganda and other interested stakeholders should raise consumer awareness and provide them with the necessary training so they can use these technologies effectively unless they are adversely affected. Additionally, facilitating conditions including internet experience, ICT infrastructures and systems, and training are crucial in determining customers' intents to shop online and their actual online shopping behavior in the Ugandan e-commerce sector. This implies that in the absence of these facilitating conditions, consumers will not be motivated to use online purchasing platforms. Access to e-commerce content may be restricted due to poor ICT infrastructures, insufficient Internet connections, and low levels of consumer knowledge and training that influence consumer intents and actual use of online purchasing. Facilitating conditions in terms of internet experience, ICT infrastructures and systems awareness and training should therefore be considered as key factors that can easily improve consumer intentions to shop online and actual online shopping in Uganda's e-commerce sector.

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