
Online Entrepreneurship and Psychology in Uncertainty of Some Selected Commodities

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Abstract: *Sequel to the multiplicity of different kinds of online marketing (entrepreneurship) of many commodities sold in Onitsha in the recent time, resulting to some psychological uncertainties, this paper investigated the psychological uncertainties associated with such businesses using survey method. The study tested if there is significant difference in the psychological uncertainties of some selected commodities marketed online in some markets. In addition, it tested if the psychological uncertainties of those commodities are statistically significant. The result of the analyses showed that there is significant difference in the physiological uncertainties of online entrepreneurship. The study also revealed that only two selected commodities (drugs and plumbing) had their physiological uncertainties of online entrepreneurship statistically non-significant, while the rest are significant. Consequent upon the findings, the study recommended that buyers of such commodities, especially the retailers should be sure that they have proper knowledge of the persons of the sellers before committing much money into such businesses. Secondly, since the level of psychological uncertainties associated with such businesses are high, much money should not be committed into such online businesses at the early stage until proper relationship and knowledge of such people are established.*

Keywords: Online entrepreneurship, Psychology, Uncertainty.

1.1 Introduction

Online entrepreneurship is taking a rapid trend in almost all the commodities sold in the markets Onitsha in our time. This is as a result of the increase in the social networks and the easiness associated with them. However, it is not without psychological uncertainties. It is this psychological uncertainties that caught the attention of the author and this gave birth to this research.

Due to the emergence of internet, android phones and other communication gadgets, many business men and women, including experienced and inexperienced ones, are rapidly diverting into online entrepreneurship. This involves buying of goods and services from both outside and within the country without physically going to the selling/manufacturing places to investigate the quality of the goods. Such goods are only showcased using social networks like WhatsApp, Instagram, Facebook, YouTube, etc.

There are many such goods marketed online. They include: pharmaceutical goods like (drugs), building materials, stationeries, wears, cosmetics, electronics, electrical, chemicals and food items. Most, if not, all of these goods and their prices are normally sampled or displayed on these social networks for interested customers to see them. The implication is that the customers do not always have physical contact with neither the goods

nor their sellers/producers. Moreover, most times they do not establish sound agreements, before committing money. So, everything about choice making and transactions, are made only online and as soon as the interested customers make their payments for such goods and delivery, they are transported to them.

There is no doubt that this type of entrepreneurship is very convenient, stress-free and also cheap for the consumers since they don't have to travel to the places of selling or manufacturing of such goods.

However, there are some associated psychological uncertainties. Some of such psychological uncertainties include the trust ability of the sellers with respect to the following: Quality of the goods supplied, Quantity of good paid for, Delivery time, expiry date, delivery-duping, agreement on time, agreement on quality, arrival time, arrival date, arrival place, the problem of intermediary, the tendency of damage on the way and the tendency of expiration of goods before delivery. Since the presence of the buyers/consumers of such goods and services are not always there before money is committed resulting to unfaithful sellers/manufacturers not maintaining the terms of agreement as listed above, chances abound that the buyers/consumers could be cheated on the long run. Unfortunately, such cheatings can only be discovered after money has been committed.

From the foregoing therefore, there are numerous psychological uncertainties associated with online entrepreneurship. Such uncertainties needed to be investigated on, hence this paper.

1.2 Objectives

- To ascertain if there are differences in the physiological uncertainties of online entrepreneurship,
- To ascertain if the physiological uncertainties of online entrepreneurship of the selected commodities in Onitsha are significant.

1.3 Hypothesis

1. **H₀**: There is no significant difference in the physiological uncertainties of online entrepreneurship.
2. **H₀**: The physiological uncertainties of online entrepreneurship of the selected commodities in Onitsha are not statistically significant.

2.1 Conceptual Review

From the foregoing therefore, no work has been done to investigate the psychological uncertainties associated with online entrepreneurship of some selected commodities sold in Onitsha metropolis. This justifies the essence of this paper, especially now that almost everything is becoming online based

Online Entrepreneurship

A person is said to be online or internet entrepreneur when he or she earns a living by selling his or her goods and services via online or internet. According to Nicole (2020), entrepreneurship is the act of creating a business or businesses while building and scaling it to generate a profit.

However, online entrepreneurship is a type of business which one does from the comfort of one's home, or as one travels on one's computer, tablet or smart phone. According to Carlson (2018), an online entrepreneur is someone who conducts business via the internet. As Kenmeyer (2019) puts it, online business or E- business is any kind of business or commercial transaction that includes sharing information across the internet exchanging of products and services between businesses. For instance, people stay in their homes, view and chat over commodities with their sellers via online using their electronic gadgets. After these, such goods are delivered/sent to their buyers through different transportation media, that's via land, air and water. In other words, people do transactions from their homes without having physical contacts with the sellers, or places of the transactions.

Psychology of Uncertainty

Psychological aspect of entrepreneurship helps the mental and emotional aspects of the individual that performs the entrepreneurial activities. On his opinion, Mcleod (2019) defined psychology as the scientific study of the mind and behavior. Similarly, Yvette (2018) puts psychology as the study of the mind and behavior. Uncertainty according to Cambridge English Corpus (2020) is an epistemic situations involving imperfect or unknown information. Uncertainty can cause tremendous anxiety. Jennifer (2020) attributes that uncertainty is effectively a feeling of lack of control or powerlessness that in some contexts can lead to negative emotion like fear and anxiety and research has shown that we are calmer anticipating pains than anticipating uncertainty because pains is certain. From the fore going therefore, since online entrepreneurship does not make room for physical contact between sellers and buyers of commodities, there is no doubt that it is associated with physiological uncertainties.

The aim of this paper, therefore, is to investigate the psychological uncertainties associated with online entrepreneurship. In doing this, the paper employed the distribution of a set well-structured questions to the marketers involved in online entrepreneurship in the selected markets. The data so generated were used to test the two stated hypotheses.

3.1 Methodology

The following methods were employed in the course of this research:

- **Survey method:** use of 4-point likert scale questionnaire. The questionnaires were distributed to those who engage in online entrepreneurship of the selected commodities in Onitsha. The questionnaire was structured on a 4-point likert scale, the scales are Strongly Disagree (SD=1), Disagree (D=2), Agree (A=3) and Strongly Agree (SA=4).

Because of the scale of 4 points, a mean cutoff point of 2.5 was calculated as follows:

$$x = \frac{1+2+3+4}{4} = \frac{10}{4} = 2.5$$

- **One-Way Analysis of Variance (ANOVA):** This statistical tool was used to meet objective two and test for hypothesis one.

- **One Sample T–Test:** This statistical tool was used to meet objective three and test for hypothesis two.

4.1 Findings

This section showcases the results of the hypotheses tested. After each of the tests, brief discussions are made.

Hypothesis One: There is no significant difference in the physiological uncertainties of online entrepreneurship.

Statistical Tool Used: One–Way ANOVA

Reason for Choice of Tool: More than two levels of observations were compared

Decision Rule: Accept null hypothesis if the p–value is greater than or equal to 0.05.

Test Proper:

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	14.311	8	1.789	31.044	.000
Within Groups	4.149	72	.058		
Total	18.460	80			

Decision and Conclusion: From table 1, it can be seen that the p – value of the analysis is 0.000, which is less than 0.05, this implies that there is significant difference in the physiological uncertainties of online entrepreneurship; that is, the psychological uncertainties of online entrepreneurship significantly differ. With this result, the null hypothesis was rejected, leading to the conclusion that there is a significant difference in the physiological uncertainties of online entrepreneurship. There is no doubt; this finding is very congruent with natural sense, considering that the consequences of the level of risks involved in the uncertainties are different.

With this result, it is now required to perform further test to ascertain the psychological uncertainties that are significant and as such which is most significant. This brings us to multiple comparisons using the method of LSD.

In the multiple comparisons presented in the table 2, Q1 to Q9 represent the various issues raised that constitute the physiological uncertainties of online entrepreneurship, they are:

1. Sellers normally supply the quantities agreed on.
2. Goods normally arrive at the agreed time.
3. The quantities of goods agreed on are normally supplied.
4. Goods normally arrive at the expected/agreed date.
5. Goods normally arrive at the expected/agreed place.
6. Customers/buyers are occasionally duped.
7. Agents of delivery (intermediary) don't normally fail.
8. Goods don't normally damage on the way.
9. Goods do not expire before delivery.

The multiple comparisons seek to examine the least significant mean difference among the pairs of comparisons, after that, the significant mean differences are ranked from the highest to the lowest.

Table 2: Multiple Comparisons

Psychological uncertainties (I)	Psychological uncertainties (J)	Mean Difference (I-J)	Sig.	Leader	Rank
Q1	Q2	1.15556*	.000		
	Q3	.30000*	.010	Q1	4
	Q4	.76667*	.000		
	Q6	1.04444*	.000		
	Q7	.50000*	.000		
	Q8	.98889*	.000		
Q2	Q1	-1.15556*	.000		
	Q3	-.85556*	.000		
	Q4	-.38889*	.001	Q4	2
	Q5	-.97778*	.000		
	Q7	-.65556*	.000		
	Q9	-1.08889*	.000		
Q3	Q1	-.30000*	.010		
	Q2	.85556*	.000		
	Q4	.46667*	.000		
	Q6	.74444*	.000		
	Q8	.68889*	.000		
	Q9	-.23333*	.043	Q9	8
Q4	Q1	-.76667*	.000		
	Q2	.38889*	.001		
	Q3	-.46667*	.000		
	Q5	-.58889*	.000		
	Q6	.27778*	.017		
	Q7	-.26667*	.021	Q7	6
	Q9	-.70000*	.000		
Q5	Q2	.97778*	.000		
	Q4	.58889*	.000		
	Q6	.86667*	.000		
	Q7	.32222*	.006	Q5	3
	Q8	.81111*	.000		
Q6	Q1	-1.04444*	.000		

	Q3	-.74444*	.000		
	Q4	-.27778*	.017	Q4	5
	Q5	-.86667*	.000		
	Q7	-.54444*	.000		
	Q9	-.97778*	.000		
Q7	Q1	-.50000*	.000		
	Q2	.65556*	.000		
	Q4	.26667*	.021	Q7	6
	Q5	-.32222*	.006		
	Q6	.54444*	.000		
	Q8	.48889*	.000		
	Q9	-.43333*	.000		
Q8	Q1	-.98889*	.000		
	Q3	-.68889*	.000		
	Q5	-.81111*	.000		
	Q7	-.48889*	.000	Q7	1
	Q9	-.92222*	.000		
Q9	Q2	1.08889*	.000		
	Q3	.23333*	.043	Q9	8
	Q4	.70000*	.000		
	Q6	.97778*	.000		
	Q7	.43333*	.000		
	Q8	.92222*	.000		

*. The mean difference is significant at the 0.05 level.

From the table of the multiple comparisons, it can be seen that the Q7 (Agents of delivery (intermediary) don't normally fail) is the most significant physiological uncertainty of online entrepreneurship, that is, the most significant. This is followed by Q4 (Goods normally arrive at the expected/agreed date), Q5 (Goods normally arrive at the expected/agreed place), Q1 (Sellers normally supply the quantities agreed on), Q9 (Goods do not expire before delivery). This implies that anyone who wants to engage in online entrepreneurship should consider the psychological uncertainties involved in the order of ranking showed below:

- i. agents of delivery of may always fail to deliver at said time;
- ii. goods may not always arrive at the expected/agreed date;
- iii. goods may not always arrive at the expected/agreed place;
- iv. sellers may not always supply the quantities agreed on; and
- v. goods may expire before delivery.

Hypothesis Two: The physiological uncertainties of online entrepreneurship of the selected commodities in Onitsha are not statistically significant.

Statistical Tool Used: One Sample T-Test

Reason for Choice of Tool: One set of observations was compared with a known value in each case.

Decision Rule: Accept null hypothesis if the p-value is greater than or equal to 0.05.

	N	Mean	Std. Deviation	Std. Error Mean
Building materials	9	2.9667	.52440	.17480
Chemicals	9	2.9667	.52440	.17480
Cosmetics	9	3.0000	.49244	.16415
Electricals	9	2.9000	.42720	.14240
Clothes	9	3.0889	.52546	.17515
Drugs	9	2.8333	.52915	.17638
Plumbing materials	9	2.9222	.57831	.19277
Shoes	9	3.0778	.38333	.12778
Stationery	9	2.9556	.46934	.15645

The table of one sample statistics shows the weighted mean, standard deviation and standard error mean of the responses of the respondents for each of the selected commodities in Onitsha. For the purpose of our analysis, we are only interested in the weighted mean in each case.

	Test Value = 2.5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Building materials	2.670	8	.028	.46667	.0636	.8698
Chemicals	2.670	8	.028	.46667	.0636	.8698
Cosmetics	3.046	8	.016	.50000	.1215	.8785
Electricals	2.809	8	.023	.40000	.0716	.7284
Clothes	3.362	8	.010	.58889	.1850	.9928
Drugs	1.890	8	.095	.33333	-.0734	.7401
Plumbing materials	2.190	8	.060	.42222	-.0223	.8668
Shoes	4.522	8	.002	.57778	.2831	.8724
Stationery	2.912	8	.020	.45556	.0948	.8163

Decision and Conclusion: From table 4, it can be seen that the p-values of physiological uncertainties of online entrepreneurship of building materials, chemicals, cosmetics, electricals, clothes, shoe sellers and stationery are all less than 0.05; 0.028, 0.028, 0.016, 0.023, 0.010, 0.002 and 0.020 respectively. This implies that the levels of physiological uncertainties of online entrepreneurship of these selected commodities in Onitsha are statistically significant. On the other hand, the p-values of drugs and plumbing are greater than 0.05; 0.095 and 0.060 respectively, implying that the levels of physiological uncertainties of online entrepreneurship of these selected commodities in Onitsha are not statistically significant.

The hypothesis was rejected; the reason is that only two selected commodities had their physiological uncertainties of online entrepreneurship statistically non-significant, while the rest are significant.

5.1 Conclusions

After the analyses the following conclusions were:

- i. there is significant difference in the physiological uncertainties of online entrepreneurship.
- ii. The study also revealed that only two selected commodities (drugs and plumbing) had their physiological uncertainties of online entrepreneurship statistically non-significant, while the rest are significant
- iii. the psychological uncertainties involved in online entrepreneurship are in the following order of ranking:
- iv. agents of delivery of may always fail to deliver at said time;
 - a. goods may not always arrive at the expected/agreed date;
 - b. goods may not always arrive at the expected/agreed place;
 - c. sellers may not always supply the quantities agreed on; and
 - d. Goods may expire before delivery.

5.2 Recommendations

Based on the findings, the study makes the following recommendations:

- i. People who want to engage in online entrepreneurship should consider the following psychological uncertainty involved in the order of ranking shown below:
 - a. The problem of agents of delivery;
 - b. goods may not always arrive at the expected/agreed date;
 - c. goods may not always arrive at the expected/agreed place;
 - d. sellers may not always supply the quantities agreed on; and
 - e. Goods may expire before delivery.
- ii. buyers of such commodities, especially the retailers, should be sure that they have proper knowledge of the persons of the sellers before committing much money into such businesses;
- iii. In addition, since the level of psychological uncertainties associated with such businesses are high, much money should not be committed into such online businesses at the early stage until proper relationship and knowledge of such people are established.

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