

Sustaining Interstate Land Transportation in Nigeria amidst Consumers' Changing Tastes and Preferences: An Investigative Report

Abstract

Encircled by profit centric inter-state land transporters, middle class consumers (passengers) in Nigeria have echoed their resolve to adopt any land transport company with robust value creation for passengers due to their hedonistic tendencies. This investigative report sought to ascertain the likelihood of middle class consumers adopting a modern and equipped transportation company for inter-state journeys. It specifically identified factors that optimize value creation among middle class consumers, assessed the level of adoption intention, and determined the predictive effects of adoption intention on adoption behavior/continued patronage for a perceived modern and equipped transportation company for inter-state journeys. Using a mixed method, the report identified prioritization of timely departure, free access to communication facilities (Free Wi-Fi) while aboard, efficient response to consumer enquiries and complaints, and vehicle condition which is instrumental to passengers' safety as the core factors that determine value creation among middle class inter-state passengers in Nigeria. Results further revealed that almost 90% of the respondents exhibited high adopting intention level for a perceived modern and equipped transportation company. Lastly, findings showed that consumers' adoption intention significantly predicted adoption behavior/continued patronage for a perceived modern and equipped transportation company. Implications of the findings are also discussed.

Keywords: *Adoption intention, Free Wi-Fi vehicles' continued patronage, Land transportation, Interstate journey, Nigerian transporters, Dash Motors.*

1. Introduction

Transportation is among the key segments that play essential roles in achieving poverty eradication and sustainable development goals through job creation, human mobility, and facilitation of businesses. It mainly constitutes one of the major features of economic development of Nigeria (Onokala & Olajide, 2020). While several transportation systems such as railway, maritime, airways, and road/land are used in different parts of the world, road/land transportation is the most dominant type of motorized transport in Africa (UNESCO, 2009). Land transport accounts for 80% of passenger traffic in Africa (UNESCO, 2009), with about 18,320 road traffic crashes in Nigeria in the second quarter of 2018 (National Bureau of Statistics, 2018). Against this backdrop, sustainability of public land transportation business especially Inter-state, and the implications of its current operational mode on both Nigerian passengers and the economy becomes worrisome.

Land transportation business has been a lucrative business in Nigeria for decades. This has been so both for inter-state and intra-state shuttles. It involves several types of vehicles such as: luxurious buses, saloon cars, mini-buses, and all sorts of SUVs. According to Nigerian finder.com, there are about ten good transport companies in Nigeria. While transporters (transport company owners) have been extending their market shares and profits, it is unfortunate that value creation has remained static or even waned among these companies. For example, despite some new entrants (such as: IZUGOD Transport Company, Fair Plus International Limited, OJ Transport Company) promising to overcome the lapses created by existing companies, consumers have expressed their skepticism in those advertorials. They are of the notion that some other companies (Chisco Transport Company, Peace Mass Transit, and Young Shall Grow Motors, God Is Good Motors) have in the past made similar promises which they reneged at the long-run.

Among the issues with extant transportation companies include but not limited to: over-speeding by drivers, late dispatch of vehicles contrary to the stated time in their tickets, arbitrary increase in ticket prices. In fact, if it is already late to travel safely on the same day, some buses will delay departure until the next day or travel only part of the distance before stopping for the evening (Joslin, 2012). Sadly, passengers must provide their own food and sleeping arrangements (Joslin, 2012). As a result, most consumers (passengers) have been groaning helplessly without any solution to their dissatisfaction with those companies. **All these trigger low intention to adopt a transportation company for inter-state journeys.** Consequently, consumers are left with no option other than using ABC Transport, God Is Good Motors, and Young Shall Grow Motors (three of the oldest transport companies) even when their vehicles are not sufficient to convey those that bought their tickets especially during festive period. In spite of using these three transport companies predominantly as viable means of inter-state journeys to South-eastern Nigeria, there has been a lot of concerns among consumers on the safety of luxury buses which dominate some of the transport companies in Nigeria. This is resultant to the deplorable conditions of roads in many parts of Nigeria (Onokala & Olajide, 2020). Hence, land transportation in Nigeria becomes a viable business in the wake of organized and improved operational protocols that matches consumers' tastes and preferences.

Sequel to the above, travel time has traditionally been considered as a price (wasted time) in economic reviews and estimations (Lyons, Jain & Holley, 2007), especially with public transportation. This is so because passengers forgo other engagements and just sit in a vehicle for hours without performing any other task even online. Such instances are instrumental in

passengers' choice of travel mode. For instance, lack of entertainment system on board, comfort, line-haul service, and chances of a driver leaving the customary route, significantly determine the choice of mode by passengers (Ibe, Ejem, & Onwuegbuchulam, 2007). However, given the technological trends and changes in business organizations (Chinedu, Haron & Osman, 2016), and the volume of tasks people carry out while travelling, many of which require internet access thereby changing travel time from wasted time to more prolific time (Mokhtarian, 2009; Lyons & Urry, 2005), availability of internet to travellers/consumers on the move tends to sustain public transport more (Hong, McArthur, & Livingston, 2019).

Furthermore, research has shown that intention predicts behavior (Ajzen, 1991). But, the level of consumers (passengers') adoption intention for a Free Wi-Fi transport company (Dash Motors) is unclear. This ought to be ascertained to enable a sustainable budgeting and smooth start-up of the proposed Free Wi-Fi transport company.

While consumers dislike operational mode of existing transportation companies in Nigeria, it is noteworthy to highlight that most records of displeasure emanated from middle class consumers. Thus, occupation or class of a passenger determines the particular class of service which he or she demands (Ibe et al., 2007). Therefore, a feasible land transportation business in Nigeria requires operational system that creates consumer values through a robust marketing plan. This report is aimed at investigating the likelihood of middle class consumers to adopt a new and supposedly reliable transport company (Free Wi-Fi Dash Motors) as a viable alternative to the inadequacies and incompetencies of existing transportation companies engaging in inter-state travels in Nigeria.

Table 1 presents the decision statement, investigative report objectives, and its hypothesis. While the hypothesis of this investigative report aims to empirically test the veracity of the study's claim, the objectives are structured to support Dash Motors decision statement.

Table 1. Decision statement, objectives, and hypothesis

Decision Statement	Investigative Report Objectives	Hypotheses
To ensure that middle class consumers (passengers) adopt a modern and equipped transport company for inter-state journeys.	To identify factors that optimize value creation among consumers (passengers).	
	To assess the level of intention to adopt Free Wi-Fi Dash Motors as a means of inter-state journey in Nigeria.	
	To determine the predictive effect of adoption intention on continued patronage/adoption behavior.	Adoption intention significantly predicts continued patronage/adoption behavior.

1.2 Operational definitions

Free Wi-Fi Dash Motors: Is a new transportation company that intends to join the league of inter-state land transporters in Nigeria with Free internet network to passengers aboard while prioritizing vehicle departure time.

Middle class workers/consumers: These are second tier of Nigerian consumers that are not actually among the wealthy class but with hedonistic and utilitarian characteristics. Middle class covers over 30% of Nigerian consumers (Business Day, 2019).

1.3 Situation Analysis

Internal environment: Evaluation of the stated objectives, proposed strategy, and performance reinforces Free Wi-Fi Dash Motors belief that there is a green light ahead. For example, resources required for procurement of vehicles and other start-up expenses have been secured. Also, one of the small scale transport companies that are on the verge of winding down has entered into agreement with Free Wi-Fi Dash Motors to be sending passengers to Free Wi-Fi Dash Motors terminal since their company is not in full operation. This will help the new company to fulfill their timely departure promises as advertised in various platforms.

Customer environment: Middle class consumers are the company's potential passengers. They need Free Wi-Fi Dash Motors services as a practical means of travelling due to the company's commitment to creation of consumer values. Three terminals/stations have been proposed for each city to enable passengers from distant places to access the company's services. Passengers are believed to select Dash Motors because Free Wi-Fi is installed in all their vehicles with time conscious in respect to departure, and could purchase travel tickets online ahead of scheduled travelling date.

External environment: Companies such as ABC transport, Chisco transport company, and God Is Good Motors are potential competitors. However, access to Free Wi-Fi gives Dash Motors an edge over them. It is also hoped that if the established standards are maintained, Free Wi-Fi Dash Motors is expected to be sustainable especially since every successive government in Nigeria has maintained existing policies on transportation. In line with the existing road transportation act, Free Wi-Fi Dash Motors travel tickets have to contain terms and conditions section to absolve the company of certain legal actions from passengers' default, possession of prohibited items, and the company shall abide by the act as well. As technology evolves, Free Wi-Fi Dash Motors be going to strive to move with the latest trends both in online ticket sales, Free Wi-Fi, and the entirety of the company's services, while recognizing and supporting cultural trends and developments.

1.4 SWOT-Driven Strategic Planning

S= Strength: In the wake of consumers' changing tastes and preferences, boredom in the course of travelling is anticipated to be a thing of the past with Free Wi-Fi access which other transportation companies in Nigeria had not considered or included in their service package. As a result, this shall attract many hedonistic passengers especially the ones that believe in having fun through internet surfing. In addition, Dash Motors is likely to capitalize on their Free Wi-Fi access to passengers to gain a bigger market share since it serves as a communication channel and working online for smart phone users.

W= Weakness: The new company (Free Wi-Fi Dash Motors) is currently not known to consumers and may require a lot of publicity to get the ball rolling in the right direction.

Moreover, available capital may not sustain the company to carry out expensive and strategic advertisements and promotions for a long time unlike other companies. Hence, it is the company's believe that social media advertorials shall augment its profile in the long run. The company's limited financial resources compared to other big established transport companies in Nigeria which may limit its advertising capability would blossom through high passenger frequency. This is expected to be triggered by Free Wi-Fi Dash Motors incessant value creation to passengers.

O=Opportunity: Modern consumers appreciate quality transportation services. Thus, lack of quality services especially untimely departure and over-speeding negates passengers' interests in a transportation company. However, due to Free Wi-Fi Dash Motors resolve to have different vehicle sizes, it becomes an opportunity for the company to depart terminals on time even when other transportation companies are not departing on time or including several routes in a particular vehicle trip due to lack of passengers. Moreover, guaranteed round the clock (24 hours) online bus ticket sales, and high price of mobile data subscription in Nigeria are equally another prospect that is anticipated to drive passengers into Free Wi-Fi Dash Motors. All these constitute weighty opportunities for Free Wi-Fi Dash Motors to become popular and extend their market share.

T=Threat: Starting up a transport company in Nigeria can be dicey. Even though embarking on a trip without complete passengers results to losses, availability of different vehicle sizes ought to assist Free Wi-Fi Dash Motors to ensure that big buses are not en-routed in such circumstances. This will proportionately tailor the company's vehicle usage to number/volume of passengers and as a result, reduce operational costs.

2. Approach and Design

The present investigative report employed mixed (qualitative and quantitative) approaches. While quantitative approach is one in which the researcher mainly uses post positivist claims for knowledge development, employs strategies of inquiry such as experiments and surveys, and collects data on predetermined instruments that produces statistical data (Creswell, 2003), qualitative approach allows investigations into why, and how a phenomenon occurs. Consequently, this investigative report utilized survey design and interview.

The investigative report was centered on middle class consumers; thus, differentiated target market. Middle class consumers became the target market following their high number compared to other consumer categories in Nigeria. Moreover, middle class consumers are willing to pay prices commensurate to the values they receive from a particular service in emerging markets (Cavusgil, Deligonul, Kardes, & Cavusgil, 2018; Fulton, Furman & Finlay, 2014). Hence, they are hedonistic and utilitarian in decision making. Therefore, it is believed that middle class consumers' patronage is sufficient to sustain a transport firm in Nigeria.

2.1 Population and sampling

Population of the study is based on 2016 data. According to Worldometers, Nigeria's population was about 186 million in 2016. The middle class accounted for just 30.26% in 2016 (Business Day, 2019), which represents about 562,836. For that reason, this consumer category is expected to sustain and even extend the fortunes of a transport company.

The quantitative aspect of the study anticipated the involvement of 50 Nigerians residing in Malaysia or that returned to Nigeria from Malaysia in the last one year which most of them are postgraduate students or lecturers in Nigerian universities. In spite of being a pilot study, this sample was collected using probability sampling approach through Google form survey. However, about 90% of the expected quantitative sample was received. Google form survey was necessitated in the study to prevent covid-19 spread while collecting data during covid-19 pandemic. On the other hand, the qualitative part targeted no specific number; rather, the interactive sessions via phone interviews as a result of the ongoing covid-19 lockdown were hoped to continue until attainment of saturation point. Consequently, 4 informants participated in the interview.

2.2 Measurement of variables

For the quantitative data, respondents were asked the likelihood for them to adopt Free Wi-Fi Dash Motors as a mode of inter-state journey in Nigeria, and their continued patronage/adoption behavior. That is, they answered for two main quantitative constructs: adoption intention, and continued patronage/adoption behavior. Both constructs were measured on a five point Likert scale. On the other hand, there were statements that sought respondents' background information such as age, gender, and others.

Adoption intention was measured with five items adapted from Dodds, Monroe and Grewal (1991). Respondents (potential passengers) were asked how likely it was for them to adopt Free Wi-Fi Dash Motors as a mode of inter-state journey in Nigeria. Responses ranged from 1 to 5: 1=very unlikely, 2=unlikely, 3=neutral, 4=likely and 5=very likely.

Continued patronage/adoption behavior was measured with four items developed by the researcher. Subjects were asked to indicate the extent to which the statements conform to their plans as eventual passengers of Free Wi-Fi Dash Motors. Responses ranged from 1 to 5: 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree.

2.3 Reliability

Reliability is the assessment of the level of internal consistency between multiple measurements of a variable. A scale or test is said to be reliable if it produces the same result under constant conditions in a repeated measurement (Moser & Kalton, 1989). Reliability analysis depicted that both measures (adoption intention and continued patronage/adoption behavior items) were reliable. According to Hair et al. (2010), an Alpha value of .70 is sufficient for research purposes. The instrument used to measure adoption intention exhibited high reliability value (.87), just as continued patronage/adoption behavior instrument was also reliable (.75).

3. Respondents' characteristics

Result showed that 71.1% of the total respondents (45) are males while 28.9% are females. Most of the respondents 68.9% attained postgraduate degree, while some 24.4% had Higher National Diploma/Bachelor's degree. About 4.4% reached Ordinary National Diploma/National Certificate in Education as their highest educational level, whereas only 2.2% stopped at secondary educational level. In terms of age, respondents were categorized into three age groups (19 to 32; 33 to 47; and more than 47years). The second age group accounted for more than half (55.6%) of the total respondents. This was followed by the first group 33.3%, and the last group 11.1%. Also, respondents' monthly income was classified into three groups: where group 1 =

<257.07US\$ (<99,900 naira); group 2 = 257.07 to 437.01US\$ (100k to 170k naira); group 3= > 437.01US\$ (>170k naira). Naira denoted as # is Nigeria's local currency. However, American dollar (US\$) was used as a benchmark for clearer understanding of respondents' estimated monthly income. Consequent to that, respondents' monthly income in Naira was converted to US\$ at #389 per US\$1. According to exchangerates.org.uk, dollar rates against Naira during the time of this report (May, 2020) averagely stood at #389 per US\$. The first income group accounted for almost half (48.9%) of the overall respondents. The second group consisted of 37.8%, with the least being the third income group 13.3%. As shown in Table 2, respondents' estimated monthly income mean was \$289.12 (#112,466), while their age mean was 36.40 years. This shows that they are averagely capable of paying for any service they desire, and are mainly middle aged people that tend to explore trending facilities and standards in transport services. On the other hand, it indicated that the respondents, despite being middle class consumers in Nigeria, earn a meager income per month compared to middle class consumers in other emerging economies such as South Africa and Malaysia. Expectedly, more than half of the respondents (66.7%) were married, while the remaining were single.

Table 2: Summarized respondents' background information (n=45)

Variables	Frequency	Percentage (%)	Mean
Gender			
Male	32	71.1	
Female	13	28.9	
Educational level			
Below secondary school	1	2.2	
OND/NCE	2	4.4	
HND/first degree	11	24.4	
Postgraduate degree	31	68.9	
Age			36.40
19-32	15	33.3	
33-47	25	55.6	
More than 47years	5	11.1	
Monthly income (US\$)			289.12
Less than 257.07	22	48.9	
257.07-437.01	17	37.8	
More than 437.01	6	13.3	
Marital status			
Single	15	33.3	
Married	30	66.7	
Others	0	0	

4. Results and hypothesis testing

Findings of the present investigative report are in three-fold: the first identified the factors that optimize value creation among consumers (passengers); the second ascertained the level of intention to adopt Free Wi-Fi Dash Motors; while the last but not the least established the predictive effect of adoption intention on continued patronage/adoption behavior.

4.1: Identification of factors that optimize value creation among consumers (passengers)

In order to identify factors that optimize value creation among consumers (passengers), four informants (Mr. X, Mrs. A, Mr. Y, and Mr. B) sequentially offered the following responses:

Mr. X: Time is very important for me whenever am entering commercial transport. I promise to be among the first passengers if time is prioritized and free internet fixed to the buses. Ticket price is not an issue in as much as the transporter is time conscious and equips the vehicles with interne; I will even advertise your company services to others.

Mrs. A: Nigeria will hardly get an ideal transporter. However should free internet be accessible and maintained in the said new transport company, I will adopt it as transportation means. Let free internet not be a gimmick to extort or shortchange us on other consumer values. You do not need to worry about ticket price, if it worths your service, then no issue. Count on me for sustained patronage.

Mr. Y: Time, communication channels while on board, safety and efficient responses to customer entries are the watchword for my ideal transporter. Existing transportation companies promised to prioritize all I mentioned but none of them has ever fulfilled even half. I would be attracted to the new transportation company if more than half of these concerns are prioritized, because they relief me of boredom, strengthen my word of early arrival to my destination, enable me to work online while on transit, and assure me of needless exchange of words with drivers. Actually, my colleagues and I have been looking forward to have a World class transport company in Nigeria; no one cares about the price, of course good service calls for good amount of money. So, I am looking forward to the commencement of this company as continued patronage would not be an issue for people like me. I also want you to remember that any backslide in keeping to your promises especially Free Wi-Fi and timely departure will deter our patronage, more especially, timely departure ensures safe arrival.

Mr. B: For me, time is money! That does not mean every other necessary attribute of a modern transport company should be compromised. Quality vehicles and other facilities such as internet while on board, uniformed velocity are the watchwords of my ideal transporter. So, I will definitely adopt any company that prioritizes all these; reduction in other companies' ticket prices is irrelevant to me! Once I leave a company or product, I rarely go back to them. In fact, I will perceive such effort as a desperate competitive measure to dislodge the new modern company (Free Wi-Fi Dash Motors) from their position in the marketplace; but left for me, the competitors won't succeed because they are only profit oriented. Their frantic promos shall not last, so no need to listen to them. As an individual, I cherish comfort, safety and quality; you know inter-state journey should be accompanied with facilities that garnish life. For example, light refreshment on board and access to free internet. With all these, count me as an ardent campaigner of such a passenger oriented transport company. That is, it amounts to understatement to say that I will always travel with such a good company: I mean to advertise them.

These interview feedbacks are clear indications of the interviewees' expectations from transportation companies in Nigeria. To sum up, Free Wi-Fi gives them great concern as it enables them to be updating their social circle while on transit. Prioritization of time is another area of concern among them. Even though time is highly valued and sought for by all, Mr. Y and Mr. B specifically pointed that time is very important as it determines safety. No doubt, early to bed early to rise: implying that if a vehicle departs in time, it will likely get to its destination in time and as a result, it is likely to escape avoidable safety threats on the way. Although other factors such as efficient response to customer enquiries, bus ticket prices, and others are mentioned, it is pertinent to note that communication channel while on board (Free Wi-Fi) and time are the most determining factors. Identification of time as an important factor that optimizes value creation among passengers resonates Lyons et al. (2007) stance that travel time has been considered as a cost in economic reviews. Invariably, sitting idle during a long distance journey amounts to loss of the economic value of time while travelling. All the same, access to internet while travelling changes the perception about travel time (Hong et al., 2019). In addition, to work online in the course of travelling as pointed out by one of the informers entails access to internet connection; this equally has the potency to change passengers' perception about travel time. Hence, Free Wi-Fi and time should be the hallmark of the proposed new transportation company.

Contrary to the assertions of Mrs. A, "Nigeria will hardly get an ideal transporter"; it behooves a classical and modern together with consumer centric transporter to explore and cash in on those shortfalls. As Mr. X rightly emphasized the frequency of importance he places on time and further promised to be among the first entrants should time and Free Wi-Fi be the trademark of the said new company, it is an indubitably indication that with standardized operational mode, little is hoped to be spent on advertisement as spreading of positive word of mouth (WOM) has been assured. Previous studies (Hong et al., 2019; Ben-Elia, Lyons, & Mokhtarian, 2018; Jain & Lyons, 2008) also found that reducing the cost of travel time and availability of Free internet in public transportation system increases ridership. Furthermore, just as Mr. B stressed the need to include light refreshment for passengers while on board, this seems to be important to certain people; however, while attention should be given to light refreshment, it is important for potential passengers to understand that a company's light refreshment may not be suitable to everyone's taste. Hence, passengers should not rely solely on that. This calls for sustained and seasonal enhancement of operational trends to absolve the said new transportation company of becoming obsolete in the wake of other innovations. Therefore, the study concludes that time, and communication channels (Free Wi-Fi) are the major factors of adoption intention, while sustenance and enhancement of operational trends is expected to sustain their patronage.

4.2: Assessment of the level of intention to adopt Free Wi-Fi Dash Motors

Results from descriptive analysis as shown in Table 3 revealed that 88.9% of the respondents are in the high category, while 11.1% are in low category. Classification of respondents into high and low categories implies that: those in low category have a minimal likelihood of adopting Free Wi-Fi Dash Motors as inter-state journey means. On the other hand, respondents classified into high category have adequate and maximum tendencies to adopt Free Wi-Fi Dash Motors as a practical means of inter-state voyages. Given this, it is submitted that nearly 90% of the respondents indicated high intention to adopt Free Wi-Fi Dash Motors as an ideal means of inter-

state journeys. This implies that in the event of establishing the said transport company, there are higher chances of middle class consumers adopting it as their inter-state journey means.

Table 3: Summarized level of intention to adopt Free Wi-Fi Dash Motors

Category	Score range	Minimum	Maximum	Frequency	Percentage (%)
Low	6 to 15.5	6		5	11.1
High	16 to 25		25	40	88.9
Total				45	100.0

4.3: Determination of the predictive effect of adoption intention on continued patronage/adoption behavior

Simple linear regression was used to determine the predictive effect of adoption intention on continued patronage/adoption behavior as depicted in Table 4. Prior to this analysis, preliminary tests were conducted to ensure no violation of the assumptions of normality, linearity and homoscedasticity.

Adoption intention explained 29.2% of the variance in continued patronage/adoption behavior, $F(1, 44) = 17.69, p < .001$. Adoption intention ($\beta = .54, p < .001$) predicted continued patronage/adoption behavior. The study’s sole hypothesis is hereby supported. Adoption intention significantly predicts continued patronage/adoption behavior among middle class consumers in Nigeria. This result is in tandem with Adnan, Nordin, Amini and Langove (2018) which found that adoption intention significantly predicts adoption behavior among Malaysian consumers. This implies that adoption intention is a determinant of continued patronage and with high adoption intention already expressed by the respondents, there won’t be any worries or issues of adoption behavior/continued patronage. Thus, middle class passengers will be sustainable in their patronage to Free Wi-Fi Dash Motors.

Table 4: Summarized predictive effect of adoption intention on continued patronage

IV	DV	Unstandardized beta	S.E	Beta	T-statistics	P
Adoption intention	Continued patronage /adoption behavior	.380	.090	.540	4.206	.000

$R^2 = .292$; Adjusted $R^2 = .275$

Note: IV= Independent variable; DV= Dependent variable; S.E= Standard error; P= Probability power

5. Discussion and conclusion

The present investigative report has analyzed the situation, and SWOT driven strategies based on the current state of land transportation in Nigeria, with quantitative and qualitative data collected to ensure a robust marketing plan. Both past research (Joslin, 2012) and available facts from the present study depicted that Nigerian land transporters hardly maintain stated departure time even as consumers (passengers) are willing to pay ticket prices without hesitation. While situation analysis showed that both customer and external environments supports Dash Motors internal environment, SWOT driven strategy bolsters the company’s decision statement, and further

supports the company's hypothesis. For instance, land transportation act, incorporation of Free Wi-Fi in Dash Motors vehicles, and prioritization of timely departure are instrumental in achieving and sustaining Dash Motors decision statement.

Consequent to the investigative report's quest to identify the factors that create consumer values in inter-state land voyages across Nigeria among middle class consumers, qualitative findings revealed that time is related to safety; as a result, it is very important to travellers. More so, Free Wi-Fi was pointed as a major facility to be incorporated in passenger vehicles. Availability of Free Wi-Fi in public vehicles increases the desirability of public transport for travellers that already have a positive disposition towards public transport with minimal or no effect on those who do not (Hong et al., 2019). Nonetheless, little emphasis was placed on bus ticket prices, with consumers attention focused mainly on functionality of Free Wi-Fi Dash Motors strategies. It is also noteworthy that middle class consumers stated their readiness to spread positive WOM to other consumers. All these re-echo the middle class consumers resolve to experience a World class transportation company in Nigeria. The benefit of implementing a World class land public transportation company that incorporates Free Wi-Fi and time consciousness is interwoven: on the passengers' side, it enables them work online using mobile devices and internet connection while travelling; whereas on the company's side, it has the potency to convince consumers about a transporter's responsive customer management status by enabling passengers to receive prompt complaint response via email or whatsapp on transit. More so, it helps drivers to find real time traffic information and further reduces time spent on the move. In the event of integrating these two major concerns, it is anticipated to sustain Dash Motors and further increase their market share.

Notably, almost 90% of the respondents have high intention to adopt Free Wi-Fi Dash Motors. This is interesting and will expectedly relegate transport companies purporting to offer high quality services without proper creation of consumer values. Middle class consumers' high intention to adopt Free Wi-Fi Dash Motors as a preferred means of inter-state journeys emanate from their information search which they tend to get through the company's adverts, and evaluation of alternatives prior to deciding on a transport company to travel with. Given this, marketers of public transport companies may have a herculean task in convincing prospective passengers if the identified factors (Free Wi-Fi and departure time consciousness) that optimize value creation among passengers are not obtainable in their company. The effect of Free Wi-Fi in public vehicles could increase the level of tolerance for travel time than in the past, thereby making travel time more productive (Ben-Elia et al., 2018). Hence, this report submits that high adoption intention is dependent on availability of the basic and necessary factors as specified above. With this, the second objective of the present investigative report supports Free Wi-Fi Dash Motors decision statement.

Accordingly, intention is a proximal antecedent of behavior (Ajzen, 1991). Although studies have proved that the relationship between these two constructs is high, it was tentatively hypothesized that adoption intention will predict adoption behavior/continued patronage. This is owing to the fact that Free Wi-Fi Dash Motors is yet to be popular among consumers. Fortunately, the hypothesis was rightly supported by the results. Adoption intention predicted continued patronage/adoption behavior among middle class consumers in Nigeria. In the wake of this interesting and motivating result, it calls for serious action/enhancement of the company's strengths, transformation of the perceived threats, and exploration of competitor weaknesses as

potential opportunity to galvanize the in-roads of the Free Wi-Fi Dash Motors in Nigerian land public transport sector.

Therefore, guided by Dash Motors proposed strategies and available results, efforts should be made to ensure timely release of the start-up capital, efficient monitoring of operational processes, and advancement of related technologies to avoid being obsolete and further replaced by competitor companies in the minds of consumers. Consequent to the findings, Dash Motors which is branded “Free Wi-Fi Dash Motors” is perceived to be a high quality transport company with relatively higher price than transport companies in the lower part of high quality axis as shown in Figure 1. Above all, Free Wi-Fi Dash Motors is understood to be a transportation company to outsmart existing companies with no consumer value. The implication is that existing inter-state transporters may lose many passengers to Free Wi-Fi Dash Motors and further face a dwindling market share. Prospective entrants into Nigerian land transportation business could as well advance on the present development to give land public inter-state journeys in Nigeria a new breath by ushering in a cyclonic competition capable of benefiting every stakeholder involved in land public transportation sector.

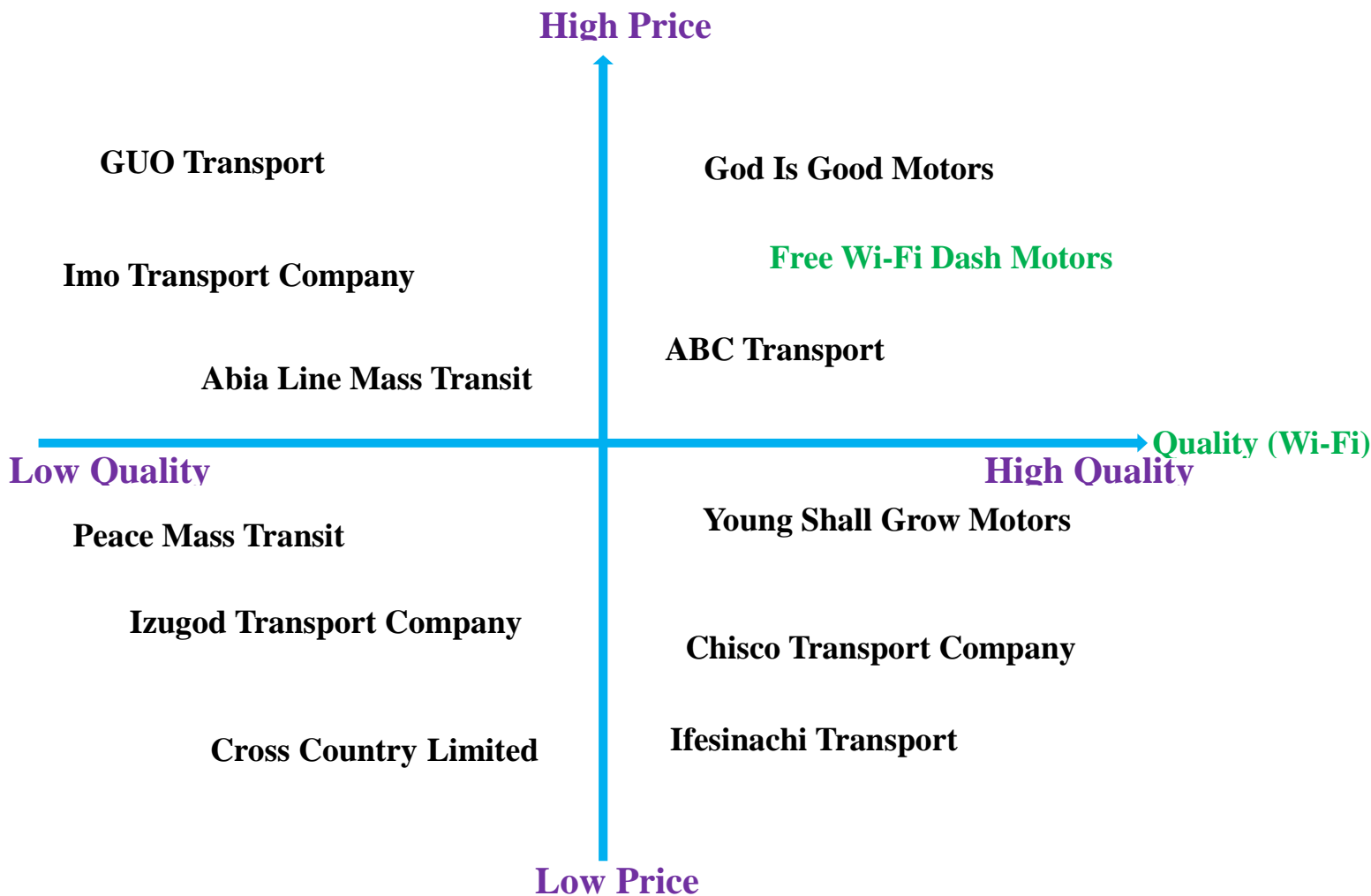


Figure 1: Perceptual map

Bearing in mind some inadequacies often associated with empirical works, the major limitation of this investigative report is the use of Nigerians living in Malaysia or that returned to Nigeria within the last one year. This could trigger a skewed perception of land public inter-state journeys due to the respondents' homogeneous experience of Malaysian land public transport system. The study is of the notion that using samples with cosmopolitan knowledge of land public transport system may offer a slightly different operational view. Hence, these findings should be generalized cautiously. More so, the study lacked some variables that could have enhanced the explained variance in adoption behavior/continued patronage. Therefore, future studies should incorporate Nigerian respondents living in different countries. It is also suggested that more variables (such as: past experience/knowledge, product/vehicle quality, and complain handling approach) be included in subsequent similar investigative report.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

Consent

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

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