

# Online Shopping Experience and Customer Satisfaction in Nigeria's Eastern Region

Ibekwe, Winner Onyinye; Otei, Chinwendu Deborah  
Department of Marketing, University of Nigeria Enugu Campus

## Abstract

The twenty-first century has experienced one of the most remarkable transformations in the business economy globally. Firms are not only transforming production processes to embrace technological changes but are also incorporating technological developments in the way and manner by which customers are served. The widespread use of the internet technology and access to mobile technologies has also improved customers' ability to make choices and shopping decisions. As customers are becoming increasingly enlightened, many of them are also exploring dynamic measures in their shopping activities. Thus, customers now surf the internet in search of the solutions to their needs. In Nigeria, many customers now patronize several electronic commerce stores; however, this has brought newer dimensions to customer experience. Whether customers would be willing to re-patronize these online stores depends to a great extent on their online shopping experiences and the level of satisfaction obtained after a previous shopping experience. This study therefore sets out to explore how online customer experience, online convenience, online return policies, and online product quality affect the online customers' satisfaction. The descriptive research design was used in the study, and the questionnaire was used to collect data from a sample of 377 respondents who were purposively collected from the study's population. Data were presented in tables, and the one-sample T-test was used to test the study's hypotheses. Research findings show that all four constructs, viz., customer experience, convenience, return policies, and product quality, were strong influencers of online customers' satisfaction. The study therefore recommended that businesses should put measures in place to capture customers' total

expectations in order to be able to capture these into their product offerings, for improved customer satisfaction levels.

## Keywords:

Online shopping, customer satisfaction, customer experience, customer service, product quality

## Introduction

Generally, more than 7.2 billion people globally have done shopping online in recent years because of internet development and its ease of access. Books, airline reservations, clothing, video games, and other electronic products are considered the most popular items purchased on the internet. Business firms now coordinate various marketing-related activities like market research, product development, making customers aware of features of products, promotion, customer services, and customer feedback through electronic marketing and internet communication (Barbosa & Santos, 2023).

The online market space is fast becoming an important distribution and communication channel. Since its inception, the internet has encouraged increasing market share of companies, overall sales revenue, and increased engagement in online retailing interactions (Ozbek, 2020). If the company is capable of attracting more customers and satisfying more customers through the process of online shopping, then the company will provide strong competition to the other strong companies in the business market. Currently, numerous online shopping platforms, marketplaces, and websites exist, and the online sphere is rapidly expanding. Although the appeal of the physical stores is still quite apparent, and according to market

specialists this will last for an even longer period, the option of shopping online will become more convenient and handy as people are becoming busier with day-to-day activities and everyone wants to avoid the hassle of tolerating time losses on the way to the market. Ordering from home with a preferable payment method and getting them at hand at a prefixed time is becoming a major reason to lean on the online shopping approach (Archana & Vennillaa, 2024).

Arun et al. (2024) asserted that nowadays, people cannot think about their lives without online shopping. Yet, creating superior customer experience seems to be one of the central objectives in today's retailing environments, bringing about the need to recognize the holistic and dynamic nature of customer experience across all touch points between the service providers and customers over a period of time (Attar et al., 2022). Through a better understanding of the behavior of online consumers, retailers can facilitate the purchase process and enhance customers' experience, which in turn influences customer satisfaction (Mahmood et al., 2004). It is therefore pertinent to evaluate online customers' shopping experiences and how this affects their level of satisfaction.

Customer satisfaction is more than just a concept. It is the lifeblood of modern business and is considered a continuous driving force for business owners. Customer satisfaction is the measure of how well a product or service meets or exceeds a customer's expectations. Therefore, customer satisfaction is a continuous process that requires attention, care, and a genuine understanding of the customer's needs and future wants (Roseli et al., 2023). High levels of customer satisfaction indicate that a company is effectively meeting the needs and desires of its customers, while low levels may signal issues that need addressing. This concept is not static; rather, it evolves over time as customers interact with the brand and can be influenced by various factors, including product quality, service efficiency, and overall customer experience.

However, despite the voluminous contributions of online shopping attributes towards customer satisfaction, it is clear that researchers in the field of marketing have done very little in

assessing consumers' shopping experiences in the Nigerian eastern region. Therefore, this study aims to explore how four key factors—customer service, convenience, return policies, and product quality—affect customer satisfaction of online shopping customers in Nigeria's eastern region. By examining these relationships, businesses can gain insights into enhancing their offerings and improving overall consumer experiences in this rapidly evolving market.

## **Review of Related Literature**

### **Online Shopping Experience**

Online shopping is the process whereby consumers directly buy goods and services through the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can now visit web stores from the comfort of their homes and shop. Nowadays, many people choose to conduct shopping online because of the convenience (Keerthana, 2022). According to Saha et al. (2022), the process of online shopping usually enables buyers to use “search” features to spot certain models, brands, or items. Convenience, variety, low prices, original services, personal attention, and simple access to information are some of the possible gains of shopping online for consumers. Online shopping also refers to the act of buying goods or services over the internet using a computer, smartphone, or tablet (Azuoanwu & Akenbor, 2024). It consists of various models, including business-to-business (B2B), business-to-consumer (B2C), or business-to-government (B2G) models (Mulcahy, 2024). Shopping online has numerous advantages, including convenience, cheaper purchase prices, saving time and energy, etc. (Anamika, 2024). However, online shopping still has some disadvantages, including fraud, cybercrime, shipping delays, and the inability to try products before purchase.

Online customer service is the practice of assisting and engaging customers through digital communication tools. It aims to provide convenient, efficient, and customer assistance, helping customers resolve issues and make informed decisions about products or services. Effective online customer service can enhance

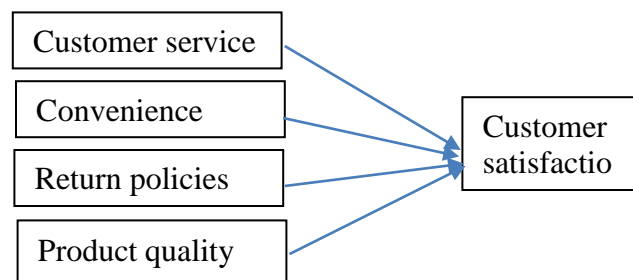
customer satisfaction, build loyalty, and drive business growth (Zendesk, 2024). According to Megan (2024), online shopping experience refers to the comprehensive journey that consumers undergo while interacting with e-commerce brands and their products across various digital touchpoints.

### Customer Satisfaction

Customer satisfaction refers to the extent to which a customer's needs can be said to have been met. It is a measure of how well a product or service meets customers' expectations and is considered one of the most important factors influencing customers' repurchase intentions. Several measures of customer satisfaction exist; however, the most common ways to measure customer satisfaction include surveys and

feedback. Feedback in the form of complaints and negative reviews could be as a result of low satisfaction levels, while feedback and reviews in the form of positive word-of-mouth could be an indicator of higher satisfaction levels. Firms consider customer satisfaction very vital to business because of the key benefits it brings, which include reduced costs of new customer acquisition, customer loyalty, and increased brand reputation (Ngo et al., 2024). customer service, convenience, return policies, and product quality

Several studies on online shopping experience and customer satisfaction exist; however, an empirically based study with a focus on the Eastern Nigerian region is scanty. This study therefore aims to fill this gap using the research model as shown below:



### Methodology

The study used the descriptive research design, specifically the survey method, and focused on the online shopping at any time. Since it was not possible to determine the number of customers in this category, the population size of the study was considered unknown. However, the study worked with a sample size of 377 respondents drawn from the research population. The research instrument used in the study was the questionnaire structured according to the 4-point measurement scale. Face validity was carried out to determine the accuracy of the research instrument, while the Cronbach's alpha coefficient was used to check the internal consistency of the research instrument and

yielded a coefficient of 0.812. The purposive sampling technique was used to draw respondents from the population because it was necessary to intentionally select only customers who have had an online shopping experience at any time.

### Data Presentation And Analysis

Data collected was presented in tables and the one-sample T-test was used to test the study's hypotheses. A breakdown of the data responses with respect to the test of hypotheses are as follows:

**Table 1: One-sample T-test statistics on hypothesis one**

Item	Mean	Std. Dev	t-value	p-value	Decision
Responsiveness and complaint handling	3.25	0.89	16.85	$1.62 \times 10^{-48}$	Reject null (significant)
Engagement via websites and social media	3.22	0.90	16.00	$7.20 \times 10^{-45}$	Reject null (significant)
Efficient service boosts loyalty	3.27	0.88	17.50	$2.69 \times 10^{-51}$	Reject null (significant)
Quick support increases confidence	3.26	0.89	17.08	$1.76 \times 10^{-49}$	Reject null (significant)
Poor service causes dissatisfaction	3.23	0.90	16.22	$8.16 \times 10^{-46}$	Reject null (significant)

### Hypothesis 1: Online customer service has no significant effect on online customer satisfaction

All items have means well above the neutral value of 2.5 (range: 3.22 to 3.27). t-values are very high (16.00 to 17.50), indicating strong evidence that the observed means are significantly different from 2.5. All p-values are extremely small (less than  $10^{-44}$ ), confirming statistical significance.

Online customer service aspects, including responsiveness, engagement, loyalty boosting, quick support, and avoiding dissatisfaction, significantly affect customer satisfaction in the Nigerian eastern region. The null hypothesis of no effect is rejected for all items.

**Table 2: One-sample T-test statistics on hypothesis two**

Item	Mean	Std. Dev	t-value	p-value	Decision
Easy navigation and smooth transactions	3.26	0.88	17.27	$2.57 \times 10^{-50}$	Reject null (significant)
Flexible online payment options	3.27	0.88	17.50	$2.69 \times 10^{-51}$	Reject null (significant)
Delivery updates and tracking	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Reject null (significant)
Convenient access improves retention	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Reject null (significant)
24/7 service accessibility	3.29	0.87	18.16	$3.75 \times 10^{-54}$	Reject null (significant)

### Hypothesis 2: Online convenience has no significant effect on online customer satisfaction

Means range from 3.26 to 3.29, showing positive agreement on convenience factors. t-values are similarly high (17.27 to 18.16), with p-values near zero. This confirms that easy navigation, flexible payments, delivery tracking,

access, and 24/7 availability significantly influence satisfaction. Null hypothesis of no effect is rejected across all items, showing convenience is a strong driver of customer satisfaction.

**Table 3: One-sample T-test statistics on hypothesis three**

Item	Mean	Std. Dev	t-value	p-value	Decision
Clear and fair return policies	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Reject null (significant)
Easy return processes	3.27	0.88	17.50	$2.69 \times 10^{-51}$	Reject null (significant)
Well-communicated return policies	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Reject null (significant)
Flexible return windows and refunds	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Reject null (significant)
Complicated return policies cause dissatisfaction	3.27	0.88	17.50	$2.69 \times 10^{-51}$	Reject null (significant)

**Hypothesis 3: Online return policies has no significant effect on online customer satisfaction**

Means cluster around 3.27 to 3.28, indicating agreement on the importance of returns. t-values remain high (17.50 to 17.93) with minute p-values. Clear, easy, communicated, flexible

return policies positively and significantly affect satisfaction while complicated policies negatively impact it. Null hypotheses are rejected, confirming return policies play a critical role in satisfaction.

**Table 4: One-sample T-test statistics on hypothesis four**

Item	Mean	Std. Dev	t-value	p-value	Decision
Accurate descriptions and quality images	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Decision
Positive online reviews and ratings	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Reject null (significant)
Consistent quality reduces returns	3.27	0.88	17.50	$2.69 \times 10^{-51}$	Reject null (significant)
Quality certifications increase confidence	3.28	0.87	17.93	$3.70 \times 10^{-53}$	Reject null (significant)
Poor perceived quality causes dissatisfaction	3.27	0.88	17.50	$2.69 \times 10^{-51}$	Reject null (significant)

**Hypothesis 4: Online product quality has no significant effect on online customer satisfaction**

Means are consistently high (3.27 to 3.28), indicating customer agreement on quality factors. t-values (17.50 to 17.93) and tiny p-values again confirm strong significance. Accurate descriptions, reviews, consistency, certifications impact satisfaction positively. Null hypotheses rejected showing product quality enhancements significantly improve satisfaction.

**Summary, Conclusion and Recommendations**

The results show that online customer service significantly boosts customer satisfaction in Nigeria's eastern region. This study aligns with Perumal (2022), who demonstrated that online service quality, including responsiveness and service recovery, is a strong predictor of customer satisfaction in India's online retail market. Similarly, Tiutiu (2025) found that online customers highly value prompt complaint handling and engaging interactions via multiple channels such as social media, which enhance trust, loyalty, and repurchase intentions. The statistical significance of the statistical test affirms that responsiveness, engagement, and quick support are pivotal components driving satisfaction, strongly validated across global

contexts. The incorporation of social media platforms as engagement tools underlines the evolving landscape of online service, where real-time responsiveness improves customer confidence and long-term loyalty. Furthermore, the negative impact of poor online service on customer loss mirrors findings by Gibson et al. (2022), who emphasized that service failures lead to dissatisfaction and reduced repeat business, but service recovery mechanisms mediate this relationship.

Convenience factors—such as easy navigation, multiple payment options, order tracking, and 24/7 accessibility—have a substantial effect on satisfaction. This finding corresponds with Irawan et al. (2023) in Indonesia, who reported that possession and access convenience directly influence customer satisfaction and behavioral intentions with strong empirical backing. Clear, flexible, and well-communicated return policies emerged as essential factors influencing satisfaction, consistent with recent empirical studies. Singh and Kaur (2025) investigated return policies in Indian e-commerce and found that easy, quick return processes coupled with transparent messaging significantly improve trust and satisfaction. The study found out that complicated return policies induce dissatisfaction. Zhang et al. (2024) expanded on this by highlighting return policies as part of



platform governance that fosters consumer confidence and reduces perceived risks, which your statistically significant results reinforce. The consistent high agreement among respondents indicates that return policies remain a critical competitive advantage for online retailers in diverse markets.

The positive influence of accurate product descriptions, positive reviews, consistent quality, and certifications on customer satisfaction aligns with well-established research findings. Abigail (2024) showed that product quality directly affects consumer loyalty through elevating satisfaction by meeting customer expectations in online shopping environments. Consistency reduces returns and complaints, a key point supported by Chen et al. (2022), who demonstrated that credible online reviews and quality assurances guide purchase decisions and build trust.

In conclusion, the study demonstrates that multiple facets of online shopping significantly influence customer satisfaction. Online customer service, characterized by responsiveness, complaint handling, engagement, and support, plays a vital role in boosting satisfaction, trust, and loyalty. Online convenience factors such as easy website navigation, flexible payments, timely delivery updates, and 24/7 access are essential in shaping positive customer experiences. Similarly, clear, fair, and flexible online return policies reduce purchase risks and promote repeat patronage, underscoring their critical importance. Finally, product quality through accurate descriptions, positive reviews, and consistent standards is a key determinant of satisfaction and reduces dissatisfaction caused by returns or complaints.

The study therefore recommends that:

- 1 Businesses should invest in robust and prompt customer service infrastructures across various platforms, including social media, websites, and live chat. Training service agents to handle complaints efficiently and maintain customer engagement will foster increased trust, loyalty, and repeat business.

2. E-commerce platforms should prioritize seamless website navigation, offer multiple flexible payment methods, provide real-time delivery tracking, and maintain 24/7 service availability. These conveniences are proven to

significantly elevate customer satisfaction and retention.

3. Retailers must establish and clearly communicate fair, flexible, and easy return processes to minimize post-purchase dissonance and encourage repeat purchases. Transparency regarding return windows, refund options, and policy terms will build consumer confidence and reduce dissatisfaction.

4. Online businesses should provide detailed and accurate product descriptions and high-quality images in order to facilitate positive customer reviews and ratings. Consistency in product quality and certifications will reduce returns and complaints, enhancing perceived trustworthiness and customer satisfaction.

## References

- Barbosa, B., & Santos, J. (2023). Bibliometric study on the social shopping concept. *Administrative Sciences*, 13(10), 213. <https://doi.org/10.3390/admsci13100213>
- Özbek, A. (2020). Online customized T-shirt design and evaluation of online websites for customization. *Industria textilă*. 71. 371-379. 10.35530/IT.071.04.1674.
- Archana. K. & Vennilaa S. Digital marketing strategies on Gen Z consumer attraction in fashion retail outlets: A literature review. *International Journal of Science and Research Archive*, 2024, 13(01), 734–739
- Arun C., Ashis K., & Prashant, K. (2024). Block-chain enabled smart contracts and the internet of things: Advancing the research agenda through a narrative review. *Multimedia Tools and Applications*
- Attar, R., Almusharraf, A., Alfawaz, A., & Hajli, N. (2022). New trends in E-Commerce research: Linking social commerce and sharing commerce: A systematic literature review. *Sustainability*, 14(23), 16024. <https://doi.org/10.3390/su142316024>
- Mahmood, M., Bagchi, K., & Ford, T. (2004). Online shopping behavior: Cross-country empirical research. *International Journal of Electronic Commerce / Fall*. 9. 9-30.
- Roseli, N., Hasan, Z., Saudid, M., Romaiha, N. & Karim, Z. (2023). The impact of live-streaming shopping characteristics on behavioral intention of shoppers. *Information Management and*

- Business Review. 15. 208-213. 10.22610/imbr.v15i4(SI).3594.
- Keerthana, T. 2022. A study on customer satisfaction towards online shopping in Amazon (Project report)
- Saha, S., Duarte, P., Silva, S., & Zhuang, G. (2022). The role of online experience in the relationship between service convenience and future purchase intentions. *Journal of Internet Commerce*. 22. 1-28. 10.1080/15332861.2022.2045767.
- Benneth., & Lucy C. (2024). ONLINE SHOPPING EXPERIENCE AND CUSTOMERS SATISFACTION OF RETAIL STORES IN PORT HARCOURT, RIVERS STATE, NIGERIA. *BW Academic Journal*. Retrieved from <https://bwjournal.org/index.php/bsjournal/article/view/1827>
- Mulcahy, R. (2024). Unlocking the emotional and practical drivers of online shopping. *Mindshare*. <https://www.mindshareworld.com/uk/news/unlocking-the-emotional-and-practical-drivers-of-online-shopping>
- Zendesk, 2024. Report: Unlocking the future of intelligent employee experience. <https://www.zendesk.com/blog/employee-experience-trends-report/>
- Megan, B. (2024). The state of digital media data research. <https://www.meganbrown.org/publication/2024-01-01-state-dmd>
- Ferreira, Marta, shopping online: What advantages? (April 24, 2017). Available at SSRN: <https://ssrn.com/abstract=2957472>
- Ngo, T., Vuong, B., Le, M., Nguyen, T., Tam, T., & Nguyen, Q. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business & Management*. 11. 10.1080/23311975.2024.2316933.
- Perumal, S. (2022). The influence of online service quality on customer satisfaction in India's retail market. *International Journal of Retail & Distribution Management*.
- Tiutiu, L. (2025). Social media engagement and online customer loyalty: Evidence from European markets. *European Journal of Marketing*.
- Gibson, T., Robinson, P., & Lee, C. (2022). Service recovery and customer loyalty in e-commerce: A causal model. *Journal of Consumer Service Management*.
- Irawan, B., Santoso, H., & Widodo, A. (2023). Convenience factors and customer satisfaction in Indonesian e-commerce. *Asia-Pacific Journal of Business Research*.
- Singh, R., & Kaur, M. (2025). Return policies and customer trust in Indian e-commerce platforms. *Journal of Business Research*.
- Zhang, Y., Chen, L., & Huang, F. (2024). Governance mechanisms enhancing consumer confidence in e-commerce: The role of return policies. *Electronic Commerce Research and Applications*.
- Abigail, A. (2024). Impact of product quality on consumer loyalty in online shopping. *Journal of E-Commerce Studies*.
- Chen, X., Liu, Y., & Wang, J. (2022). The role of online reviews and quality certifications on consumer purchase decisions. *International Journal of Marketing Research*.