

**ONLINE SHOPPING EXPERIENCE AND CUSTOMERS SATISFACTION OF RETAIL STORES
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Sciences, Federal University, Otuoke, Bayelsa State, Nigeria***Email: azuonbenneth12@gmail.com***ABSTRACT**

This study investigates the relationship between online shopping experience and the satisfaction associated with the patronage of online shops rather than the conventional shops (offline shops). The researcher employed five (5) dimensions of online shopping experience, namely convenience, product variety, reliability, service quality and repeat purchase towards technology acceptance for customer's satisfaction. The aim of the research work is to create a model based on technology acceptance and to investigate online shopping experience of customers and their purchase satisfaction. The shared experience in online shopping result from learning behaviour. The enabling process involves number of important influencing factors such as attitude towards internet shopping. The study investigates factors that impact buyer's behaviour during online shopping at any E-commerce business site. The study is limited to secondary research based on magazines, newspapers, journals and other forms to determine buying behaviour in Port Harcourt. Lack of customer acceptance towards new technology remains a big challenge, poor power supply and bad network for the marketers. The internet users in Port Harcourt increase at a phenomenal rate during event periods but adoption of online shopping is still slow. Website design helps easy access of site, variety of product comparability, fast delivery service, increases in quality of service and information availability while convenient is the most important motivating factor. This indicates that was found to be positively related with customers' satisfaction, product variety and product reliability were found to be negatively related with customers' satisfaction. Based on the above, we recommend online shops should strive to improve on their website for convenience and reliable for online shoppers in order to engender repeat purchase behaviour and government to sustain a constant power supply with strong network.

INTRODUCTION**BACKGROUND TO THE STUDY**

In the midst of numerous changes connected with the introduction of the internet of utmost importance is the provision of a platform that serve as an alternative yet a better means for the distribution of product and services associated with information. In recent years, there has been a radical increase both in volume and variety of transactions involving the movement of goods and services as a result of e-commerce (Boston, 2005). In this regard, significant opportunities have been created to bring service to customers/client through online stores. To transform your business, you need to digitalize the customer experience, and how you deliver your products and services: Build a website infrastructure by providing the right content at the right time through the right channels aid shopping relevant experiences. Use content marketing, integrated marketing, marketing automation etc. the digital technologies connect, collaborate business and build bridges between people and touches all business functions.

Online shopping is the process whereby consumers directly buy goods and services from a seller in real time, without an intermediary service over the internet (Nwokah & Gladson Nwokah 2016). It is evaluated as a form of electronic commerce (e-commerce) which utilizes an online shop, commonly referred to as e-shop, web store or web ship (Shelly,m 2008). Pine and Glimore (1998) observed that "an experience occurs when a company intentionally uses services as the stage, and goods as a prop to engage individual customer in a way it creates a memorable event" "Experience provides sensory, emotional, cognitive, behavioural and relational values that replace

functional values” (Schmitt 199). Customer experience (CE) occurs when a company engage individual customer in a way to create awareness in a memorable event. Experience puts focus in the mind of customer rather than the goal of a company leading to a better service and higher number of loyalty customers spreading word of mouth advertising to potential customers (Mayer and Schwager 2007).

According to Ezirim (2018) content marketing is the technique of communication with your customer or prospect without direct selling instead of traditional product or service pitch; you deliver information that makes more intelligence. You have to transform your customers experience to improve satisfaction and loyalty, which includes revenue by measuring and optimizing every interaction across the customer journey. In this study to dismantle the road block in digital business means to empower the people with the right digital information as to transform their business. The major issue in online shopping is the time pressure as asserted by Settle and Alreck (1991) and Nwokah. Gladson Nwokah.J (2016) as the degree to which a consumer find himself lacking as relative to the daily task and the network of operation. Apart from this Leo R. Vijayasathy (2002) stated on the differences between online shopping intentions for product varieties by cost and tangibility. Shim (2001) asserted that risk of online shopping is an actual use of internet as a medium of shopping not only contain resources but it requires internet literacy as well as good level of confidence. The growth of online shopping has given a new dimension to the customer shopping experience. In this day age, a lot of people want to shop online due to its numerous benefits, Nwokah and Juliet et al (2016) relied its dimension in online shopping on convenience, effectiveness, ease to use, swift services. People want to stay in their homes or offices to place orders for products or services to enjoy the 24 hours shopping services, from day 1 to day 7. Based on Nwokah and Juliet of 2016 assertion, I therefore anchor my study to formulate a gap which is the product variety and reliability on customers experience when satisfaction is being determined by service quality for repeat purchase.

Internet marketing acts as a contribution to knowledge and there should be web security, it has a positive relationship with online shopping, we have 34 best online shopping professional retailers in Port Harcourt, Rivers State. Online shopping is the use of electronic means in carrying out buying over the internet at any given time. . However Dabholkar (1996) examined reliability from fulfilment and he proposed the term “expected reliability” which was defined as how accurate customers order will be filled when they use the web. Deliveries of product which focus on online retailer’s delivery system include delivering the current products and receiving an order in good condition (Francis & White 2001).

It is becoming very obvious that online shopping is the fastest and easiest way to make all your purchases, be it at home or in the office, or in a different country. This is particularly true for developed nations, where every store has its own website that one can buy from online. Customer’s satisfaction is well known topic in the marketing literature, customer research and psychology. Satisfaction is the assessment made by customers about a product or service, as to whether it has met with their expectations or needs

(Zeithril and Bitner, 2003). Nowadays, customer goods goes beyond the products one see displayed in the marketplace that attracts attention to be bought and consumed to satisfy a need or desire (Kotler and Armstrong, 2006). The aim is to surpass expectations and to create a long lasting impression in the customer (kotler et al 2011). Several academic researchers and practitioners’ literature have stressed on the importance of customer satisfaction in online shops. Previous studies on e-commerce have considered customers’ satisfaction from different stand points. Customers’ satisfactions have been narrow by focusing on e-satisfaction, information satisfaction, satisfaction with site and system satisfaction. Several studies used satisfaction in terms of the internet to proxy online shopping satisfaction and to predict the level of online shopping acceptance. The trust of this study is to fill that knowledge gap by exploring Port Harcourt online shopping experience and how they relate to customer’s satisfaction.

STATEMENT OF PROBLEM

This study reflects the problems and factors of online shopping experience and customer satisfaction. There are certain problems why people do not do online shopping. There are many people ready to convert toward online shopping, there are still many people who aren't. The study is being conducted to figure out what are the reasons that caused to change consumer buying behaviour so that they can buy online. It will be able to highlight areas that can be focused on by online shopping websites to make that transition easier and safer for the customers. The problem is determined by the following factors convenience, product variety, and reliability towards customer's satisfaction. Some retailers said that some online shoppers complain of inadequacies of online shopping distribution in Rivers State and difficult to return their faulty items and receive their money back after purchase. The current slow economic environment creates a problem for retailers to ensure that customers have a good and enough reason to participate in online shopping activities the problem of online shopping and customers satisfaction is the problem of electric power, bad network and our low learning behaviour in accepting a new technology which constitute problem to online shopping customers satisfaction in Port Harcourt and Nigeria at large.

AIM AND OBJECTIVES OF THE STUDY

The general aim is to investigate online shopping experience of customers and their purchase satisfaction, whereas the specific objectives are:

1. To examine the association between convenience from shopping online and service quality.
2. To ascertain the association between convenience and repeat purchase.
3. To examine the relationship between convenience product variety of online shoppers and service quality
4. To determine the association between online shopping reliability and repeat purchase to learning behaviour.

POLICY AND THEORETICAL RELEVANCE OF THE STUDY

The policy of this study will help to build knowledge online best manage online shopping with the understanding that there are different types of customers with different antecedents.

It helps managers to refine their website

1. A policy to maintain integrity of your website by allowing you to limit abuse such as: Spamming, Screen scarping and having attempts by shutting down accounts.
2. A policy to maintain broad band and constant electric power.
3. Privacy policy: you likely need to have a privacy agreement if your agreement in your business collects any personal information from the shoppers. Create a simple website to host and link to your policy and other legal agreement.
4. Customer's service policy: provide exceptional customer service to ensure that items listed on website is available and price is true and correct. Create an event to inform your customers if you are unable to fulfil your order to notify them into business and arrange an alternative.
5. Delivery policy, pricing policy that is if your prices is dollar or in naira, which currency and maintain a shopping card. The delivery must be according to policy agreement if in 24 hours let it be maintained.
6. To maintain the refund/return policy based on the warrantee or implied warrantee agreement.
7. To maintain consumer data policy on privacy personal information to be protected by national privacy principle act of 1988.
8. Security policy to avoid hacking and transmission of payment card details.

The theoretical relevance originates from TAM theory which also originates from the theory of reasoned action (TRA) a model developed by Ajze and Fish Bein (1980). It is concerned with the determinants of consciously intended behaviour. How people consciously decide to perform or not in a specific behaviour. TAM is an information model by Davis (1989) as the most usage of

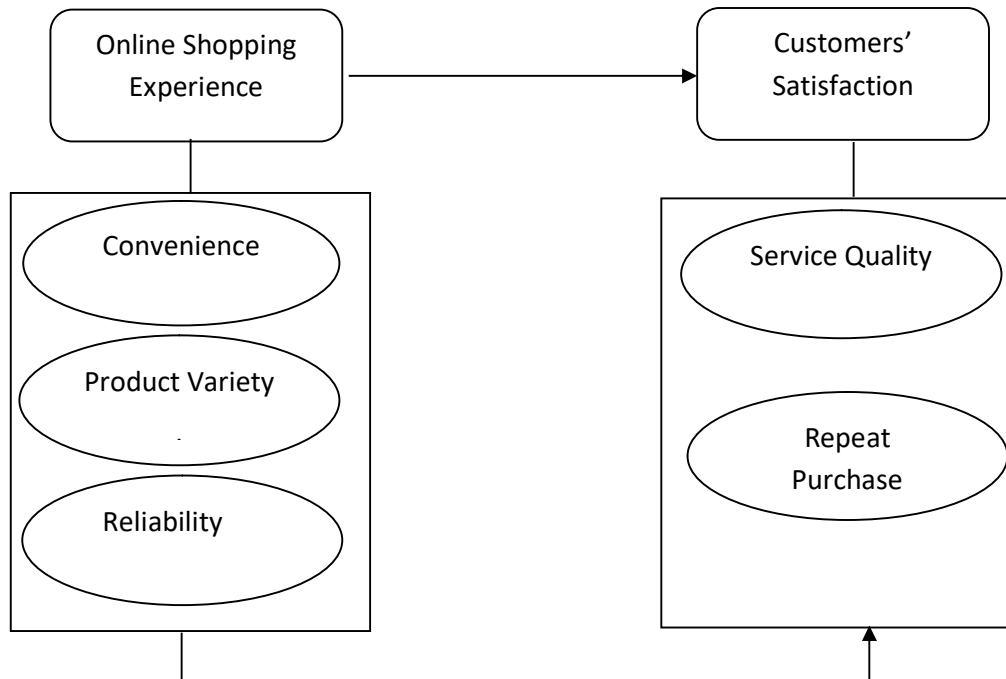
technology and acceptance usage, it measures by ease of use and usefulness. Both TAM and TRA has a strong behavioural elements, people form attitude and intentions towards trying to learn to use new technology.

The implication of this study is to provide superior shopping online experience through enhancing the drivers. Customers behaviour is stimulated more by cognitive drives, trust as an outcome which lead not only to electronic word of mouth but to external response to service quality failure.

Internet shopping learning model (ISLM) can provide basis for future studies. It is based on the world views of online customer participants, their motive and reasons with their thinking attitude, experience, behaviour, social environment their trust, worthiness and realities. It considers B2C and C2C e-commerce environment.

SCOPE OF THE STUDY

The scope of this study could be viewed from three dimensions: these include the content scope, geographical scope, Demographic and the unit scope. This study is on online shopping experience and customer satisfaction in port-Harcourt. The geographical scope of this study is Port Harcourt, Rivers State with particular reference to Nigeria. The unit of study are individuals that shop online.

Conceptual framework of online shopping experience and customers' satisfaction

Source: Nwokah, N. G. J (2016) Ahn and Athanasopoulos (2001)

LITERATURE REVIEW**CONCEPTUAL REVIEW**

Customer Experience Management (CEM) deals with the management of customer's experience and outcome with a product or service transactions. The main aim of customer relationship management (CRM) is all about taking note of transactions while CEM concentrates more on building lasting relationships with customers thereby focusing on handling customer experiences and outcome while interacting with them. CEM moves relationship management forward, this is because customers emotions need to be handled with care in order to gain and retain existing and new customers. To handle and manage customer emotions it is crucial because, when it is not properly managed or taken care of, it tends to destroy the value owned by the organization and creates dissolution of customer relationship (Shaw, 2007). It is important to know that most customer relationship dissolution is caused by intuition. In today's competitive marketplace, just satisfying a customer is not enough, but building a strong customer loyalty can be achieved if organizations focuses more on an intense customer satisfaction (Lilja and Wiklund, 2006).

CONCEPT OF ONLINE SHOPPING EXPERIENCE

Online shopping is seen as the process where online customers buy goods and services directly from a seller in real times without the use of a traditional or physical intermediary service. Online shopping is evaluated as a type of electronic commerce (e-commerce) which utilizes an online shop, commonly known as web-shop, e-shop and e-store. Consumers' attitude on online shopping plays a crucial role in the increase of satisfying a given customers. It is necessary to say that the attitude of one using the computer systems is highly associated with the user's satisfaction. Online shopping as it were depends or relies heavily on the use of computer systems. In other words, customers' positive attitude toward the use of online shopping systems brings about beneficial influence on users satisfaction. That is to say those customers who are proficient with computer systems are more likely to adopt online shopping quickly than those with low proficiency. online

shopping involves processes that may lead to customer purchase via the use of internet facilities such as searching online for product information, product comparison, ordering of a product and payment in a website Cho (2004).

Since inception of internet, marketers have not stopped the quest to understand customers' online shopping attitude. The concept of online shopping has attracted writes attention, online shopping is made up of faceless and intangible activities with the high potential risk. They also noted that online shopping intentions can be explained with the integration of TAM and trust.

This can be seen as the total outcome of response that customers received during and after transacting with an online firm. Meyer and Schwager (2007), stated that customer experience is seen as an internal and subjective response that customer receive directly or indirectly while transacting with a firm. Customer experience is considered as a psychological concept, which is comprehensive or subjective response developed from customer's direct contact with the firm. An outstanding customer experience is critical in today's competitive market place and can result to brand awareness, satisfied customers and also leads to customer loyalty and eventually generates profits. Kwak (2002) asserted that customers who exhibit higher computer proficiency are likely to enjoy and adapt quickly to online shopping than those who are novice. (Mayer and Schwager, et al. (2007) defined customer experience (CE) as the internal and subjective response customers have to any direct or indirect contact with a company. Customer experience takes place whenever a customer interacts with an organization and its activities. "They define CE as the products, services and business". Customer Exeperience here is viewed as something left within the customer's mind rather than as a response made by the customer. To differentiate CE from other customer satisfaction (CS) Mager and Schwager (2007) view CS as a measure of the culmination of a series of customer experience or, one could say, the net result of the good ones minus bad ones. The link between CE and CS has been explored in the online literature, where Kim (2004) has developed the concept of e-customer satisfaction which is distinct from experience and defined as the customers' psychological evaluation of accumulated purchase process experience and product usage experience. Therefore, experience can be each customer Gentile (2007). Authors such as from and Payne (2007) propose that both rational, cognitive processing and emotional affective processing form part of the cognitive element, Frow and Payne (2007) identify the role of internal processing of incoming stimulation to the individual. They propose that the customer is involved in reviewing incoming information in relation to past, present and potentially future experience. Novak, Hoffman and Yung (2000) argued that it is important to provide a smooth and satisfactory online experience for consumers to revisit such sites. Shim, Eastlick, Lotz, and Warrington (2001) incorporated the construct of previous online shopping experience' in the theory of planned behaviour to study the online purchase intentions of the consumers, thus highlighting its importance. Festervand, Snyder, and Tsalikis (1986) discussed that previous experience with a used shopping channel is negatively related to the risk associated with the usage of that channel in future. If same is applied to online shopping, then risk is reduced with more and more encounters with same and hence results in greater online purchase intentions. A previous good experience of shopping online not only enhances the chances of the customer revisiting the shopping portals but also positively influence the user's perception towards online shopping thus contributing to the intentions of e-shopping (Forsythe & Shi 2003; Kuhlmeier & Knight 2005; Pires, Stanton, & Eckford, 2004).

DIMENSIONS OF ONLINE SHOPPING EXPERIENCE CONVENIENCE

Copeland introduced the concept of convenience in (1923) and labelled goods that consumers buy most frequently and those that are easily accessible in stores on immediate demand as convenience goods. Bucklin (1963) and Brown (1989) asserted that convenience, when used in construct within the "convenience" domain, is a classification of products relating to low risk and

low involvement when purchasing. Seiders (2000) suggested four avenues when it came to retailing to provide customers convenience.

1. Access that is ability to reach the retailer.
2. Search, ability to identify and select products they want.
3. Possession, ability to obtain the product of desire.
4. Transaction, ability to amend or effect transactions.

Convenience is one of the major factors prompting consumers to shop online, (Ahad, 2002, Jayawardhena 2007). Some scholars treated convenience as a predictor variable that affects outcome of customer satisfaction (Covvel 2008, Seiders, 2007), one of the facts regarding service quality online like accuracy (Hu 2009), Kim and Park, 2012, Prasad and Aryasri 2009, Udo 2010). Donthu and Garcia (1999) found out that people who shop online tend to seek convenience and product variety. Most of this customer has some sort of time constraint and do not mind purchasing products without touching them.

Convenience factor is a process that enables customers to browse and search for information easily through the internet. This factor brings about faster access than the traditional retail shopping. Through online, customers can easily search for product through online catalogue. When the customers gets the products or services he needs online, he immediately places an order and the online store processes the order and gives the customers feedback, within 48 hours, the customers gets the product at his doorposts, this brings about reducing the time to be consumed in shopping physically in the retail store. Darian (1987) noted that online customers look forward to multiple benefits in terms of convenience which includes flexibility, less time of consumption and physical effort. Bhatnagar and Ghose (2004), claims that convenience is a very crucial advantage for online shopping. The major motivation in online purchasing is that, it is convenient and one can shop at any time and having bundles of items delivered at one's door step. The concept of convenience has been referred to a category of goods which required minimal time and mental effort to purchase and it has been there since 1920's (Copeland, 1923) Yale and Venkatesh (1986) identified convenience preference as a consumption strategy. Convenience is an opportunity to shop on a flexible 24/7 schedule from home (Hofacker 2001) convenience includes opportunity to search and compare a large number of alternatives at a relatively low search cost (Alba, 1997) and eliminates frustrating encounters such as traffic, lack of parking space, avoidance of checkout lines and travel to and from various stores, avoiding accidents and theft (Childers, Carr, Peck & Carson, 2001). Convenience is a significant predictor of enjoyment of online shopping (Meuter, Ostrom, Roundtree and Bitner (2000) reported online shopping services were most satisfactory in cases save time, worked reliably and easy to use. Convenience as described to utility of the website as a shopping medium Burke (2002).

PRODUCT VARIETY

There has been an increasing influence in the total amount of retail sales as well, calling for more extensive exploration of spending patterns per person. To be able to understand what consumers want in a website, it is important that researches develop and validate metrics that can capture the feelings and attitudes of customers that shop online comprehensively. (Straub and Watson.2001) Lincin and Lin. 2008; Peterson, Balasubramanian, and Bronnenberg 1997; Bhatnager, Misra and Raozoo; Liao and Cheung, 2001) have insisted that there must be different product types and diverse range when they are being sold online. Customers make decision of buying from either place based on factors like who is offering the best value for the product (Keeney (1999). Other factors include the availability to customize the product, the overall value and the merchandizing (Zhu & Kraemer 2002; Jarvenpaa & Todd 1997; Szymanski and Hise (2000), Ahn (2004) and Athanassopoulos (2001) asserted that product variety and its reliability is a major factor when it comes to satisfaction in online buying. According to Arnoid, Handelman, and Tiger(1996) product variety and product quality and price are some of the most dominating and influential perceptions when it comes to online shopping. For instances, elements such as spatial

layout and design, styling packing slot and atmospheric conditions have been identified to be very important for customers (Fenwick, 1974 and Bearden, 1977).

RELIABILITY OF PRODUCTS/SERVICES

However Dabholkar (1996) examined reliability from fulfilment and he proposed the term "expected reliability" which was defined as how accurate customers order will be filled when they use the web. Deliveries of product which focus on online retailer's delivery system include delivering the current products and receiving an order in good condition (Francis & White 2001).

Reliability is necessary to build on the research model to measure customer's satisfaction. The product/service works or it doesn't, if it doesn't work as expected it has failed. A customer or someone using your product bring a set of expectation may range from little to very high functioning value production and durability. A customer definition of reliability may or may not follow the design specifications. Expectation of the customer is when the product has worked as intended. If my phone doesn't power on or charge, it has failed, I don't know why, nor really care my phone doesn't work it has failed. Customers even when they provide reliability specifications are not good at anticipating how they will define failure in the future. Reliability is building a product that provides value with its functionality that is also durable in the expected environment, keeping in mind that your customers may not have a defined or fixed set of reliability expectations, creating that just works part o engineering craft and marketing foresight. Customer experience is reliable in the eyes of the customer if it directly and efficiently solves the customers problem without introducing a host of other hassies, problems, or issues. You think of reliability as a form of "product competence", because the word itself implies that customers can rely on the product to competency meet their needs. Reliability does not only involve quality of whatever physical product might be sold to a customer, but also the efficiency of the services that surround that product, such things as handling inquires and request in a timely fashion, proficiency in making repairs or services improvements and elements are involved in running your business, a reliable customer experience can only be delivered by removing the internal focus and division between "customer facing" and "non-customer facing" groups and processes to deliver a single, unified experience to each customers.

The Design and features of the website plays a very vital role in online shopping. The website design, reliability, fulfilment, website customer service and website security/privacy are most of the features that attracts customers when buying online (Shergill and Chen, 2005). Website quality outlook gives the customer a perception about the online firms. Web design also plays an important role on customer's choice of electronic stores (Liang and Lai, 2000). According to Zhang and Dran (2000), website design and features displayed on the website are important and influencing factors that lead to customers' satisfaction and dissatisfaction with a particular website. The web offers an opportunity to add differential values by providing full information (Haubl and Trifts, 2000). Full information can provide a compelling online shopping experience that may improve the quality of purchase decisions (Novak, Hoffman & yung 2000). The physical aspect of a website has significant and positive effects on the online consumer satisfaction, Wolfinger & Gilly 2004; Kim et al 2008, Shergill & Chen 2005).

CONCEPT OF CUSTOMER SATISFACTION

The concept customer satisfaction was considered one of the fundamental concepts in marketing literature. Since its inception (Ketler,1969; Fornell & Werneldt 1987 in Siddiqui 2012). The importance is that it leads to increased likely hood of repeat purchase and stimulates word of mouth communication and reduces price sensitivity, complaints and lead to loyalty also affect the value of the share holders Anderson, 1994; Heskett 1994, Johnson & Fornel 1991 in siddiqui 2012). The key dimensions of online shopping; which includes the following website design, reliably product variety and delivery performances, these factors influences customers satisfaction of online shopping. In other words, it was found that, there is no significant relationship exists

between saved time and satisfaction. Balasubramani and Rajamohan (2011) argued that online shopping is trust worthy, user-friendly, expedient and possess good security that saves tourist from lots of hazards; Davoud and Hamed (2012) found out that convenience of purchasing any time and place, and efficient timeliness, direct access to information and customer service are factors that help in building convenience in e-tourism industry when there is nothing to compare with traditional travel agencies. Anderzej (2012) stated four attributes which has a significant influence on overall customer satisfaction such as quality of the offer, convenience safety, and comparison of delivered services with the advertising message. It was then revealed that customer satisfaction leads to positive words of mouth which bring about loyalty. Ajitabh (2012) opined that privacy, trust, complexity, product variety, risk, time utility and reliability are the major attributes that influences customers' satisfaction through online shopping. Ease of usage, security, and customer quality and online payment process as having a significant positive effect on increased customer satisfaction toward internet shopping.

The concept customer satisfaction was considered one of the fundamental concept in marketing literature since its inception (Ketler 1969, Fornell & Werneldt 1987 in Siddiqui 2012). The importance is that it leads to increased likely hood of repeat purchase and stimulates word of mouth communication and reduces price sensitivity, complaints and leads to loyalty also affect the value of the share holders Anderson, 1994, Heskett 1994, Johnson & Fornell 1991 in siddiqui 2012). It is an emotional and cognitive response based on previous experience.

MEASURES OF CUSTOMER SATISFACTION

SERVICE QUALITY

Online Service Quality is a crucial factor that can significantly contribute to customer satisfaction Loiacono (200), Voss (2000), Zeithaml (2002) Service quality is defined as the customers subjective assessment of expectation compared with the actual service performance Parasuraman (1988).

Service quality is a popular issue in service marketing literature. Several studies concerning service quality have viewed from two perspectives: that of conceptualizing and measuring service quality (Brady and Cronin, 2001; Cronin and Taylor, 1992; Parasuramann et al., 1988) and that of examining its effects on customers' behavioural intentions (Babakus and Yavas, 2008; Cronin, 2000; Park, 2004; Zeithaml, 1988). With the rapid widespread of electronic commerce recently, researchers have gone into studying the role of service quality in the online shopping (Lin, 2005; Park and Kim, 2006, Zeithaml, 2002). E-service quality is defined as the overall customer's judgment and evaluation of the excellence quality of e-service offerings in the business arena. E-service quality plays a very role in electronic retailing, e-service quality originated from the literature of traditional services and internet marketing. Due to the unique attributes of online shopping, the conceptualization and measurement of e-service quality embraces two facets of customer services and information systems (Collier and Bienstock, 2006; E-service is a higher-order construct which consist of three dimensions such as environment quality, delivery quality and outcome quality. Their model is in tandem with that of Brady and Cronin (2001), which interaction quality, environmental quality and outcome quality form the three hierarchical dimensions of service quality. However, Collier and Bienstock (2006) opined that the conceptualization of e-service quality should be based on customers' decision. Service quality of a website is the realization of the customer of the e-site capability to respond and fulfil his purchasing needs (Lin and Sun, 2009) and service was defined as a judgement of the consumers about the entire superiority and general privilege of the firm. (Parasuraman, 1998) the service quality of the e-site is the realization of the customer of the e-site capability to respond and fulfil his purchasing needs (Lin and Sun, 2009). Service quality value, brand reputation (trust) will move customers to loyalty, it can be regarded as the most positive and effective dimension.

REPEAT PURCHASE

Lin and Liang (2011), described repeat-purchase intention as the degree to which customers are waiting to purchase a firm's production or service over and over again. It can also be seen as a ability or willingness for a customer to patronize an organization no matter what. In other words, repeat purchase is a simple, objective and observable intention of buying behaviour. Customer repeat-purchase intention is crucial to the profitability level of an organization. Furthermore repeat customers are the main sources generating profit for any business in the world today. It is therefore necessary for firms to imply new strategies that will attract and encourage customer's repeat purpose, thereby generating profit and referrals. Repeat customer purchase intentions are influenced by the trust in the e-tailer and the perception that the website was useful. Consumers trust was modelled by Lee and Turban (2000). Trust in service quality has a positive influence on the e-tailers customer satisfaction. Cho and Park (2001) identified numerous satisfactions with the buying process, delivery time and payment, delivery cost, appropriate information concerning the delivery and provision of additional services. Firms should also solicit for feedback from their customers, this will help them monitor when their customers intend to switch to competitors. Bansal, (2004), noted that for customers to repeat purchase depends largely on the evaluation of their previous purchase experience. Customers usually evaluates their previous experiences and judges the firms on their product performance, product price and service quality. Repeat customer purchase intentions are influenced by the trust in the e-tailer and the perception that the website was useful. Consumer trust was modelled by Lee and Turban (2000). Trust in service quality has a positive influence on the e-tailer's customer satisfaction. Cho and Park (2001) identified numerous satisfactions with the buying process, delivery time and payment, delivery cost, appropriate information concerning the delivery and provision of additional services.

RETENTION

Customer retention is noted to have its own foundation from planned behaviour theory and it is a response of consumers to brands, service, product and activities customer retention and customer loyalty are being used interchangeably, customer retention was first developed by Relcheld and Sessor in 1990, customer retention and loyalty are not each other substitutes because they are different. Retention is continuation of business with a particular company ongoing basis. Customer retention constructs and last two behavioural intentions. Customer retention is the maintenance of continuous trading relationships with customers over the long term. It involves repeat purchase and brand loyalty. It ensures strength, stability, durability, profitability of relationship and there are a lot of benefits. If a company measures on customer's retention, there will be increase in profit margin, faster growth and good returns.

BRAND REPUTATION

(Herbig and Milewicz, 1993) asserted that reputation as the stability on the attribute of the organisation's entity over time, based on that, the organisation might gain number reputations (Price reputation, product reputation, innovativeness) while (Shapiro, 1982) considers that reputation could be more positive when it develops sales and market share and establishes more loyalty (Bobin and Zinkhan, 1990) sees it as a mental image which is created and hidden in the customers mind and appears in their emotional and rational response.

CUSTOMER SERVICE

Customer service is one of the key dimensions for any business format to be successful. Online shopping have to rely on excellent customer service to be competitive (Lennon & Harris 2002). An online business is faced with increasing pressure to distinguish them with better customer service. Customer service in the online shopping scope has been conceptualized in different ways Wolfinbanger and Gilly (2003) develop scale of customer service, reliability and security/ privacy. Conversely security refers to protecting users form risk of fraud or financial loss from their use of

credit card during transaction. One of the key factors that influence purchase choice is customer service (Blodgett, Wakefield, & Banes, 1995). Customer service is critical for the survival and expansion of a business because it contributes to the satisfaction of the customers, contributes to the attitudes toward the firm held by the customers and contributes to the purchase and repurchase in tensions of the customer (Innis & Lalonde, 1994) customer service is associated with reliability, accuracy, friendliness (Zeithaml, Berry, & Parasuvaman, 1988).

RELEVANT QUALITY OF INFORMATION

This is an important reason to shop online; the wide availability of relevant information helps buyers to make more informed decision, (Chen and Dubinsky 2003, Loicono 2002, Zeithaml 2002). With the help of online recommendation tools, consumers can drastically reduce their search cost and make better decisions. Information comprehensiveness is the extent to which information is available. Information relevancy and accuracy determine the usefulness of the information. Consumers prefer shopping media that would furnish them with full information based on past experience (Moorthy, Ratchford, & Talukdar, 1997). The information must be easy to read and understand, it will be current, reliable with detailed format. It has a significant effect on the intention to use online shop (Ahn, Yu and Han, 2007). The quality of information has positive effects on users beliefs regarding the online buying acceptance. The quality of information has a direct influence on the customer's satisfaction with online store Loren Zoonero and Gomez (2010), It also goes with relevant of information.

ONLINE SHOPPING EXPERIENCE AND CUSTOMERS SATISFACTION

When a customer decides to buy online several features will determine whether the customer is willing to continue using the e-retail system or not. According to Ward (2008), customers are conscious of time pressed and are more convenience – an oriented, value-added service that brings and saves their time. Online stores have been seen to have a ubiquitous nature, as they are available 24 hours a day for the purpose of customers' convenience. Therefore, online shopping saves time for both the seller and the buyer, as it can discard long trips to the store, long queues and delay when at the store. Liang (2009) asserted that most online customers prefer using online shopping for faster and efficient shopping experience from the comfort of their homes. Web design has been stressed as a silent factor towards online shoppers' perception in several studies. Ranganathan and Ganapathy (2002), Ward (2008) stated that **security and privacy are essential and are used as the dimensions of online shopping experience**. Wafinbarger and Grilly (2003) identified security as one of the factors for measuring the nature of online shopping service quality. Siddiqui (2003) are of the view that there are element that encourage customers to buy variety of products and services online include webpage design and search for information guaranteed security and a clearly organized return policy. Online shopping experience pointed out some outstanding factors such as time saved Cude(2000), risk, Rangentahan and Ganapathy (2002), web design and security of website and convenience Liang and Lai (2000). Additionally, it is evident that most online retailers are providing better channel variations that bring them into direct contact with the customer without setting an eye on the customer in the physical store. Thus, online shopping services have the ability to fulfil the goals of both the customers and the online firms. **(Seines, 1993)** found that the relationship between the satisfaction and the intention of repeated purchase depends on customers' ability in evaluation of the product or services, while others see that satisfaction cannot be generalized to become loyalty as in insurance industry (Srivastava and Rai, 2013), neither in hotel industry (Wilkins, 2010) nor in restaurant industry (Bowden-Everson, 2013). Customer satisfaction is about assessing customer attitudes about products, services and brands. It is always smart to keep customers loyal (Kotler, 2003) the term "customer satisfaction" because popularised in the 1980's with the total term total quality movement. Therefore, customers satisfaction postulate as one of the main indicator of business performance. It results to repurchase behaviour (Bolton, 1998, Fornell, 1992), positive

word of mouth referrals (oh, 1999), fewer complaints (Bearden and Teel, 1983, Fornell, 1996) and a small set of alternative offers considered in purchase decisions (Lapersonne, 1995). These influences on marketing costs (Reicheld and Sasser, 1990), warranty costs (Garvin 1988) and the business risk (Fornell, 2006) and contribute to enhance sales (Gomez, 2004) profitability (Anderson, 1994, Itner and Larcker, 1998), stock value (Anderson, 2004, Ikeshoji and Enkawa, 2004) and overall corporate image (Anderson and Sullivan, 1993, Johnson, 2001).

ORIGIN OF EXPERIENCE PARADIGM

The marketing management theory has undergone lots of tremendous change over the years. In other words, marketing concept focuses more on achieving a satisfied customer thereby improving and focusing on the transactional aspect of exchange. This can be achieved by strictly following the process of generating customer loyalty using referral and repeat purchase to maintain and improve richly in relating with the customer. CEM is a new concept in the market paradigm, that is to say CEM goes beyond the normal CRM in that, it does not just focus only on recording business transactions and exchanges, but builds richly on relationships with customers and effectively managing customers experiences across all that takes places between a customer and what the firm can offer. Customer experience management originally is an idea in marketing that is been traced down to a passage in a publication in Harward Business Review in 1998, the path breaking book written by B. Joseph Pine II and James H. Gilmore, "The Experience Economy: Work is Theatre and Every Business a State". The authors stress more on the effectiveness of delivering, engaging and managing a very memorable customer experiences which bring about customer retention and referrals. The origin of customer experience marketing began when the experiment aspects of consumption: consumer fantasises, feelings and fun" asserted that experiential customer consumption value is consumer's perception and relative preference for the product or services that arises through individual interaction with a given consumption styles that creates achievement of organizational goals and purposes. Customer experience and the development of its construction can be seen in the work of Seth (2005) which they basically stated that customer attitude to a particular event is a combination of three features.

1. **Stimulus Characteristics:** This is a situation where customers perceive a stimulus differently from others, this is due to the type of information received or sensory experiences they received. Different stimulus it differs, it can easily be noticed (Solomon, 1999).
2. **Context:** When considering specific set of characteristics, there is likelihood that the stimuli context will affect individuals (Biswas and Blair, 1991).
3. **Situational Variables:** The information gotten through past experiences, cultural and social experiences in relation with product or service. The above factors can shape individual perceptions.

Schau (2009) focuses on the practices that can help create value. Dabholkar (1993) asserted that in customer retention emphasis have to be placed on the importance of quality relationship as a 'potent' but not directly proportional predictor variable. Service quality is based implicitly on some inward expectation standard. Service quality has been linked with appraisal emotion in some studies. The opined that core service quality peripheral service quality and appraisal perception influences perception for value at time and money. Quality as a dynamic construct and additional consumption experiences influences and modifies the existing perception of quality and thereby causes changes in customers' perception. According to Liljander and Mattsson (2002), past service experiences for customer's responses is crucial for their repurchase intentions.

ONLINE SHOPPING TRENDS IN NIGERIA

Olusoji (2015) stated that since online shopping is recently introduced in most developing countries in the world, as such online shopping development in Nigeria has not gained the most need acceptance as their counterparts in developed nations. They further stressed that people are

beginning to involve themselves in online banking (e-banking) that yet most people still find it difficult to be open in shopping online. Several studies such as Egwali (2009); Adeshina and Ayo (2010); Adeyeye (2008); Ajayi (2008) and Ayo (2008), have stated the rate of internet usage in Nigeria compared to the developed countries. A recent study on internet usage conducted in United Kingdom reveals that 82.5% of the total population are internet users and 29.4% are broadband subscribers (Internet World Stats, 2010). The ease accessibility to the internet has been seen as one of the major factors that encourages the growth and adoption of e-transaction and online shopping in the United Kingdom (Soopramanien and Robertson, 2007). According to Nigeria Communication Commission (NCC) of 2017 Nigeria internet users way 91.6 million vanguard news of 26th July 2017 mainly from mobile and desktop computers most of which are served by mobile ISPs, top countries with internet users are China, India, united States, Brazil, Indonesia, Japan, Nigeria, Mexico, Bangladesh and Germany. The national broad band plan, NBP(2013 – 2018) the country is expected to attain 30% broadband penetration by 2018 which currently stands at 21% according to NCC report. Nigeria men explore the internet than the women. For GSM service provided 33.747 internet customers, MTN had 31.691.070 subscribers browsing the internet in the month of June 2017, Airtel had 20.174.089 users, etisalat had 12.549.596 customers who browse the internet in June, Globacom had 27.184.002 customers. July 3rd 2018 the internet users in Nigeria has hit up to 103 million, NCC report. According to the National Bureau of Statistics of February 2018 internet subscription, Rivers State and FCT accounted for 53.27% of all internet subscriptions in Nigeria. Lagos state accounted for the largest shares. However, there is a sharp difference on the majority of internet users in Nigeria. A recent study on the usage of internet in Nigeria revealed about 16.1% of the total population (149,22,090) people use internet and less the 1% of the populace (67,8000 people) subscribe to broadband (Internet World Stats, 2009). From the above result, it is obvious that only a fraction of the population are internet users and those who even access it do so through the help of numerous cybercafés in urban parts of the country (Ayo, 2006) as cited by (Olusoji et al, 2015). Ajayi et al (2008) stated that the factor affecting the use of e-economic for online shopping in Nigeria. He further stressed that most Nigerian populace finds it difficult to make payments using the internet for the purchase of goods and services. Ayo et al (2008) noted that the cause of low-level e-payment in Nigeria is as a result of infrastructure in the country which serves as a hindrance for customers to engage in using online transactions. Most Nigerian also find it difficult using online to do their transaction. This is because, the infrastructure of facilities, and the software and network used for shopping are usually out dated or being ineffective due to network problems. We are inclined to say that **Automated Teller Machine (ATM)** is the most popularity used method of payment in Nigeria. At least four in the number of five person use the ATM (cash) card in Nigeria which makes banking through online more convenient and without queuing up in the banking hall. **We also support the argument of Ayo et al. (2008) that ATM is widely used in Nigeria for local payments and other transaction**, while online shopping has not gained ground in Nigeria which has a negative effect on shopping online in Nigeria. Adeyeye (2008), noted the main factor that is affecting online shopping in Nigeria is lack of indigenous online vendors. He further stressed that foreign online vendors such as Amazon and Ebat are yet to be fully utilized in Nigeria. Nigeria which is seen as having a negative reputation of being the most world corrupt countries that engages in a wide scale of internet fraud. **Secondly from a recent survey carried out by the Internet Crime Complaint Centre (ICCC), and Nigeria Communication commission (NCC) 2017, Nigeria lost to Cyber Crime N127billion. Nigeria is being rated as the third in the world with 81% operators of cyber security crime unresolved, living Nigeria after US (65.5% and UK (9.9%), (Internet Crime Complaint Centre, 2018).** It has caused the country \$649million in 2017. The percentage when compared to the total population in (i.e over 180 million people) poses a serious threat to the internet world. And this has affected the foreign online vendors from dealing with most Nigerians to avoid fraud. It was also observed that few online vendors that exist do not have standardized

and structure pattern of presenting information (product categories) to users, they are also negligent in helping customers locate appropriate products. Due to the fear of fraud, lack of structured payment systems and poor internet access Olusoji (1915).

Comparison between Online and Offline Customers Experience

Personal Contact	Offline Context High to Medium	Online Context Low
Information Provision	Varies in intensity over different media	Intensive
Time Period for interactions	Dictated by the organization	Dictated by the customer any time and where
Brand Presentation	Range of tangible devices used to present the brand	Audio – Visual

The first key difference between the two context is the degree of personal contact, which can range from very intensive in a face-to-face context to non-existent online. Personal interaction provides a very rich source of contact from which subjective responses will result. The online context enables very rich provision of information whereas face-to-face this may be more limited or occur over a range of formats (eg. Brochures, Posters, Customer Sales Representatives).

There are lots of differences between online and offline customer experience. The striking difference is the extent by which personal contact emerges even in the absence of face-to-face contact in the online context. Online context enables very rich information, while face-to-face might be more limited. Secondly, another main difference between the two contexts is the time period involved in the transactions. Customers can purchase, communicate and exchange information online at any time and any place that suits them, specifically with ways internet access via mobile devices and other electronic gadgets, whereas offline context, customers are restricted by the opening and closing hours of the company and also customers are also subjected to queuing up and are being delayed while transacting with the firm.

SOME BEST PROFESSIONAL ONLINE SHOP RETAILERS IN PORT HARCOURT

Jumai.com, Konga.com, Gideonayogu.com, Apple.com.ng, Pep.com.ng, Asoke.com.ng, Karanigeria-electronics, Fielb.com-boutique, Awufushop, E.smartshop, Insta.ph, Oas helicopters, House of mallen, Elisco drinks, Foodsmart world, Air travel consulting, Green link, Mall for Africapickup, Sales Energy consulting, Eclothes.com.ng, Moster Poss, Golden life international, Finelib.com, Central.ng, Jankaramall, Kangro mart, Myxel integrated services, Ziino, Genesis centre, Deal development, Equipment leasing.ng

ROAD BLOCK OF ONLINE SHOPPING IN PORTHARCOURT

A delivery man risk his life with an online Electronic marketing company Jumia, Mr.chukwuma Eleje has been killed in a house at Ada George Road, Port Harcourt, Rivers State. The victim was said to be delivering two Iphones to a customer, who had ordered for them through the internet on Saturday 29th of march 2017 when he was attacked and killed. The assailants were reported to have dumped his remains in a septic tank, in a desperate attempt to cover the crime. However, the operatives of the special anti robbery squad were said to have been alerted by residents. The officials were reported to have swooped on the suspect in their apartment on Monday, the state police spokes person, DSP Nnamdi Omoni confirmed the incident said the suspects – Sodiénye Mbatumukeke, Excel Divine, and Joy Eluwa, upon their arrest confessed to the crime. The Eluwa was said to be Mbatumukeke's girlfriend. They ordered Smartphone's from a certain courier company in River state. The company sent the phone through a dispatch Rider. On getting there, the hoodlums beat up the dispatch rider and later murdered him; he died inside their flat, Jumia address 73 Aba Road, Port Harcourt, Nigeria, dealers in electronics. Transaction

performance only while on the seat is dangerous and does not have the test of time, the refusal to go digital hampers business, Loss of confidential information and blackmails, loss of confidence/trust.

CHALLENGES FACING ONLINE SHOPPING RETAILERS AND DURING HOLIDAYS

1. Delay in delivery
2. Lack of significant discounts in online shops
3. Lack of touch and feel of merchandise in online shopping
4. Lack of interactivity in online shopping
5. Lack of shopping experience
6. Lack of close examination in online shopping
7. Frauds in online shopping
8. Lack of steady power supply
9. Ignorance of Digital Technology
10. Inability to be connected and Hacking.

Increase Website Traffic: Almost all E-commerce website get a surge in traffic during the Christmas period. This is obviously great but it can be unpredictable and the last thing you want during this period is to have your website go off line because you have exceeded your traffic limits.

Last Minute Promotion: Many online retailers will offer a Christmas promotions. Apart from increasing potential sale, promotions also allow retailers to clear stock before the New Year's sales period. The trick is to set up a promotion in advance and to launch during office hours to ensure you have access to your website or software support.

Bad User Experience: Online shoppers expectations of how easy a website is to use is growing user experience, or is something which is fundamental to increasing conversion rate and reducing abandonment.

Keeping Customers Loyalty: As other E-commerce websites step up their game over the Christmas season. This is also a time where they are competing for your most loyal of customers. By being proactive and creative with your communication and offers, even months in advance, will mean your clients have less reasons to shop around and potentially leave you for a competition.

Holiday Shopping Demand: one of the biggest fears customers have when shopping online is that they won't receive their product in time for Christmas. There is always going to be last minute shoppers who will base their purchasing decision on the ability of the retailers to deliver the goods on time.

During holidays parents like to shop out on time to avoid rush on line and they have the believe that cost of goods might increase due to high demand when school holiday is about to re-open.

The need by customer to physically see, feel, smell, taste, inspect and try the goods before purchasing areas of the product fulfilling the purchase of purchase.

BENEFIT OF ONLINE SHOPPING

Online shopping is important because it allows retailers both better serve existing customers by making shopping easier for them. Shopping e-commerce websites allow shoppers to pursue your products and make buying decisions at any time, day or night. This makes shopping easier for your customers. E-commerce website allows you to open your doors to people all over the world which vastly expands your customer base and can boost your revenue. When you open a store online, you're able to track your customers every click, which can give you a better representation of the purchasing process.

There are key benefits of online shopping over traditional brick and mortar shopping

1. **It is for Convenience:** It doesn't require you to actually go to the store, shopping online is a one click affair, there is no need to drive to the store to pick up an item, just click online to get what you want.
2. **Better Price:** Is buying something online cheaper than buying it offline? Many, online stores do not charge, sales tax, giving a huge competitive advantage to online retailers, price has always been a critical component of ensuring sales.
3. **Variety:** One of the benefits of online shopping is that specialty items and almost everything under the sun is sold on the internet. This is because online retailers do not have to hold inventory in every location. The internet makes it easier for specialty sellers not to maintain a physical store front to sell their product.
4. **Fewer Expenses:** Many times when we opt for conventional shopping we tend to spend a lot more than the required shopping expenses on things like; eating, out travelling, impulsive shopping and can see people you know or relatives in the store and be persuaded to add them in your purchasing items.
5. **Comparison of Price:** Online shops make comparison and research of products and prices possible. Online stores also give you the ability to share information and reviews with other shoppers who have firsthand experience with a product or retailer.
6. **Crowd:** If you are like me, you would like to avoid the crowds when you do the shopping crowds force us to do a hurried shopping most of the time. Crowds also create a problem when it comes to finding a parking place nearby where you want to shop.
7. **Discreet Purchase:** Some things are better done in privacy. Online shops enable me to purchase under garments and linger or adult toys without the embarrassment that there are several people watching me and my choice.
8. **Compulsive Purchasing:** Many times when we go out shopping we end up buying things which we do not require because of the shopkeepers up selling skills or we'll compromise on our choices because of the lack of choices in those shops. Many people around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries.

CONTEXTUAL REVIEW

INTEGRATED TRUST AND TAM (ITTAM) THEORY

It provides a wider theoretical model to further work (Gefem, Karahanna & Straub 2003) to investigate perceived usefulness and ease of use of the internet for online shopping, the trust and TAM framework argues that while perceived usefulness ease of use emerges as central to e-commerce since it has both a direct effect on intended use and indirect effect on trust and perceived usefulness (Gefem, Karahanna & Straub 2003).

AN INTEGRATIVE THEORY OF PATRONAGE PREFERENCE AND BEHAVIOUR

Patronage behaviour as pail of retailing has a long tradition of history of marketing thought during back to the decades of 1920s. Bartels makes the following observation. Apart from the general development of marketing thought as one of the impressive single advancement was in retailing in form of what has been called, "The retailing series" imbued with confidence in the potentialities of the research on progress in both scientific management and statistical analysis of distribution practices development in 1925 with James L. Fris Relied Merchandizing planning and (Prentice Hall 1925) control. Retail competitive structures including classification of retail outlets, retail life cycle, location, store image and positioning and their influences on customer patronage behaviour. Operational and tactical aspects of retail store management including store hours, credit policy, advertising and in-store promotion and customer services to attract or retain patronage behaviour. Impact of product characteristics such as classification of goods, brand loyalty and product usage situations on specific store patronage. Personal characteristics of shoppers and buyers such as; household demographics, reference group influences and life styles and psychographics as

correlates of store patronage, impact of general economic outlook and business cycles including cost of living, recession, unemployment, inflation and interest rates on retail buying behaviour.

SHOPPING PREFERENCE THEORY

Shopping preference sub-system consists of four basic constructs and their determinants attempt to integrate a vast percentage of our existing substantive knowledge. The preferences are limited to those outlets which a buyer considers acceptable to shop a particular class of products. It is quite possible that a buyer may consider one of the traditional outlets for a product class not acceptable to him and may find a totally innovative or non-traditionally outlet quite acceptable for him. It is possible to assess the degree of potential outlet competitive structures based on individual and market preference schedules. For example, if the buyer has strong preference for a single outlet within a product class such as shoes, that outlet will acquire potential specialty monopoly powers over that individual are shopping for shoes. On the other hand, if the buyer is virtually equal in his shopping preferences across all potentially speciality competition among those outlets for his shopping behaviour. The integrative theory postulates utilization of only one of three classes or choice rules or heuristics. The first choice rules is called the sequential calculus in which the customer sequentially eliminates shopping options by utilizing his shopping options by utilizing his shopping motives in order of importance and classifying all shopping into acceptable categories for example, his shopping motives may be one-stop shopping price and brand select one in that order of importance.

SHOPPING MOTIVE: It refers to a customer's need and wants related to his choice of the outlets from where to shop for a specific product or service class such as groceries, clothing, insurance, appliances. Based on earlier conceptualization (Sheth, 1972, 1975), shopping motives consist of two types of needs and wants, a functional need related to what has been traditionally referred to as a time, place and possession needs. The trade off calculus evaluates each shopping option on all three criteria simultaneously and creates an overall average acceptability score. The negative evaluation on one criteria such as price is compensated by positive evaluation on some other criteria such as one stop shopping. Given that customers has three distinct choice rules or heuristics at his disposal, which one will he use depends on the degree of post learning and experience related to shopping of that product class. Based on the study, he will use the sequential calculus since it provides an orderly process of simplifying the choices without wrongly eliminating a good shopping alternative or a good shopping motive. It simplifies with a minimum risk of making a wrong choice. The customer is likely to be more confident in making evaluation judgements.

TECHNOLOGY ACCEPTANCE MODEL (TAM)

The objective of the TAM is to provide an explanation of the determination of computer acceptance and to provide better explanation about user behaviour across range of end user computing technologies with a theoretical back up on attitude toward subjective norm, behavioural intention actual behaviour, external variables. TAM holds that two specific beliefs on the use or usefulness of products or services responsible for the determination of one's behavioural intention to adopt or consume an innovative item, product or service. TAM holds a critical argument that the easier a technology to use, the more useful it can be to the user. For instance, a consumer who wants to buy an item online may only find the website say "Jumia.com" or "Konga.com" useful if the sites are easy to use and accessible.

ISSUES/GAPS AND OUTCOMES

ISSUES

Some issues of shopping online does not occur every time but when it occur they cause a great deal of stress and frustration for the online shoppers.

1. **Ordering a Wrong Item:** When shopping in traditional stores, it is quite difficult to accidentally purchase the wrong item because the sales process typically involves the customer physically carrying the item up to the sales counter to make the purchase. However, in online shopping where the customer never physically handles the item before the purchase is complete and the item delivered it is certainly possible to purchase the wrong item. This can occur when the shopper uses the website to make the purchase and click on the wrong item. Receiving the wrong item even when online shoppers do not make mistake during the ordering process it is still possible for the customer to receive the wrong item. This often occurs when the orders are filled by hand and a mistake is made in the warehouse. A customer who purchased an item for a specific event may not perceive the replacement item in time for the event.

Finding the Right Products to Sell: The market place and fulfilment services have enabled sellers from all over the world to easily reach paying customers, it is difficult for retailers to source unique products unless you decide to manufacture your own.

Attracting the Perfect Customers: Online shoppers don't shop the same way as they used to back in the days. They use Google to search for products and ask for recommendations on social media. They use their smart phones to read products reviews while in-store and pay for purchases using all sorts of payment methods. Retailers must figure out where their audiences and how to attract them efficiently without killing their marketing budget.

Generating Targeting Traffic: Digital marketing channel are evolving retailers can no longer rely on one type of channel to drive traffic to their online store, they must effectively leverage email, social media, display ads, retargeting mobile, shopping engines and affiliates to help drive qualified traffic to their online store.

Capturing Quality leads: Online retailers amount of money driving traffic to their online store with conversion rates driving traffic to their online store with conversion rates ranging between 1% to 3%, they must put a lot of efforts in generating leads in order to get the most out of their marketing efforts. Building an email subscribers list is the key for long term success both your Facebook custom Audience.

Nurturing the Ideal Prospects: having a large email list is worth less if you're not actively engaging with subscribers. A small percentage of your email list will actually convert into paying customers. Online retailer put a lot of focus on communicating product offering as well as promotions.

Converting Shoppers into Paying Customers: Driving quality traffic and nurturing leads is key if you want to close the sale. At a certain point you need to pay for your marketing campaigns. Retailers must constantly optimize their efforts in converting both email leads as well as website visitors into customers as a continuous process.

Retaining Customers: Attracting new customers is more expensive than retaining the current ones you already have. Retailers must implement tactics to help them get the most out of their customer base in increase customer lifetime value.

Choosing the Right Technology & partners: some online retailers may face growth challenges because their technology is limiting them or they've hired the wrong partners/agencies to help them manage their projects. Retailers wanting to achieve growth must be built on a good technology foundation.

Attracting and Living the Right Personnel to make it all happen: Attract the right talent is the key in order to achieve desirable online growth and the right leader plays an event role. Remove of "Gray Market" items called gray market goods may be ether illegal sold in a way than side steps regulations or unintended for the Port Harcourt market you may get something that doesn't work properly in another language. Also gray market merchandise typically lacks a Port Harcourt warranty even in Nigeria at large.

Be sceptical of service contacts: Extended service packages from retailers or third parties usually are overpriced and generally are not a good value.

Quantity Issues: The biggest problem while buying things online is that you have no guarantee of a products quality. Digital Payment failures and unclear returns and guarantee policy

GAPS

Customers do not shop channels, they shop brands, and further, they rarely shop those brands out of loyalty, rather because they are trying to solve problems. As consumers, we all have our favourite brands, but we've also developed something for more important in our own individual ways of shopping. Most of these involve digital devices; the best way to solve the gap problem is to know where those gaps exist. That product variety, product reliability in our technology learning behaviour, shopping companies has items in a convenient open place, but to restrict the Jumia incident in Ada George Road, Port Harcourt, payment can be made through P.O.S. or other online payment. Shoppers still seek certain traits of the physical in-store experience while shopping online, shoppers abandon their product and more onto the next best option because they don't have access to sufficient product information, the question now is, how can we close the gap and reduce the last abandonments? Customer Service online for contact has not been personalized. We need to always gauge customer expectations. We are expected to know our customer expectations online shopping habits and their rising expectations. But in in-store sales representatives can gauge customer expectation and needs by observing physical behaviour. There is need for digital sales representatives to leverage behavioural analytics to read online consumer behaviour by using intelligent engagement engine to do better. It could be predictive customer activity which can be monitored as shoppers navigate the site firms can use predictive analytics models to reduce risks, make better decisions and deliver more experience. Site analyst can use collection data each day of transaction to guide customers experience holistically. There is need to choose channels of engagement with your customer and targeted messaging, your high potential customer might be smart to send you a voice chart (Click-to-call). Shopper value convenience online shopping mobile device can be used for research.

In Port Harcourt there is scarcity of online Agricultural shops, some only indicate their phone numbers but cannot be found on website where customers can search and make choice of products or services from any part of the world.

OUTCOMES

The outcome of online shopping customers experience in purchase context is CS and ultimately intention to re-purchase from a website. There is need to move towards a deeper level of understanding of the components states that make up Online Customer Experience (OCE). The emotional and cognitive also incorporates other states, including the sensory, pragmatic lifestyle and relation, aspects of the customer. There is evidence to suggest that interactive effects exist between individual antecedents and in their effect upon outcomes e.g enjoyment and control or risk benefits and customer value. Internet shopping requires a learning process. The outcomes of the enabling process and its key influencing factors are part of online shopping process as it helps customers from having online shopping knowledge and adopting online shopping purchasing physical goods, therefore, this study provides a new knowledge. It also qualifies trust based on confidence and experience of online environment. Online different brands of product are also considered and the behavioural intention is one of the influencing factors that contribute to internet shopping behaviour. The outcome of this paper will serve by proposing a unique belief attitude. Intention model of the drivers and outcomes of the study on a relatively under explored. Theory of behaviour satisfaction and shopping behaviour in several directions towards customer's experience. The study draws on customer experience quality for online shopping home delivery service emphasis were on customer satisfaction, product satisfaction, empathy, principal to deliver and the risk involved. Satisfying customers depends on the balance between customer's expectations and customers experiences with the product and services because a website is an

important part of the effective connection between a company and customers. Managers always make efforts to offer and guarantee the quality of company's website to satisfy customers.

CONCLUSION AND RECOMMENDATIONS

This study made the following conclusion:

Convenience is found to be positively associated with customers' satisfaction and the extent of association is found to be significant.

Product variety and product/service liability are positively associated with customer satisfaction and the extent of their association is positively significant.

Quality of service is found to be positively associated with customer satisfaction but the extent of association is insignificant.

From the study indicate that there is significant positive relationship between convenient from shopping online and customers' satisfaction. This result also falls reasonable expectation. According to ward (2008), customers are conscious of being time-pressed and therefore want more convenience-oriented, value-added service that brings and saves their time. Online stores have been seen to have a ubiquitous nature, as they are available 24 hours a day for the purpose of customer' convenience. Therefore, online shopping saves times for both the seller and the buyer, as it renders trips to the store, long queues and delay when at the store, unnecessary. Liang (2009) assertion that most online customers prefer using online shopping for faster and efficient shopping experience from the comfort of their homes, without doubt, gives an indication of the source of customers' satisfaction. Additionally, it is evident that most online retailers are providing better channel variations that bring them into direct contact with the customer without setting an eye on the customer in the physical store. Thus online shopping services have the ability to fulfil the goals of both the customers and the online firms. The study indicates that there is significant negative relationship between product variety and customers' satisfaction Nwoka and Juliet (2016). Online shops offer distinct benefits and disadvantages relative to traditional off-line shops. One critical element which determines customers' purchase decision is product tangibility which is available in online shops. Online shops cannot offer product that can be touched or felt like the real physical products and the face to face interaction with its employees unless on delivery. However they can compensate for these disadvantages by delivering other benefits such as speedy internet network speedy delivery processes, offer wider range of products, better organization of product information, fast search and browse tools greater customization options and convenient comparison of prices. The study suggests that the benefits outweigh the disadvantages in Port Harcourt and Nigeria at large. In addition, dissatisfactions associated with the risk increase the odds against the line of benefits offered by online shopping. These notions explain the positive association between product variety and customers' satisfaction considering Port Harcourt Jumia Electronic company incident. Finally, there is a significant positive relationship between online related reliability and customers' satisfaction. Customers are very mindful about the value of the product and its durability when transacting business online. The product value and security issue on customers' information. Therefore, customers are likely to respond favourably to online shops due to their perception of the product reliability which are prevalent in e-commerce. In conclusion, handling and reducing risk convenience for the customers in online shopping will bring about satisfied customers. Website design helps easy access of site, variety of products, product comparability, reliability of products/services and fast delivery services also increases customers satisfaction level and loyalty.

Customer benefit includes: Website design helps easy access of site, various brands comparability and fast delivery of service.

Trend with technology includes: Connectivity of internet, fast surfing speed, cashless transaction, smart phones helps to connect everywhere anytime.

Easy availability includes: Data packs are affordable and various retail companies can easily upgrade site with the help of IT.

Customer decisions influence personal attributes and situational factors. Reliability of product worthiness of B2C online shoppers is a key influencing enabling process to determine qualifying trust. Dholakia, Uusitalo (2002) asserted that young people have positive attitude towards online shopping compared to older people. Girard, Korgaon Kar & Silver blatt (2003) asserted purchaser who purchased online tends to have higher income than the non-internet shoppers. The TAM model is an adoption of theory of reasoned action Davis (1986). TAM is designed to apply primarily to technology. The TAM asserts that usefulness and ease of use the two main user beliefs that determine user intention of accepting or rejecting information Davis, Bagozzi & Warshaw (1989). I therefore conclude that internet shopping experience is learned. Shared experience in online shopping result from learning behaviour if there will steady power supply and strong broad band.

When people transform business model to online shopping, business will be agile, and can move with great speed to meet evolving customer's needs and deliver innovative products and services anytime, anywhere and respond to market change through learning.

RECOMMENDATIONS

The objective of this study is to evaluate the experience of online shoppers in Port Harcourt as it relates to their satisfaction when shopping online. **Based on the findings of this study, the following recommendations have been put together;**

1. As stated earlier, convenience, Product Variety and Products/services liability and learning Behaviour were used as Proxy for Online Shopping Experience; while Service Quality and Repeat Purchase Technology Acceptance Were Used as Proxy for Customers' Satisfaction. From the findings, it was found that: There is no significant relationship between service quality and online shopping; there is significant positive relationship between convenience from shopping online and customers' satisfaction; product variety experienced by customers is associated with their satisfaction and finally, results further indicate a significant positive relationship between online-related product liability and customers' satisfaction.
2. The study therefore, recommends that online shops should promote return policy to customers' patronage and satisfaction.
3. Online shops should put in control measures to protect customer' privacy to boost their confidence in shopping online and online shops should put flexible payment options to ease payment by customers.
4. They should have adequate online infrastructure.
5. They should continue to compare online user interface features for greater control.
6. They should answer it only when it takes three or less clicks for online shoppers to get to the items they wish to purchase.
7. Products should be informative with accurate and true representation of the product of interest, online stores need to professionally present to further bring trust and confidence on the customers.
8. There should be a policy to guide out of stock from the merchants, damaged goods, receiving wrong goods, replacement, refund or returned goods and to have tracking numbers for all online shoppers.
9. **Return/Refund Policy:** There should be Return/Refund policies, describe stocking fees for returned merchandise or a time limit on all items. Some don't allow returns of sale items in certain departments. If there will be warranty in items bought, this is always what your customer will want to know especially shopping online where it is more difficult to get an actual representation of an item.
10. **Warranty Disclaimer:** There should be a legal requirement to uphold some warranties to your customer regarding the fitness of your goods. If you're a reseller of goods that you do not manufacture, you have the ability to disclaim all warranties on the goods you sell,

including implied warranty. This is important to do as a reseller; so that you can't be held legally liable for manufacturing defect or issues or customer expectations that go unmet.

11. Government should enact a sustainable policy that will bring steady power supply and strong broad band.
12. In Port Harcourt retailers should showcase their agricultural products on the website where customers from any part of the world can patronize them; these can help to boast the economic growth of both the state and the country.

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