

ONLINE SHOPPING EXPERIENCE AND CUSTOMER LOYALTY OF ONLINE RETAIL OUTLETS IN PORT HARCOURT.

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DOI: <https://doi.org/10.7118/ajbam-03-2024-56>

Abstract

The purpose of this study was to investigate whether there was a connection between the quality of the online shopping experience and the loyalty of Port Harcourt residents to certain online retailers. A growing number of customer complaints about online trip booking issues prompted the researchers to launch this study. Customers of several transport providers make up the study's population. A total of 130 replies were obtained from the five (5) questionnaires that were provided to each firm. Using simple regression analysis, the research tested four (4) assumptions. Online booking strategies and client patronage were found to have a strong and positive association in the study. Perceived usefulness and e-payment security are two components of online booking strategies that positively correlate with customer patronage, according to the study. According to the research, if you want more people to use your transport services and come back more often, you should give them important information, reviews, and feedback.

KEYWORDS: Online Shopping Experience, Perceived Usefulness, Electronic Payment Security, and Customer Loyalty.

INTRODUCTION

Businesses throughout the globe are being hit hard by the rise of online shopping. The rapid growth of internet shopping in Nigeria is still in its early stages, but it is already having a profound impact on people's enthusiasm in making purchases online, which has become nearly indistinguishable. Shopping online is using a computer, smartphone, tablet, or other electronic device to buy goods and services from any location and at any time. A place where goods and services may be bought directly by consumers is known as an online store. Those

who would rather not leave the comfort of their own homes to purchase in person and those who would rather not deal with the hassles of in-store purchasing are the two main demographics that shop online. Even if not everyone in Nigeria was familiar with it, online shopping did exist before COVID-19. Even if sites like O LX, Konga, Jumia, Jiji, and similar ones are active, their utilisation is still not up to par. One aspect of electronic commerce that allows people to transact on the web is online shopping. Due to the time and effort saved, the ease it provides, and the fact that it eliminates many of the problems connected with traditional shopping,

online shopping has recently become quite popular (Guritno & Siringoringo, 2013). Online shopping has been revolutionised and improved thanks to the meteoric rise of internet marketing. To survive and thrive in today's cutthroat e-commerce market, businesses must find ways to set themselves apart from the competition and provide customers with something really unique. Electronic customers' impressions of a company's in-store purchases, online platforms, product delivery, timeliness, customer service, and response to online complaints are all parts of the online shopping experience. Some services are great, but not every consumer will be able to enjoy them.

Many online stores have boosted customer satisfaction with their purchases by setting themselves apart from rivals (Pine and Gilmore, 1999; Schmilt, 1999). Kwortnik and Ross (2007) state that online retailers may achieve this experience-based differentiation by providing customers with meaningful, entertaining, and informative content that helps them make better purchasing decisions. According to Brakus et al. (2009), internet retailers see an uptick in profits as a result of customer loyalty fostered by client-centric distinctiveness and interactive experiences.

Previous studies have shown that customer loyalty is strongly correlated with an enjoyable online shopping experience. "Effective analysis of online shopping experience and customer satisfaction, utilising expediency, pricing, and a broader selection as determinants of online client satisfaction and word-of-mouth sales." (Chavan and Viswanath 2018). "Online Ordering vs. Offline Ordering Post-COVID-19 Pandemic: Consumer Characteristics, Security, and the Shopping Experience." was the title of the paper authored by Svatosava (2020). Further studies investigated the following facets of the online shopping experience. Citations: Alsaid and Almeshal (2020), Izogo and Chanaka (2018), and Malhan et al. (2012). Online stores in Port Harcourt have not been the subject of any of the aforementioned investigations as far as the researcher is aware. But this was the only way to justify conducting the inquiry in Port Harcourt. The purpose of this research is to look at internet

retailers in Port Harcourt, Nigeria, and see if there's a connection between customer satisfaction and loyalty.

Because consumers have a high level of knowledge about the internet and its benefits, they expect online retailers to keep up with the latest trends in online marketing. Unfortunately, these companies' inability to streamline their online operations for client transactions has caused a chasm in their relationships with those customers. The future of online retail businesses in Port Harcourt is in jeopardy due to this situation. Compared to their in-person shopping habits, the majority of internet users have drastically cut down on how often they shop online.

This is because some people have had bad experiences when they have bought things online. Online retailers used to be known for providing reasonably priced, high-quality goods and services with a strong emphasis on the consumer, according to the survey. However, consumers' expectations of these businesses have recently dropped.

Delays in delivery, insufficient inventory, poor product quality (i.e., differences between ordered and received items), price problems, uncaring attitudes from employees, broken websites, and unreachable customer service lines are just a few of the issues that the researcher has found with online retailers.

When customers have a good time when shopping online, they are more likely to buy from the same company again and tell their friends about it. This is all part of the online shopping experience strategy that e-commerce businesses use. By guaranteeing that online clients attain happiness and obtain exceptional customer service across both online and offline transactions, this study hopes to correct the notion surrounding poor customer experiences. Online retailers in Port Harcourt, Nigeria, can increase customer loyalty by providing a better purchasing experience, according to the study's authors. The study's overarching goal is to learn how online retailers in Port Harcourt can improve their customers' online purchasing

experiences in order to increase consumer loyalty.

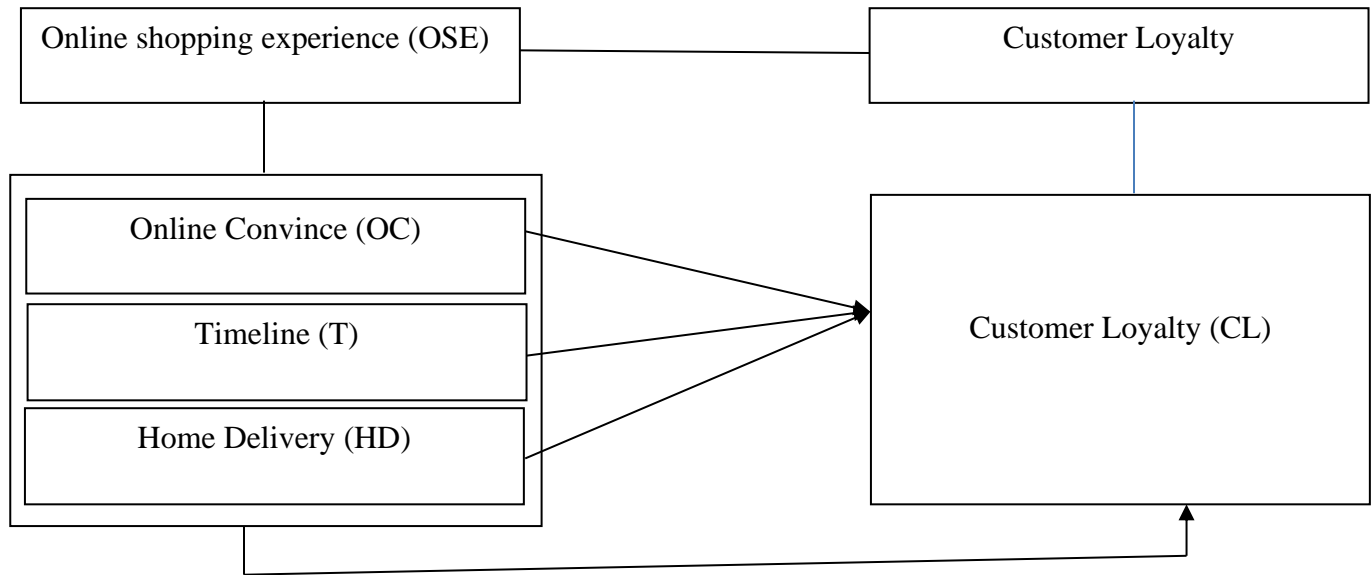


Fig. 1.1: Operational framework of the relationship between online shopping experience and customer loyalty of online retail firms in Port Harcourt.

Source: Researchers conceptualized framework from review of related literature (2024). Adopted from Aliyar and Mutambala (2015), Reza and Rehman, (2012).

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1.1 Customer Goal setting and striving theory

Online shopping, according to this idea (Bridges & Florshein, 2008; Rose et al., 2012; Rose et al., 2011), is a goal-oriented activity in which clients pursue both cognitive and emotional aims. Aside from efficient and fruitful shopping (cognitive), the customer hopes to have fun while doing it (affective). Disputes between the fulfilment of consumers' cognitive and emotional shopping goals and the services and products provided by an organisation can cause customers to react negatively when shopping online (Bagazzi and Dholakia, 1999; Baumgartner and Pieters, 2008). Consumers act with a predetermined purpose in mind, according to the framework of customer goal setting and striving theory. Goal establishing and goal seeking are two stages that every customer goes through. According to Lee and Park (2010) and Sousa and Voss (2009),

goal setting entails choosing the most suitable goal options from a list, whereas goal striving is all about reacting negatively to failure situations through a variety of behaviours. According to Weitzl et al. (2018), Zeelenberg & Peters (2005), and Zourrig et al. (2009), negative customer experiences in online shopping settings can lead to dissatisfaction and negative word of mouth.

2.2 Concept of Online Shopping Experience

For companies and organised retail businesses to connect with and attract the younger generation in today's youth-dominated cultures, a strong online presence is crucial. Online shopping is still a relatively unexplored area of digital marketing in Nigeria, but it's growing rapidly despite the paucity of research in the field (McLean and Wilson, 2016). The multi-faceted nature of consumers and their online interactions limits managerial insights into the factors that influence the online shopping experience, even

though these insights have the ability to produce profitable and long-lasting behavioural outcomes (Gentile et al., 2017; Rose et al., 2011; Martin et al., 2015; Rose et al., 2012).

According to Schmit & Zarantonello (2013), an individual's experience is shaped by their cumulative knowledge over time and consists of continual perception, emotion, and direct observation. The way customers' mental and emotional states are affected by their surroundings greatly influences their online shopping experience (Cheung, 2015). Lomke et al. (2011), Meyer & Schwager (2007), Gentile et al. (2007), and Rose et al. (2012) all agree that a customer's direct and indirect contacts with an online retail business make up the online buying experience. In order to get a positive purchase reaction, clients must be actively involved in the online buying experience, which includes interactions set up by online merchants across several channels (Varshneg & Das, 2017).

According to Pentina et al. (2011) and Verhoef et al. (2009), the social atmosphere, the ambiance of the online retail space, and the consumer's degree of engagement are all variables that contribute to the overall customer experience when buying online. According to Mathwick et al. (2002) and Shobeiri et al. (2014), traditional shopping focusses on maximising returns on investments of resources like time and money, whereas experiential buying aims at improving individual satisfaction throughout the purchasing experience. Emotions, desires, fun, social interaction, aesthetic appreciation, and sensory stimulation are all part of the experience component of purchasing (Holbrook & Hirschman, 1982; Sun, 2002). Customers are more likely to spend more time evaluating a business's offerings on their website and to react positively to particular marketing campaigns if they had a positive and enjoyable experience in the past (Meon & Kahn, 2002). According to several studies (Grewal et al., 2009; Martin et al., 2015; Rose et al., 2011), online shopfronts may differentiate themselves from the competition by focussing on the quality of their customers' online shopping experiences.

2.3. Customer Loyalty

Loyal customers are defined as those who have a positive attitude towards a company, its goods, and services, which leads to their happiness and, hopefully, word-of-mouth advertising (Praja et al., 2016). Dalton (2009) and Trasorras et al. (2009) found that customers will be loyal to businesses that help them manage difficult business transactions.

The term "customer loyalty" describes the pattern of repeat purchases made by the same customer over an extended period of time. A happy customer will also recommend your business to others. Loyal customers are those that continue to buy from a company, place repeat orders, and are even eager to recommend it to others (Al-Rousan, et al., 2010). According to Caruana (2002), client loyalty is the degree to which a customer shows repurchase behaviour and keeps a positive opinion towards a firm as long as the services they seek are accessible. Ellinger et al. (1999) and Daugherty et al. (1998) define customer loyalty as "a sustained commitment to repeat purchases," which includes both repurchase behaviour and a favourable disposition.

According to Thureau et al. (2002), client loyalty is when consumers continue to buy from a company despite receiving promotional offers from other brands. When customers are loyal, they are very committed to buying the same brand of goods and services from the same company again and again (Oliver, 1999; McMullan and Gilmore, 2003).

2.3.1. Online Shopping Experience and Customer Loyalty

Customers' attitudes, self-efficacy, and future purchase intentions are all positively impacted by pleasant online shopping experiences, but dissatisfaction and negative word-of-mouth about the firm are outcomes of unfavourable experiences. If businesses want to encourage positive purchase intentions among customers, they need to provide an enjoyable online shopping experience. Nobody wants to acquire anything from a business if they know they could have trouble finding important information about them online. By providing more value to existing and potential consumers,

a satisfying shopping experience may be a competitive strategy for a business (Terblanche, 2018). Before making a purchase, consumers think about a number of factors, including the ease of shopping online through applications, the availability of products and services from other firms, and user reviews (Izogo & Jayawardhena, 2018). According to Pham et al. (2018), customers often start off by buying smaller quantities, but as they gain confidence and experience with the firm's services, they become more adept at online shopping and eventually increase their purchases through the firm's applications.

According to Kwangyong et al. (2021), customers' present and future purchasing behaviour would be influenced by an ideal online shopping experience. Sustainable growth for e-tailers and multi-channel merchants is fostered by the competent and efficient administration and maintenance of online retail websites (Ha and Stoel, 2012; Venkate San et al., 2007). Customer retention, referral conversion rates, and loyalty can all be improved by ensuring that online shoppers have positive experiences (Bansal et al., 2004; Ha & Stoel, 2012; Chiou et al., 2009). Zhou et al. (2007) demonstrated that a positive online shopping experience influences the propensity to buy. Researchers have shown that consumers' online purchase intentions have a positive effect on their actual online shopping experience (Shim et al., 2002; Song et al., 2005; Lynch & Ariely, 2000; Brown et al., 2001; Kim et al., 2012; Pope & Voges, 2001).

2.3.2. Online Convenience and Customer Loyalty

No customer wants to buy when they have problems. They are looking for efficient and quick ways to purchase online and learn more about the company's offerings. Customers are always looking for better ways to conduct business with firms. Therefore, online retailers give the convenience their customers crave. Also, in their study on how service convenience affects behaviours after purchase, Chang et al. (2010) found a link. They went on to say that the convenience of shopping online influences

customer happiness, which in turn increases customer loyalty. Two studies (Sieder et al., 2000; Colwell et al., 2008) found that customer loyalty was directly correlated with how convenient it was to do business online. The effect of ease of use of the internet on consumers' happiness and activities was studied by Khazaci et al. (2014). Online convenience has a good effect on both word-of-mouth communication and the willingness to switch, according to the data. The following six features of online convenience were identified by study by Jiang, Nan, and Shixiong (2011): assessment, possession, access, transaction, search, and post-purchase convenience. According to Brown (1990), customers always worry about how comfortable it will be for them when they shop online, and convenience is a top priority. Furthermore, consumers who value convenience while shopping online are willing to pay more for the name of the retail service provider that meets their needs. Online convenience was found to connect with higher behavioural intention in a research by Chang and Polonsky (2012). Customers are more likely to remain loyal to a business when they are able to purchase or learn more about its offerings without leaving the comfort of their own homes, and when their orders are delivered quickly and easily. As a result, this theory was put out.

Ho1: There exists no substantial correlation between online convenience and customer loyalty in online retail establishments in Port Harcourt, Nigeria.

2.3.3. Timeliness and Customer Loyalty

Providing products and services to customers promptly at the right place and time is what we mean when we talk about timeliness in business. The percentage of customer orders that are fully and on-time fulfilled is called on-time delivery (Gunasekaran et al., 2001). Customers are considered to have been punctual if they have received their orders from the firm by the agreed upon and anticipated time. All e-commerce vendors must prioritise timely delivery (Keeney, 1999). A study conducted by Chakraborty et al. (2007) found that customer satisfaction is favourably impacted by delivery performance.

According to Liu et al. (2008), customers could be dissatisfied if their orders are late. To overcome the obstacles of delayed service delivery and achieve successful results, timeliness and rapid delivery are crucial. The works of Wirtz and Mattila (2004) and Atuo and Kalu (2017) are cited. One of the most important things you can do when clients complain about service failure is to respond quickly, according to Atuo and Kalu (2017). In addition, they noted that customers could overlook mistakes, but they won't forgive the company if it doesn't fix the issues (Mattila, 2006). Reduce the likelihood that unhappy customers may spread negative word of mouth by responding quickly to their concerns (Atuo & Kalu, 2017). One strategy that businesses use to stay ahead of the competition is responding quickly to customer concerns. According to Atuo and Kalu (2017), being punctual is an important tactic for service recovery and maintaining a customised competitive advantage in the market. The following theory was developed from the preceding discussion:

Ho2: There exists no substantial correlation between punctuality and client loyalty in online retail establishments in Port Harcourt.

2.3.4. Home Delivery and Customer Loyalty

Due to the huge increase in online purchase made possible by e-commerce shops, home delivery services have lately grown substantially in Nigeria. According to Huang et al. (2008), one of the most important marketing factors that helps businesses keep and grow their loyal customers is the quality of their logistical services. Delivering products from the warehouse to the customer's house, a designated pickup spot, or the ultimate destination is what home delivery is all about, according to Gevaers et al. (2014). Services for home delivery are only available inside specific delivery zones. The business-to-consumer delivery method culminates in home delivery. Lindsay (2011). The last step in the delivery process is home

delivery, which involves several key activities and procedures from the distribution point to the end receiver in the supply chain. Customers appreciate safe, reliable, and on-time home delivery services. In their search for a trustworthy business providing first-rate home delivery services, they may easily hop from one company's website to another. According to Punakivi et al. (2001), Park and Regan (2004), and Leae and Whang (2011), an effective home delivery service is essential for improving the e-commerce experience and giving customers a satisfying buying experience. Li & Dinlersoz (2012), Gil-Saura et al. (2010), and Goethals et al. (2011) are only a few of the previous studies that have confirmed and highlighted the importance of efficient home delivery to the success of online commerce. Increased profits are the result of happy customers who are more likely to buy from you again once your home service arrives quickly. We postulate the following theory in consideration of the foregoing discussion:

Ho3: A substantial association exists between home delivery and client loyalty in online shopping businesses in Port Harcourt.

METHODOLOGY

This study looks at internet stores in Port Harcourt to see whether there's a connection between happy customers and repeat business. In order to gather data from businesses all around the research region, the study used a descriptive research approach. Online consumers in Port Harcourt make up the study's demographic. Online consumers in the Port Harcourt metropolitan region will make up the target population. According to the World Population Review in 2021, 2,500,000 people call Port Harcourt, South Africa, home. Because of their heavy use of online shopping platforms, this poll is aimed squarely at those aged 18 to 50. Observe the table that follows.

Table 1: Population Table

Description	Population	Sample size
Port Harcourt	2,500,000	384

The study's survey was conducted using a simple random sample approach, which is a kind of probability sampling. The World Population Review (2021) estimates that 2,500,000 people call Port Harcourt home. By using the method proposed by Krejcie and Morgan (1970), a

manageable sample size of 384 respondents was obtained. Using SPSS version 23.0, the hypotheses were evaluated using the Person Product Moment Correlation Coefficient (PPMCC).

RESULTS AND DISCUSSIONS

Table 2. Showing the Questionnaire Distribution Results

Questionnaire	Frequency	Percentage
Distributed	384	100
Retrieved	368	95.8
Not retrieved	16	4.2
Retrieved usable	363	98.6
Retrieved not usable	5	1.4

Source: Researcher's Field Desk, 2024.

Table 2 displayed the distributed and collected questionnaire copies. A total of 384 questionnaires were sent out; 368 (or 95.8%) were returned, while 32 (4.2% of the total) were not. Three hundred sixty-three (363), or 98.6%, of the 368 entries were valid for the study, while five (5), or 1.4%, were not.

Hypothesis One

Ho1: There exists no significant correlation between online convenience and the frequency of repeat purchases at online retail shops in Port Harcourt.

Table 3. Correlation Analysis showing the relationship between Online Convenience and Repeat Purchase.

Correlations			
		Online Convenience	Repeat Purchase
Online Convenience	Pearson Correlation	1	.849
	Sig. (2-tailed)		.000
	N	363	363
Repeat Purchase	Pearson Correlation	.849	1
	Sig. (2-tailed)	.000	
	N	363	363

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

Source: Field Survey Data, 2024, SPSS 23 Output.

The results in Table 3 showed a PPMCC of 0.849 and a probability value of 0.000, indicating that the significance level was less than 0.05. This result proved that there is a strong and considerable relationship between the ease of shopping online and the number of times people in Port Harcourt buy from online stores again. There is a strong connection between the two variables, online convenience and repeat purchases, as shown by the r^2 value of 0.721, which is 72.1%. The null hypothesis was rejected in favour of the alternative hypothesis

due to the correlation coefficient exceeding 0.5 and the significance value being less than 0.05. The results show that there is a strong relationship between the convenience of shopping online and the frequency of repeat purchases at online stores in Port Harcourt.

Hypothesis Two

Ho2: There exists no significant correlation between online convenience and the frequency of repeat purchases at online retail shops in Port Harcourt.

Table 4: Correlation Analysis showing the relationship between Online Convenience and Referrals

Correlations			
		Online Convenience	Referrals
Online Convenience	Pearson Correlation	1	.816
	Sig. (2-tailed)		.000
	N	363	363
Referrals	Pearson Correlation	.816	1
	Sig. (2-tailed)	.000	
	N	363	363
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey Data, 2024, SPSS 23 Output

The results demonstrated in Table 4 were significant with a p-value of less than 0.05 and a Pearson correlation coefficient (r) of 0.816. According to these results, there is a strong positive relationship between the ease of shopping online and the recommendation of online stores in Port Harcourt. The strong and considerable association between online convenience and referrals is further supported by a r^2 value of 0.666, which indicates a correlation

of 66.6%. The results showed that there is a significant correlation between the ease of shopping online and recommendations of online stores in Port Harcourt, rejecting the null hypothesis.

Hypothesis Three Ho3: There exists no substantial correlation between timeliness and repeat purchases at online retail shops in Port Harcourt.

Table 5: Correlation Analysis showing the relationship between Timeliness and Repeat Purchase

Correlations			
		Timeliness	Repeat Purchase
Timeliness	Pearson Correlation	1	.899
	Sig. (2-tailed)		.000
	N	363	363

Repeat Purchase	Pearson Correlation	.899	1
	Sig. (2-tailed)	.000	
	N	363	363

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

Source: Field Survey Data, 2024, SPSS 23 Output

The Pearson correlation coefficient (r) was found to be 0.899 in Table 5, with a significance level of 0.000 ($\text{Sig} < 0.05$). Timeliness and repeat business are strongly correlated, according to this study. Moreover, there is a link between timeliness and repeat purchases, as indicated by a r^2 value of 0.808, which shows a correlation of 80.8%. The null hypotheses were rejected and the alternative hypothesis was accepted due to a correlation coefficient of 0.5 and a significance value less than 0.05. This indicates that there is a substantial association between timeliness and repeat purchases at online retail enterprises in Port Harcourt.

Discussion of Findings

Positive significant relationship between online convenience and customer loyalty (repeat purchase and referrals)

We used the Pearson Product Moment Correlation Coefficient as our analytical tool to look at how the ease of shopping online relates to customers coming back for more. First Hypothesis (H_01) proposes looking at how online convenience and repeat purchases at online retail establishments in Port Harcourt are strongly related, and we find that they are ($R = 0.849$). The study found that the convenience of shopping online significantly increases the likelihood that customers will buy from the same store again. We rejected the first hypothesis because the probability value is less than the significance level ($P_v < 0.05$).

The results showed a strong favourable association ($R = 0.816$) between online convenience and referrals of online retail companies in Port Harcourt, supporting Hypothesis 2 (H_02). A strong and statistically significant positive connection was found between the two variables in our investigation. The second hypothesis was rejected because the

probability value is less than the specified level of significance ($P_v < 0.05$). We subsequently excluded hypotheses one and two since the probability value is below than the significance level ($P > 0.05$). Our results are supported by the research conducted by Zhou et al. (2007), which shows that having a positive experience while shopping online influences purchase intention. Shoppers' online purchase intentions positively impact their online shopping experiences, according to research that has investigated the correlation between previous online purchasing experiences and subsequent online purchase intentions (Kim et al., 2012; Lynch & Ariely, 2000; Brown et al., 2001; Shim et al., 2002; Song et al., 2005).

Research by Forsythe and Shi (2003) found that consumers' pleasant experiences with online shopping had a positive effect on their propensity to shop online again. Svavi and Erling (2012) found that when customers blame an organisation for a service failure, they are more likely to tell their friends and family about it and post about it on blogs and forums. Aagja et al. (2011) found that consumers' behavioural intentions were positively affected by online convenience on a dimensional level. Online convenience is positively correlated with customer purchase behaviour, according to Chavan and Viswanath (2018). According to research by Arijit et al. (2018), there is a strong relationship between customer impression and the ease of using the internet. In every case, the offline buying experience was insignificant.

Positive significant relationship between timeliness and customer loyalty (repeat purchase and referrals)

Examining the strong correlation between promptness and customer loyalty in Port Harcourt's online retail establishments is the

primary objective of this research subject. We used Pearson's Product Moment Correlation Coefficient and other statistical methods to look for a connection between promptness and customer retention. Thirdly, we hypothesised that there would be a strong correlation between promptness and customer loyalty in Port Harcourt's online retail establishments. A high degree of correlation ($R = 0.899$) was found between the variables. Our research showed that there is a strong positive relationship between being punctual and making repeat purchases at online stores in Port Harcourt. Since the probability value is less than the stipulated significance level ($Pv < 0.05$), hypothesis three was discarded immediately.

The purpose of testing the fourth hypothesis (H_04) was to look at how internet retailers in Port Harcourt fared in terms of referrals and punctuality. Timeliness was shown to have a strong favourable association with recommendations of online retail enterprises in Port Harcourt ($R = 0.872$), according to the results. The association between the two variables was strong and statistically significant, according to our analysis. We rejected hypothesis four because the probability value is less than the established significance criterion ($Pv < 0.05$). Because the probability value is less than the stipulated significance level ($Pv < 0.05$), we didn't include hypotheses three and four.

Our results are in line with those of Chakraborty et al. (2007), who showed that happy customers are the result of good delivery performance, which in turn increases satisfaction (Ulaga, 2003). There is a complex relationship between customers' trust in online vendors, their desire for privacy, their emotions, and their level of experience, as Ilias (2018) showed. In order for customised online shopping to be effective, the results show that trust and satisfaction are crucial. People are less likely to make a purchase because of them. It is necessary to have a combination of high trust and positivity while dealing with someone with little experience, but someone with a lot of experience may be able to overcome poor trust or negative feelings. For the purpose of clarifying purchase intents, none of the examined factors are necessary. When it

comes to e-commerce competitiveness, the management process and strategic approach are in line with the importance and quality of traits that impact online buying behaviour.

Positive significant relationship between home delivery and customer loyalty (repeat purchase and referrals)

The third line of inquiry sought to learn more about the strong relationship between home delivery and consumer loyalty at Port Harcourt-based e-commerce sites. Analytic approaches including the Pearson Product Moment Correlation Coefficient were used to assess the relationship between home delivery and repeat purchases. Our research showed that online retailers in Port Harcourt that offered home delivery also had customers who bought from them again and again. With a p-value less than 0.05, the probability value is not significant.

A strong and statistically significant positive connection was found between the two variables in our investigation. Since the probability value is less than the stipulated significance level ($Pv < 0.05$), hypothesis three was discarded immediately. The study conducted by Rao et al. (2011) supported our findings. They found that home delivery had a strong and positive relationship with how customers perceived the service. Research by Starkey (2010) found a strong link between home delivery and perception, whereas research by Benady (2013) found a positive association between home delivery and customer perception. In a similar vein to what Jopson (2013) demonstrated, Kaffash (2012) found a favourable and large association between house delivery and customer impression. According to Atulkar and Kesari (2019), home delivery has a positive effect on consumer image. Perceived usefulness and regarded convenience of use positively impact online purchase intention, according to Alsaid and Almeshal (2020).

CONCLUSION AND RECOMMENDATIONS

The results of the study disproved all of the null hypotheses that had been tested. Online convenience, speed, and home delivery are three components of the online shopping experience that significantly aid online retailers in Port Harcourt in attracting and retaining customers. We conclude that there is a positive and statistically significant relationship between customer loyalty indices and the features of the online shopping experience. Based on the results of the study, we suggest these changes:

- i. In order to deliver a thorough and unforgettable customer experience, online retail business managers need to be in sync with one another. This

will allow them to precisely understand customer attitudes, complaints, and remarks about their services.

- ii. Online store managers need to think about clients' physical characteristics, such as their computer skills, the number of other customers using the internet, and the frequency with which they make complaints.
- iii. When it comes to managing the client experience, the convenience of online purchase should take precedence.

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