



**Influence of Digital shopping strategies on customer satisfaction in retail industries in  
Asaba Metropolis**

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**Abstract**

*This study examined Influence of Digital shopping strategies on customer satisfaction on the retail industry in Asaba. The aim of this study was to determine the relationship between dimensions of Digital shopping strategies (online product searching and online payment) (repeat patronage) as a measures of customer satisfaction in the retail industry. The study adopted the descriptive survey research design blended with co relational studies. The population of this study consisted of online shoppers in Asaba metropolis with sample size of 342online shoppers used for the study. . A structured questionnaire was used to obtain data from the respondents. The data collected were presented and analyzed using percentage and frequency analysis, mean and standard deviation, while the Spearman Rank Order Correlation Coefficient was used to test the formulated hypotheses The findings revealed that there is significant relationship between online product searching and customer satisfaction .The study equally discovered a significant relationship between online payment and customer satisfaction in the retail industry. Based on these findings, it was concluded that online shopping strategies significantly relate to customer satisfaction in the retail industry in Asaba metropolis, and this relationship is significantly moderated by technology. Based on the conclusion, it was recommended that retail outlets in Asaba should take advantage of modern technology and provide a platform that encourages online shopping as this would enhance customer satisfaction.*

**Key Words:** customer satisfaction, Shopping strategies, online payment, repeat patronage

## 1. Introduction

E- Commerce has grown exponentially in recent years. An e commerce transactions start when the sellers advertise product on a website and customer shows acceptance, evaluate the products' features, apportion prices and delivery options, buy products of interest and



check out product feature (Mafakeng, 2021) Tailoring these products to specific markets and targeted customers groups increase online retail sales volumes and reduce the cost for updated information that customers access (Gupta, et al 2020)

Many retail outlets in Nigeria are struggling to satisfy their customers as Consumers are interestingly demanding for a fast and more convenient shopping experience with particular focus on online shopping. However, in order to meet the growing demand for a more convenient shopping experience and increase customer satisfaction, retail outlets need to take advantage of modern technology and create an online platform that encourages online shopping. Thus, digital marketing can encourage companies to optimize the use of digital platforms to increase interactions and their relationship with their customers (Putri and Marlien, 2022: Ilyas et al, 2021: Bachri, et al, 2023)

Satisfying customers is the only way for retailers to retain their customers and ensure their loyalty. Customer satisfaction can be measured using the customer expectation with the performance of the products or services that can meet the requirement of the customer.

. Retail outlets such as supermarkets, superstores and shopping malls need to make customer satisfaction their major priority in order to grow and survive

It is quite unfortunate that despite the availability of the internet and computer facilities in Nigeria and the increasing number of internet and computers' users across the country, many retail outlets are yet to provide an online platform to facilitate online shopping hence the volume of transactions between retail outlets and consumers is still very low. Retailers need to take advantage of modern technology and create an online platform that will encourage online shopping. By providing online shopping, customers will be able to search for products online, place orders for products and make payment online. Although there is no empirical evidence that justify the claim that online shopping strategy guarantees satisfaction, there is need to examine the relationship between online shopping and customer satisfaction in the context of retail industry in Asaba metropoli. It was observed that most of the studies



conducted in online shopping and customer satisfaction did not moderate the relationship between the two variables using technology such as internet and computer technology

Chen et al (2011) posited that consumers prefer online shopping because it is more convenient, fast and provides maximum satisfaction. It is against this backdrop that this study examines the relationship between online shopping strategies and customer satisfaction in the retail industry in Asaba metropolis. The study would be relevant to retailers in Asaba and the environs especially those operating supermarkets, shopping malls, and superstores as it would enlighten them on how online shopping strategies can help to increase and guarantee their customer satisfaction.

## Objectives of the Study

The aim of this study is to examine the relationship between online shopping strategies and customer satisfaction in the retail industry in Asaba metropolis. To achieve this broad aim, the study intends to accomplish the following objectives:

1. To examine the relationship between online product searching and repeat patronage of Retail outlets
2. To determine the influence of online payment on repeat patronage of retail outlets.
- 3 To determine the extent to which the relationship between online shopping strategies and customer satisfaction is being moderated by technology.

## . Research Questions

The following research questions are raised to address the objectives of the study.

- 1.To what extent does online product searching relate to repeat patronage of retail outlets?
- 2.What is the extent of relationship between online product payment and repeat patronage of retail outlets?
- 3.To what extent does technology moderates the relationship between online shopping strategies and customer satisfaction in the retail industry?



## Research Hypotheses

The following hypotheses are formulated to guide this study:

Ho<sub>1</sub>: There is no significant relationship between online product searching and repeat patronage of retail outlets

Ho<sub>2</sub>: There is no significant relationship between online payment and repeat patronage of retail outlets

Ho<sub>3</sub>: The relationship between online shopping strategies and customer satisfaction in retail industry is not moderated by technology.

## 2. Review of related literature

### Conceptual Review

#### Online Product Searching

Searching for product online is one of the quickest way of finding a product and sealing up deals for a product (Jayaprakash et al, 2016). Some local search engines provide help to consumers to locate products offered by nearby stores. Consumers find product of interest by searching among alternative vendors using a shopping search engine or by visiting the websites of the retailers directly. Search engines, discovery shopping engines and online price comparison services can be used to look for sellers of a particular product. Al Karim (2013) stated that online shoppers use “search” features to find the specific brands or products of online stores.

Once the product of interest has been found on the retailer’s website, the online retailer would use shopping cart software to enable the buyer or consumer to assemble multiple products and to adjust the quantities by filling a basket or shopping cart in a convenient store. After assembling the product in a basket or shopping cart, a “checkout” process is conducted in which payment and delivery information are collected. Purthi and Gupta (2017) posited that some online stores requests customers to sign up or create for a permanent online account so



that the retailer can enter all of the customer's information once. An e-mail is then sent to the customer by the retailer to confirm that the transaction is complete.

### Online Payment

Once a consumer has found the product of interest and order for them online, the next step is to make payment online. Online shoppers usually make payment for goods purchased online using their credit card, debit card or PayPal account (Altarifi et al, 2015). However, some online retailers require online shoppers to create accounts and pay by alternative means such as billing to mobile phones and landlines, bit coin or other crypto currencies, cash on delivery, cheque, use of debit card, direct debit in some countries, electronic money of various types, gift cards, invoice, postal money, and wireless transfer/ delivery on payment. Some online retail stores do not accept international credit card (Richa & Vadera, 2019) while others require the billing and shipping address of customer to be in the same country as the online store' base of operation (Jayaprakash et al, 2016). Some online retail stores allow customers from any country to send gifts as a means of payment. Rudansky (2014) stated that the financial aspect of any transaction online may be processed in real time or done later to complete the process.

Once an online retailer has accepted payment for goods, he or she deliver the products to the customer's designated address i.e. by public postal system or retail courier such as DHL, FedEx, TNT, or UPS. In some cases, the retailer passes the order to the manufacturer of the product or third-party distributor to ship the product directly to the customer to save money, time and space. Sometimes, the customer uses locator software to select a local store where the item should be delivered to and go to the selected location to pick up the product. However, it should be noted that the methods of delivering products depend on the nature of the product itself (Vasic et al, 2017).

Online payment has a number of advantages to retailers and shoppers. To retailers, accepting online payment enables a retailer to sell its goods to the whole world. As a retailer selling



online, his product is available to more than just his own country, thereby increasing sales and profit margin (Liu et al, 2008).

Concept of Customer Satisfaction:

Customer satisfaction is a personal feeling of either pleasure or disappointment resulting from the evaluation as well as an emotion-based response to a service (Dhandabani in Uddin et al, 2014). This evaluation comes from the comparison of expected services with the services actually received by the customer (Oliver, in Uddinet al, 2014). Similarly, Fornell in Ogungbade (2015) defined satisfaction as an overall evaluation dependent on the total purchase and consumption experience of the target product or service performance compared with repurchase expectations over time. Customer satisfaction has been perceived as a key determinant behind the customer's decision to leave or stay with an organization (Thakur, in Uddin et al, 2014)

Customer satisfaction can be measured using various criteria. However, in this study, customer satisfaction is measured in terms of customer repeat patronage which is the willingness and desire of a customer to re-patronize a particular product, service or organization in future (Jere, *et al*, 2014). Panda (2013) defined repeat patronage as a behaviour whereby a consumer repeatedly purchases his or her needs from a particular company despite the fact that there are other companies rendering the same services. Kumar (2016) described repeat patronage as the behaviour in which a customer frequently patronize the products and services of a particular company without considering the products and services offered by other competing organizations. Repeat patronage is a major indices used to determine how well an organization is doing. When customer makes repeat patronage of an organization, it is a sign that the organization is meeting his or her needs satisfactorily.

## Concept of Technology

Technology can be defined as the system, machine, equipment, tool or device used by human beings in the production of goods and services (Raharjo et al, 2018). Brain in Hauer (2017)



defined technology as any tool, machine, weapon, communication device, gadgets, instrument or system that is produced by people and used by them to perform task more effectively and efficiency Technology plays important role in business operations. Pannabecker (2015) stated that technology provides numerous benefits to business enterprises irrespective of their size as it enables them to provide excellent services for their customers and make more profit.

Before the introduction of technology, marketers usually advertise their products on billboard, newspapers, jingles, etc. However, as technology emerges, the level at which marketers use paper advert reduce drastically as social media and other internet connectivity are now use for advertising products. Olasanmi (2019) noted that many people now have access to the internet due to it being relatively cheaper and easier to access from anywhere in the world. The internet is essentially a vital part of our everyday lives (Olasanmi, 2019).

The internet serves as a mediator between business firm and their customers as it provides network connectivity that facilitates their smooth communication and interaction. The internet makes it possible for customers to buy products from the retailer online. With the aid of the internet, customers can search for products of different magnitude, select product online, place order for product and make payment online (Swedan& Haddad, 2006) .Many marketing activities such as relationship marketing, marketing research, data mining, promotion and communication, supply chain management, sales and purchasing and after sales support are now technology driven due to the increasing number of internet users (O'Connor& Galvin in Al Karim, 2013). With the aid of the internet, the companies can demonstrate their products online, displaying its features and capability so as to entice customers. Some smart retailers are using the internet to build a closer relationship with their customers and suppliers. Apart from building a long lasting relationship with customers, the internet enables consumers to learn more about a product, make order online and pay for the product online without the leaving their comfort home.



## Computer Technology

Computer technology is very important in marketing activities. However, advances in computer technology have brought about a change in the market environment. Consumers need to learn how to use the new computer technology introduced so as to keep pace with the changes in the business environment (Pannabecker, 2015). The introduction of computer technology has brought about improvement in the retailing activities as this technology is used to store data, record sales and engage in online shopping (Richa & Vadera, 2019). Al Karim (2013) stated that computer technology can help to improve online shopping activities.

Computer technology plays a vital role in retailing activities. Bagozzi et al in Rahimi et al (2018) buttress this point when they stated that personal computers can help retailers to process data faster, store files safely and retrieve file with ease.

## Theoretical framework

The theory was based on the Technological Determinism Theory and Technology Acceptance models.

Technological determinism theory was developed by American Sociologist, Thorstein Veblen in 2001.. The theory is based on the ideology that technology determines the nature of any given society. The technological determinism theory tries to explain the degree to which technological factors influence human thoughts and action (Pannabecker, 2015). Technological determinism theory is very relevant in explaining online shopping strategies in the retail sector. This theory explains how technology determines and influences the way consumers do their shopping. The introduction of online shopping is driven by technological breakthrough.

Technology Acceptance Model (TAM) was developed by Davis, Bagozzi and Warshaw in 1987. The Technology Acceptance Model (TAM) was developed to study the adoption of new technology at the individual and organizational levels.





The technology acceptance model is very useful in explaining the adoption of online shopping strategies by consumers . We decided to use the technological acceptance model in investigating online shopping adoption because the methodology is widely used to analyse ones attitude towards intention to use new technologies since the act of shopping is a behavioural act and online shopping is dependent on internet

### **Empirical Review**

, Jayaprakash et al (2016) examines customer satisfaction towards online shopping in PollachiTaluk. The study adopted the descriptive survey research design where data were collected from 150 customers who are actively involved in online shopping in PollachiTaluk. The data were collected with the aid of a structured questionnaire while percentage and frequency analysis, and the chi-square were used for data analysis. The findings showed that customers who are actively involved in online shopping are satisfied with online shopping. The study equally revealed that convenience is the main reason while customers engage in online shopping while risk perception is the major factor that prevents people from engaging in online shopping.

Richaand Vadera (2019) examines the determinants of online shopping behaviour in India. The researcher employed the descriptive survey research design where a structured questionnaire was used to collect data from 288 male and female online shoppers in India. The data collected were analyzed using the percentage and frequency tables while the hypotheses were tested using factor analysis. The findings revealed that utilitarian attributes, convenience, hedonic, freedom, intrusion and post purchase issues are the major determinants of online shopping behaviour in India..

Purthi and Gupta(2017) determine the impact of online shopping on customer satisfaction in Indian marketing. Their data were collected from 200 online shoppers in the rural areas of Rajasthan. The researchers used a structured questionnaire to obtain data from the respondents. The data collected were presented and analyzed using percentage and frequency



tables, pie chart and bar chart. The findings showed that Indian consumers who are actively involved in online shopping are satisfied with the e-shopping. The study also revealed that Indian consumers have a positive perceptions and preference for online shopping.

Altarifiet al (2015) explored the determinants of e-shopping and its effect on consumer purchasing decision in Jordan. Their study aimed at determining the influence of marketing, cultural and technological determinants of e-shopping influence on consumer purchasing decisions. The study adopted the cross sectional survey research design and used a structured questionnaire to collect the data from 384 online shoppers selected randomly from the shopping malls in Amama, the capital of Jordan. The data collected were analyzed statistically using the percentage and frequency analysis, mean, standard deviation, while the SPSS software program was used to test the hypotheses. The findings showed that marketing determinants have insignificant influence on consumer purchasing decisions while cultural and technological determinants of e-shopping had significant influence on consumer purchasing decision.

Rudansky (2014) examines the factors influencing customer online buying satisfaction in Gauteng, South Africa. The researcher adopted the descriptive survey research design and the quantitative research approach. His data were collected from 159 online shoppers in Gauteng with the aid of a structured questionnaire and personal interview which was conducted among the respondents. The data collected were presented and analyzed using percentage and frequency tables, mean and standard deviation while the hypotheses were tested using exploratory factor analysis and regression analysis. The finding showed that convenience, on-line delivery and saves time were the major reason for buying online. The study also revealed that security, logistics, convenience, price experience and product variety are the most important factors influencing customer online buying satisfaction.

.Gladson-Nwokah and Gladson-Nwokah (2016) examines the relationship between online shopping experience and customer satisfaction in Nigeria. The researchers adopted the descriptive survey research design and used a structured questionnaire to collect data from



the 200 online shoppers in Port Harcourt. The data collected were presented and analyzed using frequency analysis while the hypotheses were tested using multiple regression analysis. The findings revealed that the adoption of online shopping in Nigeria is rapidly increasing. The study revealed that there is significant relationship between perceived time saved from online shopping and customer satisfaction. The study also found a significant relationship between perceived product variety and customer satisfaction. The study equally found a significant relationship between perceived online shopping related risks and customer satisfaction.

Vasic et al (2017) Determine the influence of online shopping determinants on customer satisfaction in the Serbian market. The researchers used security, information availability, shipping, quality, pricing, time as the determinants of online shopping and relate them to customer satisfaction. The study adopted the descriptive survey research design and used a structured questionnaire to gather data from 328 consumers who do online shopping in Serbia. The data collected were analyzed using percentage and frequency tables, mean and standard deviation while the hypotheses were tested using Confirmatory Factor Analysis and Smart Partial Least Square (Smart PLS) software program. The findings revealed that security, information availability, shipping, quality, pricing and time are the major determinants of online shopping behaviour that influence customer satisfaction in Serbia.

Liu et al (2008) empirically explored online shopping customer satisfaction in China. The aim of their study was to determine the factors influence Chinese customers' online shopping satisfaction. Their study adopted the survey research design and quantitative research approach where a structured questionnaire was used to elicit data from 1,001 online customers. The data collected were analyzed statistically while multiple regression analysis was used to test the hypotheses. The findings revealed that information quality, web site design, merchandise attributes, transaction capability, security/privacy, payment, delivery, and customer service are strongly predictors of online shopping customer satisfaction, while the effect of response time is not significant.



Mumtaz et al (2011) examined customer satisfaction with online shopping in Malaysia. The purpose of their study was to determine the factors that influencing customers' intention and satisfaction to shop online. Their data were collected from consumers in Perlis, Malaysia including students in the university. The researchers used a structured questionnaire as their main instrument for data collection. The data collected were analyzed statistically and the results revealed that advertisement, brand, shopping experience, time saving and trust are the major factors influencing customers' intention and satisfaction to shop online.

Olasanmi (2019) explored online shopping and customers' satisfaction in Lagos State, Nigeria. Their study employed the descriptive survey research design and used a structured questionnaire to obtain data from 354 consumers who have purchased an item online. The data collected were analyzed using descriptive statistics as such as frequency counts while the regression analysis was used to test the hypotheses. The findings showed that over 50% of the consumers regularly engage in online shopping and the major reason for referring online retail stores include convenience, availability of product information, availability of product variety, and better prices than other offline retail outlets. The study also found a significant relationship between goal setting and organizational effectiveness. The study also revealed that online shopping has a significant relationship with customer satisfaction.

## **Research Methodology**

This study adopted descriptive survey research design that offers valuable method for gathering information about prevailing situation for the purpose of description and interpretation. We used a population of all the online shoppers in Asaba metropolis which is unknown and we provided marginal estimate of 2363 Brian in( Nwankwo ,2013) drawn from Asaba metropolis. A sample size OF 342 was determined using the Taro Yamene's formula .The simple random sampling technique was used to select the sample size from the study



population. By adopting the simple sampling technique, it means that each of the 2,363 online shoppers in Asaba Area have equal chance of being selected among the 342 respondents that were used for the study. The instrument used for data collection was a structured questionnaire. 25 items of which item 1-5 elicit information on online product searching; item 6-10 obtain information on online payment; item 11-15 elicit information on repeat patronage; item 16-20 obtain information on internet technology; while item 21-25 gather information on computer technology. The responses to the questionnaire items were structured on a 5 point Likert-type rating scale which range from Great Extent (GE), Considerable Extent (CE), Moderate Extent (ME), Slight Extent (SE) and Not at All (NA). The response scales were assigned with numerical values such as Great Extent (5), Considerable Extent (4), Moderate Extent (ME), Slight Extent (2), and Not at All (1).

#### .Data Analysis and Results

The data collected by the use of questionnaires were analyzed statistically and the analysis covered the univariate, bivariate and multivariate analyses. The results of the analysis carried out were presented and interpreted and used to provide answers to the research questions and hypotheses

#### . Univariate Analysis

The data collected on the study variables were analyzed statistically. Here, the responses received to the dimensions of online shopping (online product searching and online payment) as measures of customer satisfaction (repeat patronage) were analyzed using mean and standard deviation. . The essence of the univariate analysis is to determine the extent of practice of each variables by the respondents.



**Table 4.1: Mean responses and standard deviation of male and female residents on the extent of engaging in online product searching**

S/No	Online Product Searching Items	Male		Female		Mean Set	SD Set
		$\bar{X}_1$	SD <sub>1</sub>	$\bar{X}_2$	SD <sub>2</sub>	$\frac{\bar{X}_1 \bar{X}_2}{2}$	SD <sub>1</sub> SD <sub>2</sub>
1.	I often search for product online.	2.79	0.88	2.67	0.76	2.73	0.82
2.	I use the search engine to research for product online.	2.81	0.93	2.62	0.79	2.71	0.86
3.	I rely more on online reviews and product testimonies during product search.	2.70	0.84	2.57	0.65	2.64	0.74
4.	The testimonies and online reviews of products increase my information base during product searching and make comparison easier.	2.94	1.03	2.81	0.92	2.88	0.98
5.	Searching for product online is more convenient and time saving.	2.83	0.95	2.78	0.85	2.81	0.90
<b>Grand Mean/SD</b>		<b>2.81</b>	<b>0.93</b>	<b>2.69</b>	<b>0.79</b>	<b>2.75</b>	<b>0.86</b>

Source: Field Survey, 2024.

Table 4.1 presents the mean responses and standard deviation of male and female online shoppers on the extent to which they engage in online product searching. The table shows that the mean responses of male and female online shoppers for each item listed in the table are greater than the criterion mean of 2.50. The grand mean response of 2.81 and 2.67 for male and female online shoppers respectively are equally greater than criterion mean of 2.50. Therefore, we then accept that both male and female residents in Asaba metropolis engage in online product searching to a great extent.

**Table 4.2: Mean responses and standard deviation of male and female residents on the extent of engaging in online payment**

S/No	Online Product Ordering Items	Male		Female		Mean Set	SD Set
		$\bar{X}_1$	SD <sub>1</sub>	$\bar{X}_2$	SD <sub>2</sub>	$\frac{\bar{X}_1 \bar{X}_2}{2}$	SD <sub>1</sub> SD <sub>2</sub>
11.	I make most of my payment online.	2.75	0.86	2.88	0.97	2.82	0.92
12.	I use my Naira debit card to pay for goods purchased online.	2.87	0.96	2.81	0.92	2.84	0.94
13.	I preferred online payment than cash payment.	2.73	0.85	2.66	0.79	2.70	0.82



14.	Online payment is much safer, faster and more convenient.	2.93	1.03	2.73	0.89	2.83	0.96
15.	With online payment, I can purchase goods from any part of the world and at any time.	2.82	0.95	2.86	0.96	2.84	0.96
<b>Grand Mean/SD</b>		<b>2.82</b>	<b>0.93</b>	<b>2.78</b>	<b>0.90</b>	<b>2.81</b>	<b>0.92</b>

Source: Field Survey, 2024

Table 4.9 shows the mean responses and standard deviation of male and female online shoppers on the extent to which they engage in online payment. As observed in the table, male and female online shoppers in Port Harcourt agreed with the items listed in the table with their mean responses greater than the criterion mean of 2.50. The grand mean response of 2.82 and 2.78 for male and female online shoppers respectively are greater than criterion mean of 2.50. Hence, it is accepted that both male and female residents in engage in online payment to a great extent.

**Table 4.3: Mean responses and standard deviation of male and female residents on their extent of repeat patronage of online retail outlets**

S/No	Repeat Patronage Items	Male		Female		Mean Set	
		$\bar{X}_1$	SD <sub>1</sub>	$\bar{X}_2$	SD <sub>2</sub>	$\bar{X}_1$	$\bar{X}_2$
21.	I repeatedly patronize those retail outlets that engage in online retailing.	2.73	0.87	2.65	0.74	2.69	0.81
22.	I repeatedly purchase product from those retail outlets that make product information available online.	2.67	0.75	2.61	0.70	2.64	0.73
23.	I re-patronize those retail outlets that have portals that allow me to search for product online.	2.78	0.89	2.71	0.85	2.74	0.87
24.	I repeatedly patronize those retail outlets that allow me to place order for product online.	2.72	0.89	2.63	0.76	2.68	0.83
25.	I re-patronize those retail outlets that accept online payment.	2.82	0.94	2.69	0.80	2.76	0.87
<b>Grand Mean/SD</b>		<b>2.79</b>	<b>0.91</b>	<b>2.70</b>	<b>0.82</b>	<b>2.74</b>	<b>0.87</b>

Source: Field Survey, 2024



Table 4.4 presents the mean responses and standard deviation of male and female online shoppers on the extent to which they make repeat patronage of online retail outlets. The table shows that the mean responses of male and female online shoppers for each item listed in the table are greater than the criterion mean of 2.50. The grand mean response of 2.79 and 2.70 for male and female online shoppers respectively are equally greater than criterion mean of 2.50. Therefore, we then accept that both male and female online shoppers in Asaba metropolis make repeat patronage of online retail outlets to a great extent.

**Table 4.5: Mean responses and standard deviation of male and female online shoppers on internet technology**

S/No	Internet Technology Items	Male		Female		Mean Set	
		$\bar{X}_1$	SD <sub>1</sub>	$\bar{X}_2$	SD <sub>2</sub>	$\bar{X}_1$	$\bar{X}_2$
31.	The arrival of internet technology has made it possible for us to engage in online shopping.	2.91	0.98	2.83	0.90	2.87	0.94
32.	I am satisfied with the online shopping activities facilitated by internet technology.	2.87	0.93	2.81	0.88	2.84	0.90
33.	The emergence of internet technology has improved the way we search for product.	2.94	1.04	2.86	0.92	2.90	0.98
34.	The ordering, purchase and payment for goods electronically are made possible by internet technology.	2.98	1.06	2.88	0.96	2.93	1.01
35.	The advent of internet technology has made it possible for us to do shopping in the most convenient and safe way.	2.93	1.02	2.85	0.92	2.89	0.97
<b>Grand Mean/SD</b>		<b>2.93</b>	<b>1.01</b>	<b>2.84</b>	<b>0.92</b>	<b>2.89</b>	<b>0.96</b>

Source: Field Survey, 2024.

Table 4.5 presents the mean responses and standard deviation of male and female online shoppers on the extent to which internet technology facilitate online shopping activities. The





table shows that both male and female online shoppers agreed to a great extent with the items listed in the table with their mean responses greater than the criterion mean of 2.50. The grand mean response of 2.93 and 2.84 for male and female online shoppers respectively are equally greater than criterion mean of 2.50. Therefore, it is accepted that internet technology facilitate online shopping activities to a great extent.

**Table 4.6: Mean responses and standard deviation of male and female online shoppers on computer technology**

S/No	Computer Technology Items	Male		Female		Mean Set	
		$\bar{X}_1$	SD <sub>1</sub>	$\bar{X}_2$	SD <sub>2</sub>	$\bar{X}_1$	$\bar{X}_2$
36.	The arrival of computer technology has made it possible for me to engage in online shopping.	2.95	1.06	2.91	1.00	2.93	1.03
37.	I can now search for product online using my computer system.	2.90	1.02	2.98	1.09	2.94	1.06
38.	The advent of computer technology has made it possible for me to place order for product online.	2.82	0.94	2.94	1.03	2.88	0.98
39.	With the introduction of computer technology, I can now record and store all my transactions online.	2.97	1.06	2.93	1.04	2.95	1.05
40.	All my transactions and payment made online can now be kept intact with the aid of my computer.	2.88	0.96	2.96	1.07	2.92	1.02
<b>Grand Mean/SD</b>		<b>2.90</b>	<b>1.01</b>	<b>2.94</b>	<b>1.05</b>	<b>2.92</b>	<b>1.03</b>

Source: Field Survey, 202.

Table 4.6 shows the mean responses and standard deviation of male and female online shoppers on the extent to which computer technology facilitate online shopping activities. The table indicates that the mean responses of male and female online shoppers are greater



than the criterion mean of 2.50 which implies that both groups of respondents agreed with the items listed in the table to a great extent. The grand mean score of 2.90 and 2.94 for male and female online shoppers respectively are greater than criterion mean of 2.50. Hence, it is accepted that computer technology facilitate online shopping to a great extent.

**Bivariate Analysis**

The bivariate analysis was carried out to determine the relationship between dimensions of online shopping strategies (online product searching, online payment) and measures of customer satisfaction ( repeat patronage ) in the retail industry.

**Hypothesis 1**

Ho<sub>1</sub>: There is no significant relationship between online product searching and repeat patronage of retail outlets.

**Table 4.7: Result of bivariate analysis between online product searching and repeat patronage of retail outlets**

			Online Product Searching	Repeat Patronage
Spearman Rank (rho)	Online Product Searching	Correlation Coefficient	1.000	.403**
		Sig. (2 tailed)	.	.001
		N	242	242
	Repeat Patronage	Correlation Coefficient	.403**	1.000
		Sig. (2 tailed)	.001	.
		N	242	242

\*\*Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

*Source: SPSS-generated Output*

Table 4.7 shows the result of the bivariate analysis between online product searching and repeat patronage of retail outlets. The result indicates that online product searching is



moderately and positively correlated to repeat patronage of retail outlets( $\rho = .403^{**}$ ) and the symbol  $^{**}$  signifies that this correlation is significant at 0.01 level. As a result of this, we then reject the null hypothesis ( $H_{02}$ ) and accept the alternate hypothesis which states that there is moderate positive and significant relationship between online product searching and repeat patronage of retail outlets.

**Hypothesis 2**

$H_{02}$ : There is no significant relationship between online payment and repeat patronage of retail outlets.

**Table 4 8: Result of bivariate analysis between online payment and repeat patronage of retail outlets**

			Online Payment	Repeat Patronage
Spearman Rank ( $\rho$ )	Online Payment	Correlation Coefficient	1.000	.816 $^{**}$
		Sig. (2 tailed)	.	.001
		N	242	242
	Repeat Patronage	Correlation Coefficient	.816 $^{**}$	1.000
		Sig. (2 tailed)	.001	.
		N	242	242

$^{**}$ Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 4.8 shows the result of the bivariate analysis carried out between online payment and repeat patronage of retail outlets. The result shows that online payment has a strong positive correlation with repeat patronage of retail outlets( $\rho = .816^{**}$ ) and this correlation is significant at 0.01 level as indicated by the symbol  $^{**}$ . Based on this result, the null hypothesis ( $H_{08}$ ) is rejected and the alternate hypothesis is accepted. This means that we then



accept that that there is strong, positive and significant relationship between online payment and repeat patronage of retail outlets.

#### Bivariate Analysis

The bivariate analysis was carried out to determine the relationship between dimensions of online shopping strategies (online product searching and online payment) and measures of (repeat patronage) in the retail industry. The Spearman Rank Order Correlation Coefficient (rho) was used to perform the bivariate analysis as it concerns the variables in each of the hypothesis.

There is no significant relationship between online payment and repeat patronage of retail outlets.

#### Multivariate Analysis

The result of the moderated regression analysis carried out on the three variables (online shopping, technology and customer satisfaction) is presented and interpreted. The moderated regression analysis was used to test the moderating effect of technology on the relationship between online shopping and customer satisfaction in the retail industry. This was done with the aid of the SPSS software program version 23.0. The model summary is shown in table 4.24 below:

:Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.743 <sup>a</sup>	.647	.688	4.35490	.655	64.265	3	5	.000
2	.769 <sup>b</sup>	.722	.794		.568	21.443	1	4	



				3.64329					.000
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a. Predictors: (Constant), normal, online\_ shopping \_ strategies

b. Predictors: (Constant), normal, online\_ shopping\_ strategies\_ oss\_×\_normal

Source: SPSS Generated Output 23.0

The result of the moderated regression analysis carried out technology as a moderator of the relationship between online shopping strategies and customer satisfaction in the retail industry. The result indicates that R Square Change value is .568 which implies 56.8% increase in variation of the relationship between online shopping strategies and customer satisfaction by adding technology variable; and this increase is statistically significant at 0.05 level, showing a significant moderating effect. Based on this result, we then reject the null hypothesis and accept the alternate hypothesis. This means that we then accept that technology significantly moderate the relationship between online shopping strategies and customer satisfaction in the retail industry.

### Results

Based on the results of the analysis carried out, the findings include:

- That, there is moderate positive and significant relationship between online product searching and repeat patronage of retail outlets.
- That, there is strong, positive and significant relationship between online payment and repeat patronage of retail outlets.

That, technology significantly moderate the relationship between online shopping strategies and customer satisfaction in the retail industry.

### Discussion of Findings

This study found a moderate positive and significant relationship between online product searching and repeat patronage of retail outlets. This finding emanated from the result of the bivariate analysis carried out on the two variables in the second hypothesis. The result revealed that online product searching is moderately and positively correlated to repeat



patronage of retail outlets ( $\rho = .403^{**}$ ) and this correlation is significant at 0.01 level. As a result of this, we then rejected the null hypothesis ( $H_{02}$ ) and accepted the alternate hypothesis which states that there is moderate positive and significant relationship between online product searching and repeat patronage of retail outlets. This finding is in line with the research conducted by Vasic et al (2017) which reported that customers are more likely to re-patronage those retail outlets that provide a platform to facilitate online product searching.

A strong, positive and significant relationship was reported between online payment and repeat patronage of retail outlets. The result of the bivariate analysis carried out on the two variables in the second hypothesis showed that online payment has a strong positive correlation with repeat patronage of retail outlets ( $\rho = .816^{**}$ ) and this correlation is significant at 0.01 level. Jayaprakash et al (2016) whose studies reported that online payment system has a strong positive relationship with repeat patronage of retail outlets.

Finally, it was discovered that technology significantly moderates the relationship between online shopping strategies and customer satisfaction in the retail industry. This finding was deduced from the result of the multivariate analysis carried out on the three variables in the . The result indicates that R Square Change value is .568 which implies 56.8% increase in variation of the relationship between online shopping strategies and customer satisfaction by adding technology variable; and this increase is statistically significant at 0.05 level, showing a significant moderating effect.

#### Conclusions

Based on the results of the analysis carried out, it was confirmed that online shopping strategies has a positive and significant relationship with customer satisfaction in the retail industry in Asaba. The study further discovered a positive and significant relationship between online payment and customer satisfaction ( repeat patronage ) in the retail industry. Based on these findings, it was concluded that online shopping strategies significantly relate to customer satisfaction in the retail industry in Asaba and this relationship is significantly moderated by technology.



### Recommendations

In line with the findings and conclusions, the following recommendations are provided:

1. That, retail outlets in Asaba especially those that are yet to practice online retailing should integrate technology into their retailing operations as it would
2. That, retail outlet that are currently experiencing low customer patronage should adopt online retailing strategy
3. That, retail outlets in Asaba should take advantage of modern technology and practice online retailing
4. That, retail outlets in Asaba should provide a platform that allow consumers to search for products online
5. That, retail outlets in should design an electronic system that would allow customers to place order for their preferred products online so that they can access their electronic retailing system with ease .
6. That, retail outlets in Asaba should design a system that will facilitate online payment .
7. It is recommended that retail outlets in Asaba metropolis should take advantage of modern technology and implement an online retailing
- 8.

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