

Assessment of Online Shopping Experience and Customer Satisfaction in Zamfara, Central Senatorial District

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Abstract

This study examines the Assessment of online Shopping Experience and Customer Satisfaction in Zamfara, Central Senatorial District. A survey research design was used to generate data from online shoppers and retailers and was analyzed using regression analysis to test the hypotheses. The research anchored-on theory of reasoned actions. Data collected from 286-sample size from online shoppers and retailers using a structured questionnaire. Findings found that online shopping had the greatest influence and there is significant effect of online customer satisfaction for online shopping. Hence the study recommends online shoppers and retailers should prioritize customer satisfaction base on usability, hedonic, pragmatic, website design, website quality, product variety, and customer support to enhance the e-SQ elements that would enhance sense of trust, loyalty, enjoyment, security, time delivery of service and security experience and customer satisfaction.

Keywords: Online Shopping, Usability experience, Pragmatic experience, Hedonic experience, Customer satisfaction.

1.0 Introduction

Sustainable development of developing countries like Nigeria depends largely on the performance of their micro, small and medium scale enterprises (Suleiman, Aliyu & Bello, 2021). These enterprises are generally considered as the engine of economic growth as a result of their immense contribution towards employment

generation, poverty reduction, export earnings and gross domestic product, and

their customers can purchase goods from an online retailer whenever they choose, at the comfort of their home.

Customer satisfaction has been the focus of intense consumer and marketing research discussions for decades. "Online shopping" encompasses a wide range of digital channels, including email, social media, mobile, content, SEO, and more, as well as the development of innovative approaches to reach and engage with both current and potential customers. Customer happiness is a

key component of customer marketing and a prerequisite for keeping current customers (Jusoh and Ling, 2012). Happy customers are expected to stick with the business for a long time that indicates that future revenue growth is likely (Khan, 2013). Susan and Moira (2011), posit that Customer interactions with an organization's website create opportunities for positive experiences that can lead to long-term relationship building. The range of potential interactions is now quite diverse, including product information search, purchase transaction and/or service delivery. The domain of customer experience (CE) is well developed in the face-to-face context, but little attention has been paid to exploring the concept in the online context the firm; the firm's background and goods offered direct users' experience (Caru, 2003); (Cova, 2007). Verhoef et al. (2009) stated that the building of customer experience has some basic features, which include knowledge, emotional, affective, and physical responses of users. All of these as a whole defined the users, their thoughts and values that reflect their lifestyles, behaviors and relationships.

Liu, Gao, and Xie, (2008) posit that customer satisfaction ensured to make online shopping a good experience. On the other hand, dissatisfied customers tend to complain, seek redress to reduce cognitive dissonance or in extreme cases bad mouth the company involved as a retaliatory measure. It makes sense that in a turbulent business environment companies must be customer oriented and customer satisfaction represents a modern approach for quality in

business life (Rahim, Ignatius & Adeoti, 2012).

Companies are getting on the digital technology bandwagon since it has brought new dynamics to business conduct and often regarded as an indispensable tool for business success. Surprisingly though, the use of information communication technology as a tool to strengthen customer satisfaction and experience has received little attention despite the obvious prospects of enabling companies to keep in touch with their customers and serve them effectively. It is significance to understand the needs of the customers while shopping online to better the system up a hand. The company has to identify a different way in which customer satisfaction can achieved and the measure affects it (Abdallah, Alyafai, & Ibrahim, 2021). However, the convenience and ease of online shopping, yet customers are still facing various challenges with the online shopping platforms often fail to provide a comprehensive experience, neglecting the Usability aspect with poor interface website design and app design, inadequate mobile optimization, and difficulty in tracking orders and managing accounts (Nielsen, 2000).

The Hedonic experience with the limited sensory experience and inadequate product visualization will affect customer experience (Kumar et al., 2017). Still yet, the pragmatic challenges of navigation and search functionality, insufficient product information, and complicated checkout processes (Huang et al., 2013). Hence these issues hinder online shopping experiences,

leading to customer frustration, reduced loyalty, and ultimately, financial losses for e-commerce businesses (Ahn et al., 2020). Addressing these challenges is crucial to creating engaging, user-friendly, and satisfying online shopping experiences that meet customers' diverse needs, expectations, and experiences. This study aims to assess the effect of online shopping experience on usability, hedonic, pragmatic experience and customer satisfaction in Zamfara, central, and to provide insights and recommendations for online shopping,

2.0 Review of Related Literature

2.1 Concept of online shopping

Online shopping is a form of electronic commerce, which allows consumers buy goods or services from a seller over the internet using a web browser. With Consumers, find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers (Sharma, (2020). According to Jush and Ling, (2012) define online shopping as the process a customer takes to purchase a service or product over the internet. According to Angamuthu (2016), online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The either buyer pays for the good or service online with a credit or debit card or upon delivery.

Abhishek and Chauhan (2018) Online Shopping or internet shopping consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products with the help of internet and other computer networks. According to Davis (1993), Consumers' attitudes regarding Internet shopping are depending on the direct effects of relevant online shopping features. Online shopping features can be classify into consumer's perceptions of functional and utilitarian dimensions such as "ease of use" and "usefulness", or into their perceptions of emotional and hedonic dimensions like "enjoyment".

2.2 Online shopping experience

Experience has been largely describe as a personal and subjective phenomenon given rise to challenges with respect to its description, definition and dimensionalities (Jain et al., 2018). In accordance with the definition of customer experience as a holistic response to interacting with the company and its offerings, online customer experience may be defined as the engagement of various customer capacities (e.g. sensory, cognitive, emotional, pragmatic, and relational) to participate in satisfying and value-creating interactions with the company, its offerings and other customers online (Gentile et al.,2007). It follows that the role of an online retailer is to create the proper environment and "orchestrate the clues" (Verhoef et al., 2009), artefacts, and contexts to assist consumers in co-creating their own unique experiences (Caru and Cova, 2007) in the process of shopping.

Pine and Gilmore (1999), defined experience as “events that engage individuals in a personal way” whereas Oh et al., (2013) define it as, “enjoyable, engaging, memorable encounters for those consuming these events. Payne et al., (2009) proposed a three-component dimension of customer experience as cognition, emotions and behaviour. These components are essential to customer learning and knowledge acquisition; thus, the service providers can enhance experience by supporting customer cognition, emotions and behaviour. They however, ignored the social context within which most services take place and the consequent influence on the customer experience. In a similar way, Haeckel et al., (2003) discussed three experience clues as functional, mechanic and humanic. They explained the functional clues to be linked with performance and reliability of services; mechanic with the physical service environment, encounter and the total servicescape and atmospheric condition while the humanic clues represents the service provider behaviour and performance- appearance, actions, body language etc. In their view, all three clues play synergistic role in creating customer experience.

2.3 Customer satisfaction

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. However when a customer expectations are confirmed when a product performs as expected while if negatively disconfirmed when the product performs poorly than expected (Negi and Kaur, 2010)

according to Kotler et al. (2012) Marketing is all around us. Even when people share their shopping experiences, they indirectly market the product or service. For the most part, marketing deals with customers that are an important element in the system; the customers decide what they want or need. Through marketing, companies aim to attract new customers by promising superior value and to maintain current ones and further develop one's clientele by delivering customer satisfaction.

Tu et al. (2013) defined customer satisfaction as a customer's perception of the value received in a transaction or relationship, where value equals perceived service quality relative to price and customer acquisition costs. Abd-El-Salam, et al. (2019) and Chen (2010) suggest that customer satisfaction is the result of a customer's comparison of perceived quality and actual service performance. This comparison may lead to customer satisfaction or dissatisfaction (Kaura, et al. 2012).

Rust and Oliver, (1994) suggest that customer satisfaction reflects the degree to which a consumer believes that the use or possession of a specific service will evoke positive feelings, According to Kotler and Keller (2012), stated that satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance or outcome to expectation. Customer satisfaction is a marketing term often used to indicate that the product or service the seller is offering meets or surpasses the

expectation of the customer. Jahanshahi et al. (2011) defined customer satisfaction as the result of a customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer acquisition costs.

2.4 Usability experience for online shopping

According to Flavián, and Gurrea, (2006) postulated that the concept of usability contains the following constructs with are (a) the ease of understanding the structure of a system, its functions, interface and the contents that the user can observe; (b) simplicity of use of the website in its initial stages; (c) the speed with which the users can find what they are looking for; (d) the perceived ease of site navigation in terms of time required and action necessary in order to obtain the desired results; and (e) the ability of the user to control what they are doing. Nambisan and Watt, (2011) defined the usability dimension as the customers' experience in surfing and using the online community environment. Hence, the dimension reflects of technology in relations to its ease of use to the online shopping of goods and services omnichannel. Higher level of usability experience can strengthen the capabilities of users to navigate in company landing page atmosphere without boundaries keeping them from navigating to satisfy their desired goals (Nielsen, 2000; Shneiderman and Plaisant, 2004; Preece, 2000).

Shneiderman and Plaisant, 2004; Pearce, 2000) argues that a low degree of usability

experience can be improved by applying technology and other kinds of navigational elements in the landing page which have an impact on users' relationships and the process of information acquisition (Venkatesh and Agarwal, 2006; Nielsen, (2000). Flavián, and Gurrea, (2006) usability is one of the main factors considered in the Technology Acceptance Model (TAM), which analyses users attitudes and the adoption of new technologies (Davis, 1986; Straub et al., 1995; Hu et al., 1999).

In this way, Venkatesh and Davis (2000) propose a TAM model including social factors and found that the perceived ease of use influences significantly user adoption. However, Shih (2004) adopted TAM to predict user acceptance of online -shopping and claim that website usability determines attitudes toward online shopping. Davis (1989) defines usability as the level of effort which, the user, is required by the system used and perceived ease of navigation or purchasing via the Internet. For his part, Nielsen (1994). Kougaris and HamptonSosa (2002) present an extension of the TAM model and include website usability as a key factor in order to raise levels of trust and so willingness to buy online.

2.5 Hedonic experience for online shopping

According to Kim and Lee (2015), hedonic experiences in online shopping include sensory and emotional experiences, such as enjoyment, excitement, and pleasure can lead to increase in customer satisfaction and loyalty. Gültekin and Hacettepe (2012)

stated that six hedonic shopping motives (adventure, social, gratification, ideas, roles, and value shopping) and browsing behavior has a positive impact on impulse buying. A hedonic attitude offers a sense of pleasure and satisfaction for some people after shopping. Batra and Ahtola (1991), point out that the satisfaction rewards during the shopping process. Customers increasingly see shopping as a means to seek happiness, fantasy, sensual excitement and enjoyable experiences in both the offline and online environment.

In the view of Childer et al (2001) online shopping will increased if online retailers could create an interactive and entertaining shopping environment to satisfy the emotional needs of shoppers. Trevino and Webster, (1992) states that enjoyment refers to experiencing pleasurable aspects of interaction while shopping. The combination of appealing messages and entertaining features can lift one's spirit and offer immediate pleasure. The enjoyment and entertainment features of online shopping helps people relax and immerse themselves in an enjoyable shopping experience (To, & Sung. 2015). In addition, several studies have carried out to examine the close relationship between hedonic motivation and customer satisfaction. Botti and McGill (2011) reported that a person's outcome of decisions when shopping is more satisfying than when is based on an external or hedonic goal. Based on this, Ryu et al. (2010) stated that hedonic and utilitarian values significantly influence customer satisfaction, which has a huge effect on behavioral intention.

Hedonic shopping motivation is a person's desire to shop to fulfill psychological needs, namely emotion, satisfaction, prestige, and other subjective feelings. Consequently, it appears to meet excessive social, aesthetic, and lifestyle demands. It also occurs due to a person's emotional response, sensory pleasure, and dreams (Merima, Kasim, & Srdjan, 2011). Lee and Kim (2018), which reported that hedonic shopping motivation is the fulfillment of non-functional aspects of consumers. According to Arnold and Reynolds (2003), it consists of six dimensions, namely, (1) adventure shopping, (2) social shopping, (3) gratification shopping, (4) idea shopping, (5) role shopping, and (6) value shopping In addition, social media and online reviews can also influence hedonic experiences in online shopping (Kim & Lee, 2015).

2.6 Pragmatic experience for online shopping

Pragmatic exhibiting is an action of using the interface to accomplish shopping goals. The pragmatic factor is connect to practical and utilitarian activities if we are considering the experience of users in a team. Pragmatic Online shopping plays a significance role in providing an interactive web design/ landing page for users in which an individual can venture out and find solutions to particular goods-related problems or to receive recommendations and advice on the good and services provided by the company (Nambisan & Watt, 2011).

Hence, a vital component of users' total online experience is form by the value of

such communities in its entirety (Nambisan & Watt, 2011). However, the factor of dimension is related to users' aims orientation behaviour (Hoffman & Noval, 1996) and would show if users have found the experience with the online team useful, worthy or valuable (Mathwick et al., 2001). A pragmatic dimension, that is to say the use of tools, artifacts and all the shopping practices. Holt, (1995) define pragmatic experience; by a precise set of acts and gestures that consumers make the brand and products theirs and appropriate them. A dimensions highlight that people do not undergo the experience but it brings into play with learning process that modifies the individual who in his turn, transforms the environment. However, the individual is intending to participate in the experience, (De Certeau, 1984).

Pragmatic experience refers to the practical application and effectiveness of online shopping in meeting customers' needs and expectations through the following convenience: Online shopping offers customers the convenience of shopping from anywhere, at any time, and on any device (Kumar & Maheshwari, 2017). Timesaving: Online shopping saves customers time and effort by allowing them to quickly browse and purchase products without having to physically visit stores (Santos, 2020). Wider selection: Online shopping provides customers with access to a wider selection of products and brands, including those not available in physical stores (Huang & Benyoucef, 2013). Price comparison: Online shopping enables customers to easily compare prices across different websites and

find deals and discounts (Chen & Chen, 2016). Personalization online shopping allows for personalized recommendations and offers based on customers' browsing and purchasing history (Kumar & Maheshwari, 2017) Security concerns for online shopping also raises security concerns, such as data breaches and fraud (Santos, 2020).

2.3 Theoretical Review

2.3.1 Theory of Reasoned Action

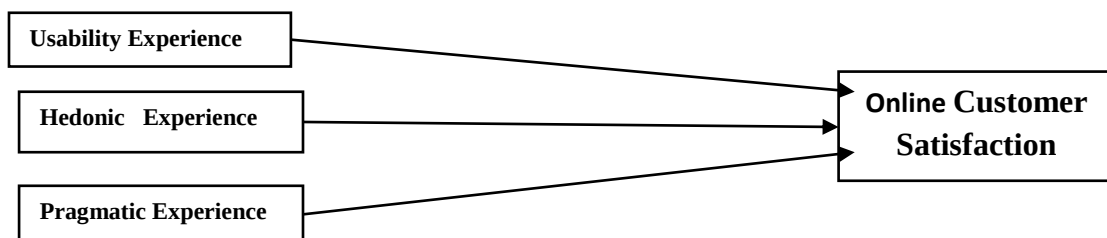
The (TRA) highlighted the relationship between attitudes, intentions and behaviors. The TRA model argue that those human beings make rational decisions based on the information available to them, and the best immediate determinant of a person's behavior is intent that is the cognitive representation of readiness to perform a given behavior (Anderson. and Gerbing, 2018). Information quality provided by the B2C for online shoppers on website contents can greatly affect the intention to purchase. In addition, if the information provided by the website is reliable and accurate, then this will increase online customer satisfaction and trust which will lead the customer to make the initial purchase. The TRA theory to support the modeling of customer trust. In addition, based on the Technology Acceptance Model (TAM) and TRA theory, proposed a model of e-commerce customer trust (Asuncion, Martin, and Agustín, 2014) the model, posits that trusting beliefs (perceptions of specific vendor website attributes) leads to trusting intentions, which in turn influences trust-related behaviors. There is no doubt the scope of theory of reasoned action is broad, but the theory still has its cons and like any other theory, needs

constant revision particularly when extending to choose and goals. The distinction between a goal intention and a behavioral intention concerns the capability to achieve one's intention, which involves multiple variables thus creating great uncertainty (Loiacono, Watson, and Hoodhue, 2017). It was acknowledged, "Some behaviors are more likely to present problems of controls than others, but we can never be absolutely certain that we will be in a position to carry out our intentions. Viewed in a light it becomes glaring that strictly speaking every intention is a goal whose reaching is subject to some degree of uncertainty.

As mentioned above, this study applies the theory of reasoned action to determine customer experience and satisfaction in online shopping based on customer prediction and intention to shop online. Hence, the attitude and subjective norm are good predictors of intention with attitude being the more influential. Thus, by establishing the link between the constructs, that can help retail online businesses and customers to improve their understanding of the online shopping experience, maintaining the balance between usability, pragmatics and hedonism as a means to create pleasant experiences and satisfaction.

Figure 1

Research Framework



3.0 Research Methodology

The study conducted in Zamfara central Senatorial District in Zamfara State. The local governments within are Gusau, Maru, Tsafe and Bungudu local governments.

3.1 Research Design/Study Participants

This study adopted the cross-sectional research design. The study was a mixed method research because both quantitative and qualitative data were used. Primary data were collected from the respondents via the

administration of a structured questionnaire. The population of this study composed of internet users in Zamfara central senatorial district with comprises the residents of the host community comprised of youths, business men/women/ artisans/ market women and local government officials in the community with the constitutes one thousand (1000). This study employed purposive sampling technique to determine the sample of the study. The justification for choosing this sampling technique is because only online users can understand and answer

the questions. Asika (1991) argues that a researcher maybe guided by what he considers typical cases that are likely going to help him generate the required data or information. This purposive approach implemented because it would help us

generate the required data. Prior to the final sample distribution, a pilot survey was conducted, feedback from the survey helped to put the worded items in a better shape. A Slovin method adopted to determine the sample size of participants

$$n = \frac{N}{1+ne^2} . \text{ Where:}$$

n= sample size = 286

N= population size 1000

e= margin of error 0.05

Applying the formula at
5% confidence level.

Therefore: $n = \frac{1000}{1+1000(0.05)^2}$

$$= \frac{1000}{1+1000(0.05)^2}$$

Therefore

$$n = \frac{1000}{1+1000(0.05)^2}$$

$$n = \frac{1000}{1+1000(0.0025)}$$

$$n = 1000 \div 1+2.5$$

$$n = 1+2.5$$

$$n = 3.5$$

$$n = \frac{1000}{3.5}$$

$$N \approx 285.71$$

$$\text{Approximately} = 286$$

The study used questionnaire to collect the necessary data from the study population. Questionnaire is a form prepared and distributed to elicit responses to certain questions (Creswell, 2013). Additionally the items were measured on a five-point Likert scale, ranging from strongly agree (5) to strongly disagree to show indecision. The final questionnaire consisted of 20 worded items that focused on hedonic experience, usability experience, and pragmatic on customer satisfaction, as well as the

demographic variables. The questionnaire was divided into two sections: section A was on questions relating to the three constructs under investigation, while section B questions were on the demographic characteristics of the respondents. The content validity of the research instrument was done to ensure that the instrument adequately measure topic. For the internal consistency of the instrument. Mahajan, (2017) argue that to test the reliability of the research instruments, the researcher will

adopt the Cronbach alpha test. Hence, the researchers used Cronbach alpha formula was used resulting to 0.743 and was adjusted suitable for the study. The result revealed that the questionnaire was reliable and valid to be used. There is a significant difference between the overall reliability index of 0.743 28 and the minimum acceptable limit of 0.7 (Nunnally and Bernstein, 1994), indicating that the instrument is reliable and internally consistent.

The above table indicates that there is variation relating in respondents obtained in respect of gender, distribution where (55.185%) comprised of females while (44.815%) of the respondents were males. It can be observed that, 47 (13.301%) respondents are below 20 years; 53 (14.999%) responses within the age range of 21 – 30 years 110 (31.130%) are within the age range of 31 – 40 years; 110 (31.130%) were within the age range of 41 – 50 years, were 66 (18.678) and 7 (1.981%) were above the 51 years. In addition, most of the respondents that constitute 76 (21.508%) were single, followed by those that were married: 135 (38.205%); divorced: 48 (13.504%), and the widowed/widower: 24 (6.792%). It can be observed that majority of the respondents comprises 74 (20.942%) were postgraduate degree holders, followed by those with B.Sc.: 67 (18.961%); NCE: 66

(18.678%); WASSCE/NECO: 56 (15.848%), while the least of the respondents: 30 (8.490%) were F.S.L.C school leavers. Most of the respondents constitutes 20 (5.660 %) earned less than 100, 000 Naira in a month, followed by those that earned 100, 000 – 200, 000 Naira monthly: 40 (11.320%); those that earned 200, 000 Naira and above: 112 (31.966%); those that earned 300, 000 Naira.

4.0 Hypotheses development

Several previous studies have been conducted on the relationship between online shopping and customer satisfaction (Ugwuanyi, Uduji, and Oraedu 2021; Ifeoma, and Onyejiaku, 2023; & Susan, Neil and Henley, 2011). Some studies have suggested that online shopping experience has a positive impact on customer satisfaction. For example, Nahil, Hassan and, Amin (2001). Therefore, based on the literature review, the following hypotheses are proposed for this research:

Online shopping Usability experience, Hedonic experience and pragmatic experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial District, Zamfara State. In order to validate the claim of the hypothesis, multiple regression analysis was used. Hence, the results are presented below:

H1: Usability experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial district, Zamfara State

Regression Result showing Online Shopping Usability Experiences (OHE) and Customer Satisfaction

ITEMS		B	T	P-VALUE
OSU 1		1.07	5.02	.003
OSU 2		1.88	4.81	.000
OSU 3		1.18	5.41	.001
OSU 4		1.09	6.78	.000
OSU 5		2.63	4.07	.000
	R	R square	Adjusted R square	Std. Error of the Estimate
Model 1	0.87	0.67	5.67	0.89

Source: Fieldwork, 2024

The result in the above table, indicated that, multiple regression analysis of usability experience significantly contributes positively in customer satisfaction (p-values range from 0.001 to 0.003), Beta coefficients (β) for the five OSU items range from 1.07 to 2.63 and R-squared (R^2) is 0.67, suggesting that approximately 67% of the variation in customer satisfaction. This shows that usability accounted for

customer satisfaction. This implies that usability online shopping experience significantly predicted customer satisfaction. The result rejects hypothesis with stated that, there is no positive significant of usability shopping experience on customer satisfaction in Zamfara central senatorial district.

H1: Hedonic experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial district, Zamfara State

Regression Result showing Online Shopping Hedonic Experiences (OHE) and Customer Satisfaction

ITEMS		B	T	P-VALUE
OHE 1		1.07	5.02	.003
OHE 2		1.88	4.81	.000
OHE 3		1.18	5.41	.001
OHE 4		1.09	6.78	.000
OHE 5		2.63	4.07	.000
	R	R square	Adjusted R square	Std. Error of the Estimate
Model 1	0.78	0.67	10.13	3.53

Source: Fieldwork, 2024

The result in the above table, revealed that, multiple regression analysis of online hedonic experience significantly contributes positively in customer satisfaction (p-values range from 0.001 to 0.003), Beta coefficients (β) for the five online hedonic experience items range from 1.07 to 2.63 and R-squared (R^2) is 0.67, suggesting that approximately 67% of the variation in

customer satisfaction. This implies that hedonic online shopping experience significantly yielded customer satisfaction. The result rejects hypothesis with stated that, there is no positive significant of Hedonic shopping experience on customer satisfaction in Zamfara central senatorial district.

H1: pragmatic experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial district, Zamfara State

Regression Result showing Online Shopping Pragmatic experience (OPE) and Customer Satisfaction

ITEMS		B	T	P-VALUE
OPE 1		.028	.555	.000
OPE 2		.046	.911	.000
OPE 3		.322	6.380	.000
OPE 4		.307	7.486	.000
OPE 5		.231	48.241	.000
	R	R square	Adjusted R square	Std. Error of the Estimate
Model 1	.325 ^a	.405	.098	3.21928

Source: Fieldwork, 2024

The result in the above table, revealed that, multiple regression analysis of online pragmatic experience significantly contributes positively in customer satisfaction ($p\text{-value} = 0.000$), Beta coefficients (β) for the five OPE items range from 0.028 to 0.322 and R-squared (R^2) is 0.105, indicating that about 40.5% of the variation in customer satisfaction. This highlighted that pragmatic online shopping experience significantly provided customer satisfaction. The result rejects hypothesis with stated that, there is no positive significant of Hedonic shopping experience on customer satisfaction in Zamfara central senatorial district.

4. 1 Discussion of Findings

This study set out to examine Online Shopping Experience and Customer Satisfaction: Evidence from Zamfara Central Senatorial District, Nigeria with a focus on customer experience and satisfactions. Meanwhile, the study contributes to the understanding the customer experiences through usability, hedonic and pragmatic experience for customer satisfaction. Unlike the previous studies that focus on customer experience, loyalty and service quality environment (e.g. Brusch et al., 2019; and Rudansky-Kloppers, 2014; Shahryar, Meysam, Salehib, Niad, and Yasha 2013; Mansoureh, and Mahmoudi 2020). The constructs were adopted from previous literature related review with the focus on customer experience and customer satisfaction based on usability, hedonic and pragmatic experience. Our findings show that usability, hedonic and pragmatic experience is directly related to customer

satisfaction, meaning that an effortless use of technology in online shopping will improve the satisfactory level of customers. Similar results have been shared in Davis et al.'s (1986) In the findings of Shih (2004) adopted TAM to predict user acceptance of online -shopping and claim that website usability determines attitudes toward online shopping. It corroborates the findings that website design plays a vital role in assisting customers to locate information (Guo, Ling, and Liu, 2012). Usability experience if design properly can ease the intuitiveness of interacting with a product, system, or service that will encompasses aspects like navigation, information architecture, visual design, and overall user-friendliness in Zamfara central senatorial district. Therefore, by implication the findings of usability revealed that the elements of physical design such as information design, navigation, layout and appearance are significantly positive.

Furthermore, Hedonic experience were found to be strong contributor of experience with influences customers' satisfaction in Zamfara central senatorial district. This finding is consistent with the research carried out by Bhakat and Muruganantham (2013) concerning the significant influence of hedonic shopping motivation on impulse buying. Hence, Bambang and Kenny (2021) the findings of this study indicate that the nine proposed hypotheses are accepted, positively and significantly, directly or indirectly. In addition, the research carried out by Gültekin and Hacettepe (2012) supports the aforementioned study, which stated that the

six hedonic shopping motives (adventure, social, gratification, ideas, roles, and value shopping) and browsing behavior has a positive impact on impulse buying.

Pragmatic experience found to be influencing constructs of customers' satisfaction in Zamfara central senatorial district. The implication is that (Pragmatic) as the practical application of interactive web design of online shopping in meeting customers' needs and expectations with convenience would certainly result in a positive impression and greater satisfaction. However this result is in conform of Sorooshian, Salimi, Salehi, and Asfaranjan, (2013) findings it shows that there is significant impact of Pragmatic experience on customer satisfaction because it is less than 0.05 (0.004). The users and highlights if the user found the online experience groups valuable useful and worthwhile (Mathwick et al., 2001). Thus, the experience of users is connected to these activities in practice. Hence, the online businesses should plan and try to increase service quality by improving this dimension. Customers should feel that using the online service is useful, informative, and productive

5. Conclusions and Recommendations

This study was the assessment of online Shopping experience and customer satisfaction in Zamfara, Central Zamfara State And the findings of the study, it can be inferred that online shopping which include hedonic , pragmatic , and usability experience has a positive significant effect on customers satisfaction in Zamfara

Central senatorial district. The findings have important implications for online shopping customers and businesses seeking to enhance customer satisfaction. Through the following: Usability experience has a significant effect on customer satisfaction. It was concluded that online shopping sites in Zamfara central, senatorial districts offers a sense of satisfaction to its users when carrying out transactions based on the ease of use, information provided by the site and the interaction between online sellers and buyers. Hedonic experience has a significant effect on customer satisfaction. It is reported that an individual with hedonic behavior is usually satisfied after shopping in accordance with the emotional condition that is boosted by experiences of feelings and the person's mood. Hence, the online shopping sites in Zamfara central senatorial district create that intention to provides the easy access, reliable and updated information as well as interaction between the service providers and users to enhance hedonic experience that create customer satisfaction. Pragmatic experience shopping has a significant effect on customer satisfaction. It was concluded that online shopping sites in Zamfara central, senatorial districts offer pragmatic experience that includes the practical, real-world experience customers have with a product or service through effectiveness, efficiency, reliability and flexibility in meeting customers' expectations.

The following recommendations are hereby proffered:

1. Usability experience on customer satisfaction the online businesses should

design user-friendly site that a customer can find information they are seeking and have a satisfactory experience and complete actions efficiently. The (website design) and iterate on user interface and user experience design to ensure ease of use and intuitive navigation by simplifying navigation and search through clear and concise menu options.

2. Hedonic Experience on customer experience that will create a pleasant brand experiences that will incorporate sensory marketing elements, such as visuals, design, sounds, and scents, to create memorable

experiences. That will enhance emotional Connections through personalized and empathetic interactions through storytelling, user-generated content, or social media engagement.

3. Pragmatic experience on customer satisfaction to streamline processes by continuously evaluating and optimizing service processes to reduce customer waiting times, and increase efficiency, reliability. Gather feedback regularly and act on customer feedback to identify areas for improvement and measure pragmatic experience effectiveness.

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