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Online Shopping Experience and Customer Satisfaction: Evidence from Zamfara Central Senatorial District

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Abstract

This study examines the relationship between 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 IBM SPSS, version 26 to test the hypotheses. Technology acceptance model anchored for online shoppers and retailers for various online tools for shopping. Data was collected from 286 sample sizes from online shoppers and retailers using a structured questionnaire. Findings found that online shopping had the greatest influence and there is a significant effect of online customer satisfaction for online shopping. Hence the study recommends online shoppers and retailers should prioritize customer satisfaction based on usability, hedonic, pragmatic, website design, website quality, product variety, and customer support to enhance the e-SQ elements that would lead to an improved sense of trust, loyalty, enjoyment security, time delivery of service and security experience and customer satisfaction.

Introduction

Information and communication technology has changed how people do business, communicate and associate with each other in all areas of life. The Advancement in information technology have led to a series of innovative activities in business sector, particularly in buying and selling goods both conventionally and online. In the past, these activities were carried out at outlets or stores, presently, they are performed online. These products are in the form of goods and services; however, the ease of online shopping has increased the number of Internet users (Bambang &, Kenny 2020). 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

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component of any business and a prerequisite for keeping current and potential customers (Jusoh and Ling, 2012) customers are expected to stay in business for a long time, indicating that future earnings may continue to grow (Khan, 2013). Barnes and Vidgen (2002) stated that measuring of online shopping can emanate from three variables, namely, usability, quality of information, and service interactions, which tend to influence individuals' purchasing decisions. One of the factors that affect a person during shopping is hedonic experience that refers to a sense of pleasure, fantasy, social and emotional breadth. And Pragmatic experience with is a practical application and effectiveness of online shopping in meeting customers' needs and expectations through convenience with the customers can shopped from anywhere, at any time, and on any device (Kumar & Maheshwari, 2017).

According to Susan and Moira (2011), assert that customer interactions with an organization's website present chances for satisfying encounters that may result in the development of enduring relationships. However, the research of customer experience is widely developed in, the context of face-to-face business, but the concept's exploration in the online context of users' experiences has received less attention (Caru & Cova, 2013). 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 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).

Businesses are hopping on the digital technology bandwagon since it has changed the game for business conduct and is frequently seen as a vital instrument for success. Despite the clear benefits of allowing businesses to stay in touch with their clients and provide them with good service, it is surprising that the use of ICT as a tool to improve customer satisfaction and experience has gotten little attention. To improve the system, it is important to comprehend the needs of clients who shop online. The company has to identify a different way in which customer satisfaction can achieved and the measure affects it (, Alyafai, & Ibrahim, 2021). However, the convenience and ease of online shopping, while online shopping has become increasingly popular, there is limited research on how usability, hedonic, and pragmatic experiences influence customer satisfaction in regions like Zamfara Central. Couple with customers are 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 experience of customers will be impacted by the hedonic experience's restricted sensory perception and poor product presentation (Kumar et al., 2017). However, there are still practical issues with search and navigation functionality, inadequate product information, and convoluted checkout procedures (Huang et al., 2013). These issues

hinder online shopping experiences, leading to customer frustration, reduced loyalty, and ultimately, financial losses for e-commerce businesses (Ahn et al., 2022). 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 experience and satisfaction.

Review of Related Literature

Online shopping

Online shopping is electronic commerce, which allows consumers to buy goods or services from a seller over the Internet using a web browser. The consumer can find a product they are interested in 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-commerce sites. (Sharma, 2020). Similarly, Jusoh and Ling, (2012), opined that online shopping as the process a customer takes to purchase a service or product 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.

Based on Abhishek and Chauhan (2018), internet shopping encompasses the activities related to distributing, buying, selling, marketing, advertising, and servicing products through the internet or other computer networks. However, Davis (the direct effects of relevant online shopping features (Davis 1993) contends that consumer' attitudes toward online shopping. A consumer might view online shopping features as functional and utilitarian, such as "ease of use" and "usefulness," or they might perceive them as emotional and hedonic, such as "enjoyment."

Customer experience and customer satisfaction

Experience has been largely described as a personal and subjective phenomenon given rise to challenges with respect to its description, definition, and dimensionalities (Jain et al., 2018) By defining customer experience as the overall response to engagement with a company and its offerings, the online customer experience can equalize brands (Verhoef et al., 2009). Artefacts and helpful contexts such as interactions with different customers' abilities (e.g., cognitive, emotional, functional, and relational) to engage in positive and value-creating interactions with the company, its offerings, and other online customers (Gentile et al.,2007). It follows that the role of an online retailer is to create the proper environment consumers in co-creating their own unique experiences in the process of shopping (Caru and Cova, 2013).

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. Storbacka, Strandvik, and Gronroos (1994) define customer

satisfaction as "the cognitive and affective evaluation a customer makes based on the customer's personal experience across all service episodes within the relationship". This implies that satisfaction is an assessment of the customer's total experience with a service provider up to the present time and which can be used to predict future experience (Oraedu, 2021). Previous studies noted that customers seek both utilitarian (cognitive) and hedonic (affective) benefits during their interactions (Bilgihan et al., 2016; Meyer & Schwager, 2007). It is believed that systems with a user interface that considerably increases consumer pleasure and enjoyment influence customer satisfaction (Szymanski & Hise, 2000). Homborg et al. (2006) identified both cognitive and affective aspects as having a link with the formation of customer satisfaction. Meyer and Schwager (2007) posit that the level of customers' satisfaction primarily depends on their positive or negative experiences. Similarly, Garg et al. (2014) found a relationship between customer experience and customer satisfaction in the Indian banking sector. Overby and Lee (2006), in their study of online shoppers, found a significant relationship between cognitive experience and preference for online retailers.

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 services cape 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. Tu et al. (2013) highlighted 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. Storbacka, Strandvik, and Gronroos (1994) posit that, customer satisfaction as "the cognitive and affective evaluation a customer makes based on the customer's personal experience across all service episodes within the relationship. 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 (2013), stated that satisfaction is a person's feelings of pleasure or disappointment that result from comparing a products 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. Giving that customer satisfaction is a precursor for preference, Rose et al. (2012) in their study of online shoppers and e-retailers interactions, found that there is a strong relationship between customers' experiential states (cognitive and affective) and customer satisfaction. We expect a similar relationship to exist between hedonic, pragmatics and usability experiences and customer satisfaction in an online shopping context.

Usability experience for online shopping

The usability concept encompasses a multifaceted structure with comprises several key elements including: (a) it is easy to understand the structure of the system, the functions, the interface, and the content that the user can see; (b) initial use of the website; c) The speed with which users find what they are looking for. (d) The ease of navigating the website in terms of the time required and the actions required achieving the desired results, and (e) the user's ability to control his activities. (Flavián, et al, 2009). 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 with the 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).

Considering Shneiderman and Plaisant, 2004; Peerce, 2000) argue 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, 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) proposed a technology acceptance model including social factors and found that flexibility affects user acceptance.

Shih (2004) used the technology acceptance model to forecast users' approval of websites, gauge their propensity to shop online, and assess website usage. Similarly, Davis (1986) defined usability as the user's perceived ease of navigation or online shopping, as well as the amount of effort demanded by the system being utilized. 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. The implication is that an effort-free in navigation with ease of use with the technology system would certainly result in a positive impression in customer experience and greater satisfaction. Based on this foregoing, formulated hypothesis as follow:

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

Hedonic experience for online shopping

Emotional and sensory experiences that promote fun, excitement, and enjoyment are linked to positive online shopping experiences, which boost customer satisfaction and loyalty (Kim and Lee, 2015). Similarly, Gültekin and Hacettepe (2012) postulated six hedonic online shopping motives (adventure, social, gratification, ideas, roles, and value) 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 of consumption comes not just from the product purchased, but also the personal emotional rewards during the shopping process.

Customers increasingly see shopping to seek happiness, fantasy, sensual excitement, and enjoyable experiences in both the offline and online environment.

Given that, Childer et al. (2001) predict that if online retailers can provide an engaging and interactive buying experience to meet the emotional demands of customers, online shopping will grow. Also, 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 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). Hence, Lee and Kim (2018), which reported that hedonic shopping motivation is the fulfillment of non-functional aspects of consumers. Still, 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). The interaction can be unfavorable, frustrating, and boring and would diminish the customers' hedonic experience (Honeycutt, 2005; Mummaleni, 2005).

Compared to other dimensions, hedonic experience is more personal and subjective reflecting the individual's potential entertainment and emotional worth of the total process (Dabholkar & Bagozzi, 2002) and online services have noted to be a result of emotional responses such as enjoyment and fun (Mathwick et al., 2001; Pura, 2005) rather than task completion (Babin et al., 1994). To create emotional relations with the organization and its products, customers are engaged through the generation of moods, feelings, emotions (Gentile et al., 2007). However, Positive online reviews and social media experiences can enhance the hedonic experience and lead to increased customer satisfaction. Hedonic experiences play a crucial role in customer satisfaction in online shopping. Online retailers can enhance hedonic experiences by focusing on website design, product presentation, interactive features, social media, and online reviews (Chen & Lee, 2017). The implication is that (Hedonic) an experiencing pleasurable aspect of interaction while shopping would certainly result in a positive impression and greater satisfaction. Based on this foregoing, we developed hypothesis as stated below:

H2: Hedonic experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial district, Zamfara State

Pragmatic experience for online shopping

A pragmatic illustration is utilizing the interface to achieve shopping objectives. When examining the experience of users in a team, the pragmatic component is linked to practical and utilitarian activities. 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 goods-related problems or to receive recommendations and advice on the good and services provided by the company. Hence, a vital component of users' total online experience is form by the value of such communities in its entirety (Nambisan and 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).

According to Holt, (2013) posit that, pragmatic experience is a precise set of acts and gestures that consumers make the brand and products theirs and appropriate them. A dimension highlights 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 with 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).

Similarly, Huang and Benyoucef, (2013) postulated that, 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 (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). 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. Based on this foregoing, we highlighted a hypothesis as follow:

H3: pragmatic experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial district, Zamfara State

Theoretical Review

Technology Acceptance Model (TAM)

The technology acceptance model (TAM), developed by Davis, assumes that users tend to use technology when they perceive that it is useful for them and think that it is easy to use

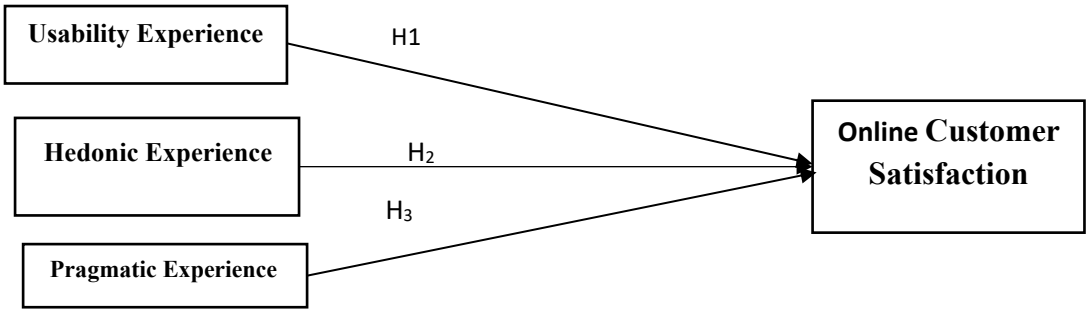
(Davis, 1986; Brezavšček, Šparl and Žnidaršič, 2017). Similarly, the technology acceptance model is considered an extension of the theory of reasoned action (TRA) (Ajzen and Fishbein, 1980). Many modifications have been empirically tested in the development of technology acceptance models and these models are TAM2, TAM3 (Venkatesh and Davis, 2000). Hence, the extended technology acceptance model is commonly adopted for online-shopping and examines the influence of PU, as Usability and PEOU, attitude and variables factor on online customer's behaviour. The model shows attitude as the strong direct predictor of e-shopping acceptance (Ingham et al., 2015). The attitude is an individual's disposition to respond favourable experience or unfavorably experience to an object, person, institution, or event or to any other discriminable aspect of the individual's world (Ajzen, 1989). TAM provides a basis on which one traces how external variables influence belief, attitude, and intention to use. Two cognitive beliefs are posited by TAM: perceived usefulness and perceived ease of use. According to the model, users' adoption of technology is driven by the perceived usefulness (Usability) and the perceived ease of use (PEOU), which give rise to the users' attitude towards the technology. Davis et al. (1992) added perceived enjoyment (Hedonic) as another construct to the TAM model. They found that increased enjoyment from the use of technology affects its acceptance. Thus, within TAM, Usability, pragmatic and hedonic aspects appear to influence consumers' attitude towards a new technology (Lee et al., 2006). TAM is also an important concept for online shopping or Business to adopt and to create a better customer experience and satisfaction for customers. It is also important to acknowledge that creating compelling experiences in online contexts requires a general understanding of several variables such as aesthetic appearance, flow, landscape, surfing, enjoyment, usability, and interactive web design assessment (Jennings, 2000), consumer behaviour and information. Technology Acceptance Model (TAM) suggests that consumers' beliefs and attitude about accepting new technology depend upon perceived ease-of-use and usefulness (usability, Hedonic and pragmatic experience to achieve satisfaction) (Davis, 1986; Ha & Stoel, 2018).

As highlighted above, this study applies the technology acceptance model to determine the antecedents of customer experience and satisfaction in online shopping. Thus, by establishing the link between the constructs, it can help businesses, developers to improve their understanding of the online shopping experience, and satisfaction maintaining the balance between usability, pragmatics, and hedonism to create pleasant experiences,

Research Framework

Based on preceding research, on customer experience and satisfactions. The schematic diagram in Figure 1 defines the relationships of this study. With these relationships, hypotheses are formulated, and they can be helpful to improve general understanding of the phenomena. The framework encompasses three elements that are posited to exert influence of customer experience through Usability, Hedonic and Pragmatic on customer satisfaction of online shopping in Zamfara central senatorial district, Zamfara, State.

Figure 1



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.

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 comprises of populace from various local government in Zamfara central senatorial district with the criteria of having shopped online and the population constitutes one thousand (1000). This study employed purposive and random 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's method of = $\frac{N}{1+ne^2}$ were adopted to determine the sample size of participants Where sample size at 5% confidence level, therefore the sample is 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, 2009). 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. However, the questionnaire was worded with a five-point Likert scale Strongly Agreed [SA], Agreed [A], Undecided [U], Disagreed [D], Strongly Disagreed [SD] 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 table 1 below revealed that, questionnaires distributed across Gusau, Maru, Tsafe and Bungudu local governments and the total number of 286 respondents, who are used to shopped online. 286 copies of the questionnaire were issued to the respondents but only 283 copies were correctly filled and returned. This gave a success rate of 99.9% success rate. However, 2 (73. 4 %) and 1 (26.5 %) copies of the questionnaire from the online shoppers and online businesses were not correctly filled or returned. Based on the 99.9 % success rate, the data from the correctly filled copies of the questionnaire were deemed adequate for use.

Table 1. Respondents' Demographic Variables

Gender	**Frequency**	**Percent (%)**
Male	195	55.185
Female	88	44.815
Marital Status		
Single	76	21.505
Married	135	38.205
Divorced	48	13.584
Widow/Widower	24	6.792
Age Bracket		
< 20 years	47	13.301
21-30	53	14.999
31-40	110	31.130
41-50	66	18.678
51 above	7	1.981
Educational Qualification		
F.L.S.C	30	8.490
WASSCE/NECO	56	15.848
NCE	66	18.678
B.Sc./HND	67	18.961
Postgraduate	74	20.942
Monthly Income		
<100, 000	20	5.660
100,000-200,000	40	11.320
200,000-300,000	112	31.696
300,000 and above	111	31.414
Total	**283**	**100.00**

Source: field survey, 2024

The table above revealed that there are differences relating to respondents 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 (38205%); 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.

Table 2*: Questionnaire Administration and Return Rate*

Category of Respondents	Administered	Completely filled and returned	Number not returned	Percentage Response
Online shoppers	210	208	2	73 .4 %
Online Businesses	76	75	1	26.5%
Total	286	283	3	99. 9 %

Source: Field Survey, 2024

Development of Hypotheses

Numerous studies have been done on the relationship between online experience and customer satisfaction. One such study is the one by Hair (2011), Rose, Clark, Samouel & Zare, and Mahmoudi (2020). Some studies have suggested that online shopping experience has a positive impact on s customer satisfaction. For example, Nwokah and Juliet (2016), while in the findings of Shahryar, Meysam, Salehib, Niad, and Yasha (2013), results revealed that in coefficient table showed that Hedonic Experience and Pragmatic Experience in this model have the most and lowest impact respectively. Consequently, the following hypotheses were created for this investigation based on the literature-related review. Online shopping Usability experience, Hedonic experience and pragmatic experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial District, Zamfara State. All hypotheses were tested using correlation analysis with a significance level of 0.05.

Hypothesis 1: H_{01} Usability experience has no positive significant effect on customer satisfaction in Zamfara central Senatorial district, Zamfara State

Table 3: Effect of online Shopping Usability experience and Customer Satisfaction in Zamfara central senatorial District.

Variables	N	Mean	SD	Df	r-Cal	P-value	Decision
Online Shopping. Usability	283	17.98	3.68				
				282	.540	0.000	Accepted
Customer Satisfaction	283	.84	5.53				

*Source: IBM SPSS, version 26. (*Correlation is significant at 0.05 level)*

The result in the above table, indicated that pragmatic experience significantly contributes positively to customer satisfaction (, (n) 283, r-cal = .540 and p-value = 0.000, tested at 0.05 level of significance) independently, the variable yielded significant ((n) =283 and Mean= .84 while SD= 5.53.) This shows that usability accounted for customer satisfaction. This implies that pragmatic experience significantly predicted customer satisfaction. The result rejects hypothesis II with stated that there is no positive significant of usability on customer satisfaction in Zamfara central senatorial district.

Hypothesis 2: H_{01}. There is no positive significant difference in hedonic for online shopping on customer satisfaction in Zamfara central senatorial District

Table 4: Effect of online Shopping on Hedonic experience for Customer Satisfaction in Zamfara central senatorial District. Zamfara State

Variables	**N**	**Mean**	**SD**	**Df**	**r-Cal**	**P-value**	**Decision**
Online Hedonic Experience	283	19.18	2.17				
				282	.377	0.002	Accepted
Customer Satisfaction	283	79.84	5.53				

*Source: IBM SPSS, version 26. (*Correlation is significant at 0.05 level)*

The result on Table above revealed that, the hedonic experience significantly contributes positively to customer satisfaction (, (n) 283, r-cal = .5.53 and p-value = 0.002 tested at 0.05 alpha level,). Independently, the variable yielded significant ((n) =283 and Mean= 79.84 while SD= 5.53). This shows that Hedonic experience accounted for customer satisfaction. This implies that hedonic experience significantly predicted customer satisfaction. The result rejects hypothesis II with stated that, there is no positive significant of Hedonic experience on customer satisfaction in Zamfara central senatorial district.

Hypothesis 3: H_{01}. There is no positive significant difference in pragmatic for online shopping on customer satisfaction in Zamfara central senatorial District

Table 5: Effect of online Shopping on pragmatic experience for Customer Satisfaction in Zamfara central senatorial District. Zamfara State.

Variables	N	Mean	SD	Df	r-Cal	P-value	Decision
pragmatic experience	283	18.25	3.40				
				282	.432	0.001	Accepted
Customer Satisfaction	283	79.84	5.53				

*Source: IBM SPSS, version 26. (*Correlation is significant at 0.05 level)*

The data analysis in the above table revealed that, the hedonic experience significantly contributes positively to customer satisfaction ((n) 291, r-cal = .432, p-value = 0.001, hypothesis tested at 0.05 level of significance). Moreover, the independent variable yielded significantly ((n) =283 and Mean= 79.84 while SD= 5.53). This shows that Hedonic experience accounted for customer satisfaction. This implies that hedonic experience significantly predicted customer satisfaction. The result rejects hypothesis II with stated that, there is no positive significant of Hedonic experience on customer satisfaction in Zamfara central senatorial district

Discussion

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

Hedonic experience was 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 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. This is in line with the study carried out by Ustanti (2018), which stated that the hedonic shopping lifestyle significantly influenced the middle class's attitude. Ryu et al. (2010) stated that hedonic and utilitarian values significantly influence customer satisfaction, which has a huge effect on behavioral intention.

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 valuabluseful 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

Conclusions

This study evaluated online shopping experiences and customer satisfaction. According to the study's findings, customers' satisfaction in the Zamfara Central senatorial district is positively impacted by online purchasing, which encompasses hedonic, pragmatic, and usability experiences. The results have significant ramifications for consumers who shop online as well as companies looking to increase customer satisfaction. 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. Hence, 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.

Limitations and Recommendations

There are several issues with this study, including little information and difficulty in locating customers with sufficient experience. Besides, the distribution of questionnaires to the different levels of customers revealed that all the questions were easy to understand. However, the concepts of pragmatic, hedonic, and sociability themselves seemed very difficult. Moreover, the study focused on a single service sector – that is the retail businesses sector. Hence, we cannot generalize the outcome of the study to be the same as that of other service sectors. In addition, the study sampled a small population of internet users, focusing more on online shoppers' users within the Zamfara Central Senatorial district. As such, the final picture that emerged in this paper may not reflect the views of the entire online shoppers elsewhere. We suggest that. Usability experience on customer satisfaction. The online businesses in Zamfara Central should avoid complex navigation and should design an interface that will ensure ease of use and intuitive navigation. While Hedonic experience should create a pleasant brand experiences that will incorporate visuals, sounds, and memorable experiences. That will enhance emotional connections through personalized and empathetic interactions through storytelling, user-generated content, or social media engagement. Moreover, Pragmatic experience the company should reduce customer waiting times, and increase efficiency, reliability. Regularly collect consumer feedback and take appropriate action to pinpoint areas that require enhancement and assess the efficacy of pragmatic experience.

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