



Customers' Complaints in Online Shopping: Causes, Patterns, and Implications

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Abstract. This study investigated customers' complaints toward online shopping. The study examined which online store is mostly patronized by the Nigerian consumers; the common issues faced by online customers that lead to complaints; the mode of complaint that is mostly adopted by online store customers; and the extent to which online customers are satisfied with the resolution of their complaints. This study used the survey method by administering copies of structured questionnaire to two hundred (200) online shoppers. Data collected were descriptively analysed using percentages, ranking, and frequencies via the Statistical Package for Social Sciences (SPSS) software. The study found that the common customers' complaints towards online shopping are: misleading products descriptions, poor quality of delivered products, high cost of delivery, long delivery time, high cost of products, and difficulty navigating through the websites. It was also observed that the mode of complaints mostly adopted by online store customers is complaining to the online store to redress the issue. The study recommended that online stores should ensure that products are described exactly as they are so as not to mislead the customers into buying a lie.

Keywords: Complaints, Customers, Online, Products, Shoppers

1. Introduction

Online shopping, widely acknowledged for offering advantages that traditional shopping often lacks, has experienced rapid growth and increasing popularity in recent years (Aryani et al., 2021). Over the past decade, there has been a significant transformation in consumers' shopping behaviours as many have shifted from physical stores to online platforms. Although consumers still patronise brick-and-mortar stores, a growing number feel more comfortable shopping online because it eliminates the stress and inconvenience associated with physically visiting markets and stores. In today's fast-paced world, where individuals lead increasingly busy lives, online shopping saves valuable time and provides convenience by allowing consumers to shop from the comfort of their homes, offices, or any location of their choice. Consequently, the emergence of

virtual stores has helped to address several challenges inherent in traditional buying methods.

In modern times, trade and commerce have become increasingly diversified, leading to the adoption of multichannel retailing and the accelerated growth of online shopping globally (Nagarjuna & Izhar, 2024). The global e-commerce market was valued at approximately \$2.29 trillion, driven by double-digit growth in both orders (13%) and sales (15%) across various forms of e-commerce, including business-to-consumer (B2C) and business-to-business (B2B) transactions (Ullah et al., 2025). This growth was projected to reach about \$4 trillion by 2020 (eMarketer, 2016). Compared to mature markets such as the United States, Japan, the United Kingdom, and other European countries, the Asia-Pacific region has emerged as a leader in e-commerce development (Tasin, 2017). Notably, the region recorded online sales of about \$1 trillion in 2016, with China accounting for approximately \$899 billion of this figure (eMarketer, 2016).

Online shopping refers to the process of purchasing goods and services through internet-based platforms owned by individuals, groups, or corporate organisations. It offers numerous benefits, including reduced stress associated with physical shopping, ease of comparing products, brands, and prices, and the flexibility to make purchase decisions from virtually any location. Online marketing, as a component of e-commerce, differs significantly from traditional marketing channels by fostering continuous interaction between sellers and buyers through digital means. This interactivity is enhanced by tools such as emails, live chats, and frequently asked questions (FAQs), which address customer concerns related to payment, delivery, product specifications, and company policies. As a result, e-marketing has become one of the fastest-growing segments of e-commerce.

Despite these advantages, online shopping is not without challenges. While it is often described as easy, time-saving, and just a click away, customers frequently encounter various problems that lead to dissatisfaction. Common customer complaints include poor product

quality, delayed delivery, missing payment confirmations, hidden costs, limited payment options, unclear website policies, complicated navigation, unattractive interfaces, poor-quality images, ineffective search functions, security concerns, poor logistics, inadequate packaging, and unsatisfactory customer service. Consumers generally prefer online platforms that are easy to navigate, visually appealing, informative, secure, and supported by efficient logistics and responsive customer service. When websites fail to meet these expectations, customers may abandon their shopping carts, cancel or return orders, or completely stop patronising the platform, ultimately resulting in customer loss.

Customers are one of the most valuable assets of any business, and the quality of service delivered to them largely determines their loyalty. Therefore, obtaining and analysing customer feedback is crucial for assessing satisfaction levels and identifying areas for improvement. Customer complaints, rather than being ignored, should be carefully examined and addressed, as they provide valuable insights that can help businesses enhance their online shopping experience and sustain long-term customer relationships. Specifically, this study seeks to:

- ascertain which online store is mostly patronized by the Nigerian consumers.
- identify the common issues faced by online customers that leads to complaints.
- determine the mode of complaint that is mostly adopted by online store customers.
- establish the extent to which online customers are satisfied with the resolution of their complaints.

2. Literature Review

2.1 Concept of Online Shopping

Online shopping has many terms that are used interchangeably in existing literature. These include online procurement, internet shopping, online buying, web shopping, and electronic shopping. Online shopping has been defined by various researchers and scholars. For instance, Rossolov et al. (2021) defined online shopping as the use of electronic stores by consumers up to the transactional level of purchasing and logistics. Online shopping is also described as a concept associated with the broad family of electronic commerce (Gabriel, Ogbuigwe, & Ahiauzu, 2016). Furthermore, online shopping relates to the purchasing behaviour of consumers in an online store or on a website used for purchasing purposes (Monsuwe, Dellaert, & Ruyter, 2004). Ling, Chai, and Piew (2010) described online shopping as an electronic commerce system used by buyers within the context of business-to-business (B2B) or business-to-consumer (B2C) transactions.

These definitions collectively indicate that online shopping requires the existence of sellers' websites

through which transactions are conducted in an electronic or cyber environment, without physical contact between buyers and sellers. To attract buyers, retain them on their websites, and encourage repeat visits, online sellers must design and promote user-friendly websites.

Electronic commerce, commonly known as e-commerce or e-business, involves the buying and selling of products or services through digital networks such as the Internet and other computer systems. Through this medium, commercial activities are carried out using digital fund transfers, electronic data interchange (EDI), supply chain management, internet marketing, online transaction processing, inventory management systems, and automated data collection systems. A complete e-commerce and online shopping transaction involves a sequence of actions:

Customer browsing for desired products: Similar to shopping in a physical store, but in a virtual environment, customers can browse or search for products in an online store. If a customer already knows the product needed, they can search directly for it using the search tool, usually located at the top of the webpage. By typing the product name and clicking "enter," "search," or a similar option, the customer can view available items. Alternatively, if the customer does not have a specific product in mind, they may browse through departments or broad product categories. For example, typing "smartphone" into the search box will display a wide range of smartphones from different brands available on the website.

Customer making a choice and placing an order online: Once the customer finds a desired product, they can click the "Add to Cart" button, which signifies placing an order for the product. At this stage, the customer may also specify the quantity they wish to purchase.

Payment stage (online or offline): After completing the order, the customer proceeds by clicking "Checkout," "Proceed to Checkout," or a similarly labelled button in the shopping cart. The customer is then required to provide personal information such as name, phone number, delivery address, email address, and bank details if online payment is selected.

Delivery of products: At this final stage, the ordered product is shipped and delivered to the address provided by the customer.

2.2 Customer Complaint Behaviour (CCB)

Complaining is defined by Gove (1981) in the Webster's Third New International Dictionary as an expression of discontent, dissatisfaction, protest, resentment, or regret. On the other hand, complaint is an expressive statement that discloses a displeasing, unsatisfactory and unacceptable situation. Studies revealed that the complaint behaviour of customers is a

very complex behaviour of customer dissatisfaction. Customer complaint behaviour is generally goal directed. CCB is conceptualized as “a set of multiplex feedbacks (behavioural and non-behavioural), some or all of which are brought about by perceived dissatisfaction with a purchase episode”. Despite the fact that complaining is more commonly known to be a cognitive response, sometimes it is defined as an emotionally filled phenomenon where affects are obvious in both the way the complaint is expressed and the content (Fuentes-Blasco et al., 2010). Singh (1988) proposed that CCB is conceptualized as a set of multiple (behavioural and non-behavioural) reactions, some or

all of which are prompted by perceived dissatisfaction with a purchase episode. Jacoby and Jaccard (1981) proposed that CCB is commonly linked to the emotional reactions of dissatisfied consumers owing to a product and/or service failure. There exists a substantial agreement around the conceptual definition of consumer complaint behaviour that it is believed that the CCB phenomenon is derived by certain emotions or feelings of perceived dissatisfaction (Day 1984; Landon 1980). Researchers acknowledge that complaint is an interpersonal post-purchase communication aimed at the company that brought about the dissatisfaction.

2.2.1 Typology of Complaint Behaviour

Singh (1988)	Private responses: consumers complain to their social circle (family or friends) or just exit out from that business or company. Voice responses: consumers seek redress from the seller or do not take action. Third party responses: consumers seek redress from consumer agency or take legal action.
Day (1980)	Seeking redress from a responsible party within the channel of distribution or from a third party. Complaining or communicating with the company or the business other than seeking redress. Boycotting or take personal decisions to discontinue usage or patronage.
Hirschman (1970)	Loyalty action: consumers keep the relationship with supplier, retailer of product or brand. Voice action: consumers complain to friends, consumer associations, relatives or other third parties. Exit action: consumers break the relationship with retailer, supplier of product or brand.
Day and Landon (1977)	Take no action: consumers would like to forget about the dissatisfaction with the product or services. Private actions: consumers choose to warn family and friends about the seller or product, and stop purchase. Public actions: consumers seek redress from the business, third party consumer agency and taking legal action.

2.3 Online Consumers Satisfaction and Resolution of Complaints

Although customer satisfaction has been identified as consumer dissatisfaction/satisfaction is mainly determined by the extent to which the customer’s anticipations vary from the products’ or services’ actual performance - what classical marketers refer to as the degree of disparity ensuing from a customer’s contradiction of expectations (Tse & Wilton, 1988). Giving to the proposed model of online customer complaining behaviour by Cho, Im, Ferjemstad and Hiltz (2001), online customer dissatisfaction results from unfulfilled anticipations about a product, web assessment factors, and/or technology issue, which include convenient after sales support, customized product information, information content, fast and accurate delivery, privacy issues, etc. Similarly, according to customer metrics by online customer satisfaction primarily depends on convenience, product or service introduction, delivery speed, and lead-time.

The accurate management of online complaints has a direct influence on customer retention. Complaint management refers to the strategies used in the resolution of dissatisfaction and to improve ineffectual products in order to establish a firm’s reliability in the eyes of customers (Nkanun et al., 2025). Complaint data is a key component in the process of problem correction and increased performance. Online customers may file complaints indirectly or directly: Directly to the company from whom a product or service is purchased; or indirectly via public or non-profit feedback websites

for example, the bbbonline.org site managed by the non-profit Better Business Bureau (BBB).

In traditional markets, customer complaints are seen to be an important source of information. Since complaint management is acknowledged as being fundamental to customer satisfaction, any measure of complaint behaviour should consider the degree and quality of the underlying customer satisfaction. According to Kelly and Davis (1994), effective complaint management has a dramatic impact on customer retention, deflects potential word-of-mouth damage, and improves profitability. Cho, Im, Ferjemstad and Hiltz (2001) looked at complaint management as an important aspect of online strategic marketing tool - one that has such potential benefits as maximizing customer satisfaction and loyalty, creating favourable publicity, and reducing the overall number of complaints. Examples of two leading online businesses that are considered leaders in e-CRM and improved relationships with online customers are burke.com Sterne (1996) and neimanmarcus.com.

Traditional markets have learned that customer complaints are affected by individual customer characteristics, customer’s perceptions of the sources of their dissatisfaction, outcome expectancies, product type, and the costs associated with complaining (Day, 1984). However, few online customer complaint behaviour models have been proposed to date, (Cho et al., 2001) identified such technology factors as system performance, Web assessment factors, and other media characteristics as primary cause of customer complaint behaviour. Web assessment factors, include

information, agreement, and settlement components - all of which can be used to evaluate online customer complaints and to measure the effectiveness of electronic commerce sites that transcend traditional marketing paradigms (Schubert & Selz, 1999).

2.4 Complaint Management

Even for the best businesses, failure in the process of service delivery is inevitable. A service failure occurs when a customer’s expectations are not met by the service organisation (Isibor & Agbonifoh, 2014)

Lovelock, Patterson, and Walker (2001) explained that when a service provider fails, there are four major courses of actions available for the customer:

- Complain in some form to the service organisation
- Defect or simply not patronise the firm again and tell other customers thereby engaging in negative word of mouth (NWOM) behaviour
- Do nothing, but the service provider’s reputation diminishes in the eyes of the customer and they will consider defecting if it occurs again
- Take some kind of overt action with a third party (that is, may seek litigation or arbitration)

Of these four courses of action that a customer may adopt, the only one that provides the company the opportunity of correcting its shortcoming and strengthen loyalty is complaining to the service organisation. Service providers must strive to develop an effective complaint management system that will encourage dissatisfied customers lodge their complaints and follow through with the complaint process (Isibor & Odia, 2014).

3. Research Methodology

Research design is the comprehensive plan of carrying out a research study. This study adopted a cross-sectional design. Under this study, data were sourced from targeted sampled population of online store patronisers of Jumia Nigeria, Jiji Nigeria, VConnect Nigeria, Konga and PayPorte, through the use of a structured questionnaire. Under this research design, data relating to the variables were collected at the same time in order to describe the relationship between the variables under study.

Table 1: Gender

Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Male	76	38	38	38
Female	124	62	62	100
Total	200	100	100	

From the total number of respondents, 124 persons (62%) were female and 76 persons (38%) were male; this therefore indicates that majority of the respondents are females.

According to Hult (2012), population includes all units or elements of interests that are relevant to a research study. Hence, the target population for this study comprised of all online customers of the above retail online stores in Nigeria. A population commonly contain too many individuals to study conveniently, so a research is often restricted to a selected sample from the population to analyse and draw conclusion from. This means that the sample size is the subset of the population. A convenience sampling method was used for this study, and 200 online store shoppers who has patronised either of the outlined online stores was selected for the investigation.

Primary source of data was used for this study. 200 copies of the structured questionnaire were distributed to the respondents by the researchers. A cover letter was attached to each questionnaire to explain that participation is voluntary, and that the purposes of the survey are only for research, and that the confidentiality of their responses is assured. The questionnaire was collected on the spot after the respondents had completed them. The questionnaire was designed into two sections, that is, A and B. Section A covered respondents’ profiles such as gender, age, marital status, and educational qualification, while section B covered questions relating to the study variables; problems faced by online customers at any stage of buying online, complaint approach adopted by the customer, if the complaint was resolved, how the complaint was resolved. The research study made use of quantitative method in analysing the primary data to meet the four objectives of the study, the software that was utilized for this study is the Statistical Package for Social Sciences (SPSS). Data generated from the questionnaire were analysed descriptively using percentages, ranking and frequencies tables were used to present the data.

4. Results and Discussions

This section presents the study results and discussed the findings obtained from the questionnaires deployed for the study.

Demographic Profile of Respondents

This section provides descriptive details about the demographic details about the respondents sampled in the study.

Table 2: Age

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
Under 18 years	7	3.5	3.5	3.5
18–24 years	104	52	52	55.5
25–34 years	70	35	35	90.5
35–44 years	17	8.5	8.5	99
45 years and above	2	1	1	100
Total	200	100	100	

Table 2 shows that 52% of the respondents are between the ages of 18 – 24 years, while 35%, 8.5%, and 1% and 3% are between the ages of 25 – 34 years, 35 – 44 years and above 44 years, and under 18 respectively. We can conclude by saying that majority of the respondents are young people.

Table 3: Marital Status

Status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	163	81.5	81.5	81.5
Married	37	18.5	18.5	100
Total	200	100	100	

From this table, we can clearly see that 81% of the respondents are single, while 18.5 % are married. We can confidently infer from the above table that majority of the respondents are single in terms of marital status.

Table 4: Highest Educational Level

Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
SSCE/NCE/OND	51	29.5	29.5	29.5
HND/B.Sc.	121	60.5	60.5	90
Masters' Degrees	16	8	8	98
Ph.D.	4	2	2	100
Total	200	100	100	

Table 4 clearly shows that the learned population uses online shopping the most with 60.5% of the respondents being HND/B.sc. holders, 8.0% being Master’s Degree holders, 2.0% being Ph.D. holders, and 29.5% of the respondents are OND/NCE/SSCE holders.

5. Data Analysis

This section provides descriptive analysis on the findings of the research objectives

Table 5: Which of the following online store have you patronised before?

Online Store	Frequency	Percent	Valid Percent	Cumulative Percent
Jumia Nigeria	95	47.5	47.5	47.5
Konga	23	11.5	11.5	59
PayPorte	15	7.5	7.5	66.5
VConnect Nigeria	11	5.5	5.5	72
Jiji Nigeria	56	28	28	100
Total	200	100	100	

From Table 5, in terms of which online store the respondents have patronised before from the listed online store, 95 persons chose Jumia Nigeria, while 23 persons chose Konga, 15, 11, and 56 persons chose PayPorte, VConnect Nigeria, and Jiji Nigeria respectively. From the above table therefore, we can confidently infer that with a number of 95 persons given a 47% of the total number of respondents, Jumia Nigeria is the most frequented online store.

Table 6: Rationale for shopping online

Reasons for Online Shopping	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Convenience	51	25.5	25.5	25.5
Easy payment procedure	20	10	10	35.5
Detailed information about product	23	11.5	11.5	47
Better prices	15	7.5	7.5	54.5
Wider range of brands	28	14	14	68.5
Availability of information through reviews from other buyers	28	14	14	82.5
Easy and saves time	32	16	16	98.5
Reliable delivery services and accurate delivery time	1	0.5	0.5	99
Friend works at an online store	1	0.5	0.5	99.5
Goods are received before payment	1	0.5	0.5	100
Total	200	100	100	—

From Table 6, out of the total number of respondents, 51 persons (36%) ranked ‘convenience’ as their top most reason why they shop online, while ‘easy and saves time’ was ranked the next highest reason why they shop online by 32 persons, followed by ‘wider range of brands’, ‘availability of information about products through reviews from other buyers’, ‘detailed information about products’, ‘easy payment procedure’, ‘better prices’, ‘reliable delivery services’, ‘friend works at an online store’, and ‘goods are received before payment’ were ranked as the next reason why they shop online by 28 persons, 23 persons, 20 persons, 15 persons, 1 person, 1 person, and 1 person respectively. This therefore strongly indicates that most online shoppers shop online because of convenience.

Table 7: Problems encountered in online shopping

Problems	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Difficulty navigating through website	15	7.5	7.5	7.5
Poor quality of delivered product	33	16.5	16.5	24
High cost of products	20	10	10	34
Misleading product description	52	26	26	60
Bad packaging	10	5	5	65
High delivery cost	39	19.5	19.5	84.5
Limited payment options	2	1	1	85.5
Long delivery time	27	13.5	13.5	99
Fraud	1	0.5	0.5	99.5
No customer complaint area	1	0.5	0.5	100
Total	200	100	100	—

A total number of 15 persons chose ‘difficulty navigating through website’ as one of the problems they’ve faced from patronising an online store; 33 persons chose ‘poor quality of delivered products’; 20 persons chose ‘high cost of products’; 52 persons chose misleading products description’; 10 persons chose ‘bad packaging’; 39 persons chose ‘high delivery cost’; 2 persons chose limited payment options’; 27 persons chose ‘long delivery time’; 1 person chose ‘fraud’; 1 person chose ‘no customer complaint area’. This therefore indicates that one of the problems mostly faced from patronising an online store is misleading products descriptions.

Table 8: Communication approach adopted by respondents

Communication Approach	Frequency	Percent	Valid Percent	Cumulative Percent
Kept it to myself	60	30	30	30
Told a friend, family member, or colleague	55	27.5	27.5	57.5
Communicated my dissatisfaction to the online store for redress	71	35.5	35.5	93
Communicated my dissatisfaction to a consumer agency or took legal action for redress	14	7	7	100
Total	200	100	100	—

From Table 8, 60 persons (30%) chose ‘kept it to myself’ as their mode of communicating their dissatisfaction from patronising an online store while, 55 persons (27.5%) chose ‘told a friend/family member/colleague’; 71 persons (35.5%) said that they communicated their dissatisfaction to the online store for redress, and 14 persons (7%) communicated their dissatisfaction to a customer agency or took legal action for redress. This therefore signifies that most online customers prefer communicating their dissatisfaction to the online store for redress.

Table 9: Complaint resolution

Complaint Resolved	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	53	58.9	58.9	58.9
No	32	41.1	41.1	100
Total	85	100	100	—

Note: If you chose “communicated my dissatisfaction to the online store for redress” or “communicated my dissatisfaction to a customer agency or took legal action for redress” from the previous question, was the complaint resolved?

From Table 9, to further find out if the complaints were resolved after communicating their dissatisfaction to the online store or taking legal actions for redress, 53 persons (58.9%) chose ‘yes’ while 32 persons (41.1%) chose ‘no’. This infers that majority of complaints made to online stores are always treated and resolved.

Table 10: How likely are you to return to the online store to make purchases?

Repurchase Intention	Frequency	Percent	Valid Percent	Cumulative Percent
Highly likely	22	11	11	11
Somewhat likely	73	36.5	36.5	47.5
Very likely	61	30.5	30.5	78
Not likely	36	18	18	96
Very unlikely	8	4	4	100
Total	200	100	100	—

Out of the total number of respondents, 22 persons (11%) chose that they are ‘highly likely’ to return to the online store to make purchases, 73 persons (36.5%) chose that they are ‘somewhat likely’ to return to the online store to make purchases, 61 persons (30.5%) chose that they are ‘very likely’ to return to the online store to make purchases, 36 persons (18%) chose that they are ‘not likely’ to return to the online store to make purchases, and 8 persons (4%) chose it will be ‘very unlikely’ for them to return to the online store to make purchases. This implies that even though online customers may face some problems shopping online, they are still somewhat likely to return to the same online store to make purchases.

Table 11: How likely are you to recommend buying from an online store to anyone?

Intention to Recommend	Frequency	Percent	Valid Percent	Cumulative Percent
Highly likely	18	9	9	9
Somewhat likely	51	25.5	25.5	34.5
Very likely	64	32	32	66.5
Not likely	52	26	26	92.5
Very unlikely	15	7.5	7.5	100
Total	200	100	100	

Out of the total number of respondents, 18 persons (9%) chose that they are ‘highly likely’ to recommend buying from online store to others, 51 persons (25.5%) chose that they are ‘somewhat likely’ to recommend buying from online store to others, 64 persons (32%) chose that they are ‘very likely’ to recommend buying from online store to others, 52 persons (26%) chose that they are ‘not likely’ to recommend buying from online store to others, and 15 persons (7.5%) chose that it will be ‘very unlikely’ for them to recommend buying from online store to anyone. This therefore infers that online customers are very likely to promote online shopping and may also promote an online store through recommendations to conventional shoppers.

6. Discussion of Findings

The results of this study indicate that Jumia Nigeria is the most patronised online store among Nigerian consumers. Out of the total sample, 47.5% of respondents reported patronising Jumia Nigeria, while 11.5% chose Konga. PayPorte, VConnect Nigeria, and Jiji Nigeria recorded 7.5%, 5.5%, and 28% respectively. This suggests that Jumia Nigeria enjoys a dominant position in the Nigerian online retail market compared to other platforms considered in the study. The findings also reveal that online shoppers encounter several challenges that often lead to customer complaints. These challenges include misleading product descriptions, high delivery costs, poor quality of delivered products, long delivery times, high product prices, difficulty navigating websites, and bad packaging, among others. Among these issues, misleading product descriptions emerged as the most common problem experienced by online consumers when patronising online stores.

Furthermore, the study shows that the most common mode of lodging complaints is direct communication with the online store for redress, accounting for 35.5% of the respondents. In comparison, 30% of the respondents chose to keep their dissatisfaction to themselves, 27.5% shared their complaints with friends, family members, or colleagues, while only 7% communicated their dissatisfaction to a customer agency or pursued legal action for redress. This

indicates that most customers prefer to resolve issues directly with the online retailer rather than seeking external intervention. The results also indicate that customers’ satisfaction with the resolution of their complaints is generally below average. A total of 81% of the respondents rated their satisfaction as average (3), poor (2), or very poor (1), suggesting that many online retailers are not adequately addressing customer complaints to the satisfaction of their customers.

Finally, the study reveals that the major reasons customers engage in online shopping include convenience, time-saving benefits, a wider range of brands, availability of product information through reviews from other buyers, detailed product information, easy payment procedures, and better prices. Among these factors, convenience emerged as the most significant reason for online shopping, accounting for 25.5% of the total sampled population. This underscores the importance of convenience as a key driver of online shopping behaviour among Nigerian consumers.

7. Conclusion and Recommendations

The study focused on customers’ complaints towards online shopping. In this study, a total of 210 questionnaires were administered to customers of online stores in Nigeria and 200 retrieved and valid for the research: in which they were analysed using statistical packages for social sciences version 22.0 and presented in frequency and percentage counts table. The result of the study revealed that Jumia Nigeria is the online store mostly patronised by Nigerian consumers. The results also revealed that the common issues faced by online customers that leads to complaints are: misleading products descriptions, poor quality of delivered products, high cost of delivery, long delivery time, high cost of products, and difficulty navigating through the websites; The mode of complaints mostly adopted by online store customers is complaining to the online store to redress the issue; and online customers satisfaction towards the resolution of their placed complaints is below average.

As a result of the findings and conclusion reached in this study the researcher made the following recommendations.

Online stores should not just seek to sell products or offer services to consumers but also ensure that the product or service satisfy the needs for which it was procured. Through seeking feedbacks from customers, online stores can be able to improve the quality of the products or services. Just as online stores put in resources, energy and other variables to promote products so as make sells, so also, they should put in resources and efforts towards customer care and satisfaction.

Online stores should also improve on their customer care services by training their customer care personnel with the basic attributes needed to efficiently and effectively resolve customers' complaints. Online stores should seek to find out from the customer if the resolve to their complaints is satisfactory. Though the percentage of online customers who communicate their dissatisfaction to the online store for redress is high, when the resolution of those complaints are not satisfactory, the customers may adopt a new mode of complaining which may lead to negative word-of-mouth thereby spoiling the image of the store. Therefore, customer care service personals should be equipped with the right training towards resolving customers' complaints.

Products descriptions should not be misleading, that is, online stores should ensure that products are described exactly as they are. Images of a better-quality product should not be used to promote products of lesser quality, the sizes, textures, weight, colour, and other features of products should be stated clearly.

Also, online stores should reduce their cost of product delivery. For instance, when a customer orders different products to be delivered to the same location, the cost of delivering the products should not be charged separately for each product but for all the products ordered as a whole. Complaints of high cost of delivery of products to other states should also be addressed.

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