

Delivery Process and Consumers' Satisfaction of Clothing Products Among *Generation Z* Business Education Students in Public Universities, Southwest Nigeria

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Publication Date: 2026/06/03

Abstract: Ordering and accessing clothing products purchased online comes with variety, convenience and timeliness but consumers complain of failed purchase transactions. This persistent issue raises concern, as more failed purchases are likely, making online shopping for clothing products increasingly difficult. The study examined the influence of delivery process on consumers' satisfaction of clothing products among Gen. Z Business Education students in Public Universities, Southwest Nigeria. The study was guided by 3 hypotheses. A descriptive design of survey type was adopted for the study. The population of this study consisted of 4,805. A sample size of 355 was derived using Krejcie and Morgan sampling formula of a known population. To ensure proportional representation, multistage sampling technique was employed to select participants for the study. Two (2) Researcher-developed questionnaire was validated by experts and a reliability coefficient of Delivery Process Questionnaire (DPQ) ($r = .81$) and Consumers' Satisfaction of clothing products Questionnaire (CSCPQ) ($r = .82$) was obtained. Multiple regressions was used to test the hypotheses. Findings revealed, there was significant influence of product status upon delivery ($F_{(1, 353)} = 5.94, p < .05$), Process reliability ($F_{(1, 353)} 8.06, p < .05$) and Cohesive communication ($F_{(1, 353)} = 6.64, p < .05$) on consumers' satisfaction of clothing products. It was concluded that delivery process influence consumer's satisfaction. It is recommended that there is need for cohesive communication through mediums in order to reduce customer's anxiety during and after the delivery of their clothing products.

Keywords: Clothing Products, Consumers' Satisfaction, Delivery Process, Generation Z, Business Education Students.

How to Cite: Olayinka Rhoda David; Roseline Efosa Ekhaise; Elizabeth O. Ojo; Nicholas Oseremen, Osime (2026). Delivery Process and Consumers' Satisfaction of Clothing Products Among Generation Z Business Education Students in Public Universities, Southwest Nigeria. *International Journal of Innovative Science and Research Technology*, 11(4), 5061-5067. <https://doi.org/10.38124/ijisrt/26apr1275>

I. INTRODUCTION

The clothing products industry is a dynamic and ever-evolving industry that continuously adapts to changing consumer preferences, technological innovations, and global market trends. The clothing product industries are one of the most prominent and influential industries worldwide. They

help shape individuals' self-expression, reflects broader societal values and shifts cultures. The clothing products industry equally represents a significant part of the global economy, catering to diverse consumer preference and lifestyles. With this significance, clothing product vendors see consumer satisfaction as central to driving market demand and maintaining relevance. Satisfied customers tend

to exhibit more repurchase intentions and are eager to recommend products to their acquaintances compared to those who are not satisfied, while dissatisfied customers are more likely searching for more information about alternatives, with a higher chance of switching to other products. A clothing product refers to any item of clothing that is manufactured and sold for wearing purposes. This includes a wide range of items such as shirts, pants, dresses, skirts, jackets, coats, hats, socks, shoes, and more as cited by Abiamuwe, David, Seriki, Abiodun & Innocent, (2022). Clothing products can be made from various materials such as cotton, wool, polyester, silk, denim, leather, and so on. They serve both functional and aesthetic purposes, providing protection, warmth, and style to the wearer.

Consumers' satisfaction is a feeling of pleasure or displeasure from comparing the performance (results) of a product with its expected performance (Kotler & Keller, 2019). Satisfaction is a state of being happy with the outcome of a situation. Thus, satisfaction is relative, and this implies that it is sometimes not possible to satisfy everybody. A consumer is satisfied when a product's perceived performance matches the buyer's expectations (Muphimin & Djaddang, 2024). The likely indicators for measuring consumers' satisfaction with clothing products are likely website usability, speed, fraud-free links, service reliability, product quality, timeliness, and accessibility.

The clothing products' vendors ensure consumers who have a larger market margin are concentrated upon, and it is within this spectrum that Generation Z (Gen Z) consumers fall. The emergence of Gen Z as a significant consumers demographic has reshaped the landscape of the clothing products industry. Gen Z, typically is defined as individuals born in the mid-1990s and early 2000s, represent a digitally native cohort characterized by unique values, behaviours, and consumption patterns. In this study, the Gen Z consumers represent Business education undergraduate students who are born between 1997 and 2006. This set of students are eligible to be in the university based on the National University Commission (NUC) Admission requirement standard (2024). Gen Z requires a digital-first approach focusing on authenticity, transparency and social responsibility with any marketing transactions (Matsa & Asi, 2024).

Clothing products and online shopping among Gen Z in Nigeria have seen significant growth and evolution in recent years. This is why clothing product vendors prioritise consumer satisfaction, engagement, and sustainability, building enduring relationships with Gen Z consumers as they thrive in an increasingly competitive marketplace. The relevance of Gen Z consumers in the purchasing of clothing products in Nigeria cannot be overstated, as this demographic segment significantly influences consumer trends, market demand, and industry dynamics. Their purchasing behaviour holds immense significance for businesses operating in Nigeria's fashion and clothing sector, as they are the driving force behind emerging trends, fashion preferences, and brand loyalty. Their relevance in purchasing clothing products in Nigeria is particularly notable due to their heavy reliance on digital channels. While satisfaction can differ among

individuals based on personal preferences, experiences, and circumstances, Gen Z's satisfaction with the delivery process of clothing products is influenced by a combination of factors related to quality accuracy, timeliness, status of products upon delivery, process reliability, cohesive communication, accessibility, and the overall shopping experience. (Muphimin & Djaddang, 2024). The concept of the customer delivery process encompasses the entirety of interactions and encounters a customer has from the moment they place an order to the receipt of the product or service. In today's competitive marketplace, where customer experience plays a crucial role in shaping brand perception and loyalty, the delivery process holds significant importance. It extends beyond the mere physical act of delivering a product and encompasses various touch points and aspects that contribute to customer satisfaction and brand perception (Husein, 2023).

In the realm of delivery process, product status upon delivery, reliability, and cohesive communication, plays a crucial role in shaping consumer satisfaction and brand loyalty. Speed in delivery ensures that customers receive their orders promptly, meeting their expectations for timely fulfillment of their needs (Chang, Hsu, Chen, & Kuo, 2019). Reliability entails consistency in delivery performance, ensuring that orders are delivered accurately and within the promised timeframe, thereby building trust and confidence among customers (Hassan, Roberts & Atkins 2020). Cohesive communication throughout the delivery process, including order confirmation, shipment tracking, and delivery updates, fosters transparency and keeps customers informed about the status of their orders, reducing uncertainty and anxiety (Munusamy, Chelliah & Mun, 2010).

Additionally, the status of a product upon delivery contributes to the overall delivery process by ensuring that products are protected during transit and presented in an appealing manner upon arrival, enhancing the perceived value of the purchase and reinforcing positive brand perceptions (Vitasek, Win, & Nickel, 2020). By prioritising these aspects of the delivery process, businesses can enhance customer satisfaction, foster repeat purchases, and differentiate themselves in a competitive marketplace. The delivery process typically refers to the overall experience a customer has from the moment they place an order to when they receive the product or service they have purchased (Gupta, Singh, Ranjan, Kharayat, Raman & Balaji, 2019). A positive delivery process is crucial for customer satisfaction and loyalty. It involves ensuring that orders are delivered promptly, accurately, and in good condition. According to Munusamy et al. (2010) factors such as transparent communication about delivery times, easy tracking options, secure packaging to protect the product during transit, and hassle-free delivery processes contribute to a positive delivery process. On the other hand, a negative delivery process, such as delays, damaged goods, or poor communication, can lead to customer dissatisfaction, negative reviews, and loss of business. Therefore, businesses often focus on optimizing their delivery processes and partnering with reliable shipping carriers to enhance overall delivery satisfaction for Gen Z consumers. (Matsa & Asi, 2024).

Delivery process has emerged as a critical tool for businesses to reach and engage with their target audiences and has undoubtedly helped revolutionize the way products are marketed, sold, and delivered to consumers, satisfaction of Gen Z consumers is questioned. In the paper by Averbakh & Baysan (2012), it is stated that around 50% of consumers have purchased clothing products online, and around 28% of these online purchases have actually failed, with about one out of five customers having had a bad experience with online purchases. These failures have occurred because of technical problems that customers have encountered with websites, difficulty in finding products, and logistics and delivery problems after the sale. Delivery processes influences consumer satisfaction, especially among Gen Z consumers in Southwest Nigeria. This serves as an intriguing backdrop for the study therefore, examine delivery process and consumers' satisfaction of clothing products among Gen Z business education students in public universities, Southwest Nigeria.

➤ *Statement of the Problem*

Over the years, online ordering and delivery of clothing products have offered timeliness, convenience, and accessibility to Gen Z consumers in Nigeria. Despite this significance, Gen Z consumers have continuously shown dissatisfaction to the inaccuracy that comes with the delivery process with clothing products vendors. Consumers of clothing products often express regret after ordering once, as it is becoming increasingly difficult to order clothing products twice. Additionally, they express fear of timeliness, delay and inconsistency with the process to order clothing products, and would rather prefer a physical clothing products outlet. They also tend to prefer ordering standardised products like books and personal care items to that of clothing products. Finally, they can be quite mistrustful of the reliability of the delivery process for clothing products due to previous experiences. This makes consumers express daily frustration over the delivery process and difficulties in accessing timely assistance or resolving issues related to their orders. In some cases, customers do not receive their orders at all, leading to loss of money and dissatisfaction.

Hence, one must focus on these issues and find solutions to resolve them in the long run. If not, consumers may continue to show dissatisfaction with online purchases of clothing products, as they will feel ignored and dissatisfied with their online shopping experience. This will make consumers continuously leave negative reviews on clothing product vendors' pages, which could send wrong signal to other existing and potential Gen Z consumers. Gen Z's satisfaction judgment could further hamper online purchase intention and relevance, making them resort to the physical market. There is no pressing need other than to employ delivery process for accessing clothing products ordered by Gen Z consumers. Specific delivery process that can revived, enhanced, and sustained Gen. Z satisfaction for clothing products purchases need to be explored. The study, therefore, examine delivery process and consumers' satisfaction of clothing products among Gen Z business education students in public universities in Southwest Nigeria. This highlighted the gap in knowledge the study addressed and serves as the focus and clear direction for the research.

➤ *Purpose of the Study*

The general purpose of the study is to examine delivery process and consumers' satisfaction of clothing products among generation z business education students in public universities, Southwest Nigeria. Specifically, the study:

- Examined the influence of product status upon delivery on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.
- Examined the influence of process reliability on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.
- Investigated the influence of cohesive communication on consumers' satisfactions of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.

➤ *Hypotheses*

The following null hypotheses were tested at 0.05 level of significance:

- H₀₁: There is no significant influence of product status upon delivery on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.
- H₀₂: There is no significant influence of process reliability on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.
- H₀₃: There is no significant influence of cohesive communication on customers' satisfactions of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.

II. MATERIAL AND METHOD

➤ *Design for the study*

A descriptive design of survey type was adopted for the study. According to Olalaken, Abiamuwe, David and Obembe, 2022, descriptive design of survey type allows generalisations of the sample to its population so that inferences could be made about some characteristics, attitudes, or behaviours of the population. For this study, the design enabled the researcher to examine the influences of independent variables (delivery process) on the dependent variable (consumers' satisfaction).

• *Ethics Statement*

Approval was sought from the Head of Departments of the selected public universities to administer the questionnaire to the participants used in the study.

➤ *Area of the Study*

The area of the study was Lagos and Ogun Southwest, Nigeria. Lagos an Ogun states are pivotal, interconnected states in southwest Nigeria, forming a vital Economic corridor. Lagos is the nation's commercial hub and smallest state, characterized by extreme density and rapid urbanization

while Ogun, the Gateway state, serves as a rapidly growing industrial hub bordering Lagos to the south. Lagos and Ogun is chosen for this study because of proximity to the researcher. Also, these states are known to be the commercial hubs for clothing products' vendors. Their growing populations is a dynamic mix for cultural influences as they serve as fertile grounds for fashion trends in Southwest, Nigeria. These states also, have high prestigious universities that attract Gen. Z Business education students born between 1997 and 2006.

➤ *Population and Sample*

The population of this study consisted of 4,805 Gen. Z business education students in Public Universities southwest, Nigeria. The targeted population for this study comprised 4,805 Gen. Z Business Education students of 2024/2025 session in 100 level to 400 level from five (5) public universities within Southwest, Nigeria. The justification for this decision was hinged on the fact that, this set of students who were between 16 and 27 years are eligible to have gained admission or were already in the university based on National Universities Commission (NUC) admission standard as cited by (Oparinde, 2025). The study focused on generation Z consumers (business education undergraduate students) because, these set of Business education students are likely active purchasers of clothing products online and fall between the age range of Gen. Z Consumers in Southwest Nigeria.. However, the study focus was on public universities who offer business education as a course of study. This is due to the complexities and peculiarities that may exist between public and other tertiary institutions. The sample of the study was 355. The sample size was derived using Krejcie and Morgan sampling formula, which requires a minimum sample of 355 for a population exceeding 4,000 (Krejcie & Morgan, 1970). To ensure proportional representation, multistage sampling technique was employed to select participants for the study. In the first stage of the multi-stage sampling procedure, two (Lagos and Ogun) out of 6 states were purposively chosen from south-west geo political zone. In the second stage of the multistage sampling procedure, five (5) public universities who offer business as a course of study were purposively selected for the study. In the third stage, simple random sampling technique was used to select 355 Gen Z Business education students. At the fourth stage, proportionate sampling technique was used to determine the sample adequacy for each of the selected public universities to have different proportion.

➤ *Instrument for Data Collection and Study Procedure*

Two (2) Researcher-developed questionnaire was used for data collection. The questionnaire titled: "Questionnaire on Delivery Process Questionnaire (DPQ)" was used to collect data on delivery process in accessing clothing products ordered and "Questionnaire on Consumers' Satisfaction of Clothing Products Questionnaire (CSCPQ)" was used to measure consumers' satisfaction of clothing products. Delivery Process Questionnaire (DPQ) was used to gather detailed information from respondents. The scale was made up of 15 items and was measured on a modified 4-point Likert scale. The points were: Very High Extent (VHE), High

Extent (HE), Low Extent (LE), and Very Low Extent (VLE). This comprised close-ended items in which the respondents indicated the option that best applied to their responses on the delivery process. While Consumers' Satisfaction of Clothing Products Questionnaire (CSCPQ) was used to gather detailed information from respondents. The scale contained 15 items and was measured on a modified 4-point Likert scale. The points were: Very Satisfied (VS), Satisfied (S), Dissatisfied (D), and Very Dissatisfied (VD). This comprised close-ended items in which the respondents indicated the option that best applied to their responses on their level of satisfaction with delivery process for clothing products. The Questionnaire was validated by two experts from the Business Education Department, Tai Solarin Federal University of Education. The reliability of the instrument was determined through pilot testing and a reliability coefficient of .81, and .82 were obtained, respectively. These values are considered appropriate for this study, as they indicate the tendency of items to correlate positively with one another in a given test.

➤ *Data Collection Technique*

The use of an online questionnaire link was created through Google forms for data collection was considered appropriate for administering and retrieving responses from respondents. Links to the online questionnaire were sent to Gen Z Business Education student's class WhatsApp group with the assistance of course lecturers and governors. The use of an online questionnaire was considered appropriate because, the use of e-marketing strategy and delivery process to access clothing products has to do with an online purchase decision maker. So, online purchase decision maker would respond to the online questionnaire appropriately. Data collected underwent proper screening in order to expunge incomplete filling and other faults. Data retrieval rate was above 112% with 12% mortality rate. Copies of the questionnaires were administered to the respondents and retrieved on the spot by the researchers.

➤ *Data Analysis Technique*

Data multiple regression was used to analyse and test the hypotheses at .05 level of significance. The data were converted to quantitative form after coding the items, before the Statistical Package for the Social Sciences (SPSS) version 20 was used to analyse them. Invariably, where the p-value is less than the alpha significance level of 0.05, the null hypothesis was rejected ($p < 0.05$). Also, where the p-value is greater than the alpha significance level of 0.05, the null hypothesis was accepted ($p > 0.05$).

III. RESULTS AND DISCUSSION

➤ *Tests of Hypotheses*

• *Hypothesis One:*

There is no significant influence of product status upon delivery on consumers' satisfaction of clothing products among Gen Z business education students in public universities in southwest Nigeria.

Table 1 Influence of Product Status Upon Delivery on Consumers’ Satisfaction

Model	Sum of Squares	Df	Mean Square	F	Sig.	Remark
Regression	95.61	1	95.61	5.94	0.02	Sig.
Residual	5682.18	353	16.10			
Total	5777.79	354				

Table 1 shows the influence of Influence of Product Status upon delivery on consumers’ satisfaction. The regression analysis demonstrates that product status statistically significantly influences consumers’ satisfaction of clothing products among Gen Z, $F_{(1, 353)} = 5.94$, $p < 0.05$. Thus, product status upon delivery significantly influences consumers’ satisfaction of clothing products among Gen Z business education students. The statement of the null hypothesis four is therefore rejected.

• *Hypothesis Two:*

There is no significant influence of process reliability on consumers’ satisfaction of clothing products among Gen Z business education students in public universities in southwest Nigeria.

Table 2 Influence of Process Reliability on Consumers’ Satisfaction

Model	Sum of Squares	Df	Mean Square	F	Sig.	Remark
Regression	129.03	1	129.03	8.06	0.01	Sig.
Residual	5648.75	353	16.00			
Total	5777.78	354				

Table 2 shows the influence of process reliability on consumers’ satisfaction. The regression analysis demonstrates that process reliability statistically significantly influences consumers’ satisfaction of clothing products among Gen Z, $F_{(1, 353)} = 8.06$, $p < 0.05$. Thus, process reliability significantly influences consumers’ satisfaction of clothing products among Gen Z business education students. The statement of the null hypothesis five is therefore rejected.

• *Hypothesis Three:*

There is no significant influence of cohesive communication on consumers’ satisfaction of clothing products among Gen Z business education students in public Universities in Southwest Nigeria.

Table 3 Influence of Cohesive Communication on Consumers’ Satisfaction

Model	Sum of Squares	Df	Mean Square	F	Sig.	Remark
Regression	106.712	1	106.712	6.64	0.01	Sig.
Residual	5671.073	353	16.065			
Total	5777.785	354				

Table 3 shows the influence of cohesive communication on consumers’ satisfaction. The regression analysis demonstrates that cohesive communication statistically significantly influences consumers’ satisfaction of clothing products among Gen Z, $F_{(1, 353)} = 6.64$, $p < 0.05$. Thus, cohesive communication significantly influences consumers’ satisfaction of clothing products among Gen Z business education students. The statement of the null hypothesis is therefore rejected.

➤ *Discussion of Findings*

This study showed that product status upon delivery significantly influence consumers’ satisfaction on clothing products among Gen Z business education students. The findings of this study conform to the notion of Hendra, Elizbeth, Fitria and Nora (2026) who say any discrepancies or damages during delivery can lead to negative perceptions and dissatisfaction among customers. Also accuracy and reliability in delivery also plays significant roles in influencing customer satisfaction. It also corroborates with Nunes, Morerira, Crewther, Nosaka, Vireiros and Aoki (2014) that timely communication and proactive updates during the delivery process were crucial for managing

customer expectations and reducing dissatisfaction. It also corresponded with the opinion of Liu, He, GAO and Xie (2023) who emphasized on highlighting the importance of providing timely updates and tracking information to manage customer expectations effectively. Probably, because there is need for effective communication either verbal or through mail from the stage of ordering to the delivery of the product. The details of the order ranging from order confirmation, tracking no that might keep the customer informed and reduces uncertainty and anxiety. The mindset to order for a product and getting the same on delivery might go a long way to satisfy the customers.

This study revealed that process reliability significantly influences consumers’ satisfaction on clothing products among Gen Z business education students. The findings of this study conform to Verhoef, Kannan, Jeffrey & Imman (2015) study that reliability in delivery plays a significant role in shaping customer loyalty and repeat purchase behavior. It also aligns with the view of Husein, (2023) that businesses can improve operational performance, reduce costs associated with delivery failures, and enhance overall service quality. Probably because process reliability is a fundamental

component of the delivery experience that might influence consumers' satisfaction. When clothing products are reliable at the point of delivery that meet customer's expectation leading to customers repurchase and building trust.

This study revealed that cohesive communication significantly influences consumers' satisfaction on clothing products among Gen Z business education students which align with Verhoef et al., (2015) that communication throughout the delivery process is another crucial factor in driving customer satisfaction. Probably because communication is fundamental in all operational process for prompt action and feedback.

IV. CONCLUSION

The digital revolution in almost all facets of human endeavour has enabled the purchase and delivery of clothing products, provided ease and accessibility of products for Generation Z consumers. However, in recent times, younger consumers have increasingly shown reluctance to use the of e-marketing strategy and delivery process for accessing clothing products ordered, especially in developing countries like Nigeria. The major aspects of clothing products' purchase that starts with the initial stage of ordering to the final stage of delivery are fundamental to consumers' satisfaction of Gen.Z business education students. There is no pressing need other than to employ the right delivery process for accessing clothing products ordered by Gen Z consumers. By enhancing specific delivery process, Gen Z consumers' satisfaction can be revived, enhanced, and sustained for clothing products purchases. It was concluded that delivery process such as product status upon delivery, process reliability, and cohesive communication, influence the satisfaction of Gen Z business education students with clothing products.

ACKNOWLEDGEMENTS

The researchers acknowledge the support of the University-based lecturers who assisted in providing the information I needed in the study.

➤ *Conflict of Interest*

The authors declare that there is no clash of interest in the course of carrying out the study.

➤ *Author Contributions*

- Conceptualisation: ORD, MBA, EOO
- Formal analysis: ORD, MBA, EOO,
- Funding acquisition: ORD, EOO, MBA
- Investigation: ORD, MBA, EOO
- Methodology: ORD, MBA, EOO
- Writing – original draft, review & editing: ORD, MBA, EOO

➤ *Data Availability Statement*

The original contributions presented in the study are included in the article. Further enquiries can be directed to the corresponding author.

➤ *Funding Information*

The author(s) funded the study.

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