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ASSESSING THE EXTENT TO WHICH CUSTOMER, TECHNOLOGICAL AND ORGANISATIONAL FACTORS RESULT IN CUSTOMER LOYALTY TO ONLINE VENDORS IN ZIMBABWE DURING COVID-19, 2020–2021

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ABSTRACT

Online vendors in Zimbabwe have been battling to take off despite widespread technological advances and globalisation. An online vendor system relies on internet penetration and use. Such systems face challenges in terms of identifying the best possible mix of customer, technological and organisational factors to trigger customer loyalty and create a competitive advantage for this market over conventional bricks-and-mortar organisations. This study sought to determine the extent to which customer, technological and organisational factors lead to customer satisfaction and trust, resulting in customer loyalty to online vendors during Covid-19. This study used a quantitative research methodology, with questionnaires administered by email that sought scaled responses, resulting in the study being to a large extent value free. The major finding came from the fact that all alternative hypotheses were accepted at $p > 0.05$, which reflects the probability that the null hypothesis is true, thus implying that customer, technological and organisational factors were of great value to online vendors in Zimbabwe during Covid-19. The study concludes that Zimbabwean online vendors should keep updating and upgrading the online structures of systems so that they are compatible with global online vending protocols.