Original Research Article

Omnichannel Retailing Strategies and Customer Satisfaction of Food and Beverage Firms in Port Harcourt

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Abstract

This study investigated the relationship between omnichannel retailing strategies and customer satisfaction of food and beverage firms in Port Harcourt. Specifically, the objectives of the study were to determine how channel integration and customer experience relates with customer loyalty and repeat patronage of food and beverage firms in Port Harcourt. The chosen population for this study comprised thirty (30) registered food and beverage firms in Port Harcourt. The census approach was adopted to select our respondents for the study and the researcher purposively selected three hundred (300) respondents for the study, however only two hundred and forty (240) respondents provided information for the analysis of the data through a questionnaire. Kendall' tab-u was used to test the four null hypotheses developed for the study. From results of the analysis it was revealed that channel integration and customer experience which are the proxies for omnichannel retailing strategies positively and significantly relate with customer loyalty and repeat patronage (measures of customer satisfaction) of food and beverage firms in Port Harcourt. Based on these findings, it was concluded that omnichannel retailing strategies and customer satisfaction of food and beverage firms in Port Harcourt reveals significant relationships between the dimensions of omnichannel strategies—channel integration and customer experience—and measures of customer satisfaction, specifically customer loyalty and repeat patronage. Therefore, the study recommended that food and beverage firms should focus on integrating their sales channels (physical stores, online platforms, mobile apps) to provide a seamless and consistent customer experience. This integration will likely improve both customer loyalty and repeat patronage.

Keywords: Omnichannel Retailing; Customer Satisfaction; Channel Integration; Customer Experience; Customer Loyalty; Repeat Patronage.

INTRODUCTION

The emergence of omnichannel retailing strategies has dramatically transformed the landscape of consumer shopping, particularly in the food and beverages sector. Omnichannel retailing, characterized by seamless integration across multiple sales channels such as physical stores, online platforms, and mobile applications, has become a vital strategy for firms seeking to enhance customer satisfaction (Verhoef *et al.,* 2023). This approach aims to provide a consistent and unified shopping experience, regardless of the channel used by the consumer, thus catering to the increasingly complex and dynamic needs of modern shoppers

(Brynjolfsson *et al.,* 2023). The growing importance of omnichannel retailing underscores a significant shift in how businesses in Port Harcourt, Nigeria, are engaging with their customers, reflecting a broader global trend where consumer expectations are rapidly evolving.

In Port Harcourt, the food and beverages industry is particularly competitive, with firms leveraging various omnichannel strategies to differentiate themselves and build customer loyalty. As the local market becomes more sophisticated, companies are investing heavily in technologies that support omnichannel retailing, such as integrated point-of-sale systems and personalized marketing tools (Kumar &

Shah, 2023). These investments are driven by the recognition that providing a coherent and engaging customer experience across all touchpoints is essential for maintaining competitive advantage. The integration of digital and physical channels is seen as a key factor in enhancing customer satisfaction, which in turn influences purchase decisions and brand loyalty (Lemon & Verhoef, 2023).

Recent studies have highlighted that the successful implementation of omnichannel strategies can lead to significant improvements in customer satisfaction, as these strategies allow for greater flexibility and convenience in shopping (Hwang & Lee, 2023). For instance, consumers who experience a seamless transition between online and offline interactions are more likely to exhibit higher levels of satisfaction and repeat purchase behavior (Grewal *et al.,* 2023). This is particularly relevant in the food and beverages sector, where product availability, delivery options, and customer service are critical factors influencing consumer perceptions and overall satisfaction.

Given the burgeoning interest in omnichannel retailing within the Port Harcourt food and beverages sector, understanding the relationship between these strategies and customer satisfaction is crucial for businesses aiming to enhance their market position. As firms strive to adapt to changing consumer preferences and technological advancements, this study aims to provide insights into how effectively implemented omnichannel strategies can impact customer satisfaction in this specific industry and locale (Liu & Li, 2023). The findings are expected to offer valuable guidance for industry practitioners seeking to optimize their retail strategies in alignment with evolving consumer expectations.

Statement of the Problem

Despite the growing adoption of omnichannel retailing strategies among food and beverage firms in Port Harcourt, there remains a notable gap in understanding how these strategies directly influence customer satisfaction. While firms are increasingly integrating various sales channels to enhance the customer experience, empirical evidence on the effectiveness of these omnichannel approaches in the local context is limited. This gap poses a significant challenge for businesses attempting to optimize their retail strategies and achieve a competitive edge in a market where consumer expectations are rapidly evolving. Without a clear understanding of how different aspects of omnichannel retailing impact customer satisfaction, firms may struggle to make informed decisions that align with consumer preferences and market trends.

The complexity of omnichannel retailing, which involves harmonizing multiple touchpoints and technology systems, presents additional difficulties in measuring its impact on customer satisfaction. Food and beverage firms in Port Harcourt face the challenge of balancing the integration of physical and digital channels while ensuring a consistent and high-quality customer experience. This difficulty is compounded by the dynamic nature of consumer behavior and expectations in the region. Addressing this problem requires a thorough examination of how various elements of omnichannel strategies influence customer perceptions and satisfaction, which is essential for guiding businesses toward more effective and customer-centric retail practices.
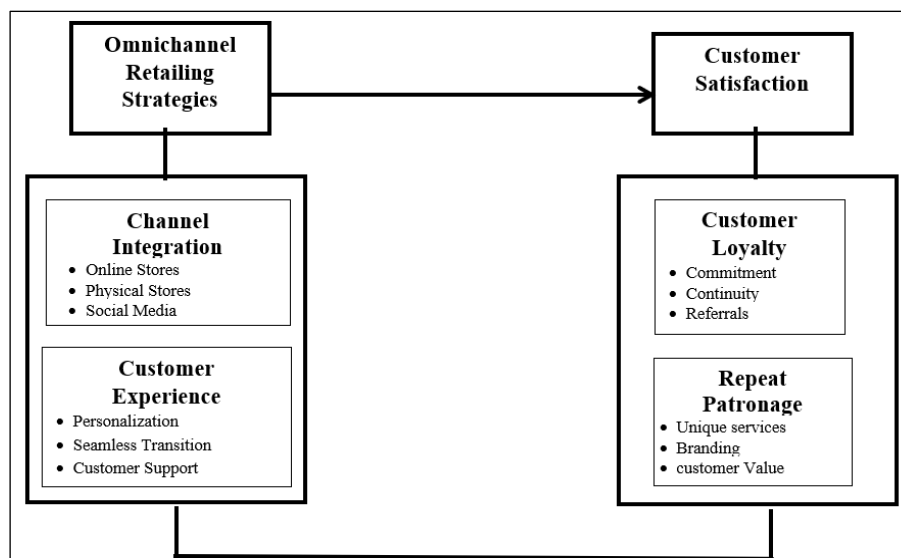
Conceptual Framework

Figure 1: Conceptual framework showing the relationship between omnichannel retailing strategies and customer satisfaction of food and beverage firms in Port Harcourt
Source: **Ibrahim & Lawal, (2023)**

Research Aim and Objectives

The aim of this study was to investigate the relationship between omnichannel retailing strategies and customer satisfaction of food and beverage firms in Port Harcourt. Specifically, the objectives were to:

1. Explore the relationship between channel integration and customer loyalty of food and beverage firms in Port Harcourt.
2. Explain the relationship between channel integration and repeat patronage of food and beverage firms in Port Harcourt.
3. Evaluate the relationship between customer experience and customer loyalty of food and beverage firms in Port Harcourt.
4. Assess the relationship between customer experience and repeat patronage of food and beverage firms in Port Harcourt.

Research Questions

The following research questions guided this paper:

1. What is the relationship between channel integration and customer loyalty of food and beverage firms in Port Harcourt?
2. What is the relationship between channel integration and repeat patronage of food and beverage firms in Port Harcourt?
3. What is the relationship between customer experience and customer loyalty of food and beverage firms in Port Harcourt?
4. What is the relationship between customer experience and repeat patronage of food and beverage firms in Port Harcourt?

Research Hypotheses

The following null hypotheses was tested using 0.05 as a benchmark:

H_{01}: There is no significant relationship between channel integration and customer loyalty of food and beverage firms in Port Harcourt.

H_{02}: There is no significant relationship between channel integration and repeat patronage of food and beverage firms in Port Harcourt.

H_{03}: There is no significant relationship between customer experience and customer loyalty of food and beverage firms in Port Harcourt.

H_{04}: There is no significant relationship between customer experience and repeat patronage of food and beverage firms in Port Harcourt.

Review of Related Literature
Theoretical Application

This study was anchored on Customer Experience Management (CEM) theory and it will be explained below:

Customer Experience Management (CEM)

Customer experience management (CEM) theory emphasizes the strategic approach businesses take to manage and enhance the overall experience customers have with a brand throughout their entire journey. This theory posits that every interaction a customer has with a company, from initial contact through post-purchase support, shapes their perception of the brand and influences their satisfaction and loyalty. By focusing on creating positive and consistent experiences across all touchpoints, companies can better meet and exceed customer expectations, leading to improved satisfaction and long-term loyalty (Lemon & Verhoef, 2016).

In the context of the study on omnichannel retailing strategies and customer satisfaction for food and beverage firms in Port Harcourt, CEM theory is particularly relevant. Omnichannel retailing aims to integrate various channels, such as physical stores, online platforms, and mobile apps, to provide a seamless and cohesive customer experience. According to CEM, this seamless integration is crucial as it ensures that customers receive a consistent and high-quality experience regardless of the channel they choose to interact with. For food and beverage firms in Port Harcourt, effectively managing these diverse channels in alignment with CEM principles can enhance customer satisfaction by meeting the evolving preferences and expectations of local consumers.

The relevance of CEM theory to the study is further underscored by its focus on the holistic management of customer interactions. Omnichannel strategies, when aligned with CEM principles, can address challenges such as inconsistent service quality and fragmented customer journeys, which are common in the food and beverage sector. By applying CEM theory, firms can evaluate how well their omnichannel strategies contribute to a unified customer experience, identify areas for improvement, and ultimately boost customer satisfaction. This theoretical framework provides a structured approach to understanding the impact of omnichannel practices on customer perceptions, which is essential for guiding businesses in Port Harcourt towards more effective customer experience management and enhanced satisfaction.

Conceptual Review
Concept of Omnichannel Retailing Strategies

Omnichannel retailing strategies refers to the seamless alignment and coordination of multiple sales and communication channels to provide a unified and consistent customer experience. This concept involves integrating physical stores, online platforms, mobile applications, and other digital touchpoints to ensure that customers receive a coherent and interconnected experience regardless of how they interact with the brand (Verhoef *et al.,* 2023). Effective omnichannel integration requires businesses to synchronize their inventory management, customer service, and marketing efforts across all channels, enabling customers to transition smoothly between different touchpoints without experiencing disruptions or inconsistencies.

Recent advancements in technology have significantly enhanced the feasibility and effectiveness of omnichannel integration. For instance, sophisticated data analytics and customer relationship management (CRM) systems allow retailers to collect and analyze customer data from various channels, leading to more personalized and targeted interactions (Brynjolfsson *et al.,* 2023). These technologies facilitate the real-time synchronization of product availability, pricing, and promotions across all platforms, ensuring that customers receive accurate and up-to-date information. Additionally, innovations such as cloud-based systems and integrated point-of-sale (POS) solutions contribute to the seamless operation of omnichannel strategies, enhancing the overall customer experience (Grewal *et al.,* 2023).

The relevance of omnichannel retailing integration has become increasingly apparent as consumer expectations evolve towards greater convenience and consistency. According to recent studies, customers are now more likely to engage with brands that offer a harmonized experience across various channels, including the ability to make purchases, receive support, and manage their accounts interchangeably (Lemon & Verhoef, 2023). Retailers that successfully implement omnichannel integration can achieve higher customer satisfaction and loyalty by meeting these expectations, thereby gaining a competitive advantage in a rapidly changing market environment. The ongoing development and application of omnichannel strategies underscore the importance of integrating retail operations to cater to the complex and dynamic needs of today's consumers.

Dimensions of Omnichannel Retailing Strategies
Channel Integration

Channel integration is a key dimension of omnichannel retailing strategies that focuses on unifying various sales and communication channels to create a cohesive customer experience. This concept involves the seamless coordination of both online and offline channels—such as physical stores, e-commerce platforms, mobile apps, and social media—to ensure that customers encounter a consistent brand message and service quality, regardless of the channel they choose (Verhoef *et al.,* 2023). Effective channel integration enables businesses to offer a unified shopping experience by synchronizing inventory, promotions, and customer interactions across all touchpoints.

Recent advancements in technology have significantly enhanced the capability for channel integration, allowing retailers to better manage and synchronize their various channels. For example, integrated customer relationship management (CRM) systems and enterprise resource planning (ERP) solutions help businesses track customer behavior and preferences across different channels, providing valuable insights that can inform personalized marketing and customer service strategies (Brynjolfsson *et al.,* 2023). Moreover, cloud-based technologies and real-time data analytics facilitate the seamless updating of product information, pricing, and promotions across all platforms, ensuring that customers receive consistent and accurate information (Grewal *et al.,* 2023).

The importance of channel integration has been underscored by recent studies highlighting its impact on customer satisfaction and loyalty. Consumers increasingly expect a seamless transition between channels, such as being able to purchase online and pick up in-store or access customer service through multiple platforms (Lemon & Verhoef, 2023). Retailers that achieve effective channel integration are better positioned to meet these expectations, thereby enhancing the overall customer experience and strengthening their competitive edge. As consumer preferences continue to evolve, the strategic focus on channel integration becomes crucial for businesses aiming to provide a cohesive and satisfying omnichannel experience.

Customer Experience

Customer experience (CX) as a dimension of omnichannel retailing strategies emphasizes the holistic management of every interaction a customer has with a brand across various touchpoints. It involves creating a seamless and cohesive journey from the initial point of contact through to post-purchase interactions, ensuring that every experience is positive, engaging, and consistent (Lemon & Verhoef, 2023). In the context of omnichannel retailing, CX focuses on integrating multiple channels—such as physical stores, online platforms, and mobile apps—so that customers experience a unified and coherent brand presence regardless of the channel they use.

Recent advancements have underscored the importance of CX in omnichannel strategies, with a growing body of research highlighting its impact on customer satisfaction and loyalty. Technologies such as advanced data analytics and artificial intelligence (AI) enable retailers to gather and analyze customer feedback and behavior across different channels, which can be used to tailor and enhance the overall experience (Brynjolfsson *et al.,* 2023). For instance, personalized recommendations, responsive customer service, and a consistent brand message across all platforms are critical elements that contribute to a positive CX. By leveraging these technologies, retailers can ensure that each interaction is aligned with customer expectations and preferences, leading to increased satisfaction and loyalty.

The relevance of CX in omnichannel retailing is further emphasized by recent findings that demonstrate its influence on consumer behavior and purchasing decisions. Studies indicate that a well-managed customer experience significantly enhances customer retention and encourages repeat business, as customers are more likely to return to brands that offer a seamless and

satisfying experience across all touchpoints (Grewal *et al.,* 2023). As the retail landscape continues to evolve, focusing on CX as a core dimension of omnichannel strategies allows businesses to meet the high expectations of modern consumers, ultimately driving greater engagement and competitive advantage in the market.

Concept of Customer Satisfaction

Customer satisfaction is a critical measure of how well a company's products, services, and interactions meet or exceed customer expectations. It encompasses the overall contentment of customers with their experience, including factors such as product quality, service efficiency, and the ease of the purchasing process. High levels of customer satisfaction are associated with positive customer experiences, leading to increased loyalty, repeat business, and favorable word-of-mouth recommendations (Oliver, 2023). Recent studies underscore that in today's competitive market, achieving and maintaining high customer satisfaction is essential for long-term business success.

Recent research has highlighted several key drivers of customer satisfaction, including product quality, customer service, and the effectiveness of communication channels. Advances in technology and data analytics have provided businesses with more sophisticated tools to assess and enhance customer satisfaction. For example, real-time feedback mechanisms, such as surveys and social media monitoring, allow companies to quickly identify and address issues, tailor their offerings, and improve overall service delivery (Chen *et al.,* 2023). This proactive approach helps companies stay responsive to customer needs and expectations, thereby improving satisfaction levels.

Furthermore, the concept of customer satisfaction has evolved with the increasing importance of personalized experiences and emotional engagement. Contemporary studies emphasize that customers are more satisfied when they feel valued and understood by the brands they interact with. Personalization, through tailored recommendations and individualized service, has become a crucial element in enhancing customer satisfaction (Kwortnik & Thompson, 2023). As businesses continue to adapt to changing consumer expectations, focusing on delivering personalized and high-quality interactions remains central to achieving high levels of customer satisfaction and sustaining a competitive edge in the market.

Measures of Customer Satisfaction
Customer Loyalty

Customer loyalty is often considered a critical measure of customer satisfaction, reflecting the likelihood that customers will repeatedly choose a brand or company over its competitors. Loyalty goes beyond mere satisfaction; it indicates a deep-seated commitment and preference for a brand, often driven by positive past experiences and consistent value delivery (Reichheld & Schefter, 2023). Loyal customers are more likely to engage in repeat purchases, recommend the brand to others, and resist competitive offers, making loyalty a valuable indicator of overall satisfaction and brand strength.

Recent studies emphasize the strong connection between customer satisfaction and loyalty, highlighting that consistently positive experiences are fundamental to fostering loyalty. For example, a study by Kim and Kim (2023) found that high levels of customer satisfaction significantly contribute to increased loyalty, as satisfied customers are more inclined to remain committed to a brand and exhibit repeat buying behavior. This relationship underscores the importance of addressing various aspects of customer experience, such as service quality, product performance, and customer support, to build and maintain customer loyalty effectively.

Furthermore, contemporary research has explored how factors such as emotional connection and personalized interactions enhance customer loyalty. According to a study by Kumar et al. (2023), creating personalized experiences and establishing emotional bonds with customers can lead to stronger loyalty, as customers who feel valued and understood are more likely to remain loyal to a brand. This highlights the evolving nature of customer loyalty, where satisfaction is not just about meeting basic expectations but also about creating meaningful and engaging experiences that foster long-term commitment. Thus, measuring customer loyalty provides a comprehensive understanding of how well a brand is performing in maintaining customer satisfaction and fostering lasting relationships.

Repeat Patronage

Repeat patronage is a key indicator of customer satisfaction, reflecting the likelihood that customers will return to a business for additional purchases or services. This concept is grounded in the idea that satisfied customers are more likely to exhibit repeat behavior, as they have had positive experiences with the brand and feel confident in its ability to meet their needs (Sweeney & Soutar, 2023). Repeat patronage serves as a practical measure of satisfaction because it directly correlates with the customer's overall contentment with the product or service, reinforcing the value of consistent and high-quality customer interactions.

Recent research highlights the significance of repeat patronage as a measure of customer satisfaction. Studies have shown that when customers experience high levels of satisfaction, they are more likely to return to the same business, driven by their positive past experiences and trust in the brand (Chen et al., 2023). For example, a study by Oliveira and von Hippel (2023) demonstrated that repeat patronage is strongly influenced by factors such as product quality, customer service, and

personalized experiences. These factors contribute to a customer's perception of value and satisfaction, which in turn motivates their decision to return.

Furthermore, repeat patronage as a measure of customer satisfaction also reflects the effectiveness of a company's retention strategies. Brands that focus on enhancing customer satisfaction through loyalty programs, personalized offers, and responsive customer service are more likely to see higher rates of repeat patronage (Sweeney & Soutar, 2023). By monitoring repeat patronage, businesses can gain insights into how well they are meeting customer expectations and identify areas for improvement. This measurement provides valuable feedback on customer loyalty and satisfaction, helping companies refine their strategies to foster long-term customer relationships and sustained business success.

Empirical Review

In a similar study, Chukwu Godswill (2023) examines the impact of omnichannel retailing strategies on customer satisfaction within the Nigerian market. The research employs a mixed-methods approach, incorporating both quantitative surveys and qualitative interviews with consumers across various Nigerian cities. The findings reveal that the integration of online and offline channels significantly enhances customer satisfaction by providing greater convenience and a more personalized shopping experience. Godswill's study emphasizes that Nigerian consumers value the ability to interact seamlessly across multiple channels, highlighting that effective channel integration leads to improved service delivery and greater customer loyalty. This research contributes to understanding how specific elements of omnichannel strategies, such as inventory synchronization and personalized marketing, influence customer satisfaction in the Nigerian context.

Akinwande *et al.,* (2024) investigate the role of omnichannel strategies in enhancing consumer satisfaction within Nigeria's retail sector. Utilizing a survey of 250 consumers and detailed analysis of retail case studies, the study finds that omnichannel strategies significantly impact customer satisfaction by improving the accessibility and flexibility of shopping options. The research highlights that Nigerian consumers respond positively to retailers who offer a cohesive experience across both physical and digital platforms. Key factors identified include the integration of customer service channels and the consistency of brand messaging. This study underscores the importance of implementing comprehensive omnichannel strategies to meet the evolving expectations of Nigerian consumers and enhance overall satisfaction.

Ezeani and Onwuka (2024) explore how omnichannel retailing affects customer experience and satisfaction in the Nigerian e-commerce sector. Through an analysis of customer feedback and e-commerce performance data, the study finds a strong positive correlation between omnichannel integration and customer satisfaction. The research identifies several critical elements of successful omnichannel strategies, including seamless online-to-offline transitions and effective customer support across platforms. Ezeani and Onwuka highlight that Nigerian consumers who experience consistent and responsive service across multiple channels report higher levels of satisfaction. Their findings emphasize the need for e-commerce businesses in Nigeria to adopt integrated approaches that align with customer expectations for a unified shopping experience.

Obiakor and Nwankwo (2024) focus on the impact of omnichannel retailing strategies on customer satisfaction specifically within the Nigerian food and beverage sector. The study employs a combination of customer surveys and case studies of leading food and beverage firms to assess how omnichannel approaches influence consumer satisfaction. The results indicate that effective omnichannel strategies, such as synchronized online ordering systems and personalized in-store experiences, are crucial for enhancing customer satisfaction. The research also highlights that Nigerian consumers place high value on the convenience and consistency provided by integrated channels, which significantly influences their overall satisfaction with food and beverage retailers. Obiakor and Nwankwo's study provides valuable insights into the sector-specific applications of omnichannel strategies and their impact on customer satisfaction in Nigeria.

METHODOLOGY

The study adopted the correlational survey design to determine the extent of the relationship between omnichannel retailing strategies and customer satisfaction of food and beverage firms in Port Harcourt. The population of this study comprises of the thirty (30) registered food and beverage firms in Port Harcourt (source: www.directorate.org). Since the population of the study which is thirty (30) registered food and beverages firms in Rivers State, the study adopted a census approach. The census approach enabled the researcher to study the entire population with a focus on the managerial staff (production manager, business development manager, marketing manager, relationship manager and sales manager). To generate data for the study, the questionnaire was distributed in the frame of ten (10) copies per firm. A total of three hundred (300) was used as the study respondents. Data collection to be used for this study was sourced from the primary source (questionnaire). At the primary level, this study employed the use of simple percentage, frequency tables, and other descriptive statistical tool to present the data that was generated, while the hypotheses will be tested using the the Kendall's tau_b with the help of SPSS (Statistical Package for Social Science).

Data Analysis

For the analysis for this job, the researcher distributed 300 copies of the questionnaire produced, however only 240 respondents properly filled and returned their questionnaire, thus, only 240 responses was coded and used for the analysis of this study.

Testing of Hypotheses

Research Question One: What is the relationship between channel integration and customer loyalty of food and beverage firms in Port Harcourt?

Hypothesis One: There is no significant relationship between channel integration and customer loyalty of food and beverage firms in Port Harcourt.

Table 1: Kendall's tau_b Tests Output relationship between channel integration and customer loyalty of food and beverage firms in Port Harcourt

Correlations				
			Channel Integration	Customer Loyalty
Kendall's tau_b	Channel Integration	Correlation Coefficient	1.000	.751**
		Sig. (2-tailed)	.	.000
		N	240	240
	Customer Loyalty	Correlation Coefficient	.751**	1.000
		Sig. (2-tailed)	.000	.
		N	240	240
**. Correlation is significant at the 0.05 level (2-tailed).				

Source: Field survey, 2024

From the result of the above table, the correlation coefficient (r = 0.751) between channel integration and customer loyalty of food and beverage firms in Port Harcourt is strong and positive. The coefficient of determination ($r^2 = 0.75$) indicates that 75% of change in customer loyalty can be explained through channel integration. The significant value of 0.000 (p< 0.05) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between channel integration and customer loyalty of food and beverage firms in Port Harcourt.

Research Question Two: What is the relationship between channel integration and repeat patronage of food and beverage firms in Port Harcourt?

Hypothesis Two: There is no significant relationship between channel integration and repeat patronage of food and beverage firms in Port Harcourt.

Table 2: Kendall's tau_b Tests Output on the relationship between channel integration and repeat patronage of food and beverage firms in Port Harcourt. "

Correlations				
			Channel Integration	Repeat Patronage
Kendall's tau_b	Channel Integration	Correlation Coefficient	1.000	.786**
		Sig. (2-tailed)	.	.000
		N	240	240
	Repeat Patronage	Correlation Coefficient	.786**	1.000
		Sig. (2-tailed)	.000	.
		N	240	240
**. Correlation is significant at the 0.05 level (2-tailed).				

Source: Field survey, 2024

"From the result of the above table, the correlation coefficient (r = 0.786) between channel integration and repeat patronage of food and beverage firms in Port Harcourt is strong and positive. The coefficient of determination ($r^2 = 0.79$) indicates that 79% of change in customer repeat patronage can be explained through channel integratioj. The significant value of 0.000 (p< 0.05) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between channel integration and repeat patronage of food and beverage firms in Port Harcourt.

Research Question Three: What is the relationship between customer experience and customer loyalty of food and beverage firms in Port Harcourt?

Hypothesis Three: There is no significant relationship between customer experience and customer loyalty of food and beverage firms in Port Harcourt.

Table 3: Kendall's tau_b Tests Output on the relationship between customer experience and customer loyalty of food and beverage firms in Port Harcourt

Correlations				
			Customer Experience	Customer Loyalty
Kendall's tau_b	Customer Experience	Correlation Coefficient	1.000	.365**
		Sig. (2-tailed)	.	.000
		N	240	240
	Customer Loyalty	Correlation Coefficient	.365**	1.000
		Sig. (2-tailed)	.000	.
		N	240	240
**. Correlation is significant at the 0.05 level (2-tailed).				

Source: Field survey, 2024

From the result of the above table, the correlation coefficient (r = 0.365) between customer experience and customer loyalty of food and beverage firms in Port Harcourt is weak and positive. The coefficient of determination (r^2 = 0.365) indicates that 36% of change in customer loyalty can be explained through customer experience. The significant value of 0.000 (p< 0.05) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between customer experience and customer loyalty of food and beverage firms in Port Harcourt.

Research Question Four: What is the relationship between customer experience and repeat patronage of food and beverage firms in Port Harcourt?

Hypothesis Four: There is no significant relationship between customer experience and repeat patronage of food and beverage firms in Port Harcourt.

Table 4: Kendall's tau_b Tests Output on the relationship between customer experience and repeat patronage of food and beverage firms in Port Harcourt

Correlations				
			Customer Experience	Repeat Patronage
Kendall's tau_b	Customer Experience	Correlation Coefficient	1.000	.565**
		Sig. (2-tailed)	.	.000
		N	240	240
	Repeat Patronage	Correlation Coefficient	.565**	1.000
		Sig. (2-tailed)	.000	.
		N	240	240
**. Correlation is significant at the 0.05 level (2-tailed).				

Source: Field survey, 2024

From the result of the above table, the correlation coefficient (r = 0.565) between customer experience and repeat patronage of food and beverage firms in Port Harcourt is moderate and positive. The coefficient of determination (r^2 = 0.565) indicates that 356% of change in repeat patronage can be explained through customer experience. The significant value of 0.000 (p< 0.05) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between customer experience and repeat patronage of food and beverage firms in Port Harcourt.

CONCLUSION

The study on omnichannel retailing strategies and customer satisfaction of food and beverage firms in Port Harcourt reveals significant relationships between the dimensions of omnichannel strategies—channel integration and customer experience—and measures of customer satisfaction, specifically customer loyalty and repeat patronage.

The analysis demonstrates a strong positive correlation between channel integration and customer loyalty (r = .751, p = .000), indicating that effective integration of various channels significantly enhances customer loyalty. Additionally, there is a strong positive correlation between channel integration and repeat patronage (r = .786, p = .000), suggesting that seamless integration of channels encourages customers to return and make repeated purchases.

On the other hand, customer experience shows a moderate positive correlation with customer loyalty (r = .365, p = .000) and a strong positive correlation with repeat patronage (r = .565, p = .000). These findings indicate that while customer experience is an important factor in driving repeat patronage, its impact on customer loyalty is comparatively moderate.

The results highlight that both channel integration and customer experience play crucial roles in enhancing customer satisfaction. While channel integration has a more substantial impact on both

customer loyalty and repeat patronage, a positive customer experience is also vital for encouraging repeat purchases.

RECOMMENDATIONS

1. Food and beverage firms should focus on integrating their sales channels (physical stores, online platforms, mobile apps) to provide a seamless and consistent customer experience. This integration will likely improve both customer loyalty and repeat patronage.
2. Firms should invest in strategies to improve the overall customer experience across all touchpoints. This includes training staff, optimizing online interfaces, and ensuring that all customer interactions are positive and engaging.
3. Develop and promote loyalty programs that span all channels, rewarding customers for interactions and purchases made through different platforms. This will help in strengthening customer loyalty and encouraging repeat business.
4. Regularly gather and analyze customer feedback to identify areas for improvement in both channel integration and customer experience. Adapting based on this feedback will help firms continuously enhance their strategies and maintain high levels of customer satisfaction.

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