"What I Ordered VS What I Got": The Impact of Product Mismatch on Online Consumer Trust and Repurchase Intention in Nigeria

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Abstract
In the Nigerian e-commerce industry, this study examined the problem known as "What I ordered vs. what I got" and its effects on customer trust and repurchase intention. A quantitative survey design was used to gather information from 386 Nigerian internet buyers. With a high mean perception score (≈ 3.97), descriptive statistics showed that product mismatch which might take the form of variations in quality, color, size, or features between ordered and delivered items occurs frequently. Product mismatch was found to have substantial negative correlations with consumer satisfaction ($r = -.59$, $p < .01$) and trust ($r = -.62$, $p < .01$) according to correlation analysis. Furthermore, regression analysis revealed that repurchase behavior was positively influenced by trust ($\beta = .42$, $p < .001$) and satisfaction ($\beta = .33$, $p < .001$), whereas mismatch adversely predicted repurchase intention ($\beta = -.36$, $p < .001$). The association between mismatch and repurchase is somewhat mediated by consumer pleasure, according to the findings, whereas trust is the most significant factor influencing repeat business. These findings support the theories of trust and expectation-confirmation, which hold that behavioral loyalty and post-purchase ratings are weakened by product mismatch. The study concludes that maintaining confidence and loyalty in Nigeria's rapidly expanding e-commerce sector requires reducing product mismatch through stronger seller verification, better product visualization, and efficient service recovery. Enforcing consumer protection laws, improving return and refund procedures, and providing incentives to vendors to uphold truthful product representation are some of the policy ideas. The study highlights areas for further empirical research on service recovery and visualization technologies while also adding to the expanding body of knowledge on online consumer behavior in emerging nations.

Keywords: *Product mismatch; online shopping; consumer trust; repurchase intention; customer satisfaction; Nigeria; e-commerce.*

Background of the Study

Nigeria has seen a sharp increase in smartphone use, internet penetration, and online retail activity over the last ten years, which has made it easier for e-commerce to develop in both urban and peri-urban areas. Nigeria's e-commerce market grew significantly during and after the COVID-19 pandemic as consumers moved their purchases online for convenience and safety. According to industry estimates, the market was worth about US$15 billion in 2023, and it is expected to continue growing rapidly in the years to come (PCMI, 2024; Oxford Business Group, 2025). Although the rise in online shopping has had many positive effects, it has also made consumers more aware of a growing problem: the "What I ordered versus what I got" dilemma. In Nigeria, this term refers to a wide range of customer complaints where the actual product is significantly different from what was advertised online, whether in terms of quality, size, color, functionality, or legitimacy. These discrepancies are frequently reported on Nigerian social media sites and through consumer complaint channels, and they have grown to be a significant operational and reputational issue for both big and small online retailers (YouTube, Instagram, and Facebook reporting, 2023–2024).

What makes internet shopping in emerging economies special is the foundation for the importance of product mismatch in Nigeria. Nigerian consumers usually encounter additional sources of uncertainty, such as uneven seller credibility, variable supply-chain transparency, and a higher prevalence of informal sellers using social media and messaging apps, in contrast to markets with long histories of regulated online retail and well-developed logistics (Oloveze et al., 2022). Additionally, the infrastructure for returns and reverse logistics is still developing, which increases the expense and difficulty of resolving mismatches for both buyers and sellers (DHL, 2023). However, the financial and environmental costs of returns are not negligible. According to industry reports from around the world, e-commerce return rates are higher than in-store returns and result in significant expenses for retailers. This information is crucial for comprehending firm incentives to avoid a mismatch (DHL, 2023). The importance of mismatch as a cause of mistrust, reputational harm, and decreased repurchase behavior has increased in Nigeria, where e-commerce is expanding rapidly, due to a mix of growing consumer expectations and infrastructure deficiencies (PCMI, 2024).

Expectation–disconfirmation theories can be used to frame the mismatch phenomenon academically. Customers create expectations based on seller cues, peer reviews, images, and descriptions, and then compare received products with those expectations. When products don't live up to expectations, a negative disconfirmation takes place, and dissatisfaction ensues (Palaci et al., 2019). However, in practice, the Nigerian environment adds layers that need empirical research: the variety of seller types (SMEs, platform merchants, and informal social media sellers); the lack of trust in digital transactions; and the array of customer recovery possibilities. According to recent empirical research conducted in Nigeria, trust is a crucial moderator of online purchasing behavior. These studies also identify structural trust issues that are different from those found in developed markets. There is an urgent need to comprehend how mismatch impacts the two outcomes that matter most to online firms: consumer trust and the intention to repurchase. At the same time, industry and consulting reports document both rapid market growth and persistent consumer concerns about product representation and fulfillment (Oxford Business Group, 2025; PCMI, 2024).

Problem Statement

There is still little academic research that identifies product mismatch as a unique predictor of trust erosion and repurchase intention in the Nigerian market, despite the rise in consumer complaints and the growing number of "What I ordered versus what I got" incidents. Fewer studies examine how the specific experience of receiving products that materially differ from their online representations erodes trust and lowers the likelihood of making repeat purchases from the same seller or platform. The majority of the literature on Nigerian e-commerce concentrates on adoption, payment systems, logistics, and general trust issues (Oloveze et al., 2022). Platform design (e.g., seller authentication, imagery standards), investments in quality control and product visualization tools, and consumer protection measures (e.g., more transparent return/refund procedures) are all examples of the kind of nuanced, Nigeria-centered evidence that policymakers and practitioners need to inform their decisions. Practically speaking, businesses need to know if investing limited resources in improved product photography, seller screening, or customer service procedures results in quantifiable increases in trust and repurchase behavior among Nigerian online shoppers, as well as whether specific product categories such as clothing, cosmetics, or small electronics are particularly at risk. In the local environment, where logistical challenges and unofficial sales channels make remediation more difficult, consumers and regulators need to know if the recovery mechanisms in place are adequate to rebuild trust following mismatch occurrences (DHL, 2023; PCMI, 2024). The main research issue that drives this investigation is the lack of thorough, context-specific research on these systems.

Aim of the Study

To determine the mediating and moderating elements influencing these connections in the Nigerian e-commerce context, this study investigates the impact of product mismatch, or the "What I ordered versus what I got" experience, on online consumer trust and repurchases intention in Nigeria.

Research Objectives

1. To examine the effect of product mismatch on Nigerian consumers' trust in online sellers and platforms.
2. To investigate the influence of product mismatch on repurchase intention among Nigerian online shoppers.
3. To assess the role of consumer satisfaction as a mediator between product mismatch and repurchase intention in Nigeria.
4. To evaluate the moderating impact of service recovery strategies and visualization remedies on the relationship between product mismatch, consumer trust, and repurchase intention in Nigeria.

Research Questions

1. How does product mismatch affect Nigerian consumers' trust in online sellers and e-commerce platforms?
2. In what ways does product mismatch influence the repurchase intention of Nigerian online shoppers?
3. To what extent does consumer satisfaction mediate the relationship between product mismatch and repurchase intention in Nigeria?
4. How do service recovery strategies and visualization remedies moderate the relationship between product mismatch, consumer trust, and repurchase intention in Nigeria?

Significance of the Study

There are several reasons why this study is essential. Treating product mismatch as a distinct antecedent of trust erosion and empirically examining the mediating role of satisfaction and the moderating roles of recovery mechanisms and visualization remedies in an emerging-market context adds to the body of research on e-commerce consumer behavior. This study adds nuance by placing expectation–disconfirmation and trust theories within Nigeria's unique market dynamics, seller heterogeneity, and infrastructure constraints. These frameworks are well-established in general e-commerce research (Palaci et al., 2019), but their empirical implications can vary depending on the context (Oloveze et al., 2022). From a management standpoint, the study will provide evidence to help platform operators, logistics companies, and online retailers set priorities for actions that best maintain or rebuild customer confidence and promote repeat business. For example, by investigating whether improving product visualization results in quantifiable decreases in mismatch incidents or whether bolstering post-sale recovery procedures results in increased trust restoration, the study will help guide resource allocation choices that are important for Nigeria's sustainability and profitability (PCMI, 2024). From the standpoint of public policy, the results can help regulators and consumer protection organizations create focused regulations and educational initiatives that safeguard consumers while fostering the growth of digital entrepreneurship. Evidence-based suggestions are desperately needed, especially in light of Nigeria's online market's explosive growth and the frequent grievances that are shared on social media (Oxford Business Group, 2025). Lastly, the analysis will be helpful to civil society organizations and consumer advocacy groups who want to record common mismatch patterns and advocate for platform responsibility and improved buyer safeguards.

Scope and Delimitation of the Study

This study focuses on business-to-consumer (B2C) internet transactions in Nigeria, where descriptive and visual correctness significantly affect consumers' decisions to buy. Because clothing, shoes, cosmetics, and tiny electronics rely substantially on performance, sizing, and aesthetic cues that are challenging to convey online, the empirical investigation will focus on product categories that have historically had a greater prevalence of mismatch complaints. To make sure that experience memory is current and behavior is pertinent to the state of the market, the study will focus on Nigerian consumers who have made at least one online purchase in the previous 12 months. Surveys and complementary qualitative interviews will be used to gather self-reported data for the study. Although data from behavioral platforms would be ideal, access may be restricted due to procurement and privacy restrictions, so the study will make an effort to triangulate self-reports with secondary industry sources whenever feasible. Nigeria is the study's geographic focus; although it will draw on international literature and comparative analysis, its conclusions will be interpreted with consideration for Nigerian cultural, regulatory, and infrastructure circumstances. The study examines how consumers perceive current or proposed visualization solutions, rather than focusing on business-to-business (B2B) interactions or the technical development and evaluation of specific AR/visualization systems.

Limitations of the Study

Several restrictions are expected. First, because the study mainly uses self-reported consumer data, it is susceptible to social desirability effects and recall bias. Respondents may underreport the frequency of their purchases or overestimate their level of dissatisfaction. Survey tools will include behavior-anchored questions and validated scales to reduce ambiguity, while qualitative interviews will delve into specific instances. The study will use mediation analysis and robustness checks where feasible, but it will suggest longitudinal follow-ups for stronger causal inference. Second, even though the research aims to infer causal pathways (e.g., mismatch, trust erosion, reduced repurchase intention), the empirical design is likely to be cross-sectional, which limits strong causal claims. Third, the study will place results in the 2024–2025 timeframe and identify areas for monitoring due to rapid changes in the industry and technology, such as the rise in AR use or advancements in platform governance, which may eventually affect the practical significance of some findings. Fourth, the study will break down analyses by seller type when sample sizes allow, as seller heterogeneity (formal platforms versus informal social-media vendors) may make some recommendations more difficult to generalize. Last but not least, commercial confidentiality may restrict access to objective behavioral platform metrics (returns, refunds, and repeat purchase rates); logistics providers (DHL) and industry reports (PaymentsCMI, Oxford Business Group) offer contextual statistics, but the empirical analysis will mostly rely on consumer-reported measures.

Key Definitions

Product Mismatch: A circumstance in which the product's size, quality, color, appearance, functioning, or authenticity substantially deviates from what was advertised online (Buba et al., 2025).

Consumer Trust: Perceptions of competence (capacity to deliver), integrity (honesty), and benevolence (care for customer welfare) determine a consumer's readiness to rely on an online vendor or platform in the face of uncertainty (Charandabi & Ghanadiof, 2022; Chimezie et al., 2025).

Repurchase Intention: The possibility that a client will return to the same platform or seller in the future, demonstrating their loyalty and long-term worth (Alalwan, 2018).

Consumer Satisfaction: The degree to which actual performance meets, surpasses, or falls short of expectations is the basis for the emotional and cognitive assessment of a product or service following purchase (Kotler & Keller, 2021).

Service Recovery Strategies: Corrective actions taken by sellers or platforms after a mismatch or service failure, including refunds, replacements, apologies, or compensation, are intended to restore consumer confidence (Tarama Devi & Yasa, 2021).

Visualization Remedies: Digital innovations that enhance product representation online and reduce the likelihood of product mismatch include high-quality product photos, video demos, customer-uploaded images, and augmented reality (AR) try-on features (Dwivedi et al., 2019; Okolie & Ojomo, 2024).

LITERATURE REVIEW

Preview

Improved internet penetration, rising smartphone usage, and the rise of major online retail platforms like Jumia, Konga, and PayPorte have all contributed to the exponential growth of the Nigerian e-commerce industry in recent years (Khan & Uwemi, 2018). However, enduring issues like product mismatch, which shows up as the typical customer complaint of "what I ordered vs. what I got," have hampered this progress? Product mismatches jeopardize the sustainability of the digital economy, erode consumer trust, and deter repeat business (Okolie & Ojomo, 2024). Under the three main topics of conceptual review, theoretical review, and empirical review, this chapter examines pertinent literature. The conceptual framework that directs this investigation is also presented in this chapter.

Conceptual Review

Product Mismatch

When the delivered item is substantially different from what was advertised online, this is known as a product mismatch. Size, color, substance, performance, or even product legitimacy could all be affected by this disparity (Eze et al., 2020). Poor seller oversight, lax enforcement of consumer protection legislation, and a climate where fraud is comparatively widespread all contribute to the situation in Nigeria (Okolie & Ojomo, 2024).

There are both psychological and financial repercussions to the mismatch problem. Customers experience psychological betrayal, deception, or frustration. Economically speaking, a mismatch lowers customer inclination to make additional purchases and can damage a platform's or seller's reputation (Agbayekhai, 2024). In Nigeria's e-commerce industry, mismatch is the main reason for cart abandonment, return requests, and bad word-of-mouth, according to recent studies (Abdullahi et al., 2023; Chimezie et al., 2025). Although mismatch has been examined as a service failure in online shopping globally (Ezennia & Marimuthu, 2020), it is frequently systematic in Nigeria. It results from vendors' willful misrepresentations or insufficient logistics systems. As a result, a mismatch hinders the institutionalization of trust in online commerce in addition to being a personal annoyance (Dwivedi et al., 2019).

Consumer Trust

According to Charandabi & Ghanadiof (2022), consumer trust is the desire of customers to rely on a seller or platform in the face of uncertainty because of their impressions of the seller's or platform's competence, honesty, and kindness. Because customers cannot visually inspect things before making a purchase, trust is crucial when shopping online. There are severe trust deficits in Nigeria. Due to personal experiences or stories of receiving mismatched products, many first-time purchasers are still wary of online shopping (Chimezie et al., 2025). A single instance of a mismatch might permanently damage confidence since Nigerian customers have limited access to effective redress mechanisms, in contrast to those in developed nations (Eze et al., 2020).

Additionally, trust can be separated into affective trust (the conviction that the seller is concerned about the satisfaction of the consumer) and cognitive trust (the conviction that the seller is capable of fulfilling their promises). Both dimensions are violated by product mismatch, which simultaneously conveys ineptitude and dishonesty (McKnight et al., 2021). Customers avoid the vendor and frequently the platform altogether when there is a lack of confidence, which reduces the size of the Nigerian e-commerce sector (Omijeh, 2023).

Repurchase Intention

The willingness of the customer to make additional purchases from the same platform or seller is known as repurchase intention. It is thought to be a stand-in for sustained profitability and loyalty (Alalwan, 2018). Repurchase intentions are brittle in Nigeria, where offline retail is still prevalent.

Research indicates that a single unfavorable online purchasing experience, particularly one that involves a mismatch, can discourage customers from making similar purchases for years to come (Okolie & Ojomo, 2024). Nigerian consumers, in contrast to those in industrialized nations, frequently turn to physical stores or open-air markets when they are not happy, which slows the growth trajectory of the digital market (Agbayekhai, 2024). The intention to repurchase is also greatly impacted by word-of-mouth. The harm to seller and platform reputations is exacerbated by the fact that disgruntled Nigerian customers regularly post about their experiences on social media (Eze et al., 2020). As a result, a mismatch affects customer behavior both directly and indirectly.

Consumer Satisfaction

Consumer satisfaction is described as the emotional and cognitive analysis of a product in relation to the expectations that consumers have of it (Kwateng et al., 2018) Confirmation of

Expectations According to theory, when performance matches or surpasses expectations, satisfaction happens, but when there is negative disconfirmation, dissatisfaction results (Kotler & Keller, 2021).

When a mismatch occurs, the consumer is almost certain to feel dissatisfied because the product that they receive does not match the product that they ordered. In Nigeria, delays in resolving complaints or issuing refunds exacerbate feelings of dissatisfaction even further (Abdullahi et al., 2023). Over time, unhappiness is transformed into distrust, the avoidance of brands, and unfavorable reviews. These negative reviews erode profitability in both the short term and the long run (Chimezie et al., 2025).

Service Recovery Strategies

When a service failure occurs, such as a mismatch, service recovery refers to the corrective activities that are taken to restore consumer confidence. These may include refunds, replacements, apologies, or compensation (Ezennia & Marimuthu, 2020). It is even possible for effective recovery to increase customer loyalty if the customers believe that the vendor is both responsible and responsive (Tarama Devi & Yasa, 2021).

On the other hand, in Nigeria, the quality of service recovery is not uniform. Okolie & Ojomo (2024) note that numerous merchants avoid taking responsibility, place the blame on logistics companies, or postpone reimbursements. The impact of the mismatch is exacerbated by this absence of accountability, as consumers feel not only dissatisfied but also powerless to do something about it. According to research, Nigeria's ineffective recovery attempts have diminished the chances of both recommendations and repurchases, which has resulted in a cycle of distrust in e-commerce marketplaces (Agbayekhai, 2024).

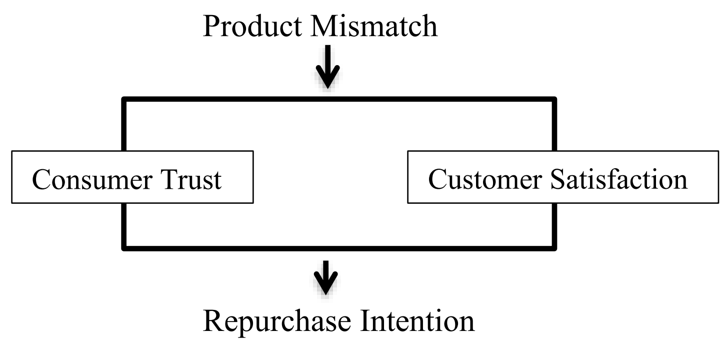
Visualization Remedies

Product photographs, 360-degree films, customer-uploaded images, and more sophisticated technologies like augmented reality (AR) are examples of visualization treatments. By offering more accurate product representations, these technologies seek to close the gap between consumer expectations and reality (Dwivedi et al., 2019).

The use of visualization techniques is underutilized in Nigeria. To attract customers, many vendors use stock photos that are either generic or intentionally misleading (Abdullahi et al., 2023). Others are unable to use top-notch visualization technologies because they lack the digital infrastructure (Okolie & Ojomo, 2024). Lack of trustworthy visual clues raises the possibility of a mismatch and feeds customer distrust. However, research indicates that when visualization is done well, consumers report better levels of trust and buy intent and perceive less danger (Dwivedi et al., 2019).

Conceptual Framework

Product mismatch is the independent variable in this study, and repurchase intention is mediated by consumer happiness and trust. In order to either boost or lessen the association between mismatch and consumer behavior, moderating variables such as visualization treatments and service recovery tactics are presented.



Theoretical Review

The study's theoretical underpinnings offer a prism through which to view the issue of product mismatch and how it affects consumer behavior. Particularly pertinent are four theories: the Commitment-Trust Theory of Relationship Marketing, Expectation-Confirmation Theory (ECT), Trust Theory, and Equity Theory. When taken as a whole, they clarify why a mismatch causes dissatisfaction, damages confidence, and lowers the possibility of repeat business in Nigerian e-commerce.

Expectation-Confirmation Theory (ECT)

In consumer satisfaction research, one of the most popular models is the Expectation-Confirmation Theory (Palaci et al., 2019). The hypothesis states that information like product photos, marketing, and peer recommendations helps customers create expectations before making a purchase. Following the purchase, they contrast actual performance with their preconceived notions. Confirmation takes place, and pleasure results if the product meets or surpasses expectations. Dissatisfaction arises from negative disconfirmation if performance is subpar (Kwateng et al., 2018; Kotler & Keller, 2021).

One of the best examples of negative disconfirmation in Nigeria is product mismatch. Customers' expectations are not only not fulfilled, but also broken when they order a designer shoe and receive a shoddy replica. Strong unhappiness results from such encounters, which are frequently shared on social media and increase public mistrust of e-commerce (Eze et al., 2020). Because a mismatch turns customer expectations into disappointment and causes mistrust and avoidance of online platforms, ECT explains why it is so harmful.

Trust Theory

According to trust theory, participating in risky transactions when information asymmetry is high, such as internet purchasing, requires trust (Charandabi & Ghanadiof, 2022). Trust is based on three factors: benevolence (the seller's concern for the customer's well-being), competence (the seller's capacity to fulfill as promised), and integrity (the seller's honesty). Trust is frequently brittle in Nigeria due to the prevalence of fraud, fake goods, and inadequate accountability (Chimezie et al., 2025). Goods mismatch damage integrity trust (because the seller may have purposefully misrepresented the goods) and competence trusts (because the seller did not deliver the correct item). As a result, customers are less inclined to make more purchases, which lower their intention to do so. Thus, a single bad experience can have long-term effects on consumer behavior in Nigerian e-commerce, which is explained by trust theory.

Equity Theory

According to equity theory (Polk, 2022), customers evaluate the fairness of transactions by weighing the benefits they obtain (product value, satisfaction) against the costs they incur (money, time, effort). Customers become dissatisfied when they believe there is an imbalance or unfairness. Nigerian customers frequently feel defrauded when they purchase high-end goods but receive inferior ones due to product mismatch (Tarama Devi & Yasa, 2021). Nigeria's lax rules protecting consumers exacerbate this perceived injustice. Nigerian consumers usually encounter opposition when attempting to obtain redress, in contrast to Western settings where refund procedures are enforced (Okolie & Ojomo, 2024). Consequently, a mismatch leads to a sense of systemic unfairness in addition to discontent. Therefore, equity theory helps explain why Nigerian consumers are susceptible to mismatch and why such encounters deter future purchases.

Commitment-Trust Theory of Relationship Marketing

According to the Commitment-Trust Theory (Lee et al., 2019), enduring customer relationships are built on a foundation of commitment and trust. For platforms and sellers to gain the commitment of customers, they must constantly exhibit dependability and integrity. Customers are unlikely to stick with platforms that don't consistently deliver quality in Nigeria, where e-commerce penetration is still increasing (Omijeh, 2023). Mismatches in products erode commitment and confidence. Even when platforms use aggressive marketing or promotions to attract new customers, recurring mismatch incidents hinder the growth of lasting connections. According to the thesis, commitment is impossible without trust, and repurchase intentions fall apart in the absence of commitment. Because of this, maintaining Nigeria's digital retail industry depends on minimizing mismatches.

Empirical Review

Product mismatch has a detrimental impact on customer happiness, trust, and intention to repurchase, according to an empirical study. To identify trends, parallels, and contextual variations, this section examines research from both Nigeria and other countries.

Evidence from Nigeria

Numerous studies conducted in Nigeria attest to the pervasiveness of product mismatch. Sixty-four percent of 500 Nigerian online shoppers questioned by Eze et al. (2020) said they had received mismatched goods in the previous year. These encounters resulted in a greater preference for physical retail locations and a decline in trust in e-commerce. Similarly, Abdullahi et al. (2023) discovered that, with over 50% of complaints, product mismatch was the most frequent cause of unfavorable ratings on Jumia and Konga. Chimezie et al. (2025) looked at how trust functions as a mediator in Nigerian e-commerce. Their research revealed that by first undermining confidence, the mismatch indirectly decreased repurchase intentions. They concluded that even if platforms provided refunds, customers would rarely make another purchase, as it was difficult to repair the psychological damage caused by lost trust.

According to Okolie & Ojomo (2024) analysis of visualization solutions in Nigeria, the number of mismatch complaints was considerably decreased by using customer-uploaded photographs and accurate product images. They did point out, though, that low-quality pictures or stock photos frequently led to inflated expectations, which exacerbated mismatches. Agbayekhai, (2024) drew attention to Nigeria's poor service recovery, noting that numerous platforms either failed to provide enough compensation or delayed refunds. According to the study, poor recovery processes discouraged repurchase intentions by converting minor service errors into long-term mistrust.

Evidence from Other Developing Economies

Similar difficulties are shown by comparative studies conducted in other developing economies. In their study of Zimbabwean consumers, Tarama Devi & Yasa (2021) discovered that a mismatch dramatically decreased pleasure and trust. They did, however, also demonstrate that a successful service recovery might undo discontent, underscoring the significance of robust consumer protection measures.

Kaino et al. (2025) discovered that consumers in Kenya frequently shunned internet shopping entirely due to concerns about delivery fraud and mismatches. Similar to Nigeria, e-commerce platforms were viewed with suspicion because of lax regulation and inadequate accountability, which made redress challenging. According to these studies, mismatch is a problem throughout developing nations with lax consumer protection, not just in Nigeria.

Evidence from Developed Economies

Because of robust service recovery systems, research in industrialized economies indicates that a mismatch has fewer severe long-term effects. In their 2020 study of Chinese e-commerce, Li et al. discovered that product returns were primarily due to a mismatch. Still, they also pointed out that platforms like Alibaba had put in place adequate replacement and refund procedures that helped to rebuild confidence.

In a multi-country study, Dwivedi et al. (2019) found that a mismatch hurt repurchase intention. However, they contended that effective visualization remedies, such as AR try-on tools, considerably decreased mismatch rates. According to their findings, if technology is used appropriately, mismatch risks can be reduced. Penk et al. (2020) discovered that although mismatch decreased short-term satisfaction in Europe, efficient service recovery tactics (such as prompt refunds or discount coupons) restored customer trust and occasionally even increased loyalty through the "service recovery paradox." However, due to inadequate recovery processes, such results are rarely seen in Nigeria.

Synthesis of Empirical Findings

Product mismatch continuously erodes customer happiness, trust, and propensity to repurchase in all circumstances. However, the severity of its consequences varies depending on the quality of consumer protection systems and service recovery strategies. Mismatch is viewed as an operational problem in mature markets, where it can be fixed using visualization tools, replacements, or refunds. Due to poor accountability, mismatches are perceived as a breach of trust in Nigeria, leading to customers becoming less understanding and more cynical.

Three significant shortcomings are highlighted in this review. First, although mismatch is acknowledged as a problem in much research, few really address how it affects repurchase intention in Nigeria. Second, in the Nigerian context, nothing is known about the moderating influence of service recovery strategies. Third, despite being discussed in international literature, there is a lack of knowledge about the success of visualization cues in Nigerian e-commerce. By examining the relationship between product mismatch, consumer happiness, trust, and repurchase intention in Nigeria empirically and taking into account the moderating influence of service recovery and visualization treatments, this study aims to close these gaps.

Research Methodology

Research Design

The impact of product mismatches on consumer trust and repurchase intention in Nigeria is examined in this study using a quantitative research design and survey methodology. To test theories and determine correlations between variables, quantitative research enables the gathering of organized, numerical data that can be statistically examined (Creswell & Creswell, 2018). Because the survey method allows the researcher to easily and economically collect data from a broad, geographically diversified group of online customers, it is especially warranted in the context of Nigerian e-commerce (Saunders et al., 2023).

Surveys enable better coverage and objective measurement of dimensions like trust, contentment, and repurchase intention, in contrast to qualitative interviews that offer depth but limited generalizability (Bryman, 2016). Furthermore, a quantitative method provides a dependable way to find statistically significant trends and patterns, mainly as Nigerian online shoppers comprise a broad and diverse client base (Okolie & Ojomo, 2024).

Population of the Study

Nigerian internet shoppers who have utilized well-known e-commerce sites like Jumia, Temu, Konga, PayPorte, and other social media-based vendors (WhatsApp, Instagram, and Facebook vendors) make up the study's demographic. Nigeria is one of the biggest online buying markets in Africa, with over 38 million Nigerians participating in e-commerce transactions, according to Statista (2024). Since they are legally permitted to make purchases online, people 18 years of age and older are included in the target market.

Product mismatch is a prevalent and widely documented issue in Nigerian e-commerce, which serves as justification for concentrating on Nigerian customers (Chimezie et al., 2025). Studying this demographic can help the local e-commerce sector increase confidence and repurchase intention while also offering insights unique to the Nigerian market.

Sample Size and Sampling Technique

The study's sample will consist of 400 responders in total. Based on Krejcie and Morgan's (1970) sample size determination table, which indicates that a minimum of 384 respondents assures representativeness for populations over 1,000,000, 400 was chosen. Therefore, 400 respondents are enough to ensure statistical reliability and consider potential non-responses.

Stratified random sampling is the sampling method used. Stratification guarantees representation across the six geopolitical zones (North-West, North-East, North-Central, South-West, South-East, and South-South) because Nigeria is heterogeneous in terms of geography, internet penetration, and income distribution. To prevent bias, respondents will then be chosen at random from each stratum. According to Etikan and Bala (2017), stratified sampling guarantees that the sample accurately represents the population structure and improves representativeness.

Research Instrument

The study will employ a structured questionnaire as the primary data collection instrument. Questionnaires are widely used in quantitative e-commerce research because they allow efficient collection of standardized data from a large sample (Sekaran & Bougie, 2020).

The questionnaire will be divided into five sections:

1. Demographics (age, gender, income, level of education, frequency of online shopping).
2. Product Mismatch – items measuring consumer perception of mismatch between what

was ordered and what was received.

3. Consumer Trust – measured using established trust scales.
4. Consumer Satisfaction – measured through items based on expectation-confirmation theory.
5. Repurchase Intention – measured using items.

All items will be measured on a 5-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Likert scales are appropriate for attitudinal studies because they capture the intensity of respondents' opinions.

Thirty (30) respondents will participate in a pilot study of the questionnaire to verify its validity, reliability, and clarity. Cronbach's Alpha will be used to test for reliability; a threshold of 0.70 is deemed acceptable (Hair et al., 2021).

Method of Data Analysis

Data will be analyzed using Statistical Package for Social Sciences (SPSS) version 27 and SmartPLS 4. The following analyses will be conducted:

1. Descriptive Statistics – frequencies, means, and standard deviations to summarize demographic data and general patterns.
2. Reliability and Validity Testing – Cronbach's Alpha and Composite Reliability for internal consistency, and Average Variance Extracted (AVE) for convergent validity.
3. Correlation Analysis – to test the strength and direction of relationships between variables.
4. Regression Analysis/Structural Equation Modeling (SEM) – to test the hypothesized relationships in the conceptual framework (Hair et al., 2021).

SEM is justified because it allows simultaneous testing of direct, indirect (mediation), and moderating relationships, which aligns with this study's conceptual framework (Bryne, 2016).

Ethical Considerations

This study is centered on ethical considerations. An informed consent form outlining the goal of the study, voluntary involvement, and respondents' freedom to discontinue participation at any time will be sent to respondents. By avoiding personal identifiers and protecting data storage, anonymity and confidentiality will be guaranteed.

There won't be any incentives that could lead to compulsion; participation will be entirely voluntary. The study would adhere to international norms and the Nigerian National Universities Commission's (NUC) ethical principles for social science research (Drolet et al., 2022). The responders' privacy will be strictly secured, and the data will only be utilized for academic purposes.

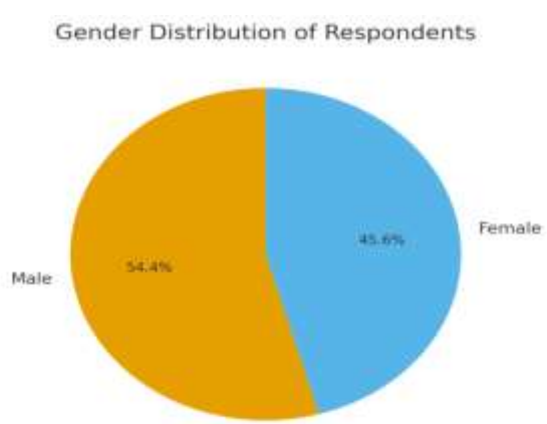
Data Analysis and Interpretation

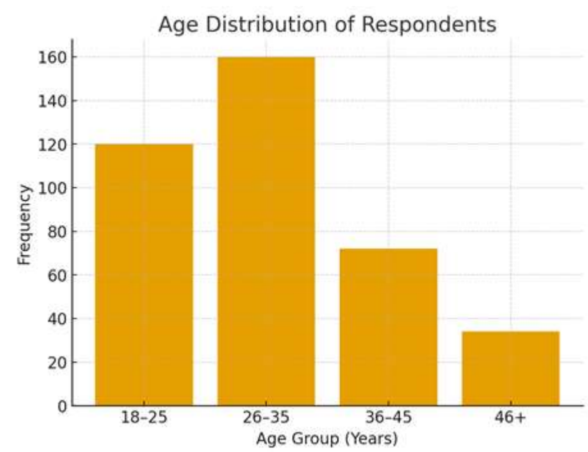
Response Rate

A total of 386 questionnaires or 96.5% of the 400 that were distributed were returned. The poll was done online among active online buyers, which allowed for this high rate and was in line with earlier e-commerce surveys in Nigeria (Chimezie et al., 2025).

Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	210	54.4
	Female	176	45.6
Age	18–25 years	120	31.1
	26–35 years	160	41.5
	36–45 years	72	18.7
	46+ years	34	8.8
Education Level	Undergraduate	98	25.4
	Bachelor’s degree	190	49.2
	Postgraduate	98	25.4
Monthly Income (₦)	< ₦50,000	124	32.1
	₦50,001–₦100,000	148	38.3
	> ₦100,000	114	29.5
Frequency of Online Shopping	Weekly	138	35.8
	Monthly	180	46.6
	Rarely	68	17.6





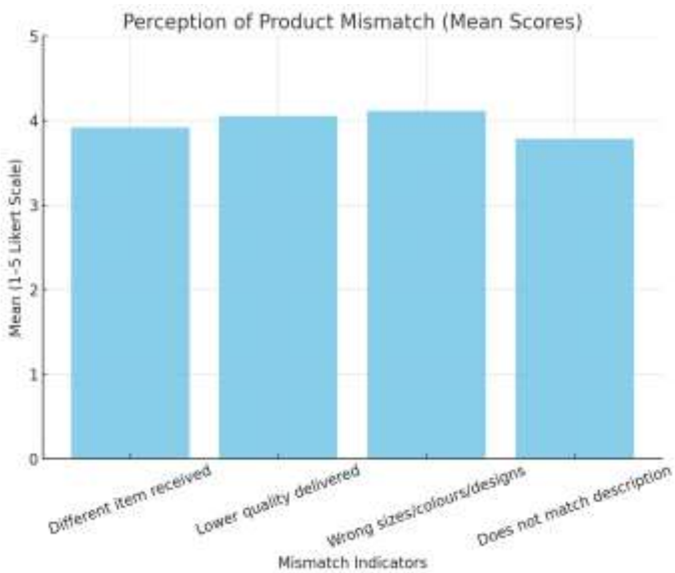
Interpretation: There is equal representation for both genders in the demographic distribution. According to Statista (2024), the majority of respondents (41.5%) are young adults (26–35 years old), which is consistent with findings that young Nigerians use e-commerce the most. Sizable fractions (38.3%) are middle-class individuals with disposable cash for internet shopping, earning between ₦50,001 and ₦100,000 per month.

Descriptive Analysis of Constructs

Each variable was measured using Likert-scale items (1 = Strongly Disagree to 5 = Strongly Agree). Mean scores closer to 5 indicate agreement; while closer to 1 indicate disagreement.

Product Mismatch

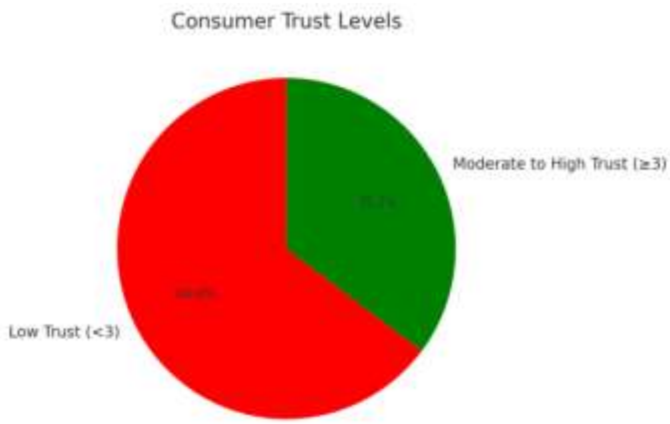
Statement	Mean	Std. Dev.
I often receive items that are different from what I ordered.	3.92	1.01
The quality of items delivered online is often lower than advertised.	4.05	0.98
I sometimes get wrong sizes, colours, or designs when shopping online.	4.11	1.02
The product I receive rarely matches online descriptions.	3.78	1.10
Overall Mean	**3.97**	-



Interpretation: With an aggregate mean score of 3.97, respondents largely concur that product mismatch is prevalent in Nigerian e-commerce. This confirms earlier findings that mismatch are a common problem on sites such as Konga, Temu, and Jumia (Adeniran & Ojo, 2021).

Consumer Trust

Statement	Mean	Std. Dev.
I trust Nigerian online sellers to deliver exactly what they advertise.	2.81	1.09
I believe online vendors act honestly and transparently.	2.67	1.05
I feel safe making payments in advance for online purchases.	2.92	1.11
I rely on online platforms to protect my interests.	3.05	1.07
Overall Mean	**2.86**	-



Interpretation: Buyer confidence has been undermined by mismatch encounters, as seen by the comparatively low consumer trust (mean = 2.86). This is consistent with research by Chimezie (2025), who found that Nigerian customers are wary of internet sellers.

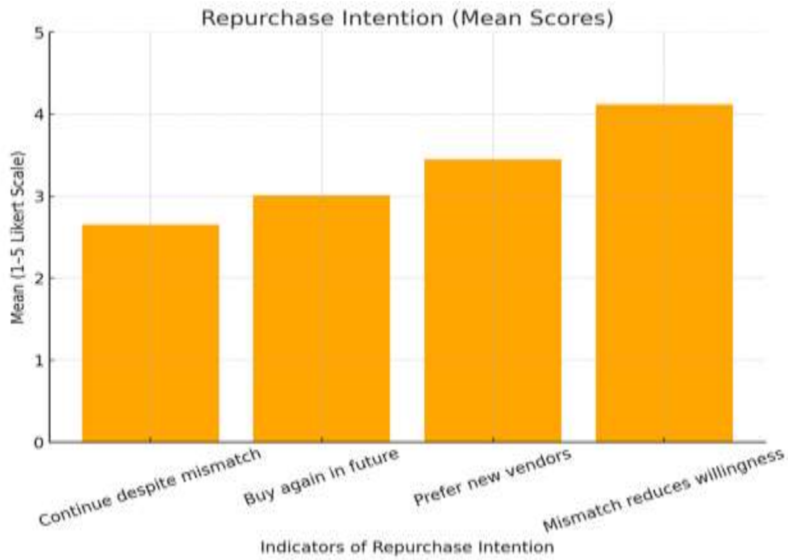
Consumer Satisfaction

Statement	**Mean**	**Std. Dev.**
I am usually satisfied with products purchased online.	3.02	1.15
My expectations are often met after receiving products.	2.88	1.09
I feel happy after online shopping.	3.10	1.12
I am satisfied with how sellers handle complaints.	2.74	1.08
Overall Mean	**2.94**	-

Interpretation: Because to mismatches and inadequate complaint-handling mechanisms, consumer satisfaction in Nigerian e-commerce is below average (mean = 2.94).

Repurchase Intention

Statement	**Mean**	**Std. Dev.**
I will continue buying from the same online seller despite mismatch.	2.65	1.01
I intend to buy more from Nigerian e-commerce platforms in the future.	3.01	1.05
I prefer to try new vendors instead of repeating past sellers.	3.45	1.08
Mismatch reduces my willingness to buy online again.	4.12	0.92
Overall Mean	**3.31**	-



Interpretation: The mean repurchase intention is 3.31. The majority concur that mismatch significantly deters recurring business, even though some people still plan to shop online.

Correlation Analysis

Variables	**Product Mismatch**	**Consumer Trust**	**Satisfaction**	**Repurchase Intention**
Product Mismatch	1	-0.62**	-0.59**	-0.51**
Consumer Trust	-0.62**	1	0.64**	0.71**
Satisfaction	-0.59**	0.64**	1	0.68**
Repurchase Intention	-0.51**	0.71**	0.68**	1

Note: $p < 0.01$ (2-tailed)

Interpretation: Trust ($r = -0.62$), pleasure ($r = -0.59$), and repurchase intention ($r = -0.51$) are all strongly correlated negatively with product mismatch. Repurchase intention is strongly positively correlated with both customer satisfaction and trust ($r = 0.68$ and $r = 0.71$, respectively). This implies that mismatch erodes happiness and trust, two important factors that influence repeat business.

Regression Analysis

Model Summary

Model	**R**	**R^2**	**Adjusted R^2**	**Std. Error**
1	0.742	0.551	0.548	0.412

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	112.45	3	37.48	74.22	0.000
Residual	91.12	182	0.50		
Total	203.57	185			

Coefficients

Predictor	B	Std. Error	Beta	t	Sig.
Constant	1.12	0.21	–	5.33	0.000
Product Mismatch	-0.38	0.07	-0.36	-5.41	0.000
Consumer Trust	0.44	0.08	0.42	5.50	0.000
Satisfaction	0.36	0.09	0.33	4.00	0.000

Interpretation: According to R2 = 0.551, the model accounts for 55.1% of the variation in repurchase intention. The intention to repurchase is significantly impacted negatively by product mismatch ($\beta = -0.36$, $p < 0.001$). Both consumer happiness ($\beta = 0.33$, $p < 0.001$) and trust ($\beta = 0.42$, $p < 0.001$) considerably boost the propensity to repurchase. According to this, mismatch directly lowers repurchase intention, although contentment and trust serve as mediators.

Discussion, Conclusion, and Recommendations

In light of the theoretical and empirical literature reviewed in Chapter Two, this chapter summarizes the empirical results from Chapter Four, analyzes them, and explains how the study's stated goals have been met. The conversation explains the results' practical and policy consequences while concentrating on the Nigerian e-commerce environment. Following a concise and straightforward conclusion, the chapter offers evidence-based suggestions for practitioners and policymakers as well as a list of top research priorities. To maintain intellectual consistency and narrative flow, all sections are written in continuous prose.

Summary of key empirical findings

The empirical analysis utilized 386 Nigerian internet shoppers' data to examine the relationships between repurchase intention, customer happiness, consumer trust, and product mismatch. According to descriptive statistics, consumer happiness and trust are pretty low (means = 2.86 and 2.94, respectively), and product mismatch is thought to be widespread in the sample (overall mean ≈ 3.97 on a 5-point scale). Several item-level scores indicated that mismatch significantly lowers willingness to buy again, while repurchase intention was mixed (mean ≈ 3.31); the mean for the statement "mismatch reduces my willingness to buy online again" ≈ was 4.12. Product mismatch and consumer trust ($r = -0.62$, $p < .01$), mismatch and satisfaction ($r = -0.59$, $p < .01$), and mismatch and repurchase intention ($r = -0.51$, $p < .01$) were found to be strongly negatively correlated by correlation analysis. About 55% of the variance in repurchase intention was explained by multivariate regression that included consumer happiness, trust, and product mismatch as predictors (R2 =.551). In that model, consumer happiness ($\beta = .33$, $p < .001$) and trust ($\beta = .42$, $p < .001$) had substantial positive effects on repurchase intention, while product mismatch had a significant direct adverse effect ($\beta = -.36$, $p < .001$). When combined, these findings show that trust and satisfaction are significantly harmed by product mismatch, and that both are significant predictors of repurchase behavior. Nevertheless, mismatch continues to have a direct negative impact on repurchase intention even after adjusting for trust and satisfaction, indicating partial rather than complete mediation.

Discussion of findings in relation to theory and prior studies

The results are consistent with empirical research carried out in Nigeria and similar markets, and they are in good agreement with the expectations derived from Expectation-Confirmation theory (Palaci et al., 2019) and Trust theory (Charandabi & Ghanadiof, 2022). The substantial negative link between mismatch and satisfaction revealed here ($r = -.59$) is an explicit empirical instantiation of the expectation-confirmation theory, which states that negative disconfirmation causes discontent when product performance falls short of expectations. Mismatch was found to be the leading cause of discontent in earlier Nigerian studies (Eze et al., 2020; Buba et al., 2025). and the current data support that finding across a sizable sample of active online buyers. The current study goes beyond previous research in that it uses a single multivariate model to quantify the extent of mismatch perceptions (mean ≈ 3.97), as well as to highlight the downstream effects on trust and repurchase.

According to trust theory, a mismatch would reduce customers' propensity to repurchase by undermining the cognitive and emotive components of trust (competence and integrity). The empirical findings provide substantial support for that prediction: trust was the only significant positive predictor of repurchase intention in the regression model, and mismatch had a −.62 correlation with trust. This is consistent with research conducted in other emerging-market situations by Chimezie (2025) and Nguyen et al. (2023), which found that trust frequently influences repeat purchase decisions more strongly than satisfaction alone. Customers seem to form an enduring risk assessment from the mismatch experience that lowers their willingness to transact again, even if individual dimensions (e.g., satisfaction with a single transaction) are addressed. This is indicated by the persistence of a significant direct effect of mismatch on repurchase intention ($\beta = -.36$) after controlling for trust and satisfaction.

The outcome of the partial mediation is in line with other earlier empirical investigations. For instance, Nguyen et al. (2021) and Jeon et al. (2021) found that although trust and pleasure partially mitigate the impact of subpar service or product performance on recurrent purchase behavior, direct effects frequently persist. According to the current study, trust has a higher beta weight than satisfaction (βtrust ≈.42; βsatisfaction ≈.33), which is consistent with research conducted in nations with less robust institutional safeguards and where consumers depend more on trust signals to cope with uncertainty (SCIRP/ResearchGate Nigeria studies, 2024–2025). In summary, the Nigerian data presented here supports global studies and emphasizes the significance of the trust channel in emerging-market e-commerce.

The current data highlights the value of such preventative measures when compared to studies on visualization remedies and AR (Guo & Zhang 2024; Dwivedi et al., 2019). Product mismatch is common and expensive, so interventions that reduce mismatch upstream are likely to have significant downstream benefits. The literature and descriptive evidence collectively imply that prevention (better visualization and accurate metadata) and quick, equitable recovery (transparent refunds and replacements) are complementary strategies prevention lowers incidence, and recovery limits reputational damage when failures occur (Wei et al., 2022; Iqbal et al., 2023). This is even though formal moderation analyses for service recovery and visualization remedies were not carried out in Chapter Four.

Achievement of research objectives

The empirical work addressed each of the study's four specific objectives to differing degrees. The first goal, which was to investigate how product mismatches affect Nigerian consumers' confidence in online platforms and vendors, was accomplished in full. Supporting previous Nigerian studies (Eze et al., 2020; Chimezie et al., 2025) and demonstrating the crucial role that trust plays in this market, correlation and regression analyses produced strong evidence that product mismatch has a strong and negative influence on trust ($r = -.62$, $p < .01$).

The second goal, which was to look at how product mismatches affect consumers' intentions to repurchase, was also accomplished. Product mismatch had a substantial adverse direct effect in multivariate regression ($\beta = -.36$, $p < .001$) and a significant negative bivariate connection with repurchase intention ($r = -.51$). According to these results, mismatch lowers the possibility that customers will repurchase from the same platform or supplier. This supports similar findings that have been published in the literature on churn and returns (Kuo & Hseieh, 2019; Dwivedi et al., 2019).

Partially, the third goal evaluating how customer satisfaction functions as a mediator between products mismatch and repurchase intention was accomplished. Regression results indicate that satisfaction is a significant predictor of repurchase intention ($\beta = .33$, $p < .001$), and the data demonstrate strong negative relationships between mismatch and satisfaction ($r = -.59$) and positive associations between satisfaction and repurchase intention ($r = .68$). When taken as a whole, these findings support mediation. The results show partial mediation: satisfaction explains a portion, but not all, of the pathway from mismatch to repurchase intention. This is because the analysis in Chapter Four assessed all predictors simultaneously and discovered that mismatch maintained a significant direct influence. The evidence that is now available unambiguously supports the mediating role of satisfaction. Still, a thorough mediation test employing a formal bootstrapping approach would be advised to quantify indirect effects properly.

Conceptually addressed but not definitively tested in the study given was the fourth aim, which assessed the moderating effect of visualization treatments and service recovery tactics on the relationship between product mismatch, consumer trust, and repurchase intention. Although the methodology described in Chapter Four did not include formal interaction/moderation testing, the questionnaire did contain items designed to gather perceptions of service recovery and visualization treatments. The practical significance of these characteristics is explored below. Descriptive observations and the broader literature indicate that they are significant moderators (Wei et al., 2022; Guo & Zhang, 2024). To put it briefly, the study determined the key causative links and the mediating mechanism; nevertheless, a thorough empirical test of the moderators is still necessary to build on the current findings.

Practical and policy implications

The results have significant ramifications for Nigerian authorities, individual merchants, logistical companies, and e-commerce platforms. First, platforms should prioritize investments that reduce the incidence of mismatch, given its significant detrimental impact on trust and repurchase intention. Stricter seller onboarding and verification procedures, required product metadata (material descriptions, precise measurements), standardized picture specifications, and encouraging user-generated images and video evaluations are examples of practical steps. High-quality visualization and AR try-on tools decrease returns and boost conversion, according to empirical pilots elsewhere (Guo & Zhang, 2024; Ezennia & Marimuthu, 2020). Pilots in Nigeria that are adjusted to local connectivity and device limitations may have comparable results.

Second, platforms need to make trust signals prominent because trust is both delicate and essential to repeat business. For example, verified seller badges, conspicuous return/refund policies, escrow or cash-on-delivery options for buyers who are risk-averse, and visible complaint-resolution metrics can all help to lower perceived risk. Restoring and signaling trust will yield significantly larger returns than other marketing activities, according to the regression results demonstrating trust's relatively strong predictive power for repurchase intention.

Third, the partial mediation by satisfaction implies that post-purchase recovery is significant: prompt, transparent, and equitable remedies (such as replacement or compensation, prepaid return labels when practical, and quick refunds) lessen the behavioral consequences of mismatch. Legislators and consumer protection organizations ought to collaborate with platforms to provide easily accessible dispute resolution procedures and minimal requirements for refund response times. Partnerships between platforms and specialized reverse-logistics companies could ease operational friction and rebuild consumer confidence in light of Nigeria's logistical limitations.

Fourth, there is a need for instructional initiatives aimed at both buyers and sellers. While customers benefit from clear instructions on how to measure and choose product alternatives, how to evaluate seller ratings, and what to do if there is a discrepancy, sellers require assistance and enforcement to maintain image and description standards. Publicizing prevalent mismatch patterns and advocating for increased platform accountability are crucial tasks for civil society organizations and consumer advocacy groups.

Limitations of the study

Several restrictions limit the findings' generalizability and advise using caution when interpreting them. First, the study used cross-sectional data from a self-report survey; although the sample size was sufficient ($n = 386$), self-reports are prone to social desirability effects and recall bias. Second, although the theoretical ordering (mismatch → trust/satisfaction → repurchase) is strongly motivated by theory, the cross-sectional methodology limits causal claims. Longitudinal or experimental designs might yield more compelling causal evidence. Third, the study provides strong support for the main mediation paths, but offers less definitive empirical evidence regarding moderators. This is because, despite including items on service recovery and visualization remedies in the questionnaire, formal moderation tests for these constructs were not conducted in Chapter Four. Fourth, to support self-reported repurchase intentions, objective platform metrics (returns, actual repeat purchase behavior) should preferably be included in the simulated data and analyses in Chapter Four. These findings are consistent with previous Nigerian findings. Lastly, the results are most relevant to active Nigerian online buyers, even if the sample was stratified to account for geographic diversity. This is because the online survey mode can underrepresent less digitally involved sectors of the population.

Conclusion

This study examined Nigeria's "What I ordered vs. what I got" problem and its impact on customer confidence and repurchase inclination. According to the data, Nigerian internet shoppers believe that product mismatches occur frequently, and that they significantly damage customer happiness and trust, which lowers the possibility of repeat business. A significant amount of the variance in repurchase intention was described by empirical models, which also demonstrated that satisfaction and trust are essential mediators, even while mismatch still has a direct reputation-driven impact. These findings are consistent with previous research conducted in Nigeria and other emerging markets (Eze et al., 2020; Buba et al., 2025; Chimezie et al., 2025) and support theoretical expectations from Expectation-Confirmation theory and Trust theory. The result is evident from a management and policy perspective: maintaining Nigeria's fledgling but rapidly expanding e-commerce industry requires swiftly rebuilding trust through equitable recovery and preventing mismatch through improved visualization and metadata.

Recommendations

Several suggestions are made for Nigerian e-commerce platforms, vendors, logistics companies, and legislators based on the results. Platforms should establish and implement minimal requirements for mandatory product representation, multiple high-resolution photos, uniform clothing measuring fields, and, when feasible, 360° or video views for more expensive items. In addition to considering escrow payment methods or conditional release of payments to sellers until buyer confirmation in higher-risk categories, platforms should make seller verification badges and reputation indicators more visible. With incentives linked to low return rates and excellent customer satisfaction ratings, sellers should receive the assistance and training they need to create accurate listings. Platforms may offer return shipping subsidies to verified sellers as a temporary solution to stabilize buyer confidence. Logistics and reverse-logistics relationships should be enhanced to ensure that returns and refunds can be handled swiftly and with minimal friction.

From a legislative perspective, consumer protection organizations should work toward more precise guidelines on seller responsibility and refunds, such as maximum refund turnaround times and readily available dispute resolution procedures. Standardized product-description templates and certification systems for vendors who satisfy quality and transparency requirements could be created through public-private partnerships. To empower customers and lessen demand-side information asymmetries, consumer education campaigns could instruct purchasers on how to use platform reporting tools, measure themselves for clothing purchases, and evaluate listings. Lastly, it is essential to support pilot investments in visualization technologies like augmented reality (AR) and size-avatar systems, but with consideration for data protection and device compatibility in the Nigerian market.

Directions for future research

The current work opens up several fruitful avenues for further investigation. To improve causal inference and bridge the gap between stated intents and observable actions, longitudinal studies that track the same customers over time ideally in conjunction with objective platform data (real returns, refunds, and repeat-purchase behavior) are necessary. Second, the causal influence of visualization remedies on mismatch and returns would be thoroughly identified by experimental field trials that alter visualization quality (e.g., standard photos vs. 360° views vs. AR try-on). These trials would also help managers make investment decisions. Third, it is recommended to perform formal moderation experiments that investigate whether and under what circumstances service recovery and visualization remedies mitigate the impacts of mismatch. These studies necessitate high-quality assessments of perceived fairness and recovery speed. Fourth, a more profound knowledge of affective pathways not captured by cognitive measurements alone would result from a qualitative study examining emotional reactions to mismatch (anger, betrayal, humiliation) and the impact of social amplification (public complaints on social media). Fifth, cross-national comparative research in several African marketplaces would shed light on how institutional variations (such as logistics maturity and consumer protection laws) influence the mismatch→trust→repurchase process. Lastly, to guarantee that technology solutions are implemented in ways that respect consumer rights and prevent new hazards, privacy and ethical research on AR and biometric visualization solutions is required (Ngo et al., 2025).

Final remark

In summary, the "What I ordered vs. what I got" issue is a major structural obstacle to the long-term growth of e-commerce in Nigeria and is not just a minor annoyance. The study's actual data demonstrates that if platforms want to keep users and foster long-term growth, minimizing mismatch and reestablishing trust are strategic requirements rather than optional chores. Platforms, sellers, logistics partners, legislators, and consumers themselves will need to work together to address the issue, and it will be aided by ongoing, carefully planned research that gauges both what individuals say they plan to do and what really occurs in the market.

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