

USE OF ONLINE SHOPPING AND CUSTOMER SATISFACTION AMONG THE SELECTED CITIZENS OF PANABO CITY

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ABSTRACT

Online shopping is concerned with e-commerce; it is often motivated by the opportunity to save resources due to its high convenience and accessibility. Shoppers are increasingly turning to the convenience of online shopping due to factors including the need to devote more time to their jobs, wasted time waiting in traffic, the difficulty of finding parking for their vehicles, the limited selection of goods available in stores, and the general trend toward more flexible work practices and lifestyles. The researchers used the correlational research method; questionnaire disposal is online using a google form, respondents around the selected citizens in the community of Panabo City. This research goal is to identify the relationship between Online Shopping and Customer Satisfaction among the citizens of Panabo City. It also studies the level of Online Shopping Satisfaction among the citizens of Panabo City. Using the correlational research method study found a positive correlation and significant relationship between Online Shopping and Customer Satisfaction among the citizen of Panabo City. Also, found the level of Satisfied Customers and high level of engagement in Online Shopping. The researcher wants to know the preference of the customers. The researchers selected 50 respondents inside the community of Panabo City

Keywords: Online Shopping, Customer Satisfaction, Correlational Research Method, Panabo City

1. INTRODUCTION

1.1 Background of the Study

The concept of shopping on the Internet was "created" by Michael Aldrich. Using videotex, a two-way messaging service, completely transformed the way companies operated. It's what we now call electronic commerce or e-commerce. Activities related to purchasing and selling things through the Internet are considered examples of e-

commerce[1]. In the Philippines, e-commerce is growing at a constant and rapid rate. The e-commerce industry in the Philippines is experiencing a significant increase in demand. The Philippine proliferation of smartphones and desktop computers has increased people buying online. This trend is particularly prevalent among Filipinos. Around the world, online shopping is getting more popular. Consumers seeking convenience have found more satisfaction in online shopping. Two factors have usually identified consumer attitudes toward online shopping; one is trust, and another is perceived benefits[2]. Therefore, trust and perceived benefits seem to be the critical conjectures of consumer satisfaction toward online shopping. Happiness is one of the essential consumer reactions to Internet purchasing, as seen by its potential to foster customer loyalty, increase positive word-of-mouth, encourage repeat purchases, and increase its market share and profitability.

The four essential aspects impacting customer satisfaction with online buying experiences are website design, product diversity, dependability, and delivery performance [3]. E-commerce customer happiness depends on a website's design quality, including navigational ease and aesthetic attractiveness. A well-designed website leads to happier customers who are more satisfied with their entire experience and the level of service they get[4]. The growth of technological advancement has led the market sector to initiate an Online market; This research goal is to identify the relationship between Online Shopping and Customer Satisfaction among the citizens of Panabo City. It also studies the level of Online Shopping Satisfaction and the level of engagement among the citizens of Panabo City.

1.2 Theoretical Framework

This study is anchored on the theory of[5]. This study state that online shopping can reduce time spent. People dislike going to crowded marketplaces because it makes them feel uncomfortable and wastes their time. Therefore, online shopping is a blessing since it saves a significant amount of time. Directly from the vendor, through the Internet, bypassing any third-party intermediate services. Web stores enable consumers to purchase without leaving the convenience of their own homes by allowing them to browse merchandise while seated in front of a computer. Internet-based shops are often accessible around the clock, and many customers have an internet connection at both their places of employment and their homes.

According to[6], Consumer purchases are mainly based on cyberspace appearances, such as images, pictures, quality information, and video clips of the product, not on the experience. As the Internet has become a truly global phenomenon, this growing and diverse Internet population means that people with eclectic tastes and purposes are now going to the Web to buy products and services.

1.3 Conceptual Framework

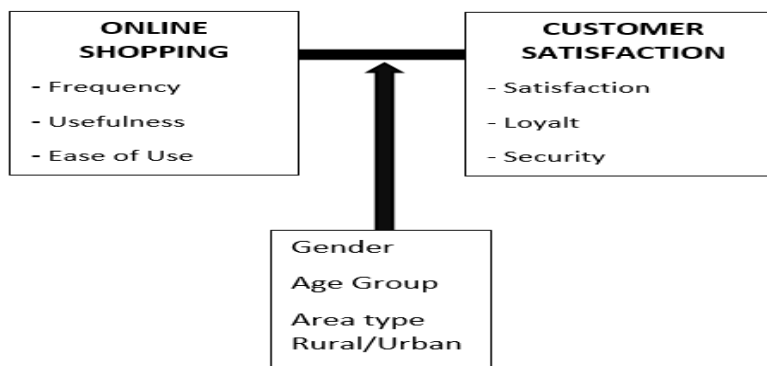


Figure 1. Conceptual Framework of the study

Figure 1. Shows the conceptual model that will guide this study. The diagram shows the relationship between Online Shopping and Customer Satisfaction in Panabo City. Online Shopping is an Independent variable containing its indicators to be discussed and explored; meanwhile, Customer Satisfaction is a dependent variable to test if both variables have a relationship or difference. Its variables and indicators will guide the study to be answered.

1.4 Research Questions

The main research questions that guided this research study are:

RQ1. What is the demographic profile of the participants of the study in terms of:

- 1.1 Gender
- 1.2 Age Group
- 1.3 Type of Area Rural/Urban

RQ2. What is the level of Online Shopping in terms of:

- 2.1 Frequency
- 2.2 Usefulness
- 2.3 Ease of Use

RQ3. What is the level of Customer Satisfaction in terms of:

- 3.1 Satisfaction
- 3.2 Loyalty
- 3.3 Security

RQ4: Is there a significant difference in the level of Online Shopping when grouped according to:

- 4.1 Gender
- 4.2 Age Group
- 4.3 Type of Area Rural/Urban

RQ5. Is there a significant difference in the level of Customer Satisfaction when grouped according to:

- 5.1 Gender
- 5.2 Age Group
- 5.3 Type of Area Rural/Urban

RQ6: Is there a significant relationship between the level of Online Shopping and the level of Customer Satisfaction?

1.5 Null Hypothesis

Ho1: There is no significant difference in the level of Online Shopping when grouped according to:

- a. Gender
- b. Age Group
- c. Type of Area Rural/Urban

Ho2: There is no significant difference in the level of Customer Satisfaction when grouped according to:

- a. Gender
- b. Age Group
- c. Type of Area Rural/Urban

Ho3: There is no significant relationship between the level of Online Shopping and the level of Customer Satisfaction.

2. METHODOLOGY

This chapter discusses how the researchers will collect the data and information essential for the entire investigation. It defines who will be the respondents and the focus of the research and shows the procedure of data collection and instruments used. These chapters also discuss the type of research design, research locale, participants of the study, sampling techniques, statistical techniques, data collection procedure, research instrument, and ethical considerations.

2.1 Research Design

The research design for this study is correlational. A correlational design is appropriate when the available literature on particular topics demonstrates adequate information to suspect the relationship between variables. The researchers use correlational research as the design because it investigates the correlation between online Shopping and Customer Satisfaction.

2.2 Research Locale

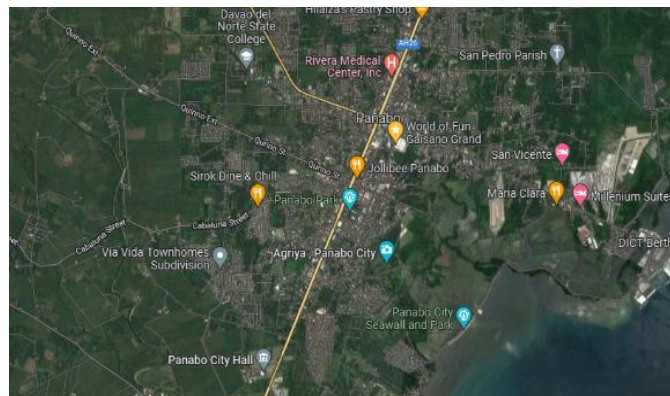


Figure 2. Research Locale

The study was conducted within Panabo City, Davao del Norte since the respondents are from Panabo City. The researchers mostly find the respondents who are near roaming around the City. This will significantly give Panaboans insight into how engaged they are in Online Shopping.

2.3 Participants of the Study

The researchers selected 50 participants from different places around Panabo City, Davao del Norte. The researchers gave sets of survey questionnaires to the respondents being assessed. The activity data will have been done through an online survey with 50 respondents. The study was conducted during the school year 2021-2022. The participants are highly needed to complete this study to determine online engagement and satisfaction, especially in this pandemic.

2.4 Sampling Techniques

The researchers used the quota sampling technique. The Quota sampling technique is a non-random sampling technique in which participants are chosen based on predetermined characteristics. The total sample will have the same distribution of characteristics as the wider population[7]. This study selected 50 Citizens in different locations around Panabo City.

2.5 Statistical Treatments

The following are the statistical tools that will be utilized during the conduct of research:

Relative Frequency. This tool will define the respondent's gender, age group, And Area Rural/Urban Type specified in sub-problem 1.

Weighted Mean. This tool will describe the levels of Online Shopping and Customer Satisfaction of the selected citizen as provided in sub-problems 2 and 3.

Analysis of Variance. This tool will describe the significant differences in the levels of Online Shopping and the levels of Customer Satisfaction when analyzed by Gender, Age Group, and Type of Area Rural/Urban as provided in sub-questions 4 and 5.

Pearson r. This tool will describe the significant relationship between the Online Shopping and the Customer Satisfaction of the selected citizens as provided in subproblem 6

2.6 Data Collection Procedure

The researchers had allotted vigorous time effect and cooperation in developing their questionnaire to serve its intended respondents. The survey was created using relevant questions formed by the researchers.

Preparation for the research questionnaire.

A research questionnaire is essential to determine Customer Satisfaction using Online Shopping, and it needs preparation and time to make an effective questionnaire. Therefore, the researchers critically think about creating and constructing a questionnaire.

Distribution of questionnaire. After the researchers prepared and made their questionnaire, the distribution will follow. The researchers will distribute it to their following chosen respondents, and the results will be used as the data gathered to determine Customer Satisfaction using Online Shopping.

Collection of Respondents and ranking data. The information collected from this research instrument were tallied and computed for interpretation according to the frequency of items checked by the participants.

2.7 Research Instrument

The online researcher-made questionnaire was used to assess mainly two parts in gathering the data. Part 1: the profile of the respondents in terms of Age, Gender, Type of Area Rural/Urban, and Part 2 determines the factor influencing the use of Online Shopping.

The adapted questionnaires on Online Shopping are from the Diva-porta[8] and the Customer Satisfaction from the Diva-porta[9]. We attain our data from the selected participants in the different locations of Panabo City. As a result, the answered questionnaire from our respondents was going to analyze it using the appropriate statistical tool.

2.8 Ethical Considerations

The study's primary concern is the respondent's safety around Panabo City; since we are amidst a Covid-19 pandemic, we follow the health protocols. The researcher conducted research questionnaires using an online survey with the help of Gform. The researchers will not force anyone to respond to or evaluate the questionnaire in surveying. All responses will be kept personal to protect the participants' identity, and all remarks to be quoted will be encoded.

3. RESULTS AND DISCUSSIONS

Profile of the Respondents

As shown in Table 1, there are a number of 50 participants in this study. There were 38.0% male respondents and 62.0% female respondents. 24.0% of respondents belong to the age group below 18 years old, 72.0% are 18-25 years old, and 4.0% are 26-30 years old. 26.0% of respondents are from rural areas, and 74.0% are from urban areas.

Table 1. Frequency and Percentage Distribution of The Respondent's Profile

Characteristic	Frequency (N = 50)	Percent	Valid Percent	Cumulative Percent
Gender				
Male	19	38.0	38.0	38.0
Female	31	62.0	62.0	100.0
Age Group				
below 18 years old	12	24.0	24.0	24.0
18-25 years old	36	72.0	72.0	96.0
26-30 years old	2	4.0	4.0	100.0
Area Type				
Rural	13	26.0	26.0	26.0
Urban	37	74.0	74.0	100.0

Level of Online Shopping

Table 2 shows the level of online shopping which is divided into three indicators. The first indicator is frequency. The mean of the level of frequency in the selected citizens of Panabo online shopping the respondents is 3.5400 with a standard deviation of 0.82586. This shows that the frequency among the selected citizens of Panabo online shopping of the respondents is high. The second indicator tells about the Usefulness, the mean of the level of usefulness in the online shopping of the respondents is 3.4567 with a standard deviation of 0.75803. This depicts that the usefulness of online shopping for the respondents is high. The third indicator is the ease of use in online shopping, the mean level of ease of use in the online shopping of the respondents is 3.3600 with a standard deviation of 0.76238. This shows that the ease of use in the online shopping of the respondents is moderate. Since the (M=3.45), this means that the level of online shopping among the selected citizens of Panabo City is High.

Table 2. Mean and Standard Deviation Distribution of Respondents' Level of Online Shopping

Indicators	N	Mean	Standard Deviation
Frequency	50	3.5400	0.82586
Usefulness	50	3.4567	0.75809
Ease of Use	50	3.3600	0.76238

Level of Customer Satisfaction

Table 3 shows the level of customer satisfaction which is divided into three indicators. The first indicator is satisfaction, with a mean level of satisfaction of 3.2680 with a standard deviation of 0.72687. This shows that the satisfaction of the respondents is moderate. The second indicator tells about the Loyalty, with a mean level of loyalty is 3.2067 with a standard deviation of 0.77887. This depicts that the Loyalty to online shopping of the respondents is moderate. The third indicator is security, the mean level of security is 3.5100 with a standard deviation of 0.82369. This shows that the security in the online shopping of the respondents is high.

Since the ($M=3.32$), this means that the level of customer satisfaction among the selected citizens of Pnabo City is moderate.

Table 3. Mean and Standard Deviation Distribution of Respondents' Level of Customer Satisfaction

Indicators	N	Mean	Standard Deviation
Satisfaction	50	3.2680	0.72687
Loyalty	50	3.2067	0.77887
Security	50	3.5100	0.82369

Research Question 4 asks for the significant difference in the level of Online Shopping among the selected citizens of Panabo City when grouped according to Gender, Age group, and Type of Area.

Table 4. Significant Difference in The Online Shopping When Grouped According to Gender

Groups	Mean	SD	F	Sig.
Male	3.4719	.78797	.102	.881
Female	3.4401	.67930		

Since, $p\text{-value } 0.881 > 0.05$ then we do not reject the null hypothesis. There is no significant difference in the level of online shopping when grouped according to gender. This means that variations of gender do not affect the level of Online shopping among citizens of Panabo City.

Table 5. Significant Difference in The Online Shopping When Grouped According to Age

Groups	Mean	SD	F	Sig.
below 18 years old	3.1889	1.14755	1.126	.333
18-25 years old	3.5269	.51821		
26-30 years old	3.5269	.04714		

Since, $p\text{-value } 0.333 > 0.05$ then we do not reject the null hypothesis. There is no significant difference in the level of online shopping when grouped according to age. This means that variations in age group do not affect the level of Online shopping among citizens of Panabo City.

Table 6. Significant Difference in The Online Shopping When Grouped According to Type Of Area

Groups	Mean	SD	F	Sig.
Rural	3.3949	.46000	1.227	.740
Urban	3.4724	.78942		

References Since, $p\text{-value } 0.740 > 0.05$ then we do not reject the null hypothesis. There is no significant difference in the level of online shopping when grouped according to the type of area. This means that variations in the type of area do not affect the level of Online shopping among citizens of Panabo City. Research Question 5 asks for the significant difference in the level of Customer Satisfaction among the selected citizens of Panabo City when grouped according to Gender, Age group, and Type of Area.

Table 7. Significant Difference in Customer Satisfaction When Grouped According to Gender

Groups	Mean	SD	F	Sig.
Male	3.3614	.71347	.040	.790
Female	3.3079	.67126		

Since, $p\text{-value } 0.790 > 0.05$ then we do not reject the null hypothesis. There is no significant difference in the level of customer satisfaction when grouped according to gender. This means that variations of gender do not affect the level of customer satisfaction among citizens of Panabo City.

Table 8. Significant Difference in Online Shopping When Grouped According to Age

Groups	Mean	SD	F	Sig.
below 18 years old	3.0514	1.02677	1.372	.264
18-25 years old	3.4077	.52815		
26-30 years old	3.5583	.31820		

Since, $p\text{-value } 0.264 > 0.05$ then we do not reject the null hypothesis. There is no significant difference in the level of customer satisfaction when grouped according to age. This means that variations in age group do not affect the level of customer satisfaction among citizens of Panabo City.

Table 9. Significant Difference In The Online Shopping When Grouped According To Type Of Area

Groups	Mean	SD	F	Sig.
Rural	3.3538	.42780	.922	.877
Urban	3.3192	.75474		

Since, $p\text{-value } 0.877 > 0.05$ then we do not reject the null hypothesis. There is no significant difference in the level of customer satisfaction when grouped according to the type of area. This means that variations in the type of area do not affect the level of customer satisfaction among citizens of Panabo City.

Research question 6 asks for the significant relationship between Online Shopping and Customer Satisfaction among the citizens of Panabo City.

Table 10. Correlations Between Online Shopping And Customer Satisfaction

Variables	Mean	SD	r - value	p - value
Online Shopping	3.4522	.71473	0.631	0.01
Customer Satisfaction	3.3282	.68085		

Table 10 shows the positive correlation between online shopping and customer satisfaction. Since $p\text{-value}$ is $0.01 < 0.05$, then we reject the null hypothesis. There is a significant relationship between online shopping and

customer satisfaction. With the r-value of 0.631, online shopping and customer satisfaction has a moderately significant positive correlation.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

The conclusions of the findings regarding the relationship between online shopping and customer satisfaction are based on the result of the study. The conclusions are as stated below:

1. Research question 1, describes the demographic profile of the respondents of the study. The majority of the respondents' gender is female, and the majority age group is 18-25 years old. Most of the respondents were from urban areas.
2. Research question 2, is about the level of online shopping in terms of the three indicators: frequency, usefulness, and ease of use. The overall result indicates a high level of online shopping, proving that it is effective.
3. Research question 3, is about the level of customer satisfaction in terms of the three indicators: satisfaction, loyalty, and security. The study found a moderate level of customer satisfaction among the citizens of Panabo City, proving that it is quite effective.
4. Research question number 4 and 5 is about finding the significant difference between the two variables by testing the moderating variables. The study concluded that the moderating variables of gender, age, and type of area do not affect the level of online shopping and the level of customer satisfaction.
5. For research question 6 about determining the relationship between online shopping and customer satisfaction among citizens of Panabao City, the study concluded that there are a positive correlation and significant relationship between online shopping and customer satisfaction among the citizens of Panabo City.

4.2 Recommendations

Online Shopping is a process whereby consumers directly buy goods, services, etc. The following recommendations are made based on the study's findings and discussion.

Transaction security and consumer data safety are principal concerns of online customers purchasing products or services. Therefore online vendors can assure their consumers" by offering personal information privacy protection policy and guarantee for transaction security by improving their technological system.

Nowadays, the usage of online shopping is essential but for the users make sure to read the background for security purposes before engaging the application or website.

For the Online shops, convenience and delivery are the key factors of your business growth, because this is what most of the customers look for they wanted a faster process.

Lastly, for future researchers, another study that focuses on online shopping and customer satisfaction is highly recommended to improve the research. This is to further examine the extent of online shopping and customer satisfaction of thinking critically.

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"Acknowledgement and celebration are essential to fueling passion, making people feel valid and valuable, and giving the team a real sense of progress that makes it all worthwhile."

– Dwight Frindt

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