

Customer Satisfaction Among Online Shoppers: A Study of Business Administration Students

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Abstract:- This study aimed to evaluate the satisfaction level of respondents regarding online shopping, specifically conducted at the Philippine College Foundation in Valencia City, Bukidnon over two weeks in October 2023. The survey gathered responses from 157 Bachelor of Science in Business Administration students enrolled in the first semester of the 2023-2024 academic year, all of whom had experience with online shopping. Descriptive statistics including frequency, mean, and standard deviation were utilized by the researchers to address the study's objectives. The data collection involved a self-designed questionnaire crafted to comprehensively capture the essential facets of the study. The findings revealed a prevalent satisfaction among respondents in various aspects of online shopping, notably in terms of convenience, product delivery, and product quality, which significantly influenced overall customer satisfaction within the online shopping context. This indicates a strong inclination among respondents towards favoring online shopping as a preferred method for making purchases.

Keywords:- Customer Satisfaction, Online Shopping.

I. INTRODUCTION

The world of commerce has witnessed extensive digital transformation, and one of the sectors most significantly impacted by this change is online purchasing. In recent years, online shopping has experienced explosive growth, firmly establishing itself as a quick and convenient means for consumers to purchase. This transformation is particularly significant for students on top of this digital shift. Students are now enthusiastic online shoppers, drawn to the convenience of accessing a wide array of products at competitive prices and the freedom to shop at their convenience.

Being digital groups, students eagerly embrace technology, engaging in various online activities, including purchasing products and services. Understanding their online shopping behavior and assessing their satisfaction with this mode of commerce is crucial for entrepreneurs, educators, and regulators.

Today, internet shopping has become a straightforward process for acquiring everyday goods due to the widespread use of smartphones, computers, and tablets. Online shopping leads to electronic commerce, driving customers' decisions to purchase products from specific organizations (Souca, 2014). The Philippines, in particular, has seen an upward trend in demand for e-commerce, with the rise of smartphones and desktop computers leading to an increase in online purchases among Filipinos. The advancement of technology has reshaped people's daily lives, with the Internet playing a vital role in this transformation. As a result, the traditional shopping mode in physical stores has evolved into a more efficient and popular system known as e-commerce Rudansky-loppers (2014).

According to data from January 2021, the Philippines had 73.91 million internet users, which increased by 4.2 million between 2020 and 2021. The United States had 79.9 million social media users, while the Philippines boasted 89.00 million (Bureau of Statistics). This significant rise in social media users has made platforms like Twitter, Facebook, Instagram, LinkedIn, and YouTube more accessible, transforming them into avenues for online shopping and connecting sellers and retailers with their customers (Singh & Singh, 2018). Online shopping has emerged as a lifeline for busy individuals juggling various priorities. With items delivered to their doorstep, it offers a convenient solution for meeting shopping needs. However, it has challenges, as customers can experience satisfaction and dissatisfaction with their purchases. Product defects and incorrect deliveries can mar the online shopping experience (Karthikeyan, 2016).

Online privacy and security concerns are prevalent in online shopping, especially in developing countries where comprehensive regulations may be lacking. Reports of internet fraud deter customers from engaging in online purchases. Therefore, a comprehensive examination of customer satisfaction, including pre-purchase and post-purchase behavior, is essential to alleviate these concerns (Akram, 2018).

This study seeks to provide valuable insights for e-commerce companies, academic institutions, and policymakers. Analyzing the factors influencing student satisfaction in online shopping aims to enhance the online shopping experience and foster lasting customer relationships. This study contributes to the body of knowledge concerning students' satisfaction with online purchasing by offering insight into their experiences and levels of satisfaction.

II. METHODOLOGY

This study used a descriptive-quantitative research design. The descriptive quantitative research design aims to gather and analyze data to describe or quantify a particular phenomenon or population. It involves collecting data through structured surveys, questionnaires, or observations and then analyzing it using statistical techniques to draw meaningful conclusions (Creswell, 2013). This research design allows researchers to measure variables, identify patterns, and make predictions. It focuses on collecting numerical data and using statistical analysis to describe the studied topic (Babbie, 2016) comprehensively.

Furthermore, this research was conducted at the Philippine College Foundation, an appropriate locale for this study. Philippine College Foundation (PCF) is a nonstock, nonprofit private school offering courses, including the Bachelor of Science in Business Administration. The decision of the researchers to select the school as the study's locale is based on the availability of a suitable sample population of online shoppers among the students. Conducting the research at the school allows easy access to the participants, facilitating data collection and analysis.

Respondents are only one hundred (100) second-year bonafide students of the Philippine College Foundation who were enrolled during the second semester of the school year 2022-2023 and are enrolled as third-year students of the school year 2023-2024 and actively engage in online shopping. These students are an excellent sample for investigating customer satisfaction in an online purchasing setting since they are often avid buyers and represent a diverse group with varying online shopping experiences.

This study employed a stratified sampling technique to allow researchers to gain a more reliable and precise measure of population characteristics, particularly when the population is varied and divided into subgroups with considerably distinct features. As cited by the study of Ayoub, H., & Twesige, D. (2022), stratified sampling is a probability sampling method used in sample surveys; the target population elements are divided into distinct groups or strata, and the elements within each stratum are similar to each other in terms of select characteristics of importance to the research (Parsons, 2017).

The researchers derived a sample size of 157 out of the total population of 262 second-year BSBA students in PCF. The sample distribution was computed proportionately by dividing the total sample by the total population multiplied

by the population per number of students. Table 1 shows the distribution of the respondents by section.

To collect data for the study, the researchers developed a self-made questionnaire. Furthermore, the questionnaire is divided into two parts. The first section focuses on the demographic profile of students, which includes age, gender, marital status, and monthly allowance. The second section assessed customer satisfaction with online shopping in terms of Convenience (10 indicators), product delivery (5 indicators), and product quality (10 indicators), for a total of 25 indicators rated on a 5-point Likert scale of 5 (Highly Satisfied), 4 (Satisfied), 3 (Moderately Satisfied), 2 (Less Satisfied), and 1 (Unsatisfied). This questionnaire was designed to measure respondents' level of satisfaction when shopping online.

Finally, statistical tools including frequency counts were used to determine the demographic profiles of the respondents, weighted mean to assess the level of customer satisfaction with online purchasing, and standard deviation for evaluating data dispersion. In statistics, a frequency distribution conveys how often a particular entry appears in the dataset (Merbitz et al. (2016). This study employed frequency distribution to categorize respondents by age, gender, marital status, and monthly allowance. The mean signifies the ratio of the sum of observations to the number of comments, as defined by Panneerslvam (2008). In this research, researchers utilized this statistical method to calculate the average score for each indicator, as rated by the respondents.

III. RESULTS AND DISCUSSION

The result revealed that among the 157 respondents engaging in online shopping, over half of the respondents fall within the 19-24 age bracket, representing 54.1% of the total. This indicates that this group has a strong tendency for online purchasing and is highly active in this activity. This is consistent with earlier studies conducted by Shanthi & Kanniah (2015), which showed that people in the 20–25 age range like to shop online while those in the older age groups are less likely to do so. Conversely, findings from Kanchan, Kumar, and Gupta's (2015) study revealed that individuals aged 30-45 exhibit more significant interest in online shopping, presenting a contrast to the primary trend observed in this study.

Table 1 Demographic Profile of the Respondents

Profile	f	%
Age		
19-24	85	54.1
25-30	28	17.8
31-36	26	16.8
37 above	18	11.5
Total	157	100
Sex		
Male	34	21.7
Female	123	78.3
Total	157	100
Marital status		
Single	116	73.9
Married	41	26.1
Total	157	100
Monthly Allowance		
1000-2000	100	63.7
2001-3000	25	15.9
3001-4000	12	7.6
4001-5000	9	5.7
5001 above	11	7.0
Total	157	100

As to sex, the data revealed that out of 157 respondents, 78.3% are female, and 21.7% are male. This implies that females are more active online shoppers than males. In the case of PCF students, most of them are female, which makes them more prone to online shopping since they purchase things like personal care and fashion items, unlike males, who are smaller in number. According to Bancoro (2023), females are far more likely than males to shop online. In contrast, the intention to shop online is higher among men than it is among women (Bhat et al. (2021).

Regarding marital status, the data indicates that 73.9% of respondents are single, while 26.1% are married. This highlights a notable inclination of unmarried individuals towards online shopping, corroborating findings from Singh and Kashyap (2015) study and Bhat et al. (2021), which similarly emphasized the preference for online shopping among unmarried consumers. However, Shalini and Malini's (2015) study presents a contrasting perspective, suggesting that married consumers exhibit a higher preference for internet shopping compared to single consumers.

Examining the monthly allowance distribution among respondents, a significant portion (63.7%) falls within the 1,000-2,000 range despite being a relatively modest income bracket. This reflects the willingness of respondents, particularly PCF students, to allocate a portion of their limited income toward online purchases. This behavior aligns with Sharma and Parmar, (2018) study, which observed that customers with intermediate to higher incomes tend to shop online more frequently than those with lower incomes. Additionally, Mehrotra et al. (2019) further support this trend, indicating a greater propensity for online shopping among individuals with higher earnings.

Table 2 Level of Customer Satisfaction Towards Online Shopping in Terms of Convenience

Indicators	Mean	SD	Verbal Description	Qualifying Statement
1. I find online shopping accessible.	4.07	0.86	Satisfied	Online shopping is very favorable
2. I find online shopping transaction easy and hassle-free.	4.08	0.86	Satisfied	Online shopping is very favorable
3. I find online shopping provide detailed prices on items offered.	3.96	0.89	Satisfied	Online shopping is very favorable
4. I find online shopping product information in clear and concise manner.	3.66	0.78	Satisfied	Online shopping is very favorable
5. I find online shopping a simple ordering process.	4.15	0.79	Satisfied	Online shopping is very favorable
6. I find the checkout process for online shopping good and efficient.	3.94	0.84	Satisfied	Online shopping is very favorable
7. I used to do online shopping because of its open-time ordering process.	4.10	0.81	Satisfied	Online shopping is very favorable
8. I used to do online shopping because of its simplicity of discovering deals or discounts in different shops.	4.04	0.80	Satisfied	Online shopping is very favorable
9. I used to purchase online because it was so simple to check on the progress of my order.	4.05	0.85	Satisfied	Online shopping is very favorable
10. I used to buy products online since it gives me a variety of brand choices.	3.80	0.92	Satisfied	Online shopping is very favorable
OVERALL MEAN	3.96	0.84	Satisfied	Online shopping is very favorable
Legend	4.21-5.00	Highly Satisfied	Online shopping is extremely favorable	
	3.41-4.20	Satisfied	Online shopping is very favorable	
	2.61-3.40	Moderately Satisfied	Online shopping is somewhat favorable	
	1.81-2.60	Less Satisfied	Online shopping is slightly favorable	
	1.00-1.80	Unsatisfied	Online shopping is not favorable	

Table 2 highlights the top three mean indicators among respondents: "I find online shopping's ordering process simple" (4.15), "I used to do online shopping due to its open-time ordering process" (4.10), and "I and online shopping transactions easy and hassle-free" (4.08). This implies that PCF students exhibit a strong affinity for online shopping due to its inherent conveniences: the ability to browse and purchase at any time, the convenience of shopping from their homes, simplified online transactions, and access to a diverse range of products from various brands and sellers. This extensive array of options provides students with a wide selection to choose from, contributing to their enjoyment of the online shopping experience. Thus, it means that online shopping is very favorable to students in making purchase.

Research by Kaura et al. (2015) emphasizes that offering Convenience, whether through streamlined online transactions or by expanding payment options, significantly enhances customer satisfaction. When users perceive the online ordering process as easy and user-friendly, they consider the system useful (Abdullah et al. 2017). Moreover, customers are inclined to make online purchases when they find the shopping platform easy to navigate and use (Mpfu et al. 2019).

However the convenience and efficiency of online checkout processes, the overall satisfaction of students lessens if the product information is not presented clearly, hindering their ability to confidently make purchase

decisions as well as recommendation to their relatives and friends. This finding is supported by the study of Jiang, Yang, and Jun (2013), which claimed that Convenience has a favorable impact on general consumer satisfaction. According to Prasetyo and Fuente (2020), happy customers are more likely to stick with the retailer, use them more frequently, refer them to others, and have a better overall experience. Customer happiness can be influenced by a variety of factors, including the ability to choose from a variety of items Mahmud, Imtiaz, Ahmed (2019).

Table 3 Level of Customer Satisfaction Towards Online Shopping in Terms of Delivery of Product

Indicators	Mean	SD	Qualitative Description	Qualitative Interpretation
1. Online shopping guaranteed on time delivery of purchased products.	3.71	0.88	Satisfied	Online shopping is very favorable
2. Online shopping offers good condition items.	3.48	0.92	Satisfied	Online shopping is very favorable
3. Online shopping provides excellent service.	3.61	0.85	Satisfied	Online shopping is very favorable
4. Online purchasing offers flexible delivery option.	3.80	0.80	Satisfied	Online shopping is very favorable
5. Online shopping allows customers to track or check purchased product accurately.	3.94	0.85	Satisfied	Online shopping is very favorable
OVERALL MEAN	3.71	0.86	Satisfied	Online shopping is very favorable

Legend:

4.21-5.00	Highly Satisfied	Online shopping is extremely favorable
3.41-4.20	Satisfied	Online shopping is very favorable
2.61-3.40	Moderately Satisfied	Online shopping is somewhat favorable
1.81-2.60	Less Satisfied	Online shopping is slightly favorable
1.00-1.80	Unsatisfied	Online shopping is not favorable

Table 3 reveals that among the five indicators, the statement "Online shopping allows customers to accurately track or check purchased products" received the highest rating, achieving a mean of 3.94 or a verbal description of "satisfied." For PCF students, this aspect of online shopping is very favorable to them as it gives a smooth and convenient purchasing process. The ability to monitor purchased products holds significant value, primarily when items are intended for special events or occasions. Customers often seek assurance regarding the delivery timeline, whether it aligns with their expectations or potentially arrives earlier.

Additionally, Cao et al. (2018) found that tracking mechanisms involving multichannel methods like email or text alerts for delivery updates could predict customer satisfaction among online shoppers in China and Taiwan. Moreover, recent studies have emphasized the impact of efficient delivery on customer satisfaction. Chou et al. (2015) research highlighted the influence of promised delivery times on customer satisfaction. As evidenced by

Mofokeng (2021), South African researchers emphasized the significance of timely product deliveries in enhancing online customers' satisfaction levels.

Meanwhile, among the indicators, "Online shopping offers items in good condition" received the lowest mean score of 3.48. This outcome suggests that respondents rated this aspect the lowest, possibly due to concerns regarding the condition of delivered products. Students might encounter challenges such as delays, mishandling of parcels, or unforeseen circumstances while transporting purchased items. In developed countries, dissatisfaction among online shoppers often stems from businesses' failure to provide expedited or timely deliveries, as highlighted in Capgemini (2019). Moreover, instances of online stores delivering products entirely different from what the customer ordered or, worse, delivering empty packages, as noted by Al-Jahwari et al. (2018), contribute to customer discontentment and impact the perceived reliability of online shopping platforms.

Table 4 Level of Customer Satisfaction Towards Online Shopping in Terms of Product Quality

Indicators	Mean	SD	Verbal Description	Qualifying Statement
1. I used to shop online because they offer accurate products.	3.56	0.85	Satisfied	Online shopping is very favorable
2. I used to purchase products via online because it provides quality of materials.	3.36	0.87	Moderately Satisfied	Online shopping is somewhat favorable
3. I used to do online shopping because of the packaging quality.	3.50	0.85	Satisfied	Online shopping is very favorable
4. I used to do online shopping because of its defect free products.	3.50	0.94	Satisfied	Online shopping is very favorable
5. I find the products/items in online shops durable.	3.36	0.85	Moderately Satisfied	Online shopping is somewhat favorable
6. I find the features and function of products in online shops easy to access.	3.76	0.75	Satisfied	Online shopping is very favorable
7. I used to buy products online because of high-quality labeling.	3.34	0.82	Moderately Satisfied	Online shopping is somewhat favorable
8. I used to do online shopping because of its accurate and detailed information about the products.	3.47	0.85	Satisfied	Online shopping is very favorable
9. I used to purchase online due to the availability of products and selection of trusted brands.	3.63	0.83	Satisfied	Online shopping is very favorable
10. I find online products with unique designs.	3.85	0.85	Satisfied	Online shopping is very favorable
OVERALL MEAN	3.49	0.85	Satisfied	Online shopping is very favorable

Legend:

4.21-5.00	Highly Satisfied	Online shopping is extremely favorable
3.41-4.20	Satisfied	Online shopping is very favorable
2.61-3.40	Moderately Satisfied	Online shopping is somewhat favorable
1.81-2.60	Less Satisfied	Online shopping is slightly favorable
1.00-1.80	Unsatisfied	Online shopping is not favorable

These results signify PCF students' satisfaction with the quality of products offered through online shopping platforms. Students demonstrate contentment with the product quality as they make informed choices by considering various factors such as the product source, customer reviews, return policies, product descriptions, pricing, and brand reputation. This practice leads them to purchase from reliable and trustworthy online retailers. Research by Vasi et al. (2019) emphasizes that customer satisfaction in online purchases is notably influenced by the overall product quality, superiority, and performance. This reflects the idea that perceived quality and customer satisfaction arise when consumer perceptions of online services surpass their expectations. Similarly, Makudza (2021) further supports this notion, highlighting that exceeding consumer expectations improves quality perception and subsequent satisfaction.

Online shoppers face limitations as they cannot physically inspect items before purchasing, leading to concerns about durability, authenticity, or materials used in the products. To prevent dissatisfying customers, sellers should transparently present product features online before listing them for sale. The presence of complete product information on a website plays a crucial role in assisting consumers to make well-informed purchasing decisions when shopping online (Sam & Sharma, 2015). According to Bhatti et al. (2018), inadequate product quality information online stands as a factor that may deter customers from continuing to purchase through online platforms. Additionally, Shumba and Ferreira (2023) assert that service providers must offer honest product descriptions to allow customers to accurately assess their quality expectations when purchasing goods online.

Overall result shows that regarding satisfaction, the high ratings for Convenience, Delivery, and product quality among PCF students affirm the importance they place on the ease and accessibility offered by online shopping. Despite challenges like product information clarity and checkout efficiency, the overall positive feeling emphasizes the significance of Convenience and diverse product choices. Moreover, the appreciation for unique product designs and the availability of trusted brands further enrich their satisfaction with the online shopping experience.

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