
Satisfaction and Loyalty of Online Shoppers in Angeles City, Philippines

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Abstract

The study sought to determine customer satisfaction and loyalty of online shop users in Angeles City, Pampanga. Moreover, it evaluated the 377 respondents' level of customer satisfaction and loyalty when gathered based on the respondents' outline in terms of age, gender, occupation, marital status and preferred online shop. The participants of the study were the residents of Angeles City, Pampanga and they were identified with the use of convenience sampling technique using different statistical treatments. Cronbach's Alpha, Frequency and Percentage Distribution, Weighted Mean and Standard Deviation, Kolmogorov-Smirnov and Shapiro-Wilk Test, Kruskal-Wallis Test, Mann Whitney U Test, Spearman's rho Test, and Linear Regression were used to measure the stated hypotheses. Research findings indicate that online customer satisfaction is correlated and predictable to online customer loyalty. The results have implications to the retention of satisfied customers in an online service setting. Also, this study involves future research directions.

Keywords: *online shopping, e-commerce, satisfaction, loyalty*

1. Introduction

The 21st century has changed the way of business and trade with the use of electronic channels. People both developed and developing countries are proliferating the Internet with the use of computers and mobile devices. Furthermore, great opportunities have recourse with the use of the Internet to strengthen the socio-economic development of different countries (Sila, 2019).

The period of globalized electronic commerce is a great transformation. Supreme businesses are working with the use of technology. Technology is considered a developing strategy to come across the demand of online shoppers (Sultan & Uddin, 2011). According to Lim, et al. (2016), growth of consumers in the online industry disclosed that there is a large market potential for electronic commerce. The interest and focus of the retailers are raised with the use of online shopping knowing that it is a rapidly growing phenomenon in this generation. According to Wu and Tseng (2015), pressure is rising in the online industry with the reasons

of headlong growth and development of online stores and high competition from the traditional store. Online shops offer a different shopping experience. It gives us the option to choose from variety of items, see complete details of a product or services and pay using available various modes of payment (cash-on-delivery, credit card, debit card, point-of-sale). Electronic shopping best fits to the busy lifestyle of the recent generation and the stay-at-home lifestyle of some consumers.

A huge number of businesses with the objective of lowering marketing expenses that may cost down the price of their products and services started using electronic commerce in order to stay highly competitive. Internet is also used to transport, connect, and disseminate information from seller to buyer. Additional features include receiving feedback and conduct customer surveys. Internet can be used not only to sell or purchase online; it also offers (1) comparison of price, (2) checklist of product features and (3) after sales services (Bhatt, 2014). Electronic marketing using Internet influences like social media platform and business firms teams up with different marketing activities such as (1) market evaluation or assessment, (2) continuous product innovation, (3) detailed product information, (4) product advertising, and (5) customer services and feedback (Sultan & Uddin, 2011). According to Hall, Towers, and Shaw (2017), businesses should understand the decision and purchase pattern activity of every consumer in the digital environment and a consumers' purchasing control can lead to a variety of channels of possible purchase.

Online shopping received more recognitions from different research studies and different markets. Impulsive purchasing behavior is considered to be inevitable. Business may produce strategies or innovative concepts to be online market profitable (Lim & Yazdanifard, 2015). As stated by Sharma and Lijuan (2015), the electronic commerce is a great alternative for businesses to reach out to new customers and its impacts on business activities are also identified as considerable. With the high-profile entry of electronic commerce into the marketplace, consumers are becoming cautious when it comes to the information or details and the demand on what they want and need (purchase of products and services and unavoidable service failure to provide satisfaction upon delivery). Therefore, it is also important to know and consider the consumers' disappointment due to service failure (Jung & Seock, 2017).

As stated by Mallapragada, et al. (2016), intuitive factors that impacted online shopping and managing consumer relationship are not of little value for firms, considering the various relevant factors that influence their buying behavior like the products to be shopped and the structure of the website itself. Online shopping is impossible to separate from today's civilization. Regardless of the time and space, the consumers are just one click away from the items sold on the Internet (Beuckels & Hudders, 2016).

It is the desire of every business to achieve its set objectives. These objectives may embody profit maximization, increase in sales, market expansion or growth, product availability, product awareness, and customer satisfaction and loyalty. Even so, profit maximization serves as the backbone of business objectives, and it depends on the level of customer fulfillment which has a direct connection with customer faithfulness. Customer loyalty is considered as one of the most important guidelines of good performing business (Ibojo, 2015). According

to Nabot, et al. (2018), in this age of Internet, consumers are being offered different services. In addition, entrepreneur's goods and services are to sell or to be transacted worldwide. Business interest is raised through the widespread presence of online stores (Lim, et. al, 2016).

Many consumers shift from traditional to online purchasing with these two key components: accessibility and convenience. It is considered that today's life is complicated due to escalating work pressure, various roles in life, and lack of time. Consumers should be satisfied based on their continuous amending needs. With just a click on their computer or mobile screen, online stores will provide the desired goods and services the customer desires. Consumers are becoming more connected, informed, and are given choices today due to scaling up in Internet use (Katta & Patro, 2018).

It is considered that customers are placed as the top priority then followed by the profitability of the business by fulfilling their satisfaction. The main key for the success of a business is to know and study the customers' satisfaction, for it gives a huge contribution in expanding the market. Customers purchase products or services to satisfy their expectations from what they had bought (Khadka & Maharjan, 2017).

2. Research Framework and Hypothesis Development

2.1 Customer Satisfaction

Customer satisfaction has been considered as an antecedent of customer loyalty. Some empirical studies show that understanding the multiphase of customer satisfaction could influence customer loyalty (Kim et al., 2015). It was added by Engler et al. (2015), that the determinants ratings depend on the customer satisfaction model of online product ratings that incorporate customer's pre-purchase expectations.

According to Tandon et al. (2016), suggested that being aware about the usability and usefulness of online shopping might influence customer satisfaction, and that website functionality has an important and positive impact on usability awareness. And as stated by Pappas et al. (2014), in order to have successful customer retention, there should be satisfaction, and if they have the intention for repurchase, they should experience the relationship of certain qualifications of satisfaction.

2.2 Customer Loyalty

We must put in mind that the success of online shopping depends on the loyalty of customers. It was suggested that understanding online customer loyalty is through investigating the importance, awareness, and value consciousness of the online shopping policy (Zheng et al., 2017). It was added by Molinillo et al. (2017), that satisfaction and loyalty have a positive effect and perceived value of service and relationship. As stated by Foroudi, et al. (2016), contribution of consumer in the market accepts the experiences of customers and the reputation of the business.

2.3 Relationship of Customer Satisfaction and Loyalty

Consumer satisfaction depends on the evaluation of the online post purchase transaction. The role of trust and satisfaction can gain the interaction of the consumer in the market.

Information and experience are the factors why customers rely in transacting online (Rezaei, et al., 2017). Customer satisfaction and loyalty will provide customers a better understanding of what they really need and what to expect in a products or service (Wu & Huang, 2015). According to Ting, et al. (2016), responsiveness had the strongest effect on electronic satisfaction of online shoppers. The shoppers' electronic satisfaction positively and significantly affected their electronic loyalty towards uninterrupted usage of online retailer's website. Nica (2015) added that customers' buying decision will depend on their contentment, satisfaction and loyalty. Consumers purchase online because of the effect of satisfaction on loyalty in electronic commerce.

2.4 E-Commerce/Internet Based-Business/Online Stores Orientation

As stated by Awiagah, et al., (2016), the concept of electronic commerce is expanding. The increase of interpenetration and interdependence of market globalization in the national economies, and its adoption remains a vital yet complex phenomenon. Electronic commerce assisted businesses to grow and enter the international market. In addition to this, business owners should manage satisfaction, belief, and loyalty for the establishment of their business development (Sobihah, et al., 2015). Yoon and Occeña (2015) added that consumers' deep understanding of electronic commerce can be very useful in order to know the strategies and appropriate actions that will lead Internet users to become an online client.

2.5 What makes consumers buy from the Internet or online shops?

There should be a careful evaluation for an online business to succeed through effective market segmentation. It was also revealed that for Internet shoppers to positively respond, they should be motivated (Lim & Cham, 2015). Online consumers may be affected by various factors with different buying habits with respect to the traditional purchasers. The effect of social media generally takes lightly with the help of the Internets' fast development (Akar & Nasir, 2015). Aldhmour and Sarayrah (2016) added that product involvement has a remarkable positive direct impact on consumer attitudes toward online shopping and also has a notable positive impact on intention through attitude.

As stated by Xiang, et al., (2016), social-media commerce, an additional branch of electronic commerce, made us understand that it is different from other contexts or types of e-commerce. Also, this triggered the online consumers to have an impulsive buying behavior. Consumers professed that social media commerce affects their happiness and impulse buying behavior. Weistein, et al. (2016) said that electronic commerce offers the pay-what-you-want pricing and this extends to tangible products that are purchased before consumption. They also identify price anchor from a supplied seller and virtual product experience. Furthermore, intentions of consumers to purchase online are primarily influenced by their knowledge of the product, and it was agreed that reviews from the online consumers are increasingly used by other consumers to help their purchasing decision as the concern of trustworthiness in online reviews is rising (Fileri, 2016). According to Han and Kim (2017), product risk was negatively correlated with consumers' trust and purchase desire without consideration of the degree of product involvement while financial risk was positively related to trust and purchase intention.

2.6 Customer Behavior Based on Online Environment

The development of online or electronic commerce is silent in terms of interrelationship between risk factors and impacts of marketing. It was also revealed that there are links between Internet risk, relative product influence, and online channel risk in the trust of the consumers' purchasing intentions (Pappas, 2016). According to Chiu, et al. (2019), cost or price has a big impact on online versus offline or traditional stores. The reasons for the seller to motivate online customer are to strategically add factors to lessen customers' search effort and to enhance the efficiency of purchase decision. It was revealed by Choi, et al. (2019) that online shopping logistics, quality information, quality of order, customer service, quality and price of delivery drive consumers to repeat purchasing behavior.

2.7 Online Environment versus Offline Environment

According to Riquelme, et al. (2016), word-of-mouth, product and retailer satisfaction may have direct or indirect effect in the consumers' awareness in both online and offline environment. It was added by Mangiaracina, et al. (2016), that an example of online environment greatest parameter is the home location (inside or outside the city) while the offline environment considers the distance between home and the store.

2.8 Risk Perceptions of Online Shopping

As stated by Yang, et al. (2016), reviews viewed online are significant source of information allowing consumers to assess or evaluate a product or service before doing any transaction. With this, reviews might reduce the risk and uncertainty. It was identified that convenience is the key dimension of online shopping; it is also the prime motivation why consumers adopt online shopping. Online shopping convenience has five dimensions, and these are: accessibility, searchability, evaluation, transaction, and post-purchase service (Jiang, et al., 2013)

Based on the related literature and studies, the following were hypothesized:

- H1. There is no significant difference in customer satisfaction when respondents are grouped based on their outline.
- H2. There is no significant difference in customer loyalty when respondents are grouped based on their outline.
- H3. There is no significant relationship between customer satisfaction and customer loyalty.

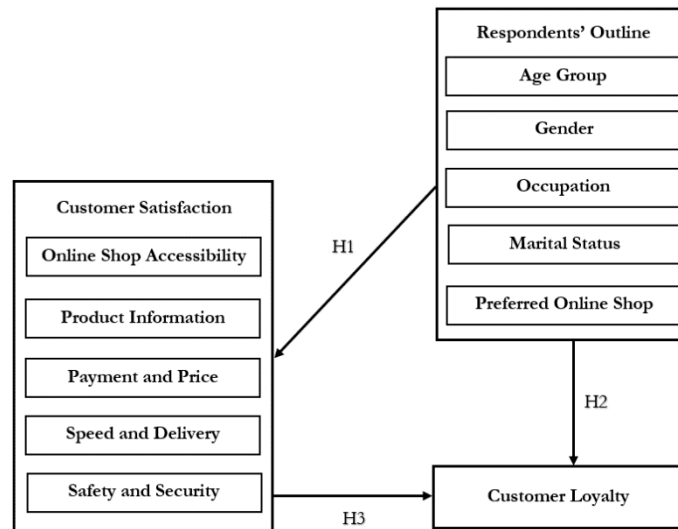


Figure 1. Research Framework

This research study looks into the components of respondents' outline based on their age group, gender, occupation, marital status, and preferred online shop; the relationship of these elements to customer satisfaction and loyalty; and the correlation between customer satisfaction parameters (online shop accessibility, product information, payment and price, speed and delivery, and safety and security) and customer loyalty.

3. Methods

3.1 Research Design

This undertaking with regards to unveiling customer satisfaction and loyalty in the emergence of online shops in Angeles City, Pampanga is a quantitative research. According to Bryman and Bell (2015), quantitative research method is defined as the gathering of numerical data or study of relationships with measured variables with the use of statistical applications or techniques.

3.2 Participants of the Study

The major source of data for the survey method was residents of legal age (18 and above) from Angeles City, Pampanga who use online shops as a medium of purchase. Secondary data were taken from the other studies from government websites, previous studies, articles and journals related to customer satisfaction and loyalty of online stores.

Table 1. Respondents' Outline Frequency Distribution

Respondents' Outline	Frequency	Percent
Age Group		
18 to 35	276	73%
36 to 45	58	15%
46 to 55	33	9%
56 to 65	7	2%
66 to 85	3	1%
Gender		
Male	167	44%
Female	210	56%
Occupation		
Student	70	19%
Employed	272	72%
Unemployed	28	7%
Retired	7	2%
Marital Status		
Single	224	59%
Married	140	37%
Separated	6	2%
Widowed	7	2%
Online Shop		
Lazada	206	55%
Shopee	99	26%
Zalora	25	7%
Facebook Market Place	36	10%
Others	11	3%

3.3 Research Instrument

The research instrument has three parts. First, respondents are described in terms of age, gender, occupation, marital status, and preferred online shop to assess if there are adaptations to the factors that may influence the consumers to purchase online. Second is the level of customer satisfaction from the parameters set by the researchers which are related to some factors that may influence consumers' satisfaction on why they procure online. Lastly, the level of loyalty of the respondents answering the questions related to purchase intentions. Survey questionnaire was in the form of four-point Likert scale set out from 4 (strongly agree), 3 (agree), 2 (disagree), 1 (strongly disagree). Neuman (2000) mentioned that Likert scale is beneficial to the respondents for it is simple and easy to use.

For the validity and reliability test of the survey instrument, a sample of 20 individuals was used as part of the initial test with the help of Cronbach's Alpha. As a general rule in

interpreting Cronbach's Alpha: (1) 0.70 and above is interpreted as good; (2) 0.80 and above is interpreted as better; and (3) 0.90 above is interpreted as best.

Table 2. Reliability Test Results

Construct	No. of Items	Cronbach's Alpha
Overall Customer Satisfaction	16	0.898
Overall Customer Loyalty	4	0.915

As for the customer satisfaction, the reliability test showed a Cronbach's Alpha of .898. On the other hand, for the customer loyalty, the reliability test showed a Cronbach's Alpha of .915. These results showed that the survey instruments used in this research were reliable.

3.4 Data Analysis

The following are the statistical tests used in the present study:

- Cronbach's Alpha. It is used to measure the internal consistency of the survey questionnaire of the study.
- Frequency and percentage distributions. They involve frequency tables and distributions of the respondents' outline.
- Kolmogorov-Smirnov and Shapiro-Wilk. They are specific tests for normality stating that if the p-value of the grouping variable is less than .05, then data is considered to be not normally distributed. Nonparametric tests were used in performing different kinds of statistical tests.
- Kruskal-Wallis test. This is used to determine if there are statistically significant differences for comparisons of three or more groups from the respondents' outline profile and the variables.
- Linear regression. It is a statistical test that measures the predictors of the present study. It was used to identify the predictors of customer loyalty.
- Mann-Whitney U test. It is a non-parametric test being used to compare the distinction of two independent groups where the dependent variable could be considered either ordinal or continuous (example: gender – male or female)
- Spearman's Rho test. It is a nonparametric test that measures the significant relationship between two (2) variables (e.g., customer satisfaction and customer loyalty).
- Weighted mean and standard deviation. They were used to manifest the respondents' outline, and assigned parameters of customer satisfaction and loyalty in the form of descriptive statistics.

4. Results

4.1 Assessment on the Respondents' Customer Satisfaction Parameters and Customer Loyalty

Table 3. Descriptive Statistics

Construct	Mean	SD	Interpretation
Online Shop Accessibility	3.234	0.409	Agree
Product Information	3.165	0.478	Agree
Payment and Price	3.252	0.448	Agree
Speed and Delivery	3.096	0.473	Agree
Safety and Security	3.096	0.473	Agree
Overall Customer Satisfaction	3.172	0.359	Agree
Overall Customer Loyalty	3.253	0.429	Agree

Legend: 1.00 to 1.49 Strongly Disagree; 1.50 to 2.49 Disagree; 2.50 to 3.49 Agree; and 3.50 to 4.00 Strongly Agree.

Table 3 shows the assessment of the respondents' customer satisfaction parameters and customer loyalty dimensions.

Online shop accessibility has a mean of 3.234 which is interpreted as "agree for": (1) it will take less time to purchase products; (2) takes less time to evaluate and select products and provides an easy ordering system; and (3) opportunity to compare one product from another.

Product information has a mean of 3.165 which is also interpreted as "agree for": (1) it will provide the information about the product to be purchased; (2) ratings and reviews about the product are available and visible; and (3) the availability or inventory count of the product is visible.

Payment and price have a mean of 3.252 which is likewise interpreted as "agree for": (1) preferred mode of payment is available; (2) it offers less expensive products; and (3) shipping fee is fair and reasonable.

Speed and delivery have a mean of 3.096 which is interpreted as "agree for": (1) fast response of seller upon check-out of the purchased item; (2) products to be delivered are safely packed; and (3) products are to be delivered on time or earlier.

Safety and security have a mean of 3.096 which is interpreted as "agree for": (1) information about the buyer will be confidential and will be protected; (2) confidentiality of the payment information; and (3) satisfaction for the warranty and return policy.

It was also presented in the table that the mean of overall customer satisfaction is 3.172 which is interpreted as "agree" for the given parameters such as online shop accessibility, product information, payment and price, speed and delivery, safety and security. The mean of overall customer loyalty is 3.253 is interpreted as "agree for": (1) telling positive things about the preferred online store provided by their respective preferred online shop; (2) recommending

the preferred online store to their family, relatives, and friends; (3) to repurchase using the preferred online store.

4.2 Normality Test

In order to recognize the appropriate statistical test to be used in the research study, normality test was conducted. The table below revealed the results of Kolmogorov-Smirnov and Shapiro-Wilk test. It was shown that p-value of customer satisfaction and loyalty for both male and female are less than .05 ($< .05$); as a result, the data are considered not normally distributed, so nonparametric test is the appropriate statistical tests.

Table 4. Normality Test

	Gender	df	Kolmogorov-Smirnov		Shapiro-Wilk	
			Statistics	<i>p-value</i>	Statistics	<i>p-value</i>
Customer Satisfaction	Male	167	0.091	0.002	0.982	0.032
	Female	210	0.137	0	0.964	0
Customer Loyalty	Male	167	0.174	0	0.923	0
	Female	210	0.286	0	0.874	0

4.3 Significant Difference Between the Respondents' Outline between Customer Satisfaction

Table 5. Significant Difference between Respondent's Outline, Customer Satisfaction and Customer Loyalty

Hypothesis	p-Value	Interpretation
Age group to customer satisfaction	0.289	Not significant
Gender to customer satisfaction	0.006	Significant
Occupation to customer satisfaction	0.000	Significant
Marital status to customer satisfaction	0.293	Not significant
Preferred online shop to customer satisfaction	0.011	Significant
Age group to customer loyalty	0.135	Not significant
Gender to customer loyalty	0.017	Significant
Occupation to customer loyalty	0.001	Significant
Marital status to customer loyalty	0.015	Significant
Preferred online shop to customer loyalty	0.057	Not significant

Table 5 shows that the hypothesis for the age group to customer satisfaction ($p = 0.289$) is interpreted as not significant; gender to customer satisfaction ($p = 0.006$) is interpreted as significant; occupation to customer satisfaction ($p = 0.000$) is interpreted as significant; marital status to customer satisfaction ($p = 0.293$) is interpreted as not significant; and preferred online shop to customer satisfaction ($p = 0.011$) is interpreted as significant; age group to customer loyalty ($p = 0.135$) is interpreted as not significant; gender to customer loyalty ($p = 0.017$) is interpreted as significant; occupation to customer loyalty ($p = 0.001$) is interpreted as

significant; marital status to customer loyalty ($p = 0.015$) is interpreted as significant; and preferred online shop ($p = 0.057$) is interpreted as not significant.

Table 6. Correlation between Overall Customer Satisfaction and Overall Customer Loyalty

	Overall Customer Loyalty
Overall Customer Satisfaction	0.627**
Sig. (2-tailed)	0.000

**Correlation is significant at the 0.01 level (2-tailed)

Study of the data revealed that customer satisfaction is correlated to customer loyalty ($r = .627$, $p = 0.000$), supporting H3. The results suggest that the correlation coefficients were positive indicating that as customer satisfaction increases, customer loyalty also rises.

Table 7. Predictors of Customer Loyalty

Model	Unstandardized B Coefficients	Standardized Beta Coefficients	p-Value	r-Square
1 (Constant)	1.021		0.000	
Online Shop Accessibility	0.154	0.146	0.011	
Product Information	0.101	0.113	0.052	0.352
Payment and Price	0.123	0.128	0.024	
Speed and Delivery	0.101	0.111	0.062	
Safety and Security	0.227	0.252	0.000	

Dependent Variable: Overall Customer Loyalty

Table 7 shows that the regression coefficients are positive indicating that as online shop accessibility, product information, payment and price, speed and delivery, and safety and security increase, customer loyalty also rises, and it is considered positively related to overall customer loyalty and the independent variables statistically and significantly predict the dependent variable.

Analysis of the data showed that every 1 unit increased in online shop accessibility leads to 0.154 point increase in overall customer loyalty; every 1 unit increased in product information leads to 0.101 point increase in overall customer loyalty; every 1 unit increased in payment and price leads to 0.123 point increase in overall customer loyalty; every 1 unit increased in speed and delivery leads to 0.101 point increase in overall customer loyalty; every 1 unit increased in safety and security leads to 0.227 point increase in overall customer loyalty.

Hence, online shop accessibility ($\beta = 0.146$, $p = 0.011$), product information ($\beta = 0.113$, $p = 0.053$), payment and price ($\beta = 0.128$, $p = 0.024$), speed and delivery ($\beta = 0.111$, $p = 0.062$), and safety and security ($\beta = 0.252$, $p = 0.000$) are positively related to overall customer loyalty. The regression coefficients are positive indicating that as online shop accessibility, product information, payment and price, speed and delivery, and safety and security increase, customer loyalty also rises.

The r -square = 0.352 signifies that 35% of the variability of customer satisfaction can be explained by online shop accessibility, product information, payment and price, speed and delivery, and safety and security. The 65% can be explained by other factors that are not included in the present study. According to Veloutsou (2015), the strong or positive satisfaction is a powerful predictor of loyalty for them to develop and maintain relationships with their customers.

5. Discussion and Conclusion

Every business wants to maintain a longstanding relationship with its customers. And business owners should take into consideration the needs, wants, and demands of their potential and existing clients. Because in business operations, consumers are the most important individuals, and their satisfactions have a great contribution in the success and profitability of the business.

According to Kwok, et al. (2016), compared to men, women are most likely influenced by their satisfaction. Kalia (2016) observed that profiles of online consumers are observed as well-educated, young professionals, and above average disposable household income recipients.

In modern business organization, customer satisfaction is an influential concept and it was revealed that there is no significant relationship between satisfaction and personal factors like marital status (Sivanandamoorthy, 2013). Online customer perception and experience from their preferred store is the basis of their satisfaction (Khan, et al., 2015).

Online media platforms are used by different companies to create and retain customer relationships. It was revealed that perceived benefits and cost enhance active participation of the customer. Age does not influence this effect; e-marketers should understand the importance of participatory behavior for developing loyalty online (Kamboj & Rahman, 2016). Women's loyalty is shaped by their delightfulness considering that women are more loyal than men to their chosen stores (Audrain & Vanhuele, 2016).

The usefulness of the Internet or online purchasing is found more influential and important to employed professionals (Kucukusta, et al., 2015). Single online shoppers' expectations are among the factors that motivate and influence them to shop online (Rao & Hymavathi, 2018). To establish loyalty, trust should emerge when consumers expect positive results with confidence (Lee & Tan, 2015).

If the online store has a satisfied and loyal customer, it can be concluded that the profitability's prime component is customer satisfaction followed by the customers' loyalty on their preferred online stores. In addition to this, satisfied and loyal customers may share their good experiences through ratings, comments or word-of-mouth that could bring an improved number of customers. On the other hand, dissatisfied customers may also give their negative opinions about the products and services through rates or comments which can cause a decline in the number of customers. According to Moriuchi and Takashi (2018), stores need to pay attention on their promotional campaigns, price of products and services, and customers experience.

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