


Customers' Perceptions of Their Satisfaction Toward Online Shopping VS. In-Store Shopping in Angeles City, Philippines

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Abstract

This study primarily focused on the variables, that is, the perceptions of customer satisfaction between online and in-store shopping. By comparing these two shopping modes, this study brought the issue of customer satisfaction into focus on the shopping experience. The objective of the study is to analyze and examine the in-store and online shopping experiences of customers in terms of customer satisfaction, to determine the sociodemographic profile of the respondents, and to describe how satisfied they were with both in-store and online shopping. The survey established that more than half were between the ages of 18 and 30, and most were females, while a good number were single. A greater number of people are employed, and their monthly income ranges from P10,000 to below, and they are college graduates. Respondents demonstrated a nearly equal preference for both in-store and online shopping, with a greater preference for in-store shopping regarding physically evaluating and comparing products. The results also revealed that, given the preferences in shopping mode by the respondents and their perceptions, differences in buyer buying patterns for in-store and online shopping exist but are minimal. This study differs from previous studies that have merely focused on the advantages of the online shopping experience. This study remains even in a post-pandemic situation because there is still a change in lasting consumer behavior and satisfaction between online and in-store shopping. Practically, it could be applied to business for better customer experience in the settings while theoretically, to understand what occurs within preferences on shopping throughout and after the disruption of the pandemic.

Keywords *Online Shopping; In-store Shopping; Customer Satisfaction; Consumer Behavior; Shopping Experience; Post-pandemic Trends*

INTRODUCTION

Shopping is an essential activity in daily life because it allows everyone to buy their everyday needs. Customers purchase through a combination of means based on their needs. Customers make purchases through various channels, depending on their needs. Customer satisfaction refers to the general happiness and fulfillment a customer experiences during and after purchasing goods or services. Additionally, it emphasizes providing customers with an excellent purchasing experience that meets or exceeds their expectations. Furthermore, a study by [Khristianto et al. \(2012\)](#) stated that customer satisfaction is the outcome of comparing expectations and experiences to determine whether the customer is happy when it matches or surpasses their expectations.

Unlike the majority of studies, which focused on just one shopping mode, the impact of sociodemographic factors like age, gender, civil status, occupation, preferred shopping mode, income, and education on satisfaction with shopping both online and in-store is considered. This gives a rather more detailed view of how different customer segments experience satisfaction in each environment, especially in the Angeles City and the Philippines. While some studies touch on the sociodemographics of specific shopping contexts, very few offer a direct comparative framework. Thus, this study contributes to the construction of models that are informed by and consider these factors when analyzing consumer preferences and fills a notable gap in the

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literature.

In the last few years, many studies have been conducted with the aim of understanding customer satisfaction when shopping online. Experts as such—[Wolfinbarger et al. \(2001\)](#) and [Yomnak \(2007\)](#)—explore factors that lead to customer satisfaction with the process of online shopping while focusing on the convenience of this process and saving time to select from the variety of goods offered on digital platforms. These studies have been very resourceful in understanding why consumers go online to shop and how e-commerce can better serve customers. [Khristianto et al. \(2012\)](#) further established that customer satisfaction is achieved when the online shopping experience meets or exceeds customer expectations, including factors like website usability, security, and time to delivery.

Shopping online becomes an alternative for consumers because it is easier, which is typically associated with stress, crowdedness, congestion, limited time, parking spaces, and others. This is just one of the factors affecting customers' satisfaction with shopping online. Most consumers today seek methods to simplify their purchases. Customers frequently desire to buy products quickly without arguing over price or quality; as a result, online shopping has taken on significant importance. Through the Internet, customers can order an incredible variety of goods ([Yomnak, 2007](#)). When people know a product and demand information about it, shopping online improves customer satisfaction. Customer satisfaction levels are higher when a product is of better quality and offers better services, is easier to access, and is delivered in shorter periods. According to [Baluch \(2022\)](#), the rise in popularity of the web world had a tremendous influence on people's lives, making their purchasing behavior more effective and efficient. Traditional commercial practices have gradually transformed into online business transactions, paving the way for online shopping. Using e-commerce platforms like online and mobile applications, users can immediately purchase goods and services from retailers. Recent shifts in the world context, particularly during the pandemic, have resulted in significant changes in consumer behaviors, including the adoption of digital technology in shopping. Online shopping offers the advantage of convenience, allowing buyers to explore and buy items from the comfort of their homes at any time. In contrast, in-store shopping provides quick availability of items, opportunities for personal interaction with merchants and other customers, and the ability to physically examine and try on items before purchasing. Online shops typically offer a wide range of items and choices and can easily compare prices. On the other hand, physical stores provide the benefit of instant satisfaction, permitting shoppers to take their purchased items home immediately. In-store shopping provides a physical and sensory experience, which is particularly important for products like clothing, furniture, and cosmetics, where the ability to touch, feel, and try on items is essential. The store's layout, atmosphere, and physical environment can also affect the overall shopping experience. Online shopping compensates for the lack of tactile experience through visually rendered products, digital fitting rooms, and virtual reality experiences. In-store shopping also offers the advantage of receiving specialized advice from sellers, whereas online stores rely on automated chatbots and product descriptions.

The study conducted by [Sachar et al. \(2021\)](#) identified that there are numerous studies conducted on different aspects of online shopping, but more evidence is needed to identify customer satisfaction levels through online shopping. Regarding customer satisfaction with in-store shopping, few recent studies have been conducted. However, according to [Khurana and Dwivedi \(2017\)](#), most customers at the mall were satisfied with the mall's attributes, with relatively few falling into either the extremes of satisfaction or dissatisfaction.

The digital economy has experienced significant growth during the COVID-19 crisis. As people have embraced social isolation, internet usage for shopping has increased, accelerating the transition to a more digital society and resulting in long-term changes in online shopping habits.

This turbulent situation has had a major impact on the lives of people. According to the study by [Donthu et al. \(2020\)](#) and [Pantano et al. \(2020\)](#), the COVID-19 pandemic has affected both businesses and consumer behavior, prompting researchers to explore customers' satisfaction with online shopping versus in-store shopping. Organizations and researchers can use customers' preferences and degrees of satisfaction with online and in-store shopping to better understand their buying habits. It offers insightful data on how customers choose products, what influences their enjoyment, and how they perceive various aspects of their shopping experiences, especially during the height of the pandemic. As a result, the researcher, who is a marketing major, conducted this study to investigate customers' perceptions and their satisfaction with online and in-store shopping within the locale.

Most of the previous studies emphasized advantages in favor of either online or in-store shopping but did not compare them with each other in terms of satisfaction obtained by customers. The aim of this study, therefore, is to present a holistic comparison of the main factors of satisfaction, matching with the convenience factor, the customer service factor, the product evaluation factor, and the overall experience while shopping and to fill the gap in the comparative analysis based on these two differing modes of shopping.

Pandemics have dramatically changed shopping, which has brought online and offline comparisons to a new level. Lockdowns forced many to shop more online than in-store for convenience, as well as the availability of a greater array of goods and access anytime without having to physically step out of their home's warmth and comfort. This shift has made online shopping essential for consumers and businesses. When the pandemic ended, most people returned to their normal shopping habits. Customers want to see, feel, and experience products before buying, as well as the immediate satisfaction of taking the purchased item home. In-store shopping offers a personal aspect through face-to-face interactions with people, something many people miss so much in these pandemic times. Interestingly, a blend of both behaviors has followed. Some consumer shoppers wish to browse for products in other locations online before shopping at a store. Others browse in-store before online shopping because of better deals or because of convenience. Moreover, issues surrounding trust and security related to online payment and reliability of delivery also determine the nature of shopping. Although online shopping continues to increase, consumers remain relatively safer if they shop in-store. However, retailers are stepping up to the new game as they take a look at changing customer behaviors and try to create seamless online and in-store experiences for the ever-increasing diversification of shopper needs.

The pandemic has had a lasting impact on consumer behavior by accelerating how quickly people shift toward online shopping while simultaneously really driving home the importance of in-store buying for certain types of purchases. This research examines the changes in consumer satisfaction resulting from these shifts, a topic that has been underrepresented in the literature due to its focus on examining the long-term effects of the pandemic on shopping preferences. This will hence more powerfully empower current models of consumer behavior that do not reflect all recent changes regarding recent changes in preferences between online and in-store experiences and hence inform future researchers to better understand the hybrid nature of modern shopping experiences.

LITERATURE REVIEW

The study was anchored on a well-known social psychological theory called the Theory of Planned Behavior (TPB); it seeks to explain and forecast human behavior in various contexts, including consumer behavior. Theory of Planned Behavior (TPB) discussed that human behavior is primarily motivated by intentions, which are influenced by three key elements: attitude, subjective norms, and perceived behavioral control. Attitude is the degree to which a person values engaging

in a certain behavior in a good or negative way. This includes opinions about how the activity will affect those consequences and the person's overall assessment of those implications. Consumer choices between in-store and online shopping are greatly influenced by attitude. A person's attitude considers their beliefs and intended goals when evaluating something. People may view ease, a wider selection of products, and the ease of price comparison as advantages of online shopping. On the other hand, shopping in stores may have benefits, including simplicity, the ability to inspect and test items in-person, the potential for instant satisfaction, and tailored customer service. These opinions regarding shopping offline and online can influence people's intentions and actions.

Subjective norms are opinions about the influence of other individuals or peer pressure on specific actions. People may be persuaded to make purchases based on the perceptions, advice, and experiences offered by their friends, family, or online groups. If a person's social circle strongly supports online purchasing, their decision to do so may be positively influenced. However, if others close to them advocate for the benefits of in-store purchasing, this can affect their decision.

Perceived behavioral control is a person's judgment of their ability to perform a satisfactory activity. In the context of online vs. in-store shopping, perceived control can be determined by a variety of factors, such as technological proficiency, trust in online transactions, and comfort with the platforms used for e-commerce. Some people may feel more confident and secure when making purchases online. In contrast, others might prefer making purchases in person due to worries about security, privacy, or difficulties visualizing items.

The Theory of Planned Behavior can better comprehend the psychological and social forces influencing consumer behavior and intentions in each shopping channel by having its foundation in these variables. As far as the study is concerned, it is a fitting theory because it reflects the forces that make respondents lean toward the shopping method they have adopted. This knowledge can help direct marketing tactics, improve user experiences, and drive activities meant to result in customer satisfaction through online or in-store shopping.

Conceptual Framework

Figure 1 presents the study paradigm. The study included three variables: the sociodemographic profile of respondents as independent variables, and satisfaction with online and in-store shopping as dependent variables. The sociodemographic profiles of respondents included age, sex, civil status, occupation, average monthly income, highest educational attainment, and preferred shopping mode. The study investigated the significant difference in sociodemographic profiles between online and in-store shopping. The study also examines whether there is a statistically significant difference in customer satisfaction between online and in-store shopping demographic profiles. Based on the specific objectives, the following null hypotheses were developed:

Ho1: There is no significant difference across respondents' sociodemographic profiles in their perception of their satisfaction with online shopping.

Ho2: There is no significant difference across respondents' sociodemographic profiles in their perception of their satisfaction with in-store shopping.

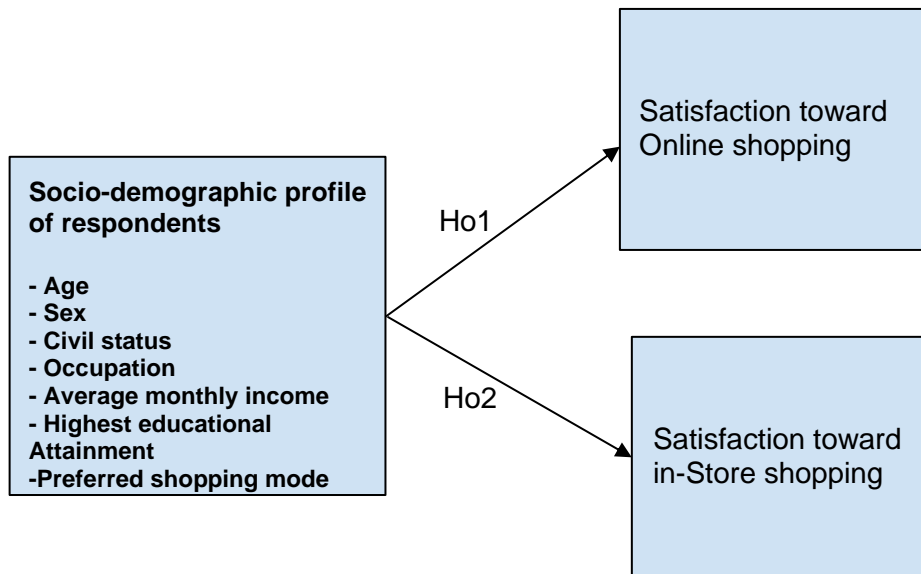


Figure 1. Paradigm of the Study

Customer Satisfaction

Customer satisfaction is a metric that assesses how well a company's entire offerings meet a set of consumer requirements. It is also influenced by a product's perceived performance in relation to a buyer's expectations. If the product fails to meet expectations, the client is dissatisfied. On the other hand, if the performance meets the customer's expectations, the customer is satisfied. According to [Lucas \(2012\)](#), increasing customer satisfaction as a retention strategy is a major factor in maintaining loyal customers. It is also beneficial to develop positive relationships to achieve customer satisfaction.

Furthermore, customer satisfaction is important because it significantly improves the probability of a consumer returning to a particular store. Another factor to consider is that customer satisfaction is influenced by delivery time. Shopping via the Internet is a time-saving method, a place to buy, and it reduces the time spent buying things ([Szymanski et al., 2000](#)).

Moreover, [Ranjbarian et al. \(2012\)](#) mentioned that one of the most essential aspects of customer satisfaction is convenience. Customers who then purchase at physical stores can save time by purchasing online. It is an effective approach to capture the curiosity of their clients and encourage them to explore their respective web pages.

Online Shopping

Online shopping refers to the purchase of goods and services over the Internet. By the turn of the century, the advent of cyberspace saw the emergence of different business apps that aided in the marketing and selling of commodities. The Internet has evolved into a significant form of communication and an essential business resource, particularly for online commerce. Along with the growth of the internet, the number of online shopping companies has been increasing annually ([Ariff et al., 2013](#)). There has been an increase in the popularity of online shopping rather than physical shopping due to several online qualities, such as comfort, convenience of use, low price, time efficiency, a broad choice of online products and brands, and fast delivery ([Adnan, 2014](#)). Depending on the context of different locations, different online factors have varying effects on online customer behavior. Some clients, for example, prefer to shop online because it is timesaving and includes various items and options. People can search for goods and resources on the Internet 24 hours a day, and there is a large assortment of items available ([Moshref et al., 2012](#)).

Shopping online has a lot of advantages, including the ability to save time and money on

parking and fuel, which would otherwise be spent elsewhere. If they were buying in a store, they could conduct quick comparisons and choose from various options. Shoppers do not have to stand in long queues or seek store employees to help them with their purchases, and they will be able to complete their shopping quickly. Online shopping can be performed at any time. It can also provide cheaper offers, which are cheaper because they come directly from the factory or distributor. The comparison of prices is also more straightforward, and many websites offer low-cost coupons and discounts. Almost any brand or product that a customer seeks can be acquired there. It can be purchased from shops and other countries as well. According to (Moshref et al., 2012), different online characteristics have diverse influences on online customer behavior depending on the environment of different locations. Online shopping sites offer several high- and low-quality goods tailored to consumers' preferences. They can purchase the item whenever they want and can track the amount of money they spend using a shopping cart icon. Another benefit of internet buying is its suitability. Buyers will not have to wait or look for cashiers to assist them with their purchases, and they will be able to complete their shopping quickly.

A significant relationship has been found in several studies between greater income levels and online buying behavior, including those conducted by Calik et al. (2008), Doolin et al. (2005), Girard et al. (2003), Gong et al. (2011), and Punj (2011). According to these studies, customers with higher incomes are more inclined to shop online than consumers with lower incomes. The convenience, selection, and cost savings of Internet shopping can be attributed to its increasing popularity. Higher-educated and wealthier people typically have a greater budget and less time for in-person shopping. As a result, they prefer online shopping because it is convenient for them to compare costs, offers them access to a wider variety of products, and saves them time.

Gurmu et al. (2014) emphasize how age affects demographic factors such as online shopping behavior and purchase decisions. In a different study by Sharma et al. (2016), customers in Delhi were observed based on their age and gender when engaging in online purchases. The study found that customers' online purchasing habits vary according to their age group. In addition, the study by Pinca (2015) implies that women may have a greater inclination for online shopping, given the higher predominance of females than males. This suggests that purchasing decisions and online shopping habits are greatly affected by age. Moreover, according to a related study by Beneke et al. (2010), demographic factors such as income and education significantly influence customer buying desires. This suggests that an individual's financial status and educational level may have a significant impact on how likely they are to make a purchase. These variables may affect their tastes, habits, and purchase decisions.

However, there are some disadvantages to internet shopping. Since the world's largest shipping companies and online retailers are subject to weather conditions, there is no guarantee that purchases will be delivered on time. A computer or smartphone cannot always replace a genuine human connection. When shopping online, information security issues, poor after-sales service, and a lack of a pleasant buying experience, there is also a greater trust issue like scamming, hackers, identity theft, illegal items, and fake websites, which are all examples of fraudulent transactions. Security refers to an e-commerce system's ability to assure customers that their buyer's personal information, service theft, or data breaches will not affect personal information in any way.

In-store Shopping

In-store shopping entails physically going to a store and buying some things. In-Store shopping allows consumers to test and feel products while still seeing where the item is made. According to Sarkar and Das (2017), most customers still choose to purchase at traditional in-store enterprises for authentic experiences.

In-store shopping allows buyers to try on and touch items while also letting them see where the product is manufactured. Consumers can also examine the goods more closely. People who do not have access to the Internet can shop in physical stores after making a payment; the product will be immediately available. When it comes to returning items, it is easier. Users are welcome to examine the materials, and the design may be seen up close. It also makes a person feel better about themselves and their surroundings; traditional buying provides this much pleasure. Customers do not need to wait a week for the item to be delivered, and the salesperson may give heed and provide suggestions about which products are best. Previous research has revealed that the products that consumers purchase are those that they feel and need to touch, try on, or at the very least purchase through an offline store (Chiang et al., 2003; Lynch et al., 2001). Further, the study revealed that certain purchasers prefer a hands-on evaluation of the things they have chosen before making a final purchase (Levin et al., 2003). Additionally, consumers can conduct a more thorough examination of the goods. People without internet access can shop in real stores, and after making a payment, the product is available immediately. It is less difficult to return items as users can examine the materials and view the design up close. It also improves a person's self-esteem and makes them feel better about themselves and their environment. This level of enjoyment can be found while shopping in a store; customers are no longer required to wait a week for a product to arrive, and the salesperson may now pay attention and make recommendations on which items are best, as stated by Levin et al. (2003).

The traditional shopping method, on the other hand, has several drawbacks. For instance, a shopper may waste a significant amount of time, put customers under time constraints since they want to see everything and go to another store, and forget the prices they have seen in previous shops, making it impossible to compare them and expose them to a lot of strangers, especially during this pandemic. Moreover, aiming from one store to the next can be exhausting and time-consuming. Special offers and discounts are only valid for a limited time. Buyers are least likely to receive the same amount of savings on an item as they would on an online site. Physical stores and markets can become extremely crowded, making it difficult for people to move around. Consider the experience of being dragged through a crowd of people (Bidhuri, 2020).

Online Shopping vs. In-store shopping

Online shopping is what e-commerce is all about. The act of purchasing goods or services over the Internet is known as "online shopping," but traditional shopping is still prevalent. However, the researcher was unable to resolve the argument about which is superior. People are less likely to use it frequently and prefer it on rare occasions. The debate about the advantages and disadvantages of online shopping, the types of e-commerce difficulties that society faces because of online shopping, and the benefits of online shopping over traditional purchasing continues. The study by Pathania (2022) assesses consumer preferences for traditional in-store and online shops. The findings demonstrate that many customers prefer physical establishments because they value opportunities to interact and connect with others. These customers assert that personal interactions give them the confidence to confidently examine a product before completing a purchase, boosting their inclination to spend more money in physical locations.

In the last decade, people's buying habits have changed considerably. Consumers can purchase online using information and communication technology in addition to physical stores (ICT). This form of purchasing technique, which eliminates the need for consumers to physically visit physical stores and is known by numerous names such as e-shopping, online shopping, network shopping, Internet shopping, or Web-based shopping, is projected to alter people's lifestyles drastically.

Ma (2016) revealed that most customers are cross-shoppers and prefer to buy products

designed for that channel in that medium. Customers believe that online channels offer a wider variety of products than in-store channels (Cheema et al., 2010). Customers can learn much about product characteristics and availability. They can obtain recommendations via the Internet from many sources or easily evaluate pricing and every aspect of the price offer (Chen et al., 2019). Customers can view product information from several sellers on a single computer screen when shopping online. Customers can access product information from multiple sellers on a single computer screen when shopping online. As a result, the cost of searching for things online develops slower than it does when customers purchase them in-store. As a result, although the average search cost in traditional channels fluctuates with the quantity of products, it remains constant in digital channels. Accordingly, a benefit of making an online purchase is the diversity of options that are not available in stores (Li et al., 2015). Thus, the traditional in-store purchase is chosen if the delivery cost is high and customers are impatient, whereas the online channel is preferred if the goods can be supplied quickly and reasonably priced (Lazaris et al., 2015). The increasing use of customer-supportive technologies and applications in retail settings has enhanced both the shopping experience and the store environment. According to Park et al. (2017), a favorable individual experience at a certain retail establishment might be an important evaluation factor that affects customers' future purchases.

RESEARCH METHOD

The researcher employed a descriptive-comparative research design to highlight the similarities and contrasts between two variables—online shopping and in-store shopping; a comparative study seeks to make inferences from the comparison of two sets of variables (Lewis et al., 2011).

The descriptive-comparative design was used in this study because it allows structured comparability between customer satisfaction with online versus in-store shopping. This design is quite ideal for the study's objective of observing and describing real-life shopping experiences without manipulating customer behaviors so that the data would truly reflect consumers' ground truth perceptions. This would help to identify some crucial influencing factors between the two environments in satisfying those customers, thereby being able to make a distinction between why one particular customer will prefer a certain format over another. In addition, this design fits very well with the research questions in the study, and it makes it possible to obtain fine and focused insights into how each shopping experience differentiates customer satisfaction. The design of comparing two distinct shopping formats does provide an effective response to the research questions as well as practical data-driven insights laid down for the businesses as an attempt to improve customer experience at both sites.

This study was conducted in the Angeles City, Philippines area, which has a population of 348,890 people aged 18 years and older, according to the 2021 population data from the Angeles City Planning Development office. Angeles City was chosen for this study because it presents a unique combination of various factors that make it the best setting for exploring shopping behaviors. The city has an industrious and growing retail landscape, from traditional stores to the new online shopping presence. Its population comprises locals, expatriates, and tourists, offering consumers a wide mix of perspectives. With its crowded shopping malls and growing number of online shoppers, Angeles City is a perfect fit to showcase the in-store and online balance of customer satisfaction.

The Raosoft online size calculator was used to calculate the sample size, with a 5% margin of error and a 95% confidence level, resulting in 384 respondents though the actual sample size was 432. The participants in this study were online and direct buyers in the location who acquired goods or products through online and in-store selling. Random sampling was performed using the

snowball method.

The respondents of the study were those who experienced online and in-store shopping, whose age ranged from 18 years old and above, who did not want to participate in the study, and who were not able to complete the survey were excluded.

Table 1. Number of Respondents

	N	Computed Sample Size	Actual Sample Size
Angeles City, Philippines	348,890	384	432

For the Research Instruments, the approved questionnaire was adapted from a study by [Kolomoyets and Matz \(2021\)](#). However, the researcher modified the questionnaire from a 5-point Likert scale to a 6-point Likert scale to have a wider range for identifying the level of agreement. Given this modification, the instrument was subjected to Cronbach's alpha, and the scoring indicated the following: $a > 0.9$ (excellent); $0.9 > a > 0.8$ (good); $0.8 > a > 0.7$ (acceptable); $0.7 > a > 0.6$ (questionable); $0.6 > a > 0.5$ (poor); and $0.5 > a$ (unacceptable) ([Statisticshowto.com, n.d.](#)). This test was done to ensure internal consistency and reliability.

Table 2 shows the Cronbach's alpha results of the approved questionnaire for the constructs in the study, customer satisfaction with online shopping, and customer satisfaction with in-store shopping. Customer satisfaction with online shopping has excellent reliability, with Cronbach's Alpha of 0.9076. On the other hand, customer satisfaction with in-store shopping has an acceptable reliability, with Cronbach's alpha of 0.7328. The survey questions were divided into two sections. The first section contained the respondents' sociodemographic profiles, including their age, sex, civil status, occupations, average monthly income, highest educational attainment, and preferred shopping mode. The second section, on the other hand, compared customer satisfaction between online and in-store shopping. A validity test was not deemed important to conduct in this study as the instrument has been lifted from [Kolomoyets and Matz' \(2021\)](#) study.

Table 2. Cronbach's alpha results for the Approved questionnaire

Construct	Cronbach's alpha	Interpretation
Customer Satisfaction toward online shopping	0.9076	Excellent
Customer Satisfaction toward in-Store shopping	0.7328	Acceptable

Table 3. Mean Descriptive Rating

Range	Descriptive Rating
5.15-6.0	Strongly Agree (SA)
4.32-5.14	Agree (A)
3.49-4.31	Agree to a Certain Extent (ACE)
2.66-3.48	Disagree to a Certain Extent (DCE)
1.83-2.65	Disagree (D)
1.0-1.82	Strongly Disagree (SD)

*Source: *Pimentel (2019)*

The researcher employed statistical treatment to examine the acquired data in order to understand and offer a suitable outcome. A statistical technique that analyzes differences has been used since the goal of this study was to compare two different buying processes—online shopping and in-store shopping.

Cronbach's alpha was used to assess the scales' internal consistency. Frequency and percentage were used in the socio-demographic profile of the respondents, while the same including mean and standard deviation were used in assessing the online and in-store shopping assessments of the respondents. The Wilcoxon rank-sum test was used to compare the sociodemographic profiles of the respondents. To demonstrate the population's equality and determine whether there is a significant difference between groups, the Kruskal-Wallis test was also performed; however, it was unable to identify the specific groups that differed. On the other hand, to determine whether pairs of categories are distinct from one another, a posthoc test, also known as Dunn's pairwise test, was also conducted.

FINDINGS AND DISCUSSION

Sociodemographic Profile of Respondents

Table 4. Sociodemographic Profile of Respondents

Variables	Frequency	Percentage
Age group		
18-30	174	40.2%
31-40	123	28.5%
41-50	85	19.7%
51-60	42	9.7%
61-70	6	1.4%
71 and above	2	0.5%

Variables	Frequency	Percentage
Total	432	100%
Sex		
Male	157	36.3%
Female	275	63.7%
Total	432	100%
Civil Status		
Single	219	50.7%
Married	198	45.8%
Separated/Annulled	5	1.2%
Widow/widower	10	2.3%
Total	432	100%
Occupation		
Employed	287	66.4%
Self-employed	39	9%
Student	82	19%
Others	24	5.6%
Total	432	100%
Average Monthly Income		
P10,000 below	160	37%
P10,001 - 20,000	86	19.9%
P20,001 - 30,000	108	25%
P30,001 - 40,000	32	7.4%
P40,001 - 50,000	21	4.9%
P50,001 above	25	5.8%
Total	432	100%

Variables	Frequency	Percentage
<i>Highest educational attainment</i>		
Elementary	2	0.5%
Highschool	105	24.3%
Vocational	20	4.6%
College	244	56.5%
Masters	50	11.6%
Doctoral	11	2.5%
Total	432	100%
<i>Preferred shopping mode</i>		
Online shopping	67	15.5%
In-store shopping	63	14.6%
Both	302	69.9%
Total	432	100%

The socio-demographic profile of respondents impacts how customers are seen to be satisfied when buying both in-store and online. The study's findings regarding the sociodemographic profile according to age indicated that the study is dominated by the 18-to 30-year-old age bracket. The distribution of respondents by sex revealed that there were more female respondents than male respondents, and the data regarding civil status revealed that most respondents were single. Dig et al. (2017) noted that there were more female respondents than male respondents, and most respondents were single, indicating that women are more likely to prefer internet shopping. When it comes to occupation, the data indicated that many respondents were employed; it also implied that most respondents had monthly average incomes of P10,000 and below; most respondents were college graduates; and, finally, most respondents preferred to shop both online and in-store.

Thus, researchers distinguished significant differences regarding the effect of social-demographic factors on customer satisfaction with online purchases compared to those that occurred in-store. For instance, while younger consumers or digitally more skilled customers prefer online purchases, older or low-income people may perceive this as being directly inaccessible because they require face-to-face contact in their shopping activities and have no possibility to access the internet. From the study, it can be seen that the lockdowns due to the pandemic encouraged people to make online purchases, whereas each demographic experienced its own unique challenges. This study fills in the gaps by examining how local sociodemographic factors in Angeles City influence and shape shopping preferences, providing significant insights to businesses for better responses to diverse consumer needs in the aftermath of the pandemic.

Description of respondents' perceptions of satisfaction with online and in-Store shopping

Description of respondents' perceptions of satisfaction with online shopping

Table 5 shows that, on average, the respondents agreed with all eight questions about customers' perceptions of online shopping. They agree that shopping online is much easier to see discounts and prices and has a greater variety of products to choose from. Buying things is a good option, especially when time is limited. It can also save effort. They can gather more information about a product. They also value the convenience of 24/7 availability; they can shop in privacy at home, and their quality of decision-making is improved when shopping in an online store.

Based on the survey questions, it can be stated that, in general, respondents "agree" with the statements when asked about online shopping. The results demonstrate that numerous developments in business have resulted from the advancement of information and communication technology, particularly the web. The accessibility of the internet affects consumers' decisions about the products and services to use. Before making a purchase, consumers can more easily obtain information through easy access to the internet (Suhartanto et al., 2018). On the contrary, according to Chintagunta et al.'s (2012) study, customers are highly hesitant to adapt to purchasing goods via the Internet because they are worried about getting low-quality items.

It is also considered based on unique experiences and tastes; respondents' opinions about their happiness with online shopping may differ. In the context of online shopping, several common characteristics affect customer satisfaction. One factor is the availability of various products and brands that influence satisfaction. Respondents could appreciate the extensive selection of products offered online since it makes it easy for them to find certain items. A well-designed and user-friendly website or online platform can improve the purchasing experience. Websites that are simple to use, offer clear product information, and provide photos may be valuable to respondents. Satisfaction is also influenced by a simple checkout process and various payment methods. Nevertheless, Sabou et al., (2017) presented an analysis of online consumer behavior. In this study, a variety of customer-related issues were investigated, such as delivery delays that are longer than anticipated, delivery of incorrect or defective goods or services, theft problems that have not yet been adequately addressed, technical issues, and difficulties in obtaining warranty information.

1. Significant difference across respondents' sociodemographic profiles in their perception of their satisfaction with online shopping

a. Differences in online shopping across sociodemographic variables

Table 6 shows that there was no significant difference in online shopping across sociodemographic profiles of age, sex, civil status, and occupation; they obtained a p-value greater than 0.05. On the other hand, there is a significant difference in online shopping across the categories of average monthly income, highest educational attainment, and preferred shopping mode. Their p-values were less than 0.05; therefore, there was a significant difference between these groups. A post hoc test was also conducted to test these variables to determine which pair of categories differed from one another.

Table 5. Customer Perceptions about Online Shopping

Item Descriptions	6	5	4	3	2	1	Mean	Verbal Interpretation	Standard Deviation
	(Strongly agree)	(Agree)	(Agree to a certain extent)	(Disagree to a certain extent)	(Disagree)	(Strongly Disagree)			
ONLINE SHOPPING									
Q1. I shop online because it is easier to see discounts and prices.	167 (38.7%)	147 (34.0%)	89 (20.6%)	12 (2.8%)	15 (3.5%)	2 (0.5%)	5	Agree	1.05
Q2. I shop online because I shop for a greater variety of products.	184 (42.6%)	151 (35.0%)	64 (14.8%)	19 (4.4%)	13 (3.0%)	1 (0.2%)	5	Agree	1.03
Q3. I shop online because it is a good option for buying things when time is limited.	159 (36.8%)	146 (33.8%)	74 (17.1%)	29 (6.7%)	22 (5.1%)	2 (0.5%)	4.89	Agree	1.15
Q4. I shop online because it can save me the effort of buying what I want	195 (45.1%)	142 (32.9%)	56 (13.0%)	23 (5.3%)	15 (3.5%)	1 (0.2%)	5.1	Agree	1.07

	6	5	4	3	2	1			
Item Descriptions	(Strongly agree)	(Agree)	(Agree to a certain extent)	(Disagree to a certain extent)	(Disagree)	(Strongly Disagree)	Mean	Verbal Interpretation	Standard Deviation
from offline retail stores.									
Q5. I shop online because I can obtain more information about a product.	135 (31.3%)	144 (33.3%)	99 (22.9%)	27 (6.3%)	26 (6.0%)	1 (0.2%)	4.77	Agree	1.15
Q6. I shop online because I value the convenience of 24/7h availability.	186 (43.1%)	141 (32.6%)	63 (14.6%)	20 (4.6%)	21 (4.9%)	1 (0.2%)	5	Agree	1.11
Q7. Do you shop online because I can shop in privacy at home.	190 (44.0%)	148 (34.3%)	58 (13.4%)	16 (3.7%)	18 (4.2%)	2 (0.5%)	5.09	Agree	1.08
Q8. I shop online because the quality of decision-making has improved.	115 (26.6%)	133 (30.8%)	130 (30.1%)	30 (6.9%)	18 (4.2%)	6 (1.4%)	4.65	Agree	1.15
GRAND MEAN							4.95	Agree	

Table 6. Test of difference in online shopping across sociodemographic variables

Demographic variable	P-Value	Interpretation
Age	0.6751	Not significant
Sex	0.5133	Not significant
Civil Status	0.5343	Not significant
Occupation	0.3073	Not significant
Average monthly income	0.0024*	<i>Significant</i>
Highest educational attainment	0.0001*	<i>Significant</i>
Preferred shopping mode	0.0001*	<i>Significant</i>

* *p-value is <0.05 - significant, If p-value >0.5: not significant*

The results of the test of differences in online shopping across sociodemographic variables showed that there is a significant difference in online shopping across average monthly income, highest educational attainment, and preferred shopping mode. Literature has shown that sociodemographic characteristics affect people's views about using online shopping (Cheung et al., 2005). In a similar study, Beneke et al. (2010) reached the same conclusion, stating that demographic factors like income and education are likely to have a significant impact on the intent to purchase.

Sultan and Henrichs (2000) found a positive relationship between income and consumers' ability and desire to use the Internet as a buying channel. Preferable purchasing methods can vary depending on income levels. People with higher incomes can have greater financial flexibility and are therefore more likely to shop online. They might value the accessibility to a larger selection of products offered online, the ease, and the time-saving features.

According to the assessment in terms of online shopping made using Dunn's pairwise test, respondents with higher incomes and higher educational attainment prefer buying things online. The degree of pleasure with online purchasing and preferred shopping methods may be influenced by education. Higher education levels frequently correspond to improved understanding and familiarity with e-commerce platforms. Higher educated people may be more at ease with online purchasing and value its convenience and advantages. Technology and digital tools are frequently introduced in higher education, which might increase students' comfort and competency when navigating online buying platforms. Higher educated people may possess stronger knowledge of technology, making it easier for them to use online payment methods, conduct online transactions, and browse websites. Their online buying experience can be improved and positively impacted by this familiarity. Among the demographic variables, education is one of the most important. People with higher education levels are more likely to shop online (Girard et al., 2002; Gong et al., 2011; Punj, 2011; Thamizhvanan et al., 2013). A similar study by Calik et al. (2008), Doolin et al. (2005), Girard et al. (2003), Gong et al. (2011), and Punj (2011) also indicates that consumers with higher income levels are more inclined to shop online than consumers with lower income levels. In another study by Homonoff et al. (2007), consumers from different educational backgrounds had different preferences for online and in-store shopping. The findings indicate that consumers with

higher educational backgrounds are more likely to use online shopping than consumers with lower educational backgrounds. The study also found that people with higher education levels were more likely to shop online for comfort and time-saving reasons. Online shopping is becoming increasingly popular due to its convenience, variety, and cost-savings. People with the highest education level and income have the most discretionary funds and the least amount of time to shop in person. Therefore, they prefer online shopping because it allows them to easily compare prices, shop for a wider selection of products, and save time.

In a study conducted by [Gurmu et al. \(2014\)](#), age was shown to be vital in the demographic aspect that impacts online shopping behavior and purchase decisions. People of younger age tend to spend more on lifestyle, entertainment, and fashion, while older people spend most on health-related expenses. Another study on the impact of demographic factors on the online shopping behavior of customers in the city of Delhi also showed significant differences in the online shopping behavior of the consumers in relation to age and gender ([Sharma et al., 2016](#)). Another study by [Pinca \(2015\)](#) indicated a greater predominance of women than men when buying online. Indeed, it can be inferred that women are more shopaholic than men regarding shopping online.

In a study by [Suki \(2006\)](#), Malaysian Internet users were more likely to be young, wealthy, educated, and affluent. Previous studies on online shopping have placed a strong emphasis on the advantages of successful online retailers ([Muylle et al., 2004](#)). Benefits are what customers believe an online retailer can provide them with in the context of online shopping. The advantages of online shopping have also been investigated in previous studies ([Narges et al., 2009](#)). Therefore, while choosing and making a purchase decision, it is essential to understand consumers' impressions of the advantages of an online business.

2. Description of respondents' perceptions of satisfaction with in-store shopping

Table 7 shows that, on average, the respondents agree with questions one to 4 regarding customer perception toward in-store shopping. They agree that they shop in physical stores because they value the physical appearance of the store; they can also get or receive a huge amount of customer satisfaction; another thing is that they like the help and friendliness they can get at the stores; and they agree because they like the energy and fun of shopping at the stores. On average, questions 5 and 6 strongly agreed that they shop in physical stores because they can physically evaluate and directly compare products.

According to the survey questions about in-store shopping, most respondents "strongly agree" with the statements "I shop in physical stores because I can physically examine the products" and "I shop in physical stores because I can directly compare products to each other." These are notable results probably because respondents can directly check the products they intend to buy and physically compare them with substitute products, which may serve as a basis for outright purchase decisions.

A similar study by [Pathania \(2022\)](#) found that most customers prefer traditional physical establishments because they can engage and interact with people there. Other customers stated that they would be more inclined to spend more money in a physical shop because they could confidently assess a product. The study further identified that even when some customers obtain visual representations of the products or services they purchase; their requirements and expectations might not be met. Furthermore, when criteria such as a large selection and rapid purchasing were relevant, online shopping was preferred. When qualities like individualized attention and the ability to physically inspect, touch, and feel the goods were relevant, in-store shopping was favored.

Table 7. Customer Perceptions about In-store Shopping

Item Descriptions	6 (Strongly agree)	5 (Agree)	4 (Agree to a certain extent)	3 (Disagree to a certain extent)	2 (Disagree)	1 (Strongly Disagree)	Mean	Verbal Interpretation	Standard Deviation
IN-STORE SHOPPING									
Q1. Do I shop in physical stores because I value the physical experience in the store.	172 (39.8%)	158 (36.6%)	75 (17.4%)	18 (4.2%)	5 (1.2%)	4 (0.9%)	5.07	Agree	0.99
Q2. I shop in physical stores because I receive a huge amount of customer satisfaction.	128 (29.6%)	162 (37.5%)	114 (26.4%)	17 (3.9%)	9 (2.1%)	2 (0.5%)	4.87	Agree	0.98
Q3. I shop at physical stores because I like the help and friendliness I can get at local stores.	109 (25.2%)	154 (35.6%)	133 (30.8%)	24 (5.6%)	9 (2.1%)	3 (0.7%)	4.74	Agree	1.01

Item Descriptions	6	5	4	3	2	1	Mean	Verbal Interpretation	Standard Deviation
	(Strongly agree)	(Agree)	(Agree to a certain extent)	(Disagree to a certain extent)	(Disagree)	(Strongly Disagree)			
Q4. I shop in physical stores because I like the energy and enjoyment of shopping at local retail stores.	132 (30.6%)	145 (33.6%)	113 (26.2%)	30 (6.9%)	10 (2.3%)	2 (0.5%)	4.82	Agree	1.05
Q5. I shop at physical stores because I can physically evaluate a product.	272 (63.0%)	97 (22.5%)	43 (10.0%)	12 (2.8%)	7 (1.6%)	1 (0.2%)	5.42	Strongly Agree	0.92
Q6. I shop in physical stores because I can directly compare different products.	262 (60.6%)	104 (24.1%)	48 (11.1%)	9 (2.1%)	9 (2.1%)	0 (0%)	5.39	Strongly Agree	0.92
GRAND MEAN							5.05	Agree	

3. Significant difference across respondents' sociodemographic profiles in their perception of their satisfaction with in-store shopping

Differences in in-store shopping across sociodemographic variables

Table 8 shows that there was no significant difference in in-store shopping across the sociodemographic profiles of age, sex, civil status, and occupation; they obtained a p-value greater than 0.05. There is a significant difference in in-store shopping across the three categories: average monthly income, highest educational attainment, and preferred shopping mode. Their p-value was less than 0.05. Pairwise comparison was performed because these results are significant.

Table 8. Differences in in-Store shopping across sociodemographic variables

Demographic variable	p-value	Interpretation
Age	0.2460	Not significant
Sex	0.6078	Not significant
Civil Status	0.6034	Not significant
Occupation	0.9355	Not significant
Average monthly income	0.0031*	Significant
Highest educational attainment	0.0001*	Significant
Preferred shopping mode	0.0001*	Significant

* p-value is <0.05 – significant, If p-value is > 0.05 - not significant

The results of the test of differences in in-store shopping across socio-demographic variables show a significant difference in in-store shopping across average monthly income, highest educational attainment, and preferred shopping mode. When evaluating the results of the Dunn's pairwise test in terms of shopping in-store, the post-hoc test results illustrate that respondents who have higher incomes and higher educational attainment choose to shop in-store. According to the results of Dunn's paired post hoc test, respondents with higher incomes and levels of education favored in-store purchases.

This demonstrates that those with higher incomes and higher levels of education perceive shopping in stores to be more pleasurable. These results agree with several of the previously mentioned factors, such as the importance of individualized support, product expertise, and the sensory experience of in-store shopping, which might affect consumers' satisfaction. Higher-income earners might also favor quality in-store experiences or exclusive products more often, which might further influence their choice to buy things in stores. The type of education a person has can have an impact on how they make decisions, with people with higher levels of education possibly doing more in-depth research, comparing, and evaluating options before making a purchase. Their capacity to make informed decisions, access to pertinent information and transparency may all impact how satisfied customers are with in-store purchases. Retailers can better adjust their strategies to satisfy the unique requirements and expectations of various client segments by better understanding the relationship between income, educational attainment, and in-store shopping pleasure. This may entail delivering tailored services to high-earning customers,

offering in-depth product information and educational opportunities, and considering the accessibility and value offered by clients from a range of socioeconomic and academic backgrounds.

The novelty of this study concerns an assessment of the impact of the pandemic on long-term changes in shopping behavior across sociodemographic segments. Most prior studies have used either the benefits of online or in-store experience, and it has come out that this is the way preferences are now more flexible due to the influence of the pandemic and changing customer needs. This research, the first to investigate these knowledge gaps specifically for customer satisfaction in both shopping modes, after the pandemic, provides an important insight into why firms must begin to move on such transforming consumer behavior and adapt services to the demands of a wide range of demographics. The outcomes demonstrate the necessity of seamless omnichannel experiences based on changing preferences.

CONCLUSIONS

From the findings, several key conclusions can be drawn. First, there is minimal difference in respondents' preferences between shopping in-store and online. However, variations are evident across different sociodemographic profiles, highlighting the need for tailored strategies to address these differences. Respondents who prefer in-store shopping emphasize the importance of physically evaluating products before making a purchase. On the other hand, the COVID-19 pandemic has significantly influenced consumer behavior, driving a shift toward online shopping. Additionally, growing sustainability concerns, the expansion of e-commerce, evolving customer needs, and the enduring influence of traditional stores present critical opportunities for businesses and governments to adapt and thrive in the changing retail landscape.

The research questions and objectives stated at the outset of the study are adequately addressed by these findings. It successfully analyzes both modes of shoppers regarding customer satisfaction, identifies the influence of socio-demographic factors, and provides a comparative analysis of these findings, reflecting current consumer behavior. It also fills the gap in research that has seen in-store shopping satisfaction being less studied compared with the large number of studies on online shopping. Knowing these drivers of customer satisfaction in both scenarios will mean that businesses can always adjust their current preferences and hence provide a more customized shopping experience.

LIMITATION & FURTHER RESEARCH

This study compares customer satisfaction with online and in-store shopping during the COVID-19 pandemic, emphasizing the growth of e-commerce and the importance of understanding customer buying patterns. The proposed model acknowledges limitations, such as not comparing different online shopping platforms, allowing future research to investigate satisfaction across multiple channels. The study, which takes a crisis-centered approach, recommends that future research should look into the long-term impact of the pandemic on shopping behaviors, such as trust, security, and store image. Expanding the scope and balancing the analysis of in-store and online behaviors may yield more comprehensive insights into changing consumer preferences.

Another limitation of the product lies in treating the respondents, who have both online and onsite shopping experience, without distinction, especially as the study did not refer to any specific product to even out the comparison. Thus, another research may be pursued with a specific product identified to reasonably compare the respondent's experience with both online and onsite shopping.

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