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A Comparative Study of Online and Traditional Shopping as Revealed by the Satisfaction of the Selected Consumers

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Abstract

Aim: This study determined the significant difference between online and traditional shopping as revealed by the satisfaction of the consumers.

Methodology: This study used a descriptive research design using survey questionnaires to determine the significant difference between online and traditional shopping as revealed by the satisfaction of the selected consumers in Sariaya, Quezon. It was conducted in Brgy. Sampaloc Santo Cristo with 40 respondents. Convenience sampling was employed.

Results: Only the product quality and the return of the products has a significant difference between online and traditional shopping. Since the T- value of the product quality is 3.61, the p-value is 0.000, and the $p < 0.05$, the null hypothesis is rejected. Therefore, there is a significant difference between the product quality of online and traditional shopping. Furthermore, the return of products, its T-value is 5.62, the p-value is 2.798, and $p < 0.05$. The null hypothesis is rejected in this regard, indicating that there is a significant relationship between the return of products from online and traditional shopping. With regards to the convenience, variety, prices of the products, and discount of online and traditional shopping, there is no significant difference found between them.

Conclusion: The satisfaction of the selected consumers in the sub-variables (product quality, convenience, variety, prices of the products, discounts, and return of products) are anchored in knowing one's satisfaction with certain product or services. In online shopping, the product quality, prices, and return of products are verbally interpreted as "satisfying". On the other hand, the remaining sub-variables like convenience, variety, and discounts got the verbal interpretation of "highly satisfying" which indicates the edge of online shopping in terms of convenience to the consumers, variety of products they offer in different channels and the various offers and discounts they offer to the consumers. In addition, in terms of traditional shopping, prices, and discounts garnered a verbal interpretation of "satisfying" and the product quality, convenience, variety, and return of products results in "highly satisfying" which means that both mediums of shopping successfully meet the demand of the consumers.

Keywords: online shopping, traditional shopping, difference, customers' satisfaction

INTRODUCTION

Today, people of all ages incorporate shopping into their lives. Although buying necessities is the main reason why individuals go shopping, other people find pleasure and relaxation in being able to shop for both their needs and wants. Despite the proliferation of shopping centers and places worldwide, consumer satisfaction will always be the primary indicator of the success of one's business. Consumers drive the market as their satisfaction is one of the crucial aspects that needed to be considered in the differentiation between online and traditional shopping. With the advent of technology, one of the most prevalent issues that consumers encounter nowadays is deciding which method of shopping to use to satisfy their needs and desires.

As defined by Sivanesan (2018), online shopping is a process of buying, purchasing, and even selling products or goods over the Internet. Online shopping is considered to be more convenient for consumers since they can shop whenever and wherever they want. According to Statista-The Statistics Portal, there were 3.81 billion active users of social media and about 4.57 billion internet users globally as of April 2020. As mobile technology has improved, resulting



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in easier access to global markets with the help of increased access to high-speed internet, consumer purchasing habits have also changed from traditional purchases to digital mediums. Over the past few years, online shopping has grown in popularity. Global online retail sales were close to \$5 trillion in 2021, and by 2025, experts predict they will reach \$7 trillion (Coppola, 2022). Moreover, Asia has the highest smartphone usage rates for online shopping. Malaysia, where approximately 45 percent of people made a weekly mobile purchase, was the top digital market by the end of 2021 based on the percentage of the population who had done so. The top three countries in the ranking were South Korea, Taiwan, and the Philippines (Coppola, 2022).

The main reasons why consumers are becoming more interested in online shopping are convenience, enjoyment, and efficiency. Customers can buy comfortably from home, with less time and money spent on a trip. Another study found that availability, cheap prices, discounts, comparisons, customer service, user-friendliness, time, and range of options are the primary factors that influence online shopping. Above all, the majority of Filipino consumers prioritize price and convenience when choosing what to buy. In that case, Filipinos are more likely to shop online for their convenience (Cudis, 2021). In connection to this, Magkilat (2022) stated in an online article that Filipinos prefer to shop online rather than going to physical stores, particularly during the pandemic. Additionally, Millennials and members of Generation Z are purchasing more on social media. Nearly 7 out of 10 survey respondents have found and purchased items on social media, with Millennials and Gen Z making up 76 percent of this group. The survey also showed that shoppers' habits change on different Mega Sale Days in the Philippines wherein almost 90% of the shoppers surveyed revealed that they purchase online during Mega Sale Days.

Despite all the benefits, some consumers might find online buying to be unreliable and unsafe. Online shopping is non-social because there is no face-to-face connection between the consumer and seller. As a result, the buyer occasionally finds it difficult to establish trust (George et al., 2019).

The consumer market has transformed as a result of internet buying over the past few decades. It still has a long way to go before it completely replaces in-person shopping. Despite its enormous popularity, online shopping still doesn't always provide the ease and instant gratification that consumers desire which traditional shopping can somehow provide.

Traditional shopping is also known as real-time shopping. It is the process of purchasing and selling products or services in which a physical interaction with a salesperson is required in order for the product under consideration to be purchased. Traditional shopping offers a lot of advantages (Aryani, 2021). For instance, customers can look at, touch, and browse products being offered in traditional stores. According to another study by Sivanesan, Monisha, Babisha, and Abisha (2018), the need to hold the thing in their hands is one of the main factors pushing people to choose conventional shopping. This suggests that when it comes to shopping, people place an immeasurable value on physical contact and product experience. Additionally, instant delivery is ensured by traditional shopping because customers can take their purchases home straight away. Furthermore, for other people, simply strolling through malls and doing their regular shopping is a sort of relaxation, enjoyment, and amusement.

Many buyers like in-person shopping or traditional shopping due to the immediate joy of receiving the item they are purchasing. Many other customers prefer to physically inspect or try on goods before making a purchase. Furthermore, 80.9% of sales are made offline compared to 19.1% online as of 2021, indicating that conventional shopping is still more popular. Online retail sales will still account for only 21% of all worldwide sales even in 2022 (Ariella, 2022). 65% of people claim that the ability to avoid delivery expenses makes them prefer in-person shopping. Another 60% of respondents said they typically shop in person so they can acquire their goods right away. This demonstrates that despite the COVID-19 Pandemic's impact on an increase in internet sales in 2020, brick-and-mortar stores continue to dominate the world of retail. Moreover, based on the study conducted by Andersone&Sarkane (2019) and Khatwani (n.d.), traditional shopping still provides purchases that are on average greater than those purchased online.

Both shopping options have existing disadvantages that hinder consumers to know their significant differences and advantages. This actively illustrates the need for the researchers to analyze online shopping and traditional shopping as revealed by the satisfaction of the consumers. Analyzing this existing conflict would help the consumers to know what is the best and most convenient mode of shopping they can use despite the variety of choices in the market. According to PhilAtlas (2020), Sariaya had a total population of 161,868. Barangay Sampaloc Sto. Cristo has the highest population with a total of 9,007. This shows that there are a significant number of consumers within that area. Thus, in this study, the researchers will examine the consumers' satisfaction with online and traditional shopping which will be the basis of knowing the significant difference between the two.



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Research Questions

The purpose of this descriptive study is to analyze online shopping and traditional shopping as revealed by the satisfaction of the selected consumers in Sariaya, Quezon.

It specifically aimed to respond to the following research questions:

1. What is the demographic profile of consumers in terms of
 - 1.1. Age;
 - 1.2. Sex; and
 - 1.3. Socio-economic status
2. What is the consumers' satisfaction towards online and traditional shopping in terms of:
 - A. Online Shopping
 - 2.1 Product quality;
 - 2.2 Convenience;
 - 2.3 Variety;
 - 2.4 Prices of the products;
 - 2.5 Discounts; and
 - 2.6 Return of products
 - B. Traditional Shopping
 - 2.1 Product quality;
 - 2.2 Convenience;
 - 2.3 Variety;
 - 2.4 Prices of the products;
 - 2.5 Discounts; and
 - 2.6 Return of products
3. Is there a significant difference between online and traditional shopping as revealed by the satisfaction of selected consumers in terms of:
 - 3.1 Product quality;
 - 3.2 Convenience;
 - 3.3 Variety;
 - 3.4 Prices of products;
 - 3.5 Discounts; and
 - 3.6 Return of products

Hypothesis

Given the stated research problem, the following hypotheses were tested on 0.05 level of significance:

Hypothesis 1: There is a significant difference between online and traditional shopping

Hypothesis 2: There is no significant difference between online and traditional shopping

METHODS

Research Design

This study used a descriptive research design using survey questionnaires to determine the significant difference between online and traditional shopping as revealed by the satisfaction of the selected consumers in Sariaya, Quezon.

Population and Sampling

This study was conducted in Brgy. Sampaloc Santo Cristo with 40 respondents. Convenience sampling was employed.

Instrument

The survey questionnaire was used to collect the necessary data in this study. Said instrument was validated by experts in the field.



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Data Collection

The data were gathered, read, and analyzed following the objectives of the study and in adherence to all protocols in the conduct of research.

Treatment of Data

Statistical Analysis was used to analyze the satisfaction of the consumers toward online and traditional shopping with the sub-variables of product quality, convenience, variety, prices of the products, discounts, and return of products.

Ethical Considerations

The researcher ensured that all research protocols involving ethics in the research were complied with for the protection of all people and institutions involved in the conduct of the study.

RESULTS and DISCUSSION

There is an equal distribution in terms of the ages of the respondents. Out of 40 respondents, there are 8 respondents corresponding to each age range. It means that each age range composed 20% of the total respondents. In terms of the respondents' sex, females dominated the highest frequency count of 22 or 55% at rank 1 while males obtained the least frequency count of 18 or 45% at rank 2. To conclude, with respect to the socio-economic status of each respondent, it is shown that almost half of the said respondents are poor with the obtained frequency of 19 or 47.5% at rank 1 whereas only 1 among the respondents is in the middle-middle class with a frequency of 1 or 2.5% at rank 5.

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In terms of the respondents' sex, females dominated the highest frequency count of 22 or 55% at rank 1 while males obtained the least frequency count of 18 or 45% at rank 2.

Lastly, regarding the socio-economic status of each respondent, it is shown that almost half of the said respondents are poor with the obtained frequency of 19 or 47.5% at rank 1 whereas only 1 among the respondents is in the middle-middle class with a frequency of 1 or 2.5% at rank 5.

Customers' Satisfaction Towards Online and Traditional Shopping

Table 1

Customers' Satisfaction Towards Online Shopping In Terms of Product Quality, Convenience, Variety, Prices of the Products, Discounts, and Return of Products

Online Shopping	Mean	Int.	Rank
Product Quality			
As a consumer, I can say that...			
1. the appearance of the products are	3.225	Satisfying	1.5
2. the durability of the products are	3.225	Satisfying	1.5
3. the functional adequacy of the products are	3.075	Satisfying	4
4. the authenticity of the products' brand are	2.900	Satisfying	5
5. the functional accuracy of the products are	3.200	Satisfying	3
Composite Mean	3.125	Satisfying	
Convenience			
As a consumer, I can say that...			
1. the checking out of the products	3.375	Highly Satisfying	1
2. the purchasing convenience are	3.200	Satisfying	5
3. the salesperson/Employee's knowledge in the stores are	3.250	Satisfying	4
4. the availability of the stocks are	3.275	Highly Satisfying	3



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5. the product categorization are	3.300	Highly Satisfying	2
Composite Mean	3.280		
Variety			
As a consumer, I can say that...			
1. the product variations are	3.525	Highly Satisfying	1
2. the product familiarity are	3.225	Satisfying	5
3. the product recommendations are	3.475	Highly Satisfying	2
4. the product specialties are	3.325	Satisfying	4
5. the availability of all kinds of products are	3.425	Highly Satisfying	3
Composite Mean	3.395	Highly Satisfying	

Prices			
As a consumer, I can say that...			
1. the consumer friendly prices are	3.225	Satisfying	1
2. the negotiability of the prices are	2.975	Satisfying	4
3. the product price justification are	3.100	Satisfying	2
4. the similarity of the price to the SRP (Suggested Retail Price) are	3.075	Satisfying	3
5. the VAT (Value Added Tax) free are	2.900	Satisfying	5
Composite Mean	3.055	Satisfying	
Discounts			
As a consumer, I can say that...			
1. the considerable discounts are	3.175	Satisfying	2
2. the holidays and monthly promos and discounts are	3.425	Highly Satisfying	1
3. the conveniency to ask for discounts and other good deals are	2.725	Satisfying	5
4. the benefits of various advantage cards are	3.025	Satisfying	3.5
5. the discounts accuracy are	3.025	Satisfying	3.5
Composite Mean	3.075	Satisfying	
Return of Products			
As a consumer, I can say that...			
1. the responsiveness and accountability of the customer care personnel or salesperson are	2.975	Satisfying	2
2. the moneyback refund are	2.650	Satisfying	3
3. the product exchange to the seller are	2.600	Satisfying	4
4. the communication between me and the seller are	3.050	Satisfying	1
5. the returning process and instructions are	2.550	Satisfying	5
Composite Mean	2.765	Satisfying	
Grand Mean	3.116	Satisfying	

1.00 - 1.75 *Highly Dissatisfying (HD);*
1.76 - 2.50 *Dissatisfying (D)*
2.51 - 3.25 *Satisfying (S)*
3.26 - 4.00 *Highly Satisfying(HS)*



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The table above shows the six (6) factors that determine consumers' satisfaction in terms of purchasing online. As presented in Table 1, in terms of product quality, the respondents confirmed that they are both highly satisfied with the appearance and durability of products. It is evident since these two factors obtained the highest mean of 3.225 and the highest rank of 1.5. It means that most consumers are particular about the appearance and durability of the product before purchasing it. It is confirmed by the study conducted by Bhadauria (2018) wherein humans are believed to have a strong affinity for beauty, appearance, and high aesthetics. Thus the appearance of the product significantly affects consumer behavior and satisfaction. Moreover, according to an online article by Excelsior (2018) that aside from appearance, durability is always a major concern. They believed that durability posed lots of practical advantages to its end consumers. Products that are less expensive and less durable are inherently more likely to fail frequently, which can quickly drive up the cost of repair or replacement. However, respondents also affirmed that they are not particular with the authenticity of the products' brand in terms of the product quality as evidenced by the lowest obtained mean of 2.900 and the lowest rank of 5. Here, consumers do not necessarily check if the products' brand is original or fake. It is supported by the study conducted by Little (2020) wherein they found out that people tend to buy products even if they are not authentic because it is more affordable than the original products and they are afraid that their products will not be delivered. Therefore, it can be said that both factors affect consumers' satisfaction with online shopping.

Regarding convenience, respondents believed that one of the factors which made them highly satisfied with online shopping is that checking out the products became easier. It is revealed since it obtained the highest mean of 3.375 and the highest rank of 1. It means that consumers are more likely to shop online since they can easily select or check the products they want to purchase. According to Baluch (2022), online shopping is convenient since it will be easier for consumers to compare products, and check their prices, product details, and consumer reviews with just a click. However, respondents affirmed that the convenience of purchasing online is still satisfying though it gained the lowest mean of 3.200 and the lowest rank of 5.

Respondents also believed that the variety of the products is one of the factors that affect their satisfaction in purchasing online. Thus based on the table above, it is shown that consumers are highly satisfied purchasing online since the products have lots of variations. It is evident since it obtained the highest mean of 3.525 and the highest rank of 1. Here, it shows that consumers tend to buy online since they can see that there are a lot of products to choose from. The single product they want poses a lot of versions that somehow highly satisfied them. It is supported by the study of Whitney, Trudel, & Kurt (2018) who concluded that consumers desire to have a variety of product options. Pleasure-driven consumers have the opinion that what makes them happy is very different from what makes most other people happy. They will consequently prefer a wide variety of a specific product. Meanwhile, respondents said that product familiarity is still satisfying when purchasing online though it poses the lowest mean of 3.225 and the lowest rank of 5. According to Lahon (2022), consumers prefer products they are familiar with because it makes it easier for them to understand the shopping process. Hence, consumers are more willing to stick with familiar products than those that offer them new buying opportunities.

Regarding the price, respondents said that consumer-friendly prices are satisfying when it comes to online shopping. It is revealed since it obtained the highest mean of 3.225 and the rank of 1. It means that consumers are satisfied purchasing online because the products are cheaper compared to traditional shopping. According to Chang (2021), the price has influenced consumer decision-making and has a more nuanced impact than is typically given credit for. Here, it is said that the price of the products greatly affects the decision of the consumer if they are going to purchase something online. Meanwhile, based on the responses, online shopping being VAT (Value Added Tax) free is still satisfying however, it gained the lowest mean of 2.900 and the lowest rank of 5. It means that consumers are satisfied since there is no value-added tax on their purchased products; which can also mean that the price will be cheaper. Thus according to Parietti (2022), if the products purchased online will be taxed, there will be a raise in the prices of the products. It will cause consumers back to traditional shopping. In terms of the discounts, respondents revealed that the holidays and monthly promo and discounts are highly satisfying since they posed the highest mean of 3.425 and the highest rank of 1. It means that consumers are most likely to purchase online during holidays, mega sales, and monthly promos. According to Magkilat (2022), consumers' purchasing habits change on different Mega Sale Days. The entire year is covered by Mega Sale Days in the Philippines. Ninety percent of year-end buyers polled purchased in 2021's Mega Sale Days. With 24 percent and 44 percent of year-end customers surveyed partaking 12.12 and 11.11 are the most well-liked Mega Sale Days. Therefore, it can be said that online shopping tends to bloom more especially when there are promos and discounts. Meanwhile, the convenience to ask for discounts and other good deals is still satisfying though obtained the lowest mean of 2.725 and the rank of 5. Here, customers are nevertheless satisfied in this circumstance because it is still easier for them to request discounts and deals when making an online purchase than when doing a physical purchase. According to Lee & Yu (2018), price discounts encourage consumers



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to buy the promoted products as soon as possible. Therefore, it can be said that discounts and promos have a direct impact on the consumers' perception and satisfaction with purchased products, specifically in online shopping.

Lastly, regarding the return of products, consumers said that the communication between them and the seller is satisfying. It posed the highest mean of 3.050 and the rank of 1. Based on the result, it can be said that consumers prefer online shopping because when they are about to return the products, they can easily communicate with the seller online. Along with that, the returning process and instructions are also satisfying according to the respondents though it resulted in the lowest mean of 2.550 and the rank of 5. Here, it can be said that the return process as well as the instruction are more accessible and convenient because it is done online. Various studies have shown that 80% of customers are turned off by inconvenient shipping and return policies. This statistic demonstrates the potential significance of these initiatives. Giving customers real-time details about when their purchases will arrive, for instance, is quite helpful. Your customer will appreciate any efforts you make to simplify the returns procedure, such as providing shipping labels, return packaging, and clear directions. Additionally, when consumers are pleased with a company's return policy, sales, returns, and customer loyalty all increase (Paack, 2022).

Table 2

Customers' Satisfaction Towards Traditional Shopping In Terms of Product Quality, Convenience, Variety, Prices of the Products, Discounts, and Return of Products

Traditional Shopping	Mean	Int.	Rank
Product Quality			
As a consumer, I can say that...			
1. the appearance of the products are	3.675	Highly Satisfying	1
2. the durability of the products are	3.525	Highly Satisfying	2
3. the functional adequacy of the products are	3.325	Highly Satisfying	5
4. the authenticity of the products' brand are	3.500	Highly Satisfying	3
5. the functional accuracy of the products are	3.400	Highly Satisfying	4
Composite Mean	3.485	Highly Satisfying	
Convenience			
As a consumer, I can say that...			
(Bilangisangmamimili, masasabi ko na...)			
1. the checking out of the products	3.700	Highly Satisfying	1
2. the purchasing convenience are	3.450	Highly Satisfying	2.5
3. the salesperson/Employee's knowledge in the stores are	3.450	Highly Satisfying	2.5
4. the availability of the stocks are	3.225	Satisfying	4
5. the product categorization are	3.175	Satisfying	5
Composite Mean	3.400	Highly Satisfying	
Variety			
As a consumer, I can say that...			
1. the product variations are	3.375	Highly Satisfying	1
2. the product familiarity are	3.350	Highly Satisfying	2



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3. the product recommendations are	3.325	Highly Satisfying	3
4. the product specialties are	3.250	Satisfying	4
5. the availability of all kinds of products are	3.125	Satisfying	3
Composite Mean	3.285	Highly Satisfying	

Prices			
As a consumer, I can say that...			
1. the consumer friendly prices are	3.400	Highly Satisfying	2
2. the negotiability of the prices are	3.475	Highly Satisfying	1
3. the product price justification are	3.175	Satisfying	3.5
4. the similarity of the price to the SRP (Suggested Retail Price) are	3.175	Satisfying	3.5
5. the VAT (Value Added Tax) free are	3.025	Satisfying	5
Composite Mean	3.250	Satisfying	
Discounts			
As a consumer, I can say that...			
1. the considerable discounts are	3.200	Satisfying	4
2. the holidays and monthly promos and discounts are	3.075	Satisfying	5
3. the conveniency to ask for discounts and other good deals are	3.250	Satisfying	1.5
4. the benefits of various advantage cards are	2.975	Satisfying	3
5. the discounts accuracy are	3.250	Satisfying	1.5
Composite Mean	3.150	Satisfying	
Return of Products			
As a consumer, I can say that...			
1. the responsiveness and accountability of the customer care personnel or salesperson are	3.600	Highly Satisfying	1
2. the moneyback refund are	3.350	Highly Satisfying	4.5
3. the product exchange to the seller are	3.450	Highly Satisfying	3
4. the communication between me and the seller are	3.350	Highly Satisfying	4.5
5. the returning process and instructions are	3.425	Highly Satisfying	2
Composite Mean	3.435	Highly Satisfying	
Grand Mean	3.334	Highly Satisfying	

1.00 - 1.75 *Highly Dissatisfying (HD);*
1.76 - 2.50 *Dissatisfying (D)*
2.51 - 3.25 *Satisfying (S)*
3.26 - 4.00 *Highly Satisfying (HS)*

The table presented the six (6) factors that can affect consumers' satisfaction with traditional shopping. As shown in Table 3, regarding the product quality, respondents affirmed that the appearance of the products is highly satisfying garnering the highest mean of 3.675 and the highest rank of 1. It means that customers are more likely to



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buy products in traditional stores because of the products' appearance and aesthetic appeal. Meanwhile, based on the responses, it is also revealed that the functional adequacy of the products is still highly satisfying though obtained the lowest mean of 3.325 and the lowest rank 5. This means that consumers tend to buy products that they think are appealing to their eyes instead of focusing on their functionality. It is completely supported by the study of Kumar (2018), which stated that the aesthetic appeal of the products that influenced the emotional level of the people is the reason why people become loyal to the brand compared to other factors like price and functionality. In addition to that, it is also stated that a stronger relationship is the outcome when the seller invested more in aesthetics and if they invest in functionality, a transactional relationship is more likely to be developed.

With regards to the variety, respondents found the product variations highly satisfying, it is shown as it obtained the highest mean of 3.375 and the highest rank of 1. Based on the results, it can be said that consumers prefer traditional shopping because it offers a wide variety of products to choose from. However, some respondents answered that the availability of all kinds of products is satisfying though it accumulated the lowest mean of 3.123 and the lowest rank of 5. Here, it can be said that consumers find it difficult to find all of the products they need in a single store. Traditional stores may not offer a vast range of items or products compared to online shopping (Hans, 2020). Moreover, Finical (2021) stated that the selection of products available at traditional stores is constrained and limited. Many shops only offer a portion of their products in each location, choosing which things to stock based on customer demographics. The in-store choice is also limited by issues like stock and size shortages. This implies that traditional shopping has this kind of downside.

In terms of convenience in traditional shopping, it is highlighted that checking out the products is highly satisfying. It is evident since it accumulated the highest mean of 3.700 and the highest rank of 1. It means that consumers are highly satisfied with traditional shopping since they can personally inspect and check out the products in the store. As posited by Vishen (2020), before making a purchase, consumers prefer to try the item on or inspect it in person. It guarantees that the product is of high quality and is priced fairly. Consumers can examine, touch, and feel the objects to their contentment. Moreover, Clark (2020) stated that, unlike billboards, traditional or physical stores offer more than just immediate visibility. Customers may view the products, which helps them make a purchase decision. Meanwhile, some of the respondents answered that product categorization in traditional shopping is just satisfying. It is evident since it obtained the lowest mean of 3.175 and the lowest rank of 5. This explains that the products in traditional stores are not in their proper product category and not organized in terms of costs at some point in time. According to Sanchez (2022), due to the restricted selection of goods and items they offer, traditional stores do not allow clients to compare costs easily.

Highlighting the prices, it is revealed that the negotiability of the prices is highly satisfying in traditional shopping according to respondents. It can be seen from the results as it obtained the highest mean of 3.475 and the highest rank of 1. From here, it can be said that it is easier for consumers to communicate or negotiate with the seller in traditional stores compared to online shops. According to Goodman (2022), traditional stores occasionally give room for bargaining with the owner, especially if you are a regular customer. Online, where the purchasing procedure is virtually always impersonal, this is an uncommon alternative. Additionally, customers can interact face-to-face with store personnel and other customers when they shop traditionally. A helpful and informed salesperson can greatly improve the buying experience, especially when combined with an up-close look at the items. This is unquestionably crucial for local and specialized shops, where you'll almost surely interact with a knowledgeable employee about the goods. Personal suggestions and professional counsel can be quite helpful while shopping for a variety of items (Sanchez, 2022).

Moving on to the discounts, the convenience to ask for discounts and other good deals and the discount's accuracy are both highly satisfying based on the responses. It is apparent since both factors obtained the highest mean of 3.250 and the highest rank of 1. Here, it can be said how crucial communication is in determining the satisfaction of consumers in traditional shopping. It could be possible to communicate with certain personnel about a product when shopping online, but the details they give may not be adequate. Therefore, items could not have the same qualities as those listed in the order. In contrast, when making a traditional purchase, end users can speak with salespeople in person in department stores and other retail locations, where they can also learn more quickly about the features of a particular product. Additionally, they can converse with and watch other shoppers' shopping habits. They will benefit from having a better purchasing experience as a result (Bazarpe, 2020).

At last, in terms of the return of products, respondents affirmed that the responsiveness and accountability of the customer care personnel are highly satisfying. This response accumulated the highest mean of 3.600 and the highest rank of 1. Based on this response, it can be said that the consumers are satisfied with traditional shopping because they can easily receive the response of the seller since they are interacting personally. Billingsley (2020)



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believed that the speed of service is one of the most overlooked marketing strategies needed to draw customers. All clients recognize the importance of a prompt response from a company, regardless of whether you are responding to a query or a complaint. Although customer service requirements are always evolving, one thing that will never change is how attentive a company is to the needs of the end user. In addition, sellers have embraced a customer-responsive culture that pushes representatives to prioritize the demands of clients and formulate workable solutions as soon as possible. With this, a delightful consumer experience is generated (Fontanella, 2022). Meanwhile, though the response; the money back refund are highly satisfying and the communication between the consumer and the seller, garnered the lowest mean of 3.350 and the lowest rank of 5. This pertains that some respondents viewed traditional stores as not having a money back refund just in case there is a problem with the product they purchased. Tran (2022) highlighted that retailers most likely offer change product rather than money-back refunds.

Table 3

Difference Between the Online and Traditional Shopping as Revealed by the Satisfaction of Selected Consumer

INDICATORS	MEAN		T-value	P-value	DECISION	INTERPRETATION
	Online Shopping	Traditional Shopping				
PRODUCT QUALITY	3.13	3.49	3.61	0.000	$p < 0.05$, Reject H_0	Significant
CONVENIENCE	3.28	3.40	1.35	0.180	$p > 0.05$, Accept H_0	Not Significant
VARIETY	3.40	3.29	1.14	0.259	$p > 0.05$, Accept H_0	Not Significant
PRICES	3.06	3.25	1.86	0.067	$p > 0.05$, Accept H_0	Not Significant
DISCOUNTS	3.08	3.15	0.63	0.531	$p > 0.05$, Accept H_0	Not Significant
RETURN OF PRODUCTS	2.77	3.44	5.62	2.798	$p < 0.05$, Reject H_0	Significant

This highlights the significant difference between online and traditional shopping as revealed by the satisfaction of the selected customers. Based on the results, since the T-value is 3.61, the p-value is 0.000, and the $p < 0.05$, the null hypothesis is rejected. Therefore, there is a significant difference between the product quality of online and traditional shopping. In terms of convenience, it is revealed that the T-value has a value of 1.35 while the p-value is 0.180. This means that $p > 0.05$, therefore, accepting the hypothesis. Thus, it can be said that there is no significant difference between the convenience of online and traditional shopping. Regarding the variety, T-value resulted in 1.14 while the P-value has a value of 0.259. This means that $p > 0.05$ thus, accepting the hypothesis. Hence, there is no significant difference between the variety of online and traditional shopping. Concerning the prices, unveiled that it has a T-value of 1.86 and a P-value of 0.067. Since, $p > 0.05$, it can be stated that the hypothesis is accepted. Thus, it can be said that there is no significant difference between the prices of online and traditional shopping. For discounts, the table shows that it has a T-value of 0.63, P-value of 0.531, and $p > 0.05$ which means that the hypothesis is accepted. Therefore, there is no significant difference between the discounts of online and traditional shopping. Lastly, concerning the return of products, it is clearly shown that T-value is 5.62, the p-value is 2.798, and $p < 0.05$. In regards to this, the null hypothesis is rejected thus it can be said that there is a significant relationship between the return of products from online and traditional shopping. Based on the results, only the product quality and the return of the products are among the significant differences between online and traditional shopping. Here, it can be said that both methods of purchasing pose differences in terms of product quality and return of the products as revealed by the satisfaction of the selected consumers. When we shop traditionally, we can look at our things, try them out once, and make decisions about them with the help of the person in charge of selling them. When we shop online, we can only look at our



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products once they arrive. Another benefit is that if we are dissatisfied with the product, we may get a replacement. While traditional shopping takes more time, the results are better to those of online purchasing (Gerline, 2022).

Summary, Conclusions, and Recommendations

Based on the findings of the study, the researchers came up with a number of conclusions. It is found that most of the respondents are female and the majority of them are in the socio-economic status of poor which ranges the monthly income of less than Php 12,082. The study also revealed that the satisfaction of the selected consumers in the sub-variables are anchored in knowing one's satisfaction with certain product or services. In online shopping, the product quality, prices and return of products are verbally interpreted as "satisfying". On the other hand, the remaining sub-variables like convenience, variety and discounts got the verbal interpretation of 'highly satisfying' which indicates the edge of online shopping in terms of convenience to the consumers, variety of products they offer in different channels and the various offers and discounts they offer to the consumers. To add, in terms of traditional shopping, prices and discounts garnered a verbal interpretation of "satisfying" and the product quality, convenience, variety, and return of products results to "highly satisfying" which indicates that both forms of purchasing successfully meet consumer wants. However, there are lapses in both of the medium of shopping and that made them different from each other in terms of certain aspects in shopping. Above all, based on the aforementioned results of the study, the researchers concluded that there is significant difference in product quality and return of products according to the statistical test made.

In light of the findings and conclusions, it is suggested to consumers to give focus on the aspects they can consider before choosing their medium of shopping, this includes the product quality, convenience, variety, prices, discounts, and return of products. It is best to regard these aspects to have a good shopping experience. To the business owners and retailers, the idea of an omni-channel strategy was put forth, whereby retailers and sellers would continue to operate in both traditional and online channels to give customers a seamless experience. This covers physical storefronts, mobile apps, and online distribution channels. Furthermore, this approach will encompass the online and offline channels with the items and brands they are offering so that they will be widely known and will fulfill the demands of the consumers.

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