

The Influence of Customer-Based Brand Equity on Online Shopping Satisfaction among Public Teachers in Davao Del Sur, Philippines

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ABSTRACT

The primary purpose of this study is to determine the factors of customer-based brand equity that influence online shopping satisfaction. This also aimed to determine if there is a significant difference on the level of online shopping satisfaction when analyzed according to profile of respondents. This study utilized the non-experimental quantitative research using descriptive-correlation research design. Structured survey questionnaire was used as the research instrument. Using T-test and Analysis of Variance, result revealed that there is a significant difference on online shopping satisfaction in terms of gross monthly income. Utilizing Stepwise Regression, result disclosed that brand loyalty, perceived quality and brand awareness are the factors of customer-based brand equity that significantly influence online shopping satisfaction.

Keywords: Customer-based Brand Equity, Online Shopping Satisfaction, Philippines

1. INTRODUCTION

Branding is considered to be an important factor in companies. It influences consumer behavior that is basically important in the value of a brand. Companies that have high brand equity compared to others in the industry are highly profitable (Mohammadi & Kaviani, 2015). Fayrene and Lee (2011) cited that a high level of brand value is known to prompt higher buyer inclinations and buying expectations just as higher stock return. Companies need to strengthen the brand equity as this is an important strategy in advancing its position in the market. A business could increase its value by generating positive brand equity from favorable customer response (Buil, Martínez & Chernatony, 2013). Also, a high level of competition and the rapid development of technology recently encourage a company to continue improving its proximity to customers (Hendriyani & Auliana, 2018)

The concept of branding however, has long been considered to pertain to tangible products that are usually displayed and commercialized. With the advent of technology bringing changes in the field of business, companies need to adopt what is new. Cavalcante (2013) explains that although many companies have superior business

models, they tend to struggle with the emergence of new technologies. Thus, it is paramount that companies adjust with these changes. At present, customers tend to prefer convenient ways of doing their daily activities including purchasing items. This is the reason why E-commerce and online shops are booming in different parts of the world. They offer easy and convenient avenues for meeting and satisfying the needs of customers, which are the primary goals of any business. In spite of this, the presence of many online sellers has made it difficult for the customers to find trustworthy sites where they can shop confidently. According to Katawetawaraks and Wang (2011) this lack of trust seems to be the major reason that impedes customers to make online purchases. Therefore, it is vital that an online business should differentiate itself from its competitors by creating a high value brand that would help satisfy the needs of the customer in online shopping.

“The Visa e-Commerce Consumer Monitor 2014”, a recent commissioned study conducted by Nielsen Research in the Philippines revealed that many Filipinos shop online. The study also revealed that those who prefer to do their shopping online spend an average 6.2 hours daily doing this specific activity. Moreover, the study explained that 63 percent of the Filipinos found online shopping convenient because they could compare prices without visiting the physical store. It further revealed that about 51 percent of respondents browsed for items through their smartphones and 29 percent proceeding to make their purchase. The report also cited Tomlinson which mentioned that Filipino customers valued products and services that could make their lives more convenient. Thus, they have seen and appreciated the accessibility of online shopping.

In contrast, a study conducted by Marte, Rodilina and Te (2017) in their study Psychographic Profiling of Millennial Shoppers in Davao City, revealed that millennials in Davao City prefer to buy brand new products that offered most value in terms of services and prestige, and a variety of choices to choose from. Further, they preferred to buy products in an actual store where they could touch and see the product. The study found that millennial shoppers also prefer to interact with the store attendants. This factor is important for them to enjoy the overall experience of shopping which could lead to customer satisfaction. It could be gleaned from the study that online shopping has less influence on a younger population because of the existence of malls in their area and other established stores where they can do their shopping.

In Davao del Sur, it has been observed that many elementary and secondary public teachers are into shopping online. With the existence of different online shops, it is important to know if the brand value created by online shops contributes to online shopping satisfaction because this can serve as a basis for the shoppers to shop

confidently. Several studies have already conducted which have found links between brand equity and customer satisfaction in offline companies which were merely focusing on tangible brands. This study was undertaken to address the observed lack of studies specifically focusing on the influence of customer-based brand equity on customer satisfaction in an online context and in a local setting.

1.1 Statement of the Problem

This study primarily aimed to investigate the influence of customer-based brand equity on online shopping satisfaction among public teachers in Davao del Sur.

Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of:
 - a. gender;
 - b. age;
 - c. civil status;
 - d. gross monthly income;
 - e. status of employment;
 - f. sources of awareness;
 - g. frequency of purchase; and
 - h. mode of payment?
2. What is the respondent's perception on customer-based brand equity of online shop in terms of;
 - a. brand awareness;
 - b. brand associations;
 - c. perceived quality; and
 - d. brand loyalty?
3. What is the respondent's level of online shopping satisfaction in terms of:
 - a. convenience;
 - b. website design;
 - c. time saving; and
 - d. security?
4. Is there a significant difference in online shopping satisfaction when analyzed according to profile?
5. What are the factors of customer-based brand equity that significantly influence online shopping satisfaction?

1.2 Objectives of the Study

The study was primarily conducted to determine the factors of customer-based

brand equity that influence online shopping satisfaction among public teachers in Davao del Sur. Specifically, the study sought to determine the profile of the respondents and ascertain the perception of respondents on customer-based brand equity and to determine the level of online shopping satisfaction. The findings of this study could be used by both online and offline shops in devising marketing strategies. Also, the result of the study would give confidence to the teachers when shopping online.

1.3 Significance of the Study

The study conducted is significant to the following individuals, institutions and stakeholders:

DepEd Teachers. The result of the study gives insight to DepEd teachers of Davao del Sur in making purchases online. It also gives them confidence in choosing an online store for shopping and on its features. Also, if ever some teachers decide to engage in an online business, this research could help them boost their marketing activities.

DepEd Administration. The result of this study gives insight on the spending habits and financial status of teachers. With this, the administration could provide various activities such as financial literacy programs to educate teachers on wise spending.

Online Shop Owners. This study could benefit online shop owners, especially local online shops since the findings of this research could help them realize that brand equity is highly important in satisfying online customers. With the findings of this study they could create strategies to attract more customers.

The Researcher. This study benefits the researcher by providing personal and professional growth through the experience of conducting the study. Further, this research has helped her further understand the business terms raised in this study such as brand equity. This study has also helped her expand her knowledge in business research. In the future, the researcher could initiate various marketing activities to increase the brand equity of her business in particular.

Future Researchers. This study could help future researchers as it can serve as their reference if they decide to do similar research in different settings. Also, for future research, the income of customers might be considered as another variable in studying various aspects in relation to online shopping. This could also serve as a guide for future research with the same framework as this one.

1.4 Scope and Limitation of the Study

This study focused on determining the influence of customer-based brand equity

on online shopping satisfaction among elementary and secondary public teachers in Davao del Sur, Philippines, specifically, the elementary and secondary teachers in PAHA (Padada and Hagonoy) District. As such, the study employed a non-experimental quantitative research design utilizing the descriptive-correlation technique.

The demographic profile of the respondents was described in terms of gender, age, civil status, gross monthly income, status of employment, sources of awareness, frequency of purchase and mode of payment.

Customer-based brand equity covered the context of brand awareness, brand associations, perceived quality and brand loyalty.

Online shopping satisfactions covered convenience, website design, time saving and security.

In the conduct of the study, the primary data was gathered from elementary and secondary public teaching force in PAHA (Padada and Hagonoy) District in DepEd Davao del Sur, Philippines. Purposive sampling method was used in selecting the respondents. Data gathering commenced in April 2019. The researcher personally distributed the 258 questionnaires and was completed in 30 days with a retrieval rate of 100%.

1.5 Definition of Terms

The following terms were used in the study and were operationally defined for better understanding:

Brand. Refers to the online shop and its distinguished characteristics.

Brand Association. Refers to anything linked to the customers' memory of the online shop.

Brand Awareness. Refers to the customers' ability to recognize or recall an online shop.

Brand Loyalty. Refers to the tendency to be loyal to an online shop.

Convenience. Refers to the quality of the customers experience specifically pertaining to hassle-free shopping, accessibility for shopping regardless of time and place, speedy delivery and usability of the product purchased. An online retail store is available for 24 hours and 7 days a week.

Customer-Based Brand Equity. Refers to values which the customers associate with the brand specifically in the dimensions of brand awareness, brand associations, perceived quality and brand loyalty.

DepEd. Refers to Department of Education where respondents are working.

Offline Shops. Refer to the physical store or shop where people go for shopping.

Online Shopping. Refers to a form of electronic commerce allowing consumers to directly buy goods or services from a seller over the internet without an intermediary service.

Online Shopping Satisfaction. Refers to customer satisfaction in shopping online. It is the state in which the needs, wants and expectations of customers before shopping are met or exceeded which eventually leads to repurchase, to brand loyalty and willingness to recommend.

Perceived Quality. Refers to the consumers' judgement about the online shop's overall excellence or superiority.

Profile of the Respondents. Refer to the demographic variables taken into consideration by the researcher. In this study, it refers to gender, age, civil status, gross monthly income, status of employment, sources of awareness, frequency of purchase and mode of payment.

Security. Refers to the state in which the customer feels secure or protected in terms of the personal information they provide to the shop while ordering. This also pertains to the security provided during payments in credit or debit cards or bank deposits.

Time Saving. Refers to the state in which the shop reduces the amount of time needed to complete the transaction. Shoppers will not spend time traveling and going to stores to buy the items they want, instead they could just stay in the house while browsing.

Website Design. Refers to site design of the online shop that is easy to use.

2. REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

This section covers the related literature and studies reviewed, the theory base, the conceptual framework and the research hypothesis.

2.1. Related Literature and Studies

This section comprises numerous readings, related literature and studies that furnished a general idea of the current study. The organization of the related literature and studies includes concepts of customer-based brand equity, online shopping satisfaction, and the indicators of each variable, as well as other related studies.

2.1.1. Customer-Based Brand Equity.

Brand Equity is one of the most valuable assets of a company (Fayrene & Lee, 2011). It plays a main role as an intangible asset of a company as it serves as the mediating factor between the company and the customer (Taghipourian & Noormohammad, 2017). For many years, companies have been conducting research

on how to strengthen the value of their brand. There are two perspectives on the study of brand equity and these are financial and customer perspectives (Fayrene & Lee, 2011). The customer perspective, which is known as customer-based brand equity, is a term coined by Keven Lane Keller in his CBBE model that primarily gives focus on the customers, as companies believe that they profit whenever the customer is happy. In order to make this happen, the company must build a strong brand (Bhasin, 2018). This claim was supported by Ravi, Dash and Purwar (2013) who stated that building strong brand equity is essential for differentiating a firm's offerings from competing brands.

In the research by Pullig (2019) high brand value was found to have high value in the market. This means that the brand creates a positive response in the marketplace. Positive response could mean that customers could easily recognize the brand when they encounter an advertisement or see it on a signage, or the brand would be the first to be recalled when there is something relevant. Customers will pay any price just to get the brand and most importantly they will recommend the brand to others. These positive responses of the customers could indicate that the brand is of high equity brand. Karadeniz (2010) affirmed this when he pointed out that a strong brand has high brand equity and is thus a precious asset of a company. Taghipourian et al. (2017) also noted that the effect of the brand lies in the mind of the customers. Their feelings, thoughts, image and expectation define the uniqueness of the brand. Moreover, Taghipourian et al. (2017) discussed that Brand Equity can be used as a guide for planning and future decisions of the business. Also, positive and high brand equity could lead to higher income, lower cost, and have higher influence to other organizations on deciding product price as well as the effectivity of marketing activities. Shafi and Madhavaiah (2014) added that brand equity is part of brand building and as such should bring several advantages to the firms wherein a successful brand is the source of competitive advantage. Karadeniz (2010) concluded in his study that it is important to establish a relation between the company and the customers because they are the king in the market, to do this, companies must highlight their brand.

Brand Equity can be evaluated based on its influence to product. The influence on the product can be measured based on the perception of the customer towards the brand (Karadeniz, 2010). Also, Shafi and Madhavaiah (2014) cited that the assessment of brand equity on customers' perspective determines customer-based brand equity. Consequently, the dimensions presented by Aaker (1991) in his brand equity model are constantly used by different researchers as a factor to measure CBBE, as the model emphasizes the perspective of the customers and treats CBBE as a set of four dimensions namely: brand awareness, brand associations, perceived quality and brand

loyalty (Shafi & Madhavaiah, 2014).

Brand Awareness. Brand awareness is the customer's ability to recall and identify a brand (Shafi & Madhavaiah, 2014). It is one of the dimensions of brand equity. Although Aaker (1991) pioneered brand awareness as a dimension of brand equity as a whole, the study conducted by Ravi, Dash and Purwar (2013) revealed that brand awareness positively affects customer-based brand equity. Alexandra and Cerchia (2018) posited that high brand awareness enhances the ability of a product to be chosen, decreasing vulnerability in the market. For Huang and Sarigöllü (2014) brand awareness precedes brand equity in a way that brand name remains in the mind of customers and that brand name is linked to the brand which resulted to brand equity.

From this point, it can be said that brand awareness provides knowledge about the brand which could influence the customers' decision to purchase a product. This could also mean that brand awareness increases the brand's performance in the market. Huang and Sarigöllü (2014) further cited several studies which revealed that constant exposure of brand to a customer has a buying advantage compared to other brands even if a customer is not aware of that exposure and that familiar brands have better information retrieval in the minds of the customers than unknown brands. In addition, Kim, Gon Kim and An (2003), Kim and Kum (2004) and Homburg, Klarmann and Schmitt (2010) as cited in Huang and Sarigöllü (2014) claim that brand awareness significantly contributes to the positive financial and market performance of a company. In contrast to the above claims regarding brand awareness as an antecedent to CBBE, the study of Tong and Hawley (2009) revealed that brand awareness has no significant positive direct effect on brand equity. This could mean that having a brand name as part of generating awareness for a brand does not guarantee high brand equity. On the other hand, Alexandra and Cerchia (2018) concluded that brand awareness positively influences brand equity as well as other dimensions.

Brand Association. Brand association from the stand point of Aaker's Equity model as cited in Fayrene and Lee (2011) pertains to the over-all brand related thoughts and is anything linked to the memory of the brand. Also, it is the most accepted aspect of brand equity for it is the basis for the purchase decision of the customers which later results to brand loyalty. Moreover, Fayrene and Lee (2011) explained that brand association is categorized into two types: product association and organizational association wherein product associations are the functional and non-functional association. Functional associations happen when customers associate the functional attributes of the brand (tangible features) to its performance. Performance is defined as the customers' judgement of the brand. If the brand does not perform based on how it is designed, it has low level of brand equity. Non-functional attributes on the other hand is

the symbolic attributes of the brand like social approval, personal expression or self-esteem. These attributes are normally linked to the social image of the brands. The more positive the image of the brand is, the higher the brand equity. Organizational Association pertains generally to social responsibility. From Aaker's point, customers also consider the contribution of the brand to society before they make a purchase.

As already mentioned, several studies have been initiated to determine the acceptability of brand association as one of the antecedents of brand equity. Alexandra and Cerchia (2018) explained that brand associations define the customer's attitude towards the brand. It serves as the basis for the customers in purchasing the product because of the credibility and confidence created by associating the brand. Because of this, brand association could generate brand loyalty and increases the perceived quality of the brand which could lead to brand extension indicating that there is a positive brand equity. Additionally, the study of Tong and Hawley (2009) reveal that brand associations have significant positive effect on customer-brand equity. This means that a strong association towards a brand leads to a strong brand equity. Similarly, the study of Ravi, Dash and Purwar (2013) yielded the same result, that is, brand association positively affects customer-based brand equity.

Perceived Quality. Perceived quality refers to the extent of which a brand is considered to provide good quality products (Bhasin, 2018). For Tong and Hawley (2009), perceived quality is the core of customer-based brand equity referring not to the overall quality of the product, but the customer's perception towards the quality of the product in its intended purpose. Also, the study cited the point of Aaker (1991) wherein perceived quality increases value in several ways: high quality brand entices the customers to buy the products and it allows brand differentiation among other products in the market. Fayrene and Lee (2011) cited perceived quality as the overall judgement on the superiority and excellence of the product. Stojanov (2012) added that perceived quality is considered to be one of the core determinants of customer behavior and product success. Even the most efficient marketing efforts cannot succeed without understanding its critical role in creating value to customers and ultimately achieving comparative advantage in an ever-growing market.

Mudanganyi (2017) concluded that perceived quality affects brand equity as it provides value to the brand and influences the customer to purchase a product. Moreover, Mudanganyi (2017) cited the study of Aaker (1991) explaining that perceived quality largely contributes to the company's profitability. He further cited that there is an increase brand equity when the perceived quality of the brand is high. The study of Ravi et al. (2013) revealed that perceived quality positively affects customer-based brand equity.

Brand Loyalty. Aaker (1991) defines brand loyalty as the attachment a customer has to a brand. It is the heart of brand equity (Tong & Hawley, 2009). In another study, Ravi et al. (2013) cited that brand loyalty is the core dimension of CBBE. It is customer's commitment for repeat purchase in spite of marketing efforts of competitors for brand switching. It is the extent to which customers are loyal to a brand (Bhasin, 2018). Apart from this, brand loyalty greatly contributes to the growth of brand equity in many ways. Companies with high brand loyalty tend to reduce cost in their marketing activities in terms of re-engaging customers or attracting new customers because loyal customers could promote the brand through word-of-mouth (Alexandra & Cerchia, 2018).

The result of the study of Tong and Hawley (2009) emphasized the important role of brand loyalty in the level of brand equity. The study affirms that brand loyalty has a significant effect on brand equity and it has the strongest impact in the development of brand value. This is congruent to the result of the study of Ravi et al. (2013) which yielded that brand loyalty together with other CBBE dimensions is a significant dimension of brand equity. Additionally, Nam, Ekinci and Whyatt (2011) positively affirmed the existing claims on the result of their study wherein brand equity positively affects brand loyalty since brand loyalty determines brand equity. It can be concluded that based on the presented various related studies on the level of CBBE dimensions either high or low can similarly be associated as the same as that of the level of the customer-based brand equity.

2.1.2. Online Shopping

Online shopping is the process of buying goods on the internet without an intermediary (Sunitha & Gnanadhas, 2014). Customers are enticed to buy online because of the convenience it provides since they do not need to go to physical stores anymore. Shoppers can visit web stores from the comfort of their home and shop while sitting in front of the computer or even by browsing using their mobile phones. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. One of the most tempting factors about online shopping is during the holiday seasons, customers do not need to wait in a long queue just to pay for a purchased item. The hassle of waiting and choosing is thus avoided or eliminated entirely (Sunitha & Gnanadhas, 2014). Online shopping allows customers to browse through endless possibilities, and even offers merchandise which are unavailable in stores (Thangavel, 2015).

Vaidya (2017) also termed online shopping as an e-commerce wherein customers use internet to order products online. To engage in this activity, customers have to use

an internet, hence, more businesses nowadays are investing in this platform. The result of the study of Vaidya (2017) showed that younger generations (college students) shop online. These students usually purchase electronic items and clothes online and they use shopping applications to shop. Bashir, Mehboob and Bhatti (2015) explained online shopping as a popular means of shopping within the internet community whether it be clothes, electronics, or pets. The online shopping trend is becoming more popular with each passing day. Due to this growing trend, hundreds of websites and applications are being created and deployed every year to cater to this rising demand for convenient shopping trends (Bashir, Mehboob, Bhatti (2015).

2.1.3. Customer Satisfaction

Customer Satisfaction has always been a widely used topic in business research for so many years because of its positive contribution in assessing the success of the business. Kotler (1989) defined customer satisfaction as a customer's feeling of pleasure or disappointment that results from the comparison of the product's performance or outcome against expectations. Further, Sharmin (2012) cited that customer satisfaction is the response of the customers in the overall performance of the product. Biesok and Wyród-Wróbel (2011) asserted that customer satisfaction is vital in the operation of the business. This is because customers are the key factor in the existence and stability of the company. Huge market share could mean that the business is doing really well. It is then indispensable that company must make a valuable effort to satisfy the customers' wants and needs. Many studies have been conducted to establish the role of customer satisfaction. Chi and Gursoy (2009) affirmed the existing studies revealing that customer satisfaction plays a significant role in a company's financial performance. Basically, this study suggests that the higher the level of the customer satisfaction the better the financial performance.

2.1.4. Online Shopping Satisfaction

Based on the given definition and concept of online shopping and customer satisfaction, it can be concluded that online shopping satisfaction is basically customer satisfaction in an online context. Thangavel (2015) pointed out reasons why customers shop online and what keeps them motivated to do it. His study revealed that the advent of the internet is one of the influencing factors on why customers shop. For Thangavel (2015), access to online shopping has been truly revolutionized and has influenced society as a whole. This use of technology has opened new doors and opportunities that enable a far more convenient lifestyle. He further added that internet marketing has changed the way people buy and sell products and has added a lot of convenience and

ease to the whole process of buying. Kumar and Velmurugan (2017) added that increasing internet employment offers an increasing outlook for online shopping thereby prompting businesses to use the internet to reduce cost and to keep up with the ever changing trends. Their study identified four factors that could lead to online shopping satisfaction, these are the genuine information on their website, products delivered to the customers which accurately match the products displayed on their website; price charged to the product should be competitive and products are to be delivered in a shorter span of time.

The study of Sultan and Uddin (2011) served as the framework of the antecedents of online shopping satisfaction used in this study. According to the study, the most influential factors for customers to shop online and possible determinants for the level of satisfaction are website design, convenience, time saving and security. This study was supported by other researches. Delafrooz et al. (2009) study revealed that one of the determinants of online shopping satisfaction is convenience. Moreover, Guo, Ling and Liu (2012) pointed out that website design and security are positively related to online shopping satisfaction. Also, Al Karim (2013) revealed that time saving is the most important factor for online shopping.

Convenience. Convenience is the state in which shoppers can easily search for and find information compared to traditional retailing (Sultan & Uddin, 2011). Products are readily displayed which make shopping less time consuming. This has always been a prime factor for online shopping (Sultan & Uddin, 2011). Shopping convenience is considered to be one of the principal motivations for customer inclinations to adopt online purchasing (Bednarz & Ponder, 2010). The study of Bednarz and Ponder (2010) on the other hand explained the difference of convenience in traditional shopping and online shopping. In the overall shopping process, a customer will always spend time and effort. Activities related to shopping is searching for shop, searching for the product and paying for the product purchased. In traditional shopping, customers have to travel to the store, move to search for the product and pay at the counter. In shopping online, customer have to exert some effort in finding an online shop, search for product information, navigate the website, check out and wait for the product to be delivered. From this process, Bednarz and Ponder (2010) sum this up as both shopping platforms exerts time and effort.

In contrast, Sultan and Uddin (2011) implied that shopping online provides convenience in a way that when a customer shops online, catalogs of the products are readily displayed, but if a customer looks for the product in the physical store, it can be difficult and time consuming. Apart from the existing studies, Jiang, Yang and Jun (2013) asserted that convenience positively impacts overall customer satisfaction.

Website Design. Website design basically refers to the site design that is easy to use. The design of a website of an online shop is an important factor to attract customers. Additionally, information design, visual and navigation design of the website are considered to be the most important factor for generating trust in an online shopping (Head et al. 2010). Also, website design is a key factor for getting positive outcomes as it influences online customers' perceptions and behaviors. Through this, the design of websites represents an excellent framework for online firms to generate customer satisfaction, trust, and positive intentions towards the online shop (Flavián, Gurrea & Orús, 2009).

In addition, Flavián, Gurrea and Orús (2009) argued that a website design addresses the simplicity and freedom of navigation which provides clear, timely and accurate information in all its contents and an appearance that calls the customers' attention. This may lead to high success of an online shop. In addition, the study of Ha and Im (2012) noted that web site design has an indirect effect on satisfaction wherein website design does make a difference in consumer emotions and perception about the website content (product information).

Time Saving. Time saving is the state in which the shop reduces the amount of time needed to do shopping. Time saving is considered to be one of most influential factors in online shopping. Browsing an online catalogue can save time (Sultan & Uddin, 2011). Customers do not need to travel to stores to buy the products they want, instead, they could just stay in the comfort of their home while browsing. According to Hansen and Jensen (2009), accomplishing the shopping trip as soon as possible refers to the time-saving oriented consumers and they prefer store choices favoring quick shopping. Further, Vasi, Kilibarda and Kaurin (2018) treated time saving as one of the most influential factors in online shopping. The study cited time as the main resource that consumers spend when they purchase online or in traditional stores.

Browsing an online catalog during online shopping saves time and reduces stress compared to traditional shopping. Moreover, one of the possible explanations why buying online saves time is the elimination of the travel required to go to the store. The study further revealed that time saving is significantly connected to customer satisfaction. However, the level of significance is does not affirm existing literature which claim that time saving is a very significant factor. This study asserts that time consumption is not a priority. Time consumption is especially significant in retail, where consumers spend a considerable amount of time shopping in traditional stores. Stated activities can be related to substantial time savings in e-shopping, leading to the increase of customer satisfaction (Vasi et al., 2018).

Security. Security is the state in which the customer feels secured and protected

with regard to the personal information they give to the shop while ordering. According to Nepomuceno et al. (2014), security is one of the factors that limits customers to purchase online because of the threat to their sensitive information. In spite of this negative perceptions on security in an online shop, Guo et al. (2012) found security as positively related to online shopping satisfaction. This means that the security features of an online shop may lead to customer contentment. Sultan and Uddin (2011) arrived at a similar result, concluding that security is very important in shopping online. Safe and secured transaction of money and credit card information increases trust and decreases transaction risk. On the other hand, Nebojša et al. (2018) argued this by explaining that security as an online purchase determinant is directly related to customer satisfaction but this relation is rather weak in contrast to the existing studies saying that security significantly affects customer satisfaction. This argument is so apparent because customers still find online shopping subject to fraud and scams.

2.1.5. Customer-Based Brand Equity and Customer Satisfaction

Several studies assert that CBBE is related to customer satisfaction. Ibodullayevna (2011) claimed that the name of the brand and customer satisfaction have significant effect to the loyalty of the customer. Lee and Jeong (2014) noted that online brand experience influences brand satisfaction. Along with these research findings, Huang, Yen and Liu (2014) also wrote that CBBE and customer satisfaction are related. Their study found that both variables enhance customers' brand resonance for the product. However, the effect of customer satisfaction is greater than CBBE. Mudanganyi (2017) study also revealed that some indicators of CBBE have significant influence on customer satisfaction. Bilal and Malik (2014) through their advance correlation of CBBE and customer satisfaction, highlighted that the higher the brand equity of the product, the higher the customer satisfaction will also be

The literature gathered in this study has greatly helped the researcher in understanding the direction of the study. Aside from this, the literature has provided support in establishing acceptability of the variables and its indicators. Customer-based brand equity has been highlighted to be an important factor in the success of any company in attracting customers. It helps in measuring the value of the companies' brand from the perspective of the customers which is an essential asset of the business. Online shopping satisfaction on the other hand provides insight to the e-commerce sector on whether the existing features and performance of the online shop could lead to customer satisfaction.

2.2. Theory Base

This study was anchored primarily on Aaker’s Brand Equity Model and Expectancy - Disconfirmation Paradigm. Aaker’s Brand Equity Model (1991) was developed by Professor David Aaker of the University of California. His model viewed brand equity as a combination of brand awareness, perceived quality, brand loyalty and brand associations, which then combines with each other to finally offer the value provided by a product or service.

The Expectancy - Disconfirmation Paradigm (EDP) by Richard L. Oliver (1980) is the most promising theory for the assessment of customer satisfaction. This theory implied that customers have pre-purchase expectations on the performance or quality of the product or services. When that expectation is reached or surpassed after the use of the products or services, there will be positive disconfirmation between the expectation and actual performance which would lead to satisfaction. Similarly, with the same situation, if performance is expected, there is a confirmation of the expectation and perception. In contrast, when expectation is not reached, there will be negative disconfirmation between expectation and perception which causes dissatisfaction.

2.3. Conceptual Framework

Presented in Figure 1 is the conceptual framework showing the variables of the study. The independent variable is customer-based brand equity, which was measured in terms of brand awareness, brand associations, perceived quality and brand loyalty.

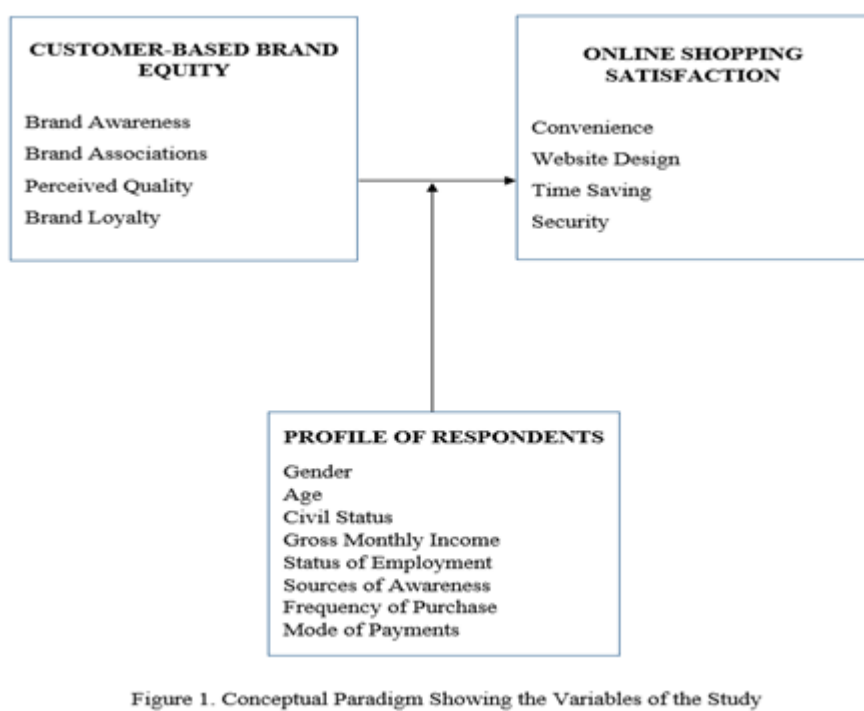


Figure 1. Conceptual Paradigm Showing the Variables of the Study

On the other hand, the dependent variable is online shopping satisfaction with the

following indicators: convenience, website design, time saving and security. The framework shows that customer-based brand equity has a significant relationship with online shopping satisfaction. Moreover, the framework also included the profile of the respondents in terms of their gender, age, civil status, gross monthly income, status of employment, sources of awareness, frequency of distribution, and mode of payments. The respondents profile served as the moderating variable.

2.4. Research Hypotheses

The study tested the following hypotheses:

1. There is a significant difference in online shopping satisfaction among the respondents when analyzed according to their profile.
2. Customer-based brand equity significantly influences online shopping satisfaction.

3. METHODOLOGY

In this chapter, the researcher presents the method used, sources of data, research instruments, sampling technique, procedure of the study and statistical treatment employed in the study.

3.1. Method Used

This study employed a non- experimental quantitative research design which utilized the descriptive-correlation technique of research. Descriptive research is a type of *research tool* that describes a phenomenon and its characteristics. This research was more concerned with what rather than how or why something has happened (Nassaji, 2015). Correlational research on the other hand is an attempt to quantify an association between combinations of variables. This is an analysis method made available through computers in the second half of the twentieth century (Phyllis, 2014). *With this*, the study utilized a correlational research approach since the study sought to establish the influence of customer-based brand equity on online shopping satisfaction among public teachers in Davao del Sur.

3.2. Sources of Data

Primary data was used in the study. This academic undertaking involved a representative sample of public teachers in Davao del Sur.

3.3. Data Gathering Instrument

The research instrument was patterned after the study of Mudanganyi (2017) and Hussin (2016). The first part of the questionnaire generated the demographic profile of the respondents, while the second part covered the antecedents of brand equity.

Table 1. Likert Scale for Customer-Based Brand Equity

Response	Range	Descriptions	Interpretations
5	4.20 - 5.00	Strongly Agree	The perception of the respondents on the
4	3.40 – 4.19	Agree	The perception of the respondents on the CBBE of
3	2.60 – 3.39	Neutral	The perception of the respondents on the CBBE of
2	1.80 – 2.59	Disagree	The perception of the respondents on the CBBE of
1	1.00 – 1.79	Strongly Disagree	The perception of the respondents on the CBBE of

The five orderable gradations of customer-based brand equity with respective response options, range of means, descriptions and interpretation are shown in Table 1.

The third part is the online shopping satisfaction scale which measured the level of satisfaction of respondents in terms of convenience, website design, time saving and security. For online shopping satisfaction, the five orderable gradations with their respective response options, mean range of means, descriptions, and interpretation are shown in Table 2.

The questionnaire was first validated by three (3) experts who can relate to the study. Pilot testing was then conducted among 30 respondents to determine the reliability of the instrument in terms of its internal consistency. This was done by computing the Cronbach's Alpha with the aid of statistical software. As a rule of the thumb, the closer the value of the Cronbach's Alpha to 1, the greater its reliability. Results of the reliability testing revealed that the overall reliability index for Customer-Based Brand Equity was 0.949 with 19 denoted as reliable items. Individual indicators suggested reliable results where Cronbach's Alpha values were from 0.667 to 0.952. For the internal consistency of the items in Online Shopping Satisfaction, the reliability index through Cronbach's Alpha was found to 0.956 denoting a reliable result. This can be supported by the reliability indices of the different indicators ranging from 0.862 to 0.929, all suggesting that items in the survey questionnaire were reliable.

Table 2. Likert Scale for Online Shopping Satisfaction

Response	Range	Descriptions	Interpretations
5	4.20 - 5.00	Strongly Agree	This means that the customers are very satisfied with the
4	3.40 – 4.19	Agree	This means that the customers are satisfied with the online
3	2.60 – 3.39	Neutral	This means that the customers are neither satisfied nor dissatisfied with the online
2	1.80 – 2.59	Disagree	This means that the customers are dissatisfied with the online
1	1.00 – 1.79	Strongly Disagree	This means that the customers are very dissatisfied with the online shop.

In terms of the reliability index of the whole questionnaire, the value was found to 0.973 for the 35-item survey questionnaire. This means that the overall questionnaire was reliable and internally consistent, hence, recommended for administration.

3.4. Sampling Technique

This study used the purposive sampling method to identify the participants of the study. Purposive sampling technique is a type of non-probability or non-random sampling wherein the participants are chosen based on the qualities they possesses that were needed in the study. Simply put, the researcher decided what was needed to be known and set out to find people who could provide the information by virtue of knowledge or experience (Etikan, Musa & Alkassim, 2016). For the source of sample, public teachers in PAHA (Padada and Hagonoy) District were chosen.

The number of samples was computed using Slovin’s formula with a margin of error of 0.05 which derived a sample size of 258 out of the total population of teachers in the district. The distribution of the sample was computed proportionately by dividing the total sample over the total population multiplied by the population per school. Table 3 shows the distribution of the respondents.

Table 3. Distribution of the Respondents

Elementary & Secondary (PAHA District)	Population	Sample
Hagonoy I District- Elementary Schools	153	55
Hagonoy II District- Elementary Schools	158	56
Hagonoy National High School	102	36
Lapu-labao High School	11	4
Malinao NHS of Arts and Trade	13	5
Maria Cleta delos Cietos NHS	20	7
Padada District- Elementary Schools	177	64
Padada National High School	64	23
Sacub National High School	21	8
Total	719	258

3.5. Procedure of the Study

The first step of this study was the conceptualization of topic to research. It was then referred to the adviser for approval, after which, the researcher made a substantial review of related literature and studies leading to problem identification and formulation. Variables were identified and the research framework was conceptualized.

After the approval of the research proposal by the Thesis Advisory Committee, permission was sought to conduct the study. A request letter was sent to the Schools Division Superintendent of DepEd Davao del Sur asking permission to conduct the study within the division.

The survey instrument was then subjected to content validity by three experts and pilot testing in one of the schools in Davao del Sur gathering 30 respondents for reliability testing. The questionnaire was modified and finalized in accordance with the recommendations of the Adviser, Thesis Advisory Committee and experts.

Upon approval, the questionnaires were then distributed to different public schools in PAHA district. The researchers first met the school heads of each school to ask permission to conduct the survey in the school. After then, the teachers were asked if they are into online shopping. Those who answered yes were given survey questionnaires to fill-up. Questionnaires were retrieved immediately after the respondents accomplished them. The researcher also checked if respondents answered all items in the questionnaire.

After retrieving all questionnaires, the results were encoded in a spreadsheet

format and thoroughly checked before data analysis. As per recommendation of the statistician, the profile of the respondents before analysis was clustered based on the number of responses per demographic factor since there are items which had more responses and there were items which had few responses. The disparity of frequency is too large that could affect the result, hence, the advice to do clustering. Eventually, the results were analyzed using appropriate statistical tools and the statistical results were interpreted. Based on the results, conclusions were drawn and recommendations were formulated.

3.6. Statistical Treatment

The researcher used the following statistical tools for the analysis of the data:

Descriptive statistics particularly frequency distribution and percentages were used to present the profile of the respondents.

Weighted mean was used to determine the perception and level of customer-based brand equity and online shopping satisfaction. T-test for independent samples and one-way analysis of variance (ANOVA) were used to determine the significant difference of online shopping satisfaction when grouped according to profile.

Multiple Linear Regression (stepwise regression) was used to determine the factors of customer-based brand equity that significantly influence online shopping satisfaction.

4. PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

In this chapter, the researcher presents the analysis and interpretation of data gathered. Discussions of topics are arranged in the following subheadings: Profile of the respondents in terms of: gender, age, civil status, gross monthly income, status of employment, sources of awareness, frequency of purchase and mode of payment; Respondent's perception on customer-based brand equity in terms of: brand awareness, brand associations, perceived quality and brand loyalty; Level of online shopping satisfaction in terms of: convenience, website design, time saving and security; Test of difference on online shopping satisfaction when analyzed according to profile; and Test of influence of customer-based brand equity on online shopping satisfaction.

4.1. Profile of the Respondents

In any business, it is essential to identify the profile of its market in order to segment the features of its products based on the characteristics of the market. In this study, there were 258 respondents from the pool of public school teachers in Davao del Sur as the identified customers of online shopping. The profile of these respondents are discussed in terms of gender, age, civil status, gross monthly income, status of

employment, sources of awareness, frequency of purchase and mode of payment. Table 4 shows the distribution of respondents according to profile

Table 4. Distribution of Respondents According to Profile

Profile		Frequency	Percent
Gender	Male	86	33.3
	Female	172	66.7
	TOTAL	258	100
Age	35 and below	149	57.8
	36 and above	109	42.2
	TOTAL	258	100
Civil Status	Single	90	34.9
	Married	168	65.1
	TOTAL	258	100
Gross Monthly Income	25,000 and above	174	67.4
	25,001 and below	84	32.6
	TOTAL	258	100
Status of Employment	Permanent	242	93.8
	Provisional	16	6.2
	TOTAL	258	100
Source of Awareness	Online Source	169	65.5
	Offline Source	89	34.5
	TOTAL	258	100
Frequency of Purchase	Daily	46	17.8
	Weekly	51	19.8
	Monthly	104	40.3
	Yearly	57	22.1
	TOTAL	258	100
Mode of Payment	Cash on Delivery	190	73.6
	Other Mode of Payment	68	26.4
	TOTAL	258	100

Gender. In terms of gender, Table 4 shows that out of 258 respondents, 66.7 percent are female and 33.3 percent are male. This indicates that the frequency of female teachers is higher than male teachers in online shopping.

Age. Shown also in Table 4 is the age distribution of the respondents. The

table reveals that teachers whose age falls 35 years old and below comprise 57.8 percent of the total sample, having a higher frequency than teachers aging 36 above which comprises only 42.2 percent of the total sample.

Civil Status. As to civil status, Table 4 shows that married teachers make up 65.1 percent of the respondents while 34.9 percent are single. The higher composition of married teachers is due to the fact that most teachers in public schools are married.

Gross Monthly Income. As to gross monthly income, Table 4 shows that public teachers with 25,000 and below monthly gross income comprise the 67.4 percent of the respondents while 6.2 percent are those who are earning 25,001 and above. The result indicates that the number of public teachers with monthly earning of 25,000 and below is higher than those earning 25,001 and above.

Status of Employment. In terms of status of employment, Table 4 presents that permanent teachers comprise the 93.8 percent of the respondents while provisional or temporary teachers are only 6.2 percent. The result indicates that permanent teachers has higher frequency in online shopping.

Sources of Awareness. When classified according to sources of awareness, online sources (online ads) reaped a higher percentage of 65.5 percent than offline sources (friends, television, newspaper, offline ads) with 34.5 percent. The result shows that higher percentage of respondents had known online shopping through web.

Frequency of Purchase. As to frequency of purchase, Table 4 shows that monthly purchases is the highest with 40.3 percent, followed by yearly purchases of 22.10 percent, weekly by 19.8 percent and daily which was 17.8 percent. The result indicates that higher number of respondents do monthly shopping online.

Mode of Payment. Table 4 shows the mode payment in shopping online. It shows that cash on delivery has 73.6 percent share while other modes of payment (credit or debit card, bank and payment centers) has 26.4 percent. This result shows that most of the respondents prefer cash on delivery for payment.

4.2. Perception of Respondents on CBBE of Online Shops

The perception of respondents on customer - based brand equity of the online shop was discussed in terms of brand awareness, brand association, perceived quality and brand loyalty.

Brand Awareness. Table 5 shows the result of the survey as to brand awareness. The respondents 'strongly agreed' that they can recall the online shop; they can recognize the online shop among other shops; they know the characteristics of the online shop; and they know what the online shop looks like. The overall mean of 4.41 means that the CBBE of the online shop as to brand awareness is very high. This is a

good indication that the online shop is positively advancing in the market. Relating it to the study of Alexandra and Cerchia (2018) which says that high brand awareness enhances the ability of a product to be chosen decreasing vulnerability in the market.

Table 5. Perception of the customers on Brand Awareness of Online Shop

Item	Mean	Description	Interpretation
1. I can recall the name of the shop.	4.45	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
2. I can recognize the online shop among other shops.	4.41	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
3. Some characteristics of the only shop comes to my mind quickly.	4.36	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
4. I know what the online shop look likes.	4.42	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
Overall Mean	4.41	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.

The study of Huang and Sarigöllü (2014) further affirms this positive indication pointing that brand awareness increases the brand’s performance in the market. The result of this study of ‘very high’ brand awareness is an indication that the CBBE of the online shop is also very high in congruent to the study conducted by Ravi, Dash and Purwar (2013) which revealed that brand awareness positively affects customer-based brand equity.

Brand Association. Table 6 presents that mean responses of the majority of the respondents was ‘strongly agree’ with an overall mean of 4.46. The respondents strongly agreeing with the items embodied as to the online shop being very good; that the online shop is very attractive; that the online shop is likeable; and that they trust the

online shop and its product and services; and the online shop has high credibility. The response of the respondents mean that the online shop has a ‘very high’ brand value since customers associates with the shop most of the time. This also means that the expectation of the teachers on the performance of the online shop was met which is why they ‘strongly agreed’ with the items. Apparently, the teachers tend to associate the online shop to its function. The finding is in relation to the study of Fayrene and Lee (2011) which explains that functional associations will happen when customers associates the functional attributes of the brand (tangible features) to its performance. Performance was defined as the customers’ judgement of the brand. If the brand does not perform based on how it is designed, it has a low level of brand equity, if performs otherwise, it has high brand equity. The result conforms to the result of the study of Ravi, Dash and Purwar (2013) which stated that brand association positively affects customer-based brand equity.

Table 6. Perception of customers on Brand Association of Online Shop

Item	Mean	Description	Interpretation
1. The online shop is very good.	4.53	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
2. The online shop is very attractive.	4.59	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
3. The online shop is likeable.	4.58	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
4. I trust the online shop and its product and services.	4.29	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
5. The online shop has high credibility.	4.29	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.

Overall Mean	4.46	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
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Perceived Quality. As reflected in Table 7, the respondents ‘strongly agreed’ with the items attributing to the perceived quality of the online shop with an overall mean of 4.30 which is interpreted as ‘very high’. The respondents ‘strongly agreed’ that the online shop meets their expectations; that the product they received is the same product they ordered; that the online shop is reliable; and that the online shop is better than the other online shop. It is the nature of the customers to always look for a quality product. It is important that business should provide quality offerings to the market since the quality of the product purchased would lead to repeat purchase.

Table 7. Perception of customers on Perceived Quality of Online Shop

Item	Mean	Description	Interpretation
1. The online shop meets my expectation.	4.23	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
2. The product I received in the online shop is the same product I ordered.	4.38	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
3. The online shop is reliable.	4.33	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
4. The online shop is better than the other online shop.	4.27	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
Overall Mean	4.30	Strongly Agree	The perception of the respondents on the CBBE of the online shop

			is very high.
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David Aaker (1991) in his book cited that perceived quality increases value in several ways: high quality brand entices the customers to buy the products (Tong & Hawley, 2009). With this, the respondents’ perception of quality towards online shop is very high. This also means that the CBBE of the online shop is very high. The result of this study is affirms the result of the study of Mudanganyi (2017) which disclosed that there is an increase brand equity when the perceived quality of the brand is high. This claim is supported by the study of Ravi et al. (2013) revealing that perceived quality positively affects customer- based brand equity.

Brand Loyalty. Presented in Table 8 is the perception of the respondents on brand loyalty on online shop. It shows that the respondents tend to have different levels of agreement with the items pertaining to their brand loyalty to the online shop. The respondents ‘strongly agreed’ that the online shop is the preferred choice for online shopping; that if the online shop is unavailable, it would be difficult for them to transact with another online shop; and that they would recommend the online shop to friends, neighbors and relatives.

Table 8. Perception of customers on Brand Loyalty of Online Shop

Item	Mean	Description	Interpretation
1. The online shop is my preferred choice for online shopping.	4.33	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
2. If the online shop is unavailable, it would be difficult for me to transact in another online shop.	4.21	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
3. I feel that the online shop is the only shop that I will visit.	4.05	Agree	The perception of the respondents on the CBBE of the online shop is high.
4. I will always buy in the online shop.	4.11	Agree	The perception of the respondents on the CBBE of the online shop is high.
5. I would go out my way to buy in the online shop.	4.08	Agree	The perception of the respondents on the CBBE of the online shop is high.

6. I would definitely recommend the online shop to friends, neighbors and relatives.	4.24	Strongly Agree	The perception of the respondents on the CBBE of the online shop is very high.
Overall Mean	4.17	Agree	The perception of the respondents on the CBBE of the online shop is high.

In some items, they ‘agreed’ that the online shop is the only shop that they will visit; that they will always buy from the online shop; and that they would go out of their way to buy from the online shop. The overall mean is 4.17 described as ‘agree’ and interpreted as ‘high’. This result indicates that the teachers’ perception as to the brand loyalty of online shop is ‘high’. This also means that they perceive the online shop as a quality shop. The finding of this study towards the perception of the respondents affirms the result of the study of Recklies (2015) as cited in Lobo (2016) which disclosed that if a customer has good perception about the quality of the product, it increases the satisfaction.

4.3. Level of Online Shopping Satisfaction

The level of online shopping satisfaction is discussed in terms of convenience, website design, time saving and security.

Convenience. Table 9 shows that the level of online shopping in terms of convenience has an overall mean of 4.22 which means that the respondents ‘strongly agreed’ with the items that refer to the convenience of the online shopping.

Table 9. Level of Online Shopping Satisfaction in terms of Convenience

Item	Mean	Description	Interpretation
1. I can buy the products anytime 24 hours a day.	4.24	Strongly Agree	This means that the customers are very satisfied with the online shop.
2. It is easy to choose and make comparison with other products in the online shop.	4.28	Strongly Agree	This means that the customers are very satisfied with the online shop.
3. I get on-time delivery buy shopping online.	4.18	Agree	This means that the customers are satisfied with the online shop.
4. I do online shopping for buying products which are otherwise not easily available in the nearby	4.20	Strongly Agree	This means that the customers are very satisfied with the online shop.

market or are unique (new).			
5. I shop online as I can, take as much time as I want to decide.	4.20	Strongly Agree	This means that the customers are very satisfied with the online shop.
Overall Mean	4.22	Strongly Agree	This means that the customers are very satisfied with the online shop.

This result also indicates that overall, they are very satisfied on the convenience of online shopping. Convenience is the main reason why teachers in Davao del Sur are enticed to shop online. The result conforms to the study of Sultan and Uddin (2010) which pointed that shopping convenience is considered to be one of the principal motivations of customer inclinations to adopt online purchasing. The teachers enjoy surfing the net and scanning the items readily displayed upon searching for the name. Apart from this, they like the convenience of the service imperatively attached to the products ordered online such as free delivery or cash on delivery. With this result, it can be concluded that a high result for the level of convenience means that the respondents are very satisfied in the online shopping. This affirms the result of the study of Jiang, Yang and Jun (2013) which asserted that convenience positively impacts overall customer satisfaction.

Website Design. Website design refers to site design of the online shop coupled with ease of use.

Table 10. Level of Online Satisfaction in terms of Website Design

Item	Mean	Description	Interpretation
1. The website layout helps me in searching and selecting the right product while shopping online.	4.33	Strongly Agree	This means that the customers are very satisfied with the online shop.
2. The website design helps me in searching the products easily.	4.36	Strongly Agree	This means that the customers are very satisfied with the online shop.
3. I prefer to purchase from a website that provides safety and ease of navigation and order.	4.31	Strongly Agree	This means that the customers are very satisfied with the online shop.
4. I prefer to buy from website that provide me with quality of information.	4.32	Strongly Agree	This means that the customers are very satisfied with the online shop.

Overall Mean	4.33	Strongly Agree	This means that the customers are very satisfied with the online shop.
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Table 10 shows that the level of satisfaction of the respondents on the website design of the online shop is very high with an overall mean of 4.33 wherein the respondents 'strongly agreed' with the items relating to the website design of the online shop. This also means that the respondents are 'very satisfied' with the online shop. According to Flavián, Gurrea and Orús (2009), the design of websites presents an excellent framework for online firms to generate customer satisfaction.

It cannot be denied that some teachers, especially those who are not millennials and are working in school far from town are not really good in using gadgets, all the more in exploring websites. It is then important that the features of the online shop are easy to understand. The creation of applications for some online shops with easy to use features have made it easy for the teachers to shop online, that is why they are enticed to buy online and usually make repeat purchases. The result of this study affirms the argument of Flavián, Gurrea and Orús (2009) saying that the design of the online shops that are easy to navigate and utilizing clear and accurate information may lead to the success of an online shop.

Time Saving. Reflected in Table 11 is the level of online shopping satisfaction in terms of time-saving. It presents the level of time-saving that has an overall mean of 4.25, which indicates that the respondents 'strongly agreed' with the items characterizing the time-saving feature of the online shop which also suggests that the respondents are 'very satisfied' with the online shop.

Table 11. Level of Online Shopping Satisfaction in terms of Time-saving

Item	Mean	Description	Interpretation
1. It takes less time in evaluating and selecting a product while shopping online.	4.27	Strongly Agree	This means that the customers are very satisfied with the online shop.
2. Online shopping takes less time to purchase.	4.27	Strongly Agree	This means that the customers are very satisfied with the online shop.

3. Online shopping does not waste time.	4.20	Strongly Agree	This means that the customers are very satisfied with the online shop.
Overall Mean	4.25	Strongly Agree	This means that the customers are very satisfied with the online shop.

The load of work teachers have both inside the classroom and other paperwork, aside from having to attend to their respective families makes it hard for the teachers to find time to buying products that they want or need. Going to malls and other established stores may be an option but searching and travelling to find items they plan to buy takes up much of their time. Online shopping is the best alternative for the teachers in buying items they want without spending too much effort especially that the municipality where the respondents are staying requires lengthy travel before they could purchase the item. With these factors, the respondents really feel very satisfied on the shopping experience in the online shop because they can save time. More so, the result is congruent to the study of Vasi, Kilibarda and Kaurin (2018) which considered time saving as one of the most influential factors in online shopping. They further asserted that substantial time savings in e-shopping leads to the increase of customer satisfaction.

Security. Table 12 shows that the level of satisfaction towards the security features of the online shop slightly varies per item. The respondents 'strongly agreed' that the personal information given will not be compromised by the third party; and that they like to shop online from a trustworthy website.

Table 12. Level of Online Shopping Satisfaction in terms of Security

Item	Mean	Description	Interpretation
1. I feel that my personal information given for transaction to the retailer will not be compromised by 3 rd party.	4.20	Strongly Agree	This means that the customers are very satisfied with the online shop.
2. Online shopping protects my security	4.17	Agree	This means that the customers are satisfied with the online shop.
3. I feel safe and secure	4.18	Agree	This means that the

while shopping online.			customers are satisfied with the online shop.
4. I like to shop online from a trustworthy website.	4.28	Strongly Agree	This means that the customers are very satisfied with the online shop.
Overall Mean	4.21	Strongly Agree	This means that the customers are very satisfied with the online shop.

On the other hand, they 'agreed' that the online shop protects their security; and they feel safe and secured while shopping online. The overall mean is 4.21 described as 'strongly agree' and interpreted as 'very satisfied'. The result stipulates that the respondents feel secure in all aspects of shopping in the online shop and that they are very satisfied on its security feature and in the online shop itself. Albeit the high risk in shopping online, the respondents will still shop because of their past positive experience in shopping as well as the shared experiences of their fellow teachers with an online shop. A trustworthy and secured online shop thereby leads to online shopping satisfaction. Additionally, the result affirmed the study of Guo et al. (2012) pointing that security features of an online shop may lead to customer contentment.

4.4. Test of Difference of Online Shopping Satisfaction when Analyzed According to Profile

The one-way ANOVA was used to determine the significant difference in the level of online shopping satisfaction when analyzed according to the frequency of purchase. T-test for independent sample was used to determine the significant difference in level of online shopping satisfaction when analyzed according to gender, age, civil status, gross monthly income, status of employment, sources of awareness and mode of payment.

Table 13 presents the level of online shopping satisfaction when analyzed according to profile. At .05 level of significance, the result reveals that there is a significant difference in online shopping satisfaction when respondents are grouped according to gross monthly income ($F = .038$, $S = .012$). Also, the result reveals that there is a higher significant difference on the respondents with gross monthly income 25,001 and above compared to respondents with gross monthly income of 25,000 and below. This means that the gross monthly income of the respondents affects their level of online shopping satisfaction. This result is contradicts the study of Richa (2012) which

found that income has no significant effect on online shopping.

Conversely, there is no significant difference when respondents are grouped according to gender ($F= .277$, $S=.693$), age ($F= .357$, $S= .893$), civil status ($F= .000$, $S=.090$), status of employment ($F=1.85$, $S= .772$), sources of awareness ($F=.835$, $S= .273$), mode of payment ($F=.087$, $S= .371$) and frequency of purchase ($F= 1.012$, $S= .469$). The result indicates that the insignificant variables do not affect the satisfaction level of customers in online shopping in any way.

Table 13. Test of difference on Online Shopping Satisfaction when analyzed according to profile

Respondents' Profile	Categories	Mean	F-Value	Significance
Gender	Male	4.27	.277	.693
	Female	4.24		
Age	35 and below	4.25	.357	.893
	36 and above	4.25		
Civil Status	Single	4.35	.000	.090
	Married	4.20		
Gross Monthly Income	25,000 and below	4.18	.038	.012
	25,001 and above	4.39		
Status of Employment	Permanent	4.25	1.85	.772
	Provisional	4.29		
Source of Awareness	Online Source	4.22	.835	.273
	Offline Source	4.31		
Frequency of Purchase	Daily		1.012	.469
	Weekly			
	Monthly			
	Yearly			
Mode of Payment	Cash on Delivery	4.23	.087	.371
	Other Mode of Payment	4.32		

* $p<.05$

4.5. Factors of Customer-Based Brand Equity that Significantly Influence Online

Shopping Satisfaction

Multiple Linear Regression Analysis (Stepwise Regression) was used to determine the factors of customer-based brand equity that significantly influenced online shopping satisfaction. Multiple Linear Regression is a statistical tool that is used to analyze the relationship between single response variable (dependent variable) with two or more controlled variables (independent variables). Stepwise multiple regression, on the other hand, uses forward selection and backward elimination to identify the significant and insignificant variables.

Based on the derived result, only three (3) out of four (4) indicators of customer-based brand equity have significant influence on online shopping satisfaction. The indicators of CBBE that influenced online shopping satisfaction are brand awareness, perceived quality and brand loyalty while the factor that has insignificant influence is brand association.

Table 14 presents the significant variables and the percentage of influence of the significant variables on online shopping satisfaction wherein model 1 shows that brand loyalty influences online shopping satisfaction by 46.8 to 47 percent (based on R^2 and adjusted R^2). Model 2 combines perceived quality and brand loyalty which contributes to 49.1 to 49.5 percent (based on R^2 and adjusted R^2) on online shopping satisfaction. Model 3 on the other hand infuses brand awareness on the first two indicators which gives 50.3 percent to 50.9 percent influence to online shopping satisfaction (based on R^2 and adjusted R^2). The table further explains based on the value of adjusted R square from model 1 to model 3 which implies that the percentage of influence is increasing only until model 3, wherein beyond this, it will decrease, thus, making remaining factor insignificant.

Table 14. Factors of Customer-Based Brand Equity that Significantly Influence Online Shopping Satisfaction

Model	R-Value	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686	.470	.468	.478
2	.405	.495	.491	.468
3	.509	.509	.503	.462

- a. Predictors: (Constant), Brand Loyalty
- b. Predictors: (Constant), Brand Loyalty, Perceived Quality
- c. Predictors: (Constant), Brand Loyalty, Perceived Quality, Brand Awareness
- d. Dependent Variable: Online Shopping Satisfaction

As to its coefficient, table 15 discloses the models of beta coefficients of the significant variables. Model 1 shows that brand loyalty with beta coefficient of .541, t-value =15.065 at P= .000 which is lower than .05 explains that the .541 increase on level of customer satisfaction is attributed by brand loyalty. In model 2, brand loyalty has B= 4.03, t-value =7.715 at P= .000, perceived quality is added with B= .219, t-value= 3.586 at P=.000 which implies that an increase of the level of online shopping satisfaction by .403 and .219 is attributed by the combination of brand loyalty and perceived quality.

Table 15. Factors of CBBE that significantly influence Online Shopping Satisfaction

Model	Unstandardized Coefficients		t	Significance
	B	Std. Error		
1 Constant	1.995	.153	13.061	.000
Brand Loyalty	.541	.036	15.065	.000
2 Constant	1.628	.181	8.998	.000
Brand Loyalty	.403	.052	7.715	.000
Perceived Quality	.219	.061	3.586	.000
3 Constant	1.187	.244	4.863	.000
Brand Loyalty	.400	.052	7.750	.000
Perceived Quality	.170	.063	2.682	.008
Brand Awareness	.151	.057	2.651	.009

a. Dependent Variable: Online Shopping Satisfaction

Model 3 on the other hand is a combination of brand loyalty with B= .400, t-value= 7.750 at P=.000, perceive quality with B= .170, t-value= 2.682 at P=.000 and brand awareness with B= .151, t-value = 2.651 at P=.000 which imply that an increase of .400, .170 and .151 of online shopping satisfaction is attributed by the combination of brand loyalty, perceive quality and brand awareness. The result is an indication that the CBBE of the online shop positively influences online shopping satisfaction, which means that when there is an increase in the level of brand loyalty, brand awareness and perceived quality of the online shop, online shopping satisfaction also increases.

The result of this study did not deviate then the findings of several related studies in general regarding CBBE and customer satisfaction, in fact, it affirms the existing studies specifically on the study of Bilal and Malik (2014) which pointed that the higher the brand equity of the product, the higher the customer satisfaction will also

be.

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of the study, the conclusions drawn, and the recommendations presented by the researcher.

5.1. Summary

The study was conducted to address the different problems raised in this study. First, to determine the profile of the respondents, second, to determine the perception on the respondents on CBBE of online shop, third, to determine the level of online shopping satisfaction in terms of its indicators, fourth, to determine the level of online shopping satisfaction when analyzed according to profile and lastly, to determine factors of CBBE that significantly influence online shopping satisfaction.

Descriptive and inferential statistics were used to analyze and interpret the data. Using slovin's formula, 258 respondents were computed out of the total population of Teachers in PAHA district in DepEd Davao del Sur. Purposive sampling method was used to determine the 258 respondents who were qualified to answer the questionnaire. Descriptive statistics such as frequency and percentages were used to present and analyze the profile of the respondents.

Inferential statistics, specifically, the stepwise regression were used to determine the factors of CBBE that significantly influence online shopping satisfaction.

Findings of this study revealed that with regard to the profile of the respondents, in terms of gender, female teachers are more into online shopping than male. As to age, teachers aged 35 and below are more inclined to online shopping than teachers aged 36 and above. In terms of civil status, it was found that married teachers like to shop online compared to single teachers. As to gross monthly income, teachers with 25,000 and below were found to be more involved in online shopping than those with higher income. The main reason is the uneven ratio of teacher positions. In terms of the status of employment, as expected, permanent teachers are found to have the highest frequency in online shopping. As to sources of awareness, it was found out that most teachers had known about the online shop on the internet. Also, teachers usually shop online on monthly basis and that the usual mode of payment is cash on delivery.

Further, the findings of the perception of the respondents on CBBE of online shop disclosed that CBBE in terms of brand awareness, brand association, and perceived quality were perceived to be 'very high', while in terms of brand loyalty, it was perceived to be 'high' by the respondents. This indicates that the respondents perceived the customer-based brand equity of the online shop as high which is a good indication for the online shop.

The results of the study also revealed that the respondents were 'very satisfied' with the online shops as explained by the features of convenience, website design, and time-saving and security. Also, when the online shopping satisfaction was analyzed according to profiles, it was found that there is a significant difference in terms of gross monthly income.

And finally, the results of the study disclosed that there are only three (3) factors of CBBE that influences online shopping satisfaction and these are brand loyalty, perceived quality and brand awareness indicating that when these significant factors increases, the level of online shopping satisfaction also increases, thus, a very positive influence. On the other hand, brand association was found to be an insignificant factor.

5.2. Conclusion

The results of this study revealed that brand loyalty, perceived quality and brand awareness are the indicators of CBBE that significantly influence online shopping satisfaction. The results have indicated a positive influence which means that when the level of these indicators increase, the level of online satisfaction also increases.

Further, based on the derived results, the following conclusions have been drawn:

First, the study revealed that there is a significant difference in online shopping satisfaction in terms of gross monthly income, thus, the hypothesis stating that there is a significant difference on online shopping satisfaction among the respondents when analyzed according to profile is accepted.

Second, the hypothesis stating that customer- based brand equity significantly influences online shopping satisfaction is also accepted since brand loyalty, perceived quality and brand awareness were found to have a significant influence on online shopping satisfaction.

5.3. Recommendations

In line with the findings and conclusions, the following recommendations have been presented:

1. It is important that online shop owners invest in strengthening the brand of the online shop to differentiate itself among other players in the market. The online shops may adapt different marketing strategies that could highlight the uniqueness of the shop. In order to do this, it is important to determine the characteristics of the target market first for this will define the type of strategies that the online shop will implement. When the market is determined, the shop must design promotional activities for the brand of the online shop based on what the market wants to see or hear. Also, online shops must not only stick to web for promotions but must resort to different media like offline advertisement.

And finally, the most important aspect of strengthening the brand is to build good reputation. Online shops must live to what it should be and must be a trustworthy site for the customers. By doing this, online shops may elevate their positioning in the market. Additionally, for the customers, online shops with high brand value are easily recognized and patronized which could lead to customer satisfaction.

2. DepEd teachers may evaluate the online shops that have high brand equity in order for the teachers to lessen their risk perceptions about the online shop or online shopping per se. The knowledge of the teachers on the level of brand equity of the particular online shop may serve as a review for them to check. Online shop with high customer- based brand equity means that the features necessary for the online shop to perform satisfactorily were already proven to be present. With this, teachers could shop confidently.
3. Future researchers may study a broader scope of customer-based brand equity and online shopping satisfaction using larger or different group of samples since this study is limited only to public teachers of Davao del Sur. Future studies could affirm or contradict the present study. Also, in another perspective, future researchers could also explore the role of income in lieu to the feasibility of online shops.

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