



# ONLINE SELLING ATTRIBUTES AND MARKETING STRATEGIES AS PREDICTORS OF CUSTOMER SATISFACTION OF MONKAYO ONLINE SHOPPERS

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**Abstract:** This study investigated the predictive relationship between online selling attributes and marketing strategies on customer satisfaction among users of Monkayo Online Palengke. Grounded in Social Exchange Theory, the research aimed to address the increasing importance of consumer satisfaction in the context of digital commerce. Utilizing a descriptive-correlational design, data were collected from 419 systematically sampled respondents aged 18 and above who had prior online shopping experience. The study examined specific online selling attributes, including product variety, delivery, security, and information quality, along with marketing strategy components such as product, pricing, promotion, and distribution. Findings revealed that both online selling attributes and marketing strategies significantly predicted customer satisfaction, with marketing strategies—particularly promotion and pricing—having a greater impact. Product delivery emerged as the most influential among the selling attributes, while information quality and privacy showed comparatively lower, yet relevant, effects. Overall, customer satisfaction was high, though areas such as privacy and security require further enhancement. The study provides empirical insights valuable for e-commerce platforms and local businesses, highlighting critical factors that influence customer satisfaction and offering practical recommendations for improving service quality and strategic marketing in the online retail environment.

**Keywords:** *Customer Satisfaction; Online Selling Attributes; Marketing Strategies; E-commerce; Monkayo Online Palengke; SDG 8*

## I. INTRODUCTION

Online selling has significantly expanded, making customer satisfaction a crucial factor for retailers to maintain a competitive advantage. To achieve long-term customer satisfaction, retailers must consistently improve their customer experience in various purchasing conditions (Pei et al., 2020, p. 7436). Research suggests that the relationship between client and service provider can influence customer satisfaction and lead to dissatisfaction reactions. Therefore, analyzing consumers' evaluations of service failures is essential to understand the implications of customer discontent (Kim, Kim and Heo, 2019, p. 8).

Customer satisfaction is crucial for success in the competitive online sector, and companies must prioritize customer experience and invest in long-term relationships. Satisfied customers not only contribute to a company's financial success but also serve as brand ambassadors. As mentioned by Mofokeng, (2021, p. 22) the interplay between Online Selling Attributes and Marketing Strategies is pivotal in shaping satisfaction. Delivery, perceived security, product variety, and information quality have a significant positive impact on online shoppers' satisfaction, while information quality and satisfaction determine loyal behavioral outcomes. E-commerce experience strengthens the direct impact of delivery on satisfaction and loyalty. Common marketing strategies in online selling include product strategy, pricing strategy, physical evidence strategy, distribution, and promotion, designed to satisfy customer needs better than competitors.

In line with the customer satisfaction, the purchase experience and choice of sites play crucial roles in determining customer satisfaction and loyalty in B2C e-commerce markets. This aligns with findings that these factors directly affect customer satisfaction in e-commerce. Furthermore, the quality of the user interface and information significantly affects customer loyalty, with the interactivity of e-commerce applications also being closely linked to satisfaction (Evelina, T., 2020, p. 619).

This study is anchored on the Social Exchange Theory of Blau (1964). This theory posits that individuals are motivated to engage in social relationships that are mutually beneficial. In the context of online selling, customers are more likely to be satisfied if they feel like they are receiving a fair exchange of value for their money. This means that the products or services they receive should meet or exceed their expectations, and they should have a positive experience interacting with the business.

In this study, the researcher aims to contribute to Psychology and Education by providing empirical evidence on the relationship between online selling attributes and marketing strategies as predictors of customer satisfaction. The study will also identify the specific aspects of online selling attributes and marketing strategies that are most important to customer satisfaction.

The objective of this research was to explore various aspects of online shopping behavior among Monkayo Online Palengke Shoppers, focusing on different constructs and their impact on customer satisfaction. The research determined the level of the Online Selling attributes, in terms of information quality, privacy concerns, perceived security, product variety, and product delivery. Additionally, it described the level of Marketing Strategies among Monkayo Online Palengke Shoppers in terms of; product strategy, pricing strategy, distribution strategy, promotion strategy, and physical evidence strategy. The research also determined the level of Customer Satisfaction among Monkayo Online Palengke Shoppers in terms of; e-commerce service user interface, information quality, perceived security, perceived privacy, customer trust, and customer loyalty.

## I. RESEARCH METHODOLOGY

The study's strategy and procedures are detailed in this section. The study's variables, analytical framework, data and sources of data, study's universe, and study's sample are all part of this. Here are the details;

### 3.1 Population and Sample

The study will focus on individuals aged 18 and above who is a member of Monkayo Online Palengke within the last six months. Inclusion criteria include active online shoppers with recent transactions, while exclusion criteria involve those who have not participated in online shopping in the specified timeframe.

### 3.2 Data and Sources of Data

Monkayo respondents were selected through systematic sampling. Systematic sampling is a non-probability sampling technique used in research. Selecting every 3rd person on the list.

In order to determine the sample size of the respondents the researcher used the sample size formula for a proportion in a population larger than 8,100 resulting to 381 respondents. Assuming a 95% confidence level ( $Z = 1.96$ ) and a 50% estimated proportion of the population engaged in online shopping (for maximum variability). A 10% margin of error was included in the sample respondents was included. Therefore, the total sample size is 419 respondents.

### 3.3 Theoretical framework

This research is based on Blau's (1964) Social Exchange Theory. This idea asserts that individuals are driven to participate in social connections that yield reciprocal advantages. In the realm of online commerce, customer satisfaction is heightened when individuals perceive a just exchange of value for their expenditure. The items or services provided must meet or surpass customer expectations, ensuring a favorable interaction with the firm. Furthermore, customer loyalty incentivizes individuals to pay a premium for a brand and transform into fervent brand champions. They propose that a consumer's elevated perception of a brand increases the probability of transcending subjective criteria and other behavioral tendencies. Classify attitudinal loyalty into the following categories: propensity for repeat purchases, preferences, commitment, retention, and allegiance. They concurred that attitudinal loyalty could foster enduring relationships and favorable word-of-mouth. (Ferm, C., & Thaichon, P., 2021, p. 2)

### 3.4 Statistical tools

In this study, mean score was used to determine the level of online selling attributes which is the independent variable of this study, marketing strategies which is the second independent variable, and the dependent variable which is customer satisfaction. Thus, standard deviation was used to tell how measurements for a group are spread out from the average (mean) or expected value among indicators of the variables. The researcher will also use Pearson r correlation and multiple regression analysis. The regression analysis was used to discover which of the independent factors has the greatest impact on the dependent variable.

#### 3.4.1 Descriptive Statistics

This study will employ a non-experimental quantitative research methodology based on correlational approaches to analyze links between variables without calling for the researcher to control or change any of them. A correlation measures the direction and/or intensity of the association between two or more variables. A correlation may run in either positive or negative direction. (Devi, Barkha & Lepcha, Mrs & Basnet, Shakeela, 2023, p. 62).

#### 3.4.2 Mean

Mean scores in this study helped to ascertain the degree of online selling features (the first independent variable), marketing strategies (the second independent variable), and customer contentment (the dependent variable). This led to the usage of standard deviation to expose the dispersion of group measurements for the average (mean) of the indicators of the variables.

#### 3.4.3 Pearson r Correlations

The researcher used Pearson r correlation. The aim of research was to investigate the relationship between consumer happiness and online selling characteristics as well as marketing strategies. The researcher will find the percentage by first dividing the overall number of responders by the frequency of each element then multiplying by 100. Using Pearson's correlation coefficient—which is used when the probability value ( $p$ ) is less than 0.05 or  $p$ —the hypothesis testing revealed a noteworthy link. The researcher will also computation the weighted average. One should consult the recommended range coupled with its interpretation and equivalents (Waldmann, Patrik., 2019, p. 3) to completely understand the weighted average.

#### 3.4.3 Multiple Regression

The aim of the regression analysis was to identify the independent variable whose effect on the dependent variable was maximum. For our study, this approach is effective since it allows us to simultaneously investigate the several factors influencing consumer satisfaction. When used to forecast the value of the dependent variable, customer delight, from the values of the independent variables, online selling idea and marketing strategy, and to understand the direction and strength of these connections, this technique shines. Analysis was conducted using the statistical package (SPSS) designed for the social sciences.

## IV. RESULTS AND DISCUSSION

This section presents the results and findings of the current study. The data analysis, based on the specified indicators, highlights the study's key outcomes. Furthermore, the implications of these results are reinforced by relevant literature and expert insights, strengthening the study's conclusions.

### Level of Online Selling Attributes

The result shown in table 1 are based on the responses regarding the online selling attributes. The overall mean score of 4.235, with a standard deviation of 0.577, falls under the "Very High" descriptive category, which implies that the entire variable is observed at all times. These results align with previous research emphasizing the importance of high information quality, security, and efficient product delivery in enhancing overall user satisfaction and trust (Rut Winasis & Sabar, 2024 p.339).

Table 1: The Level of Online Selling Attributes

| Indicators          | Mean         | SD           | Description      |
|---------------------|--------------|--------------|------------------|
| Information Quality | 4.252        | 0.669        | Very High        |
| Privacy Concerns    | 4.229        | 0.689        | Very High        |
| Perceived Security  | 4.180        | 0.712        | Very High        |
| Product Variety     | 4.255        | 0.685        | Very High        |
| Product Delivery    | 4.260        | 0.675        | Very High        |
| <b>Overall</b>      | <b>4.235</b> | <b>0.577</b> | <b>Very High</b> |

### Level of Marketing Strategies

The result shown in table 2 are based on the responses regarding the marketing strategies. The overall analysis reveals a mean score of 4.257 with a standard deviation of 0.603, placing it in the "Very High" descriptive category, which implies that the entire variable is observed at all, times. This suggests that, on average, the marketing strategies evaluated are perceived to be highly effective, with a relatively low variability in responses, indicating a strong consensus among respondents. These findings are in line with recent studies emphasizing the importance of comprehensive marketing approaches in achieving business success and sustainability (Kopalle et al., 2023, p.33).

Table 2: The Level of Marketing Strategies

| Indicators            | Mean         | SD           | Description      |
|-----------------------|--------------|--------------|------------------|
| Product Strategy      | 4.256        | 0.661        | Very High        |
| Pricing Strategy      | 4.251        | 0.678        | Very High        |
| Distribution Strategy | 4.265        | 0.665        | Very High        |
| Promotion Strategy    | 4.255        | 0.691        | Very High        |
| <b>Overall</b>        | <b>4.257</b> | <b>0.603</b> | <b>Very High</b> |

### Level of Customer Satisfaction

Presented in table 3 are the results for customer satisfaction. The overall mean score of 3.894, with a standard deviation of 1.061, falls under the "High" descriptive category. This indicates that, on average, respondents perceive their purchasing experience and choice of sites in Monkayo Online Palengke positively and that customers has observed the indicator most of the time. In this context, satisfaction is attained with these factors and it affects the customers along with a blend of functional fulfillment and emotional contentment experienced by the user during their interaction with the site. (Evelina et al., 2020, p.615).

Table 3: The Level of Customer Satisfaction

| Indicators          | Mean         | SD           | Description |
|---------------------|--------------|--------------|-------------|
| Purchase Experience | 3.839        | 1.105        | High        |
| Choice of Sites     | 3.948        | 1.092        | High        |
| <b>Overall</b>      | <b>3.894</b> | <b>1.061</b> | <b>High</b> |

### Significance of Relationship Between Online Selling Attributes and Customer Satisfaction

In this part of the study, table 4 presents the relationship between the five (5) independent indicators namely: Information Quality, Privacy Concerns, Perceived Security, Product Variety, and Product Delivery and the dependent variable was analyzed using Pearson- r. The results reveal statistically significant relationships, as indicated by the r-values, r-squared values, and p-values. This result aligns with research emphasizing that timely, reliable, and well-managed delivery services significantly influence customer satisfaction and retention (Dündar & Öztürk, 2020, p. 15).

Table 4: Significance of Relationship Between Online Selling and Customer Satisfaction

| Indicators          | Dependent Variable    | r-value | r-squared | p-value | Decision  |
|---------------------|-----------------------|---------|-----------|---------|-----------|
| Information Quality | Customer Satisfaction | 0.245*  | 0.0600    | < .001  | Reject Ho |
| Privacy Concerns    |                       | 0.270*  | 0.0729    | < .001  | Reject Ho |
| Perceived Security  |                       | 0.290*  | 0.0841    | < .001  | Reject Ho |
| Product Variety     |                       | 0.344*  | 0.1183    | < .001  | Reject Ho |
| Product Delivery    |                       | 0.366*  | 0.1340    | < .001  | Reject Ho |

\*p&lt;0.05

**Significance of Relationship Between Marketing Strategies and Customer Satisfaction**

In this part of the study, table 5 presents the relationship between the four (4) independent indicators namely: (Product Strategy, Pricing Strategy, Distribution Strategy, and Promotion Strategy) and the dependent variable was analyzed using correlation and regression measures. The results indicate statistically significant relationships, as shown by the r-values, r-squared values, and p-values. This result is in line with recent studies highlighting that effective all four marketing strategies have a significant impact on consumer behavior and brand engagement (Anugrah, 2020, p.1).

Table 5: Significance of Relationship Between Marketing Strategies and Customer Satisfaction

| Indicators            | Dependent Variable    | r-value | r-squared | p-value | Decision  |
|-----------------------|-----------------------|---------|-----------|---------|-----------|
| Product Strategy      | Customer Satisfaction | 0.361*  | 0.1303    | < .001  | Reject Ho |
| Pricing Strategy      |                       | 0.361*  | 0.1303    | < .001  | Reject Ho |
| Distribution Strategy |                       | 0.339*  | 0.1149    | < .001  | Reject Ho |
| Promotion Strategy    |                       | 0.376*  | 0.1414    | < .001  | Reject Ho |

**Regression Analysis on the influence of Online Selling Attributes and Marketing Strategies to Customer Satisfaction**

In this section table 6 below shows a regression analysis that was conducted to examine the influence of Online Selling Attributes and Marketing Strategies on Customer Satisfaction. The results provide insights into the extent to which these independent variables contribute to variations in customer satisfaction, as indicated by unstandardized (B) and standardized (β) coefficients, t-values, and p-values. This finding aligns with recent research highlighting that marketing strategies in terms of product, price, promotion, place assessed the level satisfaction and that strong marketing strategies can improve customer satisfaction and business performance (Ji, Z. 2023, p.1).

Table 6: Regression Analysis on the influence of Online Selling Attributes to Customer Satisfaction

| Independent Variables              | Unstandardized Coefficients |       | Standardized Coefficients Beta | t-value | p-value | Decision         |
|------------------------------------|-----------------------------|-------|--------------------------------|---------|---------|------------------|
|                                    | B                           | SE    |                                |         |         |                  |
| (constant)                         | 0.607                       | 0.368 |                                |         |         |                  |
| Online Selling Attributes Concerns | 0.241                       | 0.126 | 0.131                          | 1.917   | 0.056   | Do not Reject Ho |
| Marketing Strategies               | 0.532                       | 0.120 | 0.302*                         | 4.416   | < .001  | Reject Ho        |

Customer Satisfaction: Dependent Variable

\*p&lt;0.05

R= 0.411

R2= 0.169

F-value= 42.288

p-value&lt; .001

**Regression Analysis on the Influence of the domains of Marketing Strategies to Customer Satisfaction**

In this section table 6 below presents the regression analysis on the influence of the domains of Marketing Strategies on Customer Satisfaction. The model yielded an R-value of 0.406, indicating a moderate positive relationship between marketing strategies and customer satisfaction. The R<sup>2</sup> value of 0.164 suggests that 16.4% of the variance in customer satisfaction can be explained by the independent variables. The model's F-value of 20.424 with a p-value < .001 confirms its statistical significance. These findings suggest that businesses should prioritize effective promotional strategies to enhance customer satisfaction while considering a more integrated approach that includes customer service, brand perception, and personalized marketing (Essien and James, 2024, p.107).

Table 7: Regression Analysis on the Influence of the domains of Marketing Strategies to Customer Satisfaction

| Indicators                | Unstandardized Coefficients |       | Standardized Coefficients Beta | t-value | p-value | Decision         |
|---------------------------|-----------------------------|-------|--------------------------------|---------|---------|------------------|
|                           | B                           | SE    |                                |         |         |                  |
| (constant)                | 0.902                       | 0.340 |                                |         |         |                  |
| Product Strategy          | 0.153                       | 0.131 | 0.095                          | 1.160   | 0.247   | Do not Reject Ho |
| Pricing Strategy          | 0.199                       | 0.125 | 0.127                          | 1.590   | 0.113   | Do not Reject Ho |
| Distribution Strategy     | 0.054                       | 0.121 | 0.034                          | 0.444   | 0.657   | Do not Reject Ho |
| Promotion Strategy        | 0.298                       | 0.114 | 0.194                          | 2.613   | 0.009   | Reject Ho        |
| Customer Satisfaction: DV |                             |       |                                |         |         |                  |

\*p&lt;0.05

R= 0.406

R<sup>2</sup>= 0.164

F-value= 20.424

p-value &lt; .001

The findings indicate that Monkayo Online Palengke exhibits consistently high performance across key online selling attributes categorized as very high. This suggests that the platform effectively meets consumer expectations in areas such as product delivery, product variety, information quality, privacy, and security. While Privacy Concerns and Perceived Security also received very high ratings, they showed slightly greater variation in responses. Furthermore, the analysis of online selling attributes and marketing strategies revealed statistically significant relationships with customer satisfaction. Product delivery had the strongest impact among selling attributes (Dündar & Öztürk, 2020, p.15), while information quality had the weakest (Lisa & Ardianto, 2023, p.1). Privacy concerns and perceived security also played vital roles in influencing consumer trust and confidence in online transactions (Morić et al., 2024, p.750; Zhang, 2024, p.1). In terms of marketing strategies, promotion strategy had the strongest effect on customer satisfaction (Essien & James, 2024, p.107), while distribution strategy had the weakest (Muangpan, 2022, p.11), highlighting the importance of effective marketing efforts. These findings support the work of Rut Winasis & Sabar (2024 p.339) and Yin, W., & Xu, B. (2021 p.12), who highlight the positive impact of product range and information quality and other attributes mentioned on customer satisfaction and trust. Lastly, regression analysis further demonstrated that marketing strategies had a stronger and statistically significant effect on customer satisfaction compared to online selling attributes.

## V. CONCLUSION

The results of this study demonstrates that Monkayo Online Palengke's marketing strategies are not only well-executed but also align with best practices identified in recent studies. The strong agreement among respondents reinforces the effectiveness of these strategies in enhancing customer trust, satisfaction, and loyalty. To maintain its competitive edge, the platform should continue refining its strategies, particularly in areas like dynamic pricing and promotional activities, to further optimize customer engagement and business sustainability. These findings suggest that businesses should prioritize integrated marketing initiatives, trust-building measures, and customer engagement strategies to enhance overall satisfaction and loyalty in e-commerce platforms. Future research may explore additional variables such as customer service responsiveness and technological innovations in online retail. The study recommends that Monkayo Online Palengke sellers enhance privacy and security measures by adopting secure payment gateways, providing clear privacy policies, and educating customers on online safety. Emphasis should also be placed on ensuring efficient and reliable product delivery, refining promotional strategies through loyalty programs and targeted marketing, and expanding product variety to remain competitive. The Local Government Unit (LGU) is advised to support the initiative by implementing digital literacy programs, organizing seller training on e-commerce and consumer protection, facilitating partnerships with logistics providers, and enacting policies that promote secure online transactions. Additionally, future researchers are encouraged to explore factors such as customer service responsiveness, technological innovation, and mobile app usability, using both quantitative and qualitative approaches to gain deeper insights into customer satisfaction.

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