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A Comparative Study of Customer Satisfaction Between Physical Stores and Online Shops Among the Faculty and Staff of IBA College Of Mindanao, Inc.

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***Abstract*—This study aimed to determine the shopping preferences and customer satisfaction among the Faculty and Staff of Irene B. Antonio College of Mindanao, Inc. Specifically, it investigates the level of shopping preferences when they shop in terms of physical store and online store, determine the level of customer satisfaction when they shop in online stores in terms of shopping experience, willingness to repurchase, convenience, and examine the significant differences between the customer when they are grouped according to shopping preferences. Using a comparative research design, 68 full-time faculty and staff were purposively selected, and data were collected through a survey questionnaire and researcher-made instrument. Statistical analyses, including mean, standard deviation, and T-test, were applied to measure the significant relationship between shopping preferences and customer satisfaction. Findings revealed that the majority of the respondents preferred shopping in physical stores rather than online shops. In terms of customer satisfaction, the respondents showed a high level of satisfaction across the three dimensions: shopping experience, willingness to repurchase, and convenience. The findings suggest that faculty and staff still value the direct interaction, product inspection, and immediate availability of products offered by physical stores despite the increasing popularity of online shopping platforms. The study recommends to constantly improve both physical and online shopping**

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experiences by emphasizing customer convenience, product quality, and efficient service delivery.

Index Terms—Customer satisfaction, Shopping preferences, Online shops, Physical stores, Faculty and staff of IBA College of Mindanao Inc.

I. INTRODUCTION

The increasing frequency of online shopping has significantly altered consumer behavior, especially among the faculty and staff of Irene B. Antonio College of Mindanao, Inc., in Valencia City Bukidnon. Prompted by the COVID-19 pandemic, the faculty and staff have increasingly turned to online store for their purchases due to the convenience of browsing a wide selection of products, access to discounts and vouchers, and the option to have parcels delivered directly to the schools or house. However, physical stores continue to play a significant role for urgent purchases, especially when faculties need items immediately or when specific products are unavailable online. This blend of shopping behaviors reflects a unique dynamic between physical stores and online stores in meeting the needs of the Faculty and Staff of the IBA College of Mindanao Inc. Online shops offer a broader range of products, convenient price comparisons, and the flexibility to shop anytime and anywhere. While online shopping has become essential to modern commerce, it also poses challenges like fraud risk, delayed deliveries, and the inability to physically inspect products. Physical store is a retail environment that requires tangible space for displaying and marketing products, while online platforms are preferred for their accessibility and convenience, physical stores are favored for the ability to physically inspect products and receive immediate assistance from sales staff. These factors make traditional retail experiences appealing to certain segments of young consumers, underscoring the coexistence of both shopping modes in their purchasing behavior.

The results of the study aids in determining which retail setting best suits the demands of teachers, directing enhancements in technology integration, service delivery, and transaction fairness. Ultimately, this study contributes to academic discussions while additionally providing retailers seeking to improve customer satisfaction in traditional and online marketplace with useful information.

II. LITERATURE REVIEW

Prior to the digital revolution, shopping at physical stores was typically improved by well-designed interiors that displayed merchandise in settings reminiscent of museums and offered quiet spaces like on-site cafes. The retailer had top-down control over the customer experience. Consumers today are more digitally savvy, have higher expectations, and seek out a greater range of stimuli, including information, suggestions, usability, customization, and engagement. As a result, retailers are paying close attention to creating a satisfying shopping experience across all of their channels. Today's physical store needs to offer a dynamic experience where customers can actively design

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their own shopping path, rather than one that is static. This type of experience includes inclusion and involvement (Fontana et al., 2021).

Moreover, according to Neslin (2022) long-term consumer value is increased when deep products are purchased in-store. Customers who buy deep products in-store are more inclined to buy similar and related deep product categories online. Experiential learning is a significant underlying mechanism. For instance, it is different from experience/search in that a deep product only has to be examined; it is not necessary to consume it in order to evaluate it. It brings digital characteristics into the real world, such appearance.

In contrast, customers who are more seasoned online shoppers typically make larger purchases (Braimllari et al. 2021). According to Petrock (2021), Gen Z is the first generation to have constant access to social media, connected devices, and the internet. Also, according to Kemp (2021), Filipinos spend an average of 10 hours and 56 minutes on the Internet, where they can find information about various electronic products and their features, as well as enticing ads that encourage them to buy products from Shopee, where the majority of Generation Z customers, who are between the ages of 18 and 24, make online purchases.

Customer satisfaction based on convenience, shopping experience, and willingness to repurchase are some of the factors that affect customer satisfaction, which is a crucial component of retail success. Furthermore, convenience plays a significant part in determining customer satisfaction, with both physical stores and online platforms providing unique benefits. Physical stores give customers instant access to merchandise, enabling them to evaluate it in person and make purchases without having to wait for delivery. However, there may be limited operating hours, crowded areas, and travel time associated with shopping in physical stores. People's perceptions of privacy and personal space vary depending on the circumstances they encounter, as noted by Esmark and Noble (2016).

In addition, according to Angelito Jr P. (2024) Filipinos have become increasingly discerning and demanding of the internet purchase experience itself. Customers can also inspect the merchandise more closely. People without access to the Internet can shop in physical stores after making a payment; the product will be available immediately. It's easier to return products, tactile store purchasing gives a tactile and sensory experience, which is especially crucial for things such as apparel, furnishings, and cosmetics, where the ability to touch, feel, and try on items is required. The layout, ambiance, and physical environment of the business can all have an impact on the overall shopping experience.

Subsequently, according to Stephani et al. (2018), is the probability that consumers will use goods or services they have already purchased again. They maintained that keeping customers' intention to repurchase is crucial. Repurchase intention, according to Lee, HJ (2020), is the probability of making a repeat buy of specific goods or services from the same business, mostly as a result of prior purchases. Repurchase intention in the retail cosmetics industry not only saves money for companies but also shows how strong the brand is.

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Convenience and accessibility are the main draws of online shopping. According to earlier research, the main elements influencing consumers' happiness with online purchasing are simplicity of use, time savings, and convenience. Online customers place a high value on delivery speed, payment security, and website usability, claim Kim & Park (2020).

III. MATERIALS & METHODS

Research Design

This study employed a comparative research design to compare customer satisfaction between physical stores and online shops. Comparative design is appropriate because it facilitates the systematic identification of similarities and differences in customer interactions across different retail environments. A survey was conducted among 68 full-time faculty and staff of Irene B. Antonio College of Mindanao, Inc. using a questionnaire and researcher-made instrument.

Respondents

The respondents of the study were consisted of sixty-eight (68) full-time faculty and staff of Irene B. Antonio College of Mindanao, Inc. These individuals were selected to provide relevant information regarding shopping preferences and customer satisfaction with the locality. The respondents were considered appropriate participants because they were the actual consumers and employees of the institution and were therefore capable of sharing their perceptions and experiences related to purchasing behavior. The study employed a purposive sampling to select the total enumeration of full-time Faculty and Staff who engage in shopping either at physical stores or through online platforms. The selected participants would be deemed sufficient to provide the necessary and relevant data. Their responses generated valuable insights that contributed to effectively addressing the research questions.

Data Gathering Procedure

The research data was collected in a systematic and ethical way which is in adherence to institutional and community protocols using a survey questionnaire. Following the approval of local authorities, the researcher formally communicated with barangay officials to facilitate access to the respondents. The purpose and scope of the study were clearly explained to ensure transparency and cooperation. This coordination helped establish an organized schedule for the distribution and retrieval of the research instruments. Consequently, the survey questionnaires were administered to the selected one hundred respondents through simple random sampling. Once the surveys were completed, the responses were tallied and analyzed for statistical significance using appropriate methods.

Statistical Analysis

To be certain, the researchers did a systematic analysis and accurate interpretation of the data which the researchers achieved by used of appropriate statistical tools for each issue at hand. Which the researchers chose based on the type of variables the researchers had and the study’s goals. Likert

scale, 30 items, Cronbach's Alpha 0.95, interpreted as excellent and indicated as reliable. To answer Problem 1, they determined the level of shopping preferences, mean and standard deviation was used. For Problem 2, they examined the level of customer satisfaction, they also reported mean and standard deviation. And for Problem 3 they observed the significant relationship between shopping preferences and customer satisfaction.

IV. RESULTS AND DISCUSSION

Table 1 shows that respondents were highly satisfied with their preferred shopping method, as shown by an overall mean score of 3.43 with a standard deviation of 0.60, interpreted as "Strongly Agree" and "Highly Satisfied." This indicates that respondents mostly rated their shopping experiences positively in terms of convenience, product quality, pricing, reliability, customer service, and purchasing experience. The comparatively low standard deviation implies that the participants' responses were consistent, indicating a shared perception of satisfaction among the respondents.

Among all the indicators, the statement "The available payment options are convenient and easy to use" received the highest mean score of 3.57 with a standard deviation of 0.53, interpreted as "Strongly Agree" and "Highly Satisfied." This shows that respondents strongly valued the accessibility and convenience of the payment methods offered by their preferred shopping platform. The low standard deviation indicates that respondents had comparable positive perceptions of the effectiveness and usability of available payment systems. Hagtvedt and Chandukala (2023) find that simpler payment systems and convenient shopping methods improve customer satisfaction and loyalty. According to their findings, consumers are more satisfied when retailers offer seamless and user-friendly transaction processes.

The indicator "The time required to complete my purchase is satisfactory" received the lowest mean score of 3.26 with a standard deviation of 0.68, however it remains interpreted as "Strongly Agree" and "Highly Satisfied." This suggests that, while respondents remained satisfied with the purchasing process, some participants may have encountered minor delays or inconveniences in completing their purchases. The relatively higher standard deviation also shows more variation in respondents' experiences with transaction time than the other indicators. Duarte, e Silva, and Ferreira (2018) established that convenience and efficiency in purchasing procedures have a substantial influence on customer satisfaction, particularly in online shopping environments. According to their study, consumers place a high value on time-saving features and efficient service delivery.

Table 1

The Level of Customer Satisfaction as regards to Shopping Experience.			
Statements	*Mean*	*Standard Deviation*	*Description*
I am satisfied with my overall shopping experience using my preferred shopping method.	3.52	0.59	Strongly Agree
I am satisfied with the quality of the products I purchase.	3.40	0.60	Strongly Agree

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The Level of Customer Satisfaction as regards to Shopping Experience.			
Statements	*Mean*	*Standard Deviation*	*Description*
The prices of the products I buy are reasonable.	3.43	0.58	Strongly Agree
There is a wide variety of products available when I shop.	3.43	0.63	Strongly Agree
Purchasing products using my preferred shopping method is convenient.	3.55	0.53	Strongly Agree
The time required to complete my purchase is satisfactory.	3.26	0.68	Strongly Agree
The store or seller where I usually purchase products is reliable.	3.35	0.62	Strongly Agree
I receive good customer service when making purchases.	3.32	0.61	Strongly Agree
The available payment options are convenient and easy to use.	3.57	0.53	Strongly Agree
I am satisfied with my purchasing experience.	3.47	0.59	Strongly Agree
Overall	3.43	0.60	Strongly Agree

Legend 1.00–1.75 Strongly Disagree/Not Satisfied at All, 1.76–2.50 Disagree/Less Satisfaction, 2.51–3.25 Agree/Satisfied, 3.26–4.00 Strongly Agree/Highly Satisfied

Table 2 shows that respondents demonstrated a high level of willingness to repurchase products using their preferred shopping method, as evidenced by an overall mean score of 3.45 with a standard deviation of 0.58, which is interpreted as "Strongly Agree" and "Highly Satisfied." This suggests that respondents generally expressed positive intentions to continue using their preferred platform. The consistently high mean scores across all indicators suggest that respondents were pleased with their shopping experiences, trusted the shopping method, and intended to continue purchasing products in the future.

The indicator "Overall, I am willing to repurchase products using this shopping method" also received the highest mean score of 3.51 with a standard deviation of 0.56, which is equivalent to "Strongly Agree" and "Highly Satisfied." This indicates that respondents generally maintained a strong intention to continue purchasing products using their preferred shopping method in the future. The low standard deviation demonstrates respondents' consistent optimistic views toward repurchasing behavior. Chan et al. (2017) supports the findings, claiming that purchase intention and prospective preference potential are significant predictors of future consumer behavior. According to their findings', satisfied customers are more likely to buy from the same seller or platform again. Furthermore, Soeharso et al. (2024) showed that customer satisfaction has a significant influence on repurchase intention and customer loyalty in the retail industry.

The indicator "I am confident that I will continue using this shopping method regularly" received the lowest mean score of 3.34 with a standard deviation of 0.56, but it was still interpreted as "Strongly Agree" and "Highly Satisfied." This suggests that, while respondents typically showed confidence in using their preferred shopping method on a regular basis, some may still have reservations about continuous long-term use. The standard deviation indicates minor variations in respondents' perceptions of regular use of the shopping method. Matute et al. (2016) support the findings, stating that trust and digital referrals have a significant influence on consumers repurchase

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intentions and continued use of online shopping platforms. Furthermore, Alrawad et al. (2023) stated that customer trust, perceived security, and previous shopping experiences have an important influence on consumers' willingness to continue engaging in online shopping activities.

Table 2

The Level of Customer Satisfaction as regards to Willingness to Repurchase.			
Statements	*Mean*	*Standard Deviation*	*Description*
I am willing to purchase products again using my preferred shopping method.	3.51	0.53	Strongly Agree
I intend to continue buying products using my preferred shopping method in the future.	3.50	0.53	Strongly Agree
I would consider purchasing again from the same store or seller.	3.42	0.63	Strongly Agree
I am likely to choose this shopping method again for future purchases.	3.47	0.61	Strongly Agree
I would recommend this shopping method to others.	3.37	0.69	Strongly Agree
I prefer using this shopping method when buying products.	3.41	0.55	Strongly Agree
I am confident that I will continue using this shopping method regularly.	3.34	0.56	Strongly Agree
My experience encourages me to make future purchases using this shopping method.	3.47	0.59	Strongly Agree
I trust this shopping method when making purchasing decisions.	3.47	0.59	Strongly Agree
I am willing to repurchase products using this shopping method.	3.51	0.56	Strongly Agree
Overall	3.45	0.58	Strongly Agree

Legend 1.00–1.75 Strongly Disagree/Not Satisfied at All, 1.76–2.50 Disagree/Less Satisfaction, 2.51–3.25 Agree/Satisfied, 3.26–4.00 Strongly Agree/Highly Satisfied

Table 3 shows that respondents were highly satisfied with the convenience of their preferred shopping method, as shown by an overall mean score of 3.47 with a standard deviation of 0.63, interpreted as "Strongly Agree" and "Highly Satisfied." This indicates that respondents generally perceived their shopping method to be efficient, accessible, and user-friendly. The consistently high mean scores across all indicators indicate that respondents were satisfied with the simple nature of the purchasing process, ease of access, payment convenience, and ability to shop efficiently on their preferred shopping platform. The findings implied that convenience has significant effects on customer satisfaction and shopping preferences. Consumers prefer shopping methods that enable them to purchase products quickly, save time, and complete transactions efficiently. The findings additionally indicate that accessible platforms, simpler purchasing methods, and convenient payment systems improve consumers' shopping experiences and motivate individuals to continue

using their preferred shopping method. As a result, businesses should constantly improve convenience-related services to maintain customer satisfaction and loyalty.

Among all the indicators, the statement "The payment process is simple and convenient" received the highest mean score of 3.63 with a standard deviation of 0.55, interpreted as "Strongly Agree" and "Highly Satisfied." This indicates that respondents were highly satisfied with the convenience and simplicity of the payment process provided by their preferred shopping method. The low standard deviation indicates that respondents held consistent positive attitudes toward the accessibility and efficiency of payment procedures. Hagtvedt and Chandukala (2023) support this finding, emphasizing that convenience-oriented retail strategies, such as simplified payment systems, significantly increase customer satisfaction and loyalty. Furthermore, Secretaria et al. (2021) emphasized that customers are more likely to trust and continue to buy from shopping platforms that offer easy and convenient payment options.

The indicator "My preferred shopping method saves me time when purchasing products" received the lowest mean score of 3.32 with a standard deviation of 0.74, however it was still interpreted as "Strongly Agree" and "Highly Satisfied." This suggests that, while most respondents agreed that their preferred shopping method saves time, some may have encountered delays or inconveniences during the purchasing process. The relatively higher standard deviation indicates greater variation in respondents' perceptions of time efficiency. Melaragno (2019) supports the findings, stating that modern shops improve customer convenience by adopting techniques that reduce consumers' time and effort during purchasing transactions. Similarly, Bulacan et al. (2022) discovered that time efficiency is a crucial factor influencing consumers' online purchasing behavior in the Philippines, indicating that customers prefer platforms that deliver faster and more comfortable shopping experiences.

Table 3

The Level of Customer Satisfaction as regards to Convenience.			
Statements	*Mean*	*Standard Deviation*	*Description*
My preferred shopping method allows me to purchase products easily.	3.47	0.61	Strongly Agree
It is easy for me to find the products I want using my preferred shopping method.	3.41	0.63	Strongly Agree
I can complete my purchases quickly using this shopping method.	3.46	0.61	Strongly Agree
My preferred shopping method saves me time when purchasing products.	3.32	0.74	Strongly Agree
The process of ordering or buying products is simple.	3.51	0.56	Strongly Agree
I can shop at any time using this shopping method.	3.41	0.70	Strongly Agree
The steps involved in making a purchase are easy to understand.	3.58	0.55	Strongly Agree

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The Level of Customer Satisfaction as regards to Convenience.			
Statements	*Mean*	*Standard Deviation*	*Description*
The payment process is simple and convenient.	3.63	0.55	Strongly Agree
I can easily access the store or platform when I want to purchase products.	3.43	0.72	Strongly Agree
My preferred shopping method provides a convenient way to shop.	3.50	0.63	Strongly Agree
Overall	3.47	0.63	Strongly Agree

Legend 1.00–1.75 Strongly Disagree/Not Satisfied at All, 1.76–2.50 Disagree/Less Satisfaction, 2.51–3.25 Agree/Satisfied, 3.26–4.00 Strongly Agree/Highly Satisfied

The faculty and staff at IBA College of Mindanao's customer satisfaction rating is summarized in Table 4. According to the findings, every sub variable had mean scores that fell into the Strongly Agree category and were deemed Highly Satisfied. Convenience had the highest mean score (3.47 with a standard deviation of 0.63) among the dimensions, followed by Willingness to Repurchase (3.45 with a standard deviation of 0.58) and Shopping Experience (3.43 with a standard deviation of 0.60). The respondents' overall mean score of 3.45, with a standard deviation of 0.61, shows that they are generally quite satisfied with their shopping experiences and preferences. The findings indicates that respondents are generally satisfied with the factors influencing their purchasing behavior and have a positive perception of their shopping experiences. The higher convenience rating indicates that respondents value accessibility, ease of purchase, and the effectiveness of their preferred method of shopping more. Similarly, the positive ratings for willingness to repurchase show that respondents have a high degree of confidence and trust in their shopping experiences. The results also suggests that practical and service-related elements that contribute to a satisfying shopping experience have an effect on faculty and staff customer satisfaction.

The study of Rita et al. (2019), which highlighted that convenience, service quality, and the overall shopping experience have a significant effect on customer satisfaction, supports the results of this study. The researchers clarified that when shopping methods are accessible, user-friendly, and capable of fulfilling their expectations, consumers typically exhibit higher levels of satisfaction. The study also showed that consumers' intentions to stick with a shopping strategy and refer others to it are strongly influenced by customer satisfaction. This supports the results of the present research, which showed that respondents had high satisfaction levels in terms of convenience, willingness to repurchase, and shopping experience, suggesting that positive shopping experiences influence customer satisfaction and future purchasing behavior.

Table 4

Customer Satisfaction Summary Table.			
Sub-variables	*Mean*	*Standard Deviation*	*Description*
Shopping Experience	3.43	0.60	Strongly Agree
Willingness to Repurchase	3.45	0.58	Strongly Agree

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Customer Satisfaction Summary Table.			
Sub-variables	*Mean*	*Standard Deviation*	*Description*
Convenience	3.47	0.63	Strongly Agree
Overall	3.45	0.61	Strongly Agree

Legend 1.00–1.75 Strongly Disagree/Not Satisfied at All, 1.76–2.50 Disagree/Less Satisfaction, 2.51–3.25 Agree/Satisfied, 3.26–4.00 Strongly Agree/Highly Satisfied

Tables 5 and 6 presented the difference in customer satisfaction when grouped according to shopping preference. Table 5 specifically presents the differences in the dimensions of customer satisfaction between online shopping and physical store shopping. The results revealed that no significant differences were observed across most dimensions, except for convenience. In this dimension, respondents who preferred online shopping reported significantly higher satisfaction compared to those who preferred physical stores ($t(64) = -2.05$, $p = .044$). On the other hand, Table 6 presents the overall difference in customer satisfaction when grouped according to shopping preference. The computed result ($t(64) = -1.09$, $p = .279$) indicates that there is no statistically significant difference in overall customer satisfaction between the two groups. These findings suggested that although online shoppers perceived greater convenience compared to customers who preferred physical stores, this difference was not substantial enough to influence the overall level of customer satisfaction. Hence, the null hypothesis is not rejected. The study by Rita et al. (2019), which highlighted how convenience greatly influences consumer perceptions and purchasing behavior, supports the current study's conclusions. Customers are more likely to favor shopping strategies that reduce effort, save time, and make transactions simple, according to the researchers. Additionally, the study demonstrated how convenience affects consumer satisfaction and behavioral intentions, especially when consumers perceive variations in usability and accessibility between shopping methods. This aligns with the results of this study, which indicated that respondents' preferred shopping methods have an influence on their perceptions of convenience. Convenience demonstrated a significant difference according to shopping preference.

Table 5

Grouping Variable	Dependent Variable	T	df	p-value
Shopping Preference	Shopping Experience	-1.18	64	.243
	Willingness to Repurchase	0.37	64	.710
	Convenience	-2.05*	64	.044

**. p<0.05, **. p<0.01*

Table 6

Grouping Variable	Dependent Variable	T-statistics	df	p-value	Decision on H_0	Interpretation
Shopping Preference	Customer Satisfaction	-1.09	64	.279	Fail to Reject	Not Significant

**. p<0.05, **. p<0.01*

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V. CONCLUSION

The study concluded that the majority of the faculty and staff of IBA College of Mindanao, Inc. prefer shopping in physical stores rather than online shops. Respondents value the opportunity to personally inspect products, interact directly with sellers, and receive purchased items immediately. Although online shopping offers convenience and accessibility, physical stores remain the more preferred shopping platform among the respondents.

The study concluded that the faculty and staff exhibit a high level of customer satisfaction across all dimensions, namely shopping experience, willingness to repurchase, and convenience. All indicators were rated as "Highly Satisfied," demonstrating that respondents have positive perceptions of their preferred shopping method. Among the three dimensions, convenience emerged as the strongest factor contributing to customer satisfaction, indicating that accessibility, ease of use, and time-saving benefits are highly valued by consumers.

The study concluded that there is no significant difference in the overall customer satisfaction of respondents when grouped according to shopping preference. While online shoppers reported significantly higher satisfaction in terms of convenience, the difference was not sufficient to create a significant variation in overall customer satisfaction between those who preferred physical stores and those who preferred online shops. Therefore, both shopping platforms are capable of providing satisfactory shopping experiences to consumers.

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