

From Ads to Parcels: The Influence of Digital Marketing and Customer-Based Brand Equity on Online Shopping Satisfaction Among the Employees of Davao Oriental State University

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Abstract

This study aimed to determine the influence of digital marketing and customer-based brand equity on the online shopping satisfaction of employees in Davao Oriental State University. Specifically, the study examined the level of digital marketing, customer-based brand equity, and online shopping satisfaction, as well as the significant relationship among these variables. The study utilize a quantitative, non-experimental, descriptive-correlational research design. Data was gathered using a quantitative survey questionnaire designed by the researcher based on a review of related literature and theories concerning online shopping experience, brand familiarity, and customer satisfaction. Data was analyze using the mean, standard deviation, t-test, analysis of variance (ANOVA), and regression. The study intended to reveal the scale in which the following variables- digital marketing and customer-based brand equity affect the dependent variable online shopping satisfaction. The result have indicated a positive influence which mean that the level of this indicator increases, the level of online shopping satisfaction also increases. The study shows a significant difference in online shopping satisfaction in terms of gender. The online shops owners should design targeted campaign varying the content style, product presentation, and promotional approached to better match the specific needs and expectation of each gender group.

Keywords: Digital Marketing, Customer-Based Brand Equity, Online Shopping Satisfaction

1 Introduction

The rapid growth of the internet and digital technologies has transformed the global business environment. As of January 2020, there were approximately 4.54 billion active internet users worldwide, representing 59% of the global population [1]. This expansion has strengthened the use of digital marketing as a primary strategy for promoting products and engaging consumers [2]. At the same time, online shopping has become a convenient and efficient method of purchasing goods and services, offering accessibility and ease to consumers across the world [3]. The COVID-19 pandemic further accelerated the growth of e-commerce, with online retail transactions accounting for 19% of total retail sales in 2020 [4].

In the Philippines, the increasing use of mobile devices and internet access has contributed to the growing popularity of online shopping. Consumers, including professionals and university employees, utilize digital platforms because of their convenience and efficiency. However, customer satisfaction in online

shopping is influenced by digital marketing efforts and brand equity, which enhance customer trust, perceived value, and competitive advantage [5].

Although previous studies have examined digital marketing, brand equity, and customer satisfaction in various industries [6,7,8] limited research has focused specifically on online shopping satisfaction among university employees. Therefore, this study aims to investigate the factors influencing online shopping satisfaction, particularly digital marketing and customer-based brand equity, among employees of Davao Oriental State University.

2 Related Literatures

2.1 Digital Marketing

Digital Marketing is the next big thing in marketing, it entails all marketing efforts that capitalize on internet and digital devices. In the current era, digital marketing emerges as the most influential method. Every business strives to adjust and respond to the digital marketing world, aiming to maximize the effectiveness of digital marketing across various platforms. People are now spending more time online, checking out products and services and sharing their experiences with various brands. It is clear that digital marketing has the power to influence how consumers behave. Most of the fast-food restaurants surveyed emphasized the importance of social media and digital marketing in their overall strategy. Each digital marketing campaign incurs expenses, and its effectiveness is measured by the profit it generates. Tools such as email and wireless media, coupled with digital data, are instrumental in overseeing all activities within digital marketing [9]. Studies conducted by [10] found that digital marketing positively influences the intention to purchase. Digital marketing facilitates easy access to product information, thereby reinforcing consumer intentions to buy.

Furthermore, research conducted in the City of Surabaya by Kaihatu, [11] also affirms the influence of digital marketing on purchase intention emphasizing that well-aligned digital marketing strategies can readily stimulate consumer buying intentions and preferences. Some of the basic forms of digital marketing include Content Marketing, Social Media Marketing [12], Affiliate Marketing [13], Email Marketing [14], Webinar Platforms [15], and Mobile Applications and E-Commerce [16]. Thus, building strong brand recognition would definitely lead the way to purchasing intention.

2.2 Social Media Marketing

Social media greatly influences the marketing experience of consumers and has the potential in strengthening their trust in brands. Social media marketing introduces a contemporary advertising method that empowers companies to generate relevant and valuable content for consumers [17]. This approach fosters enhanced consumer engagement and a heightened intention to make purchases. The study of Salhab 2023 [12] found that there is a significant correlation between social media marketing and brand trust and image, and the latter are statistically correlated to purchase intention. Moreover, numerous researches confirmed that social media marketing is highly correlated to customer's purchase intention [18,19,20]. Social media is the term used to denote a category of media focused on online interaction and communication among people. In the present era, individuals are skilled at multitasking and often spend a significant part of their hours simultaneously engaging with multiple online platforms. Referred to as digital natives, these individuals effortlessly navigate the web, exchange text messages, and may even talk on the phone anytime. Marketers now have an extensive array of tools to connect with these digital natives. The prevailing question for most companies is not whether to incorporate social media into their communication strategies, but rather determining the optimal extent of its utilization. Engaging with social

media has become a significant aspect of nearly everyone's daily routine. Platforms like Facebook, WhatsApp, and Instagram boast extensive user bases, with their numbers continually increasing every second [21]. It is estimated from 2018, more than 3.196 billion people were actively using social media [22]. The study of Lee 2022 [23] revealed that online social networks influence various stages of consumers' decision-making processes, particularly in the context of fast-food industry. The primary driver behind this behavior was identified as convenience and user accessibility.

2.3 Webinar Platforms

Webinar is an alternative of digital marketing campaign; thus, individuals have the option to attend and engage in webinars through either a computer or a mobile device. During these sessions, participants can interact in real-time or at their convenience, utilizing video, audio, and image [24]. The term "webinar" was coined by merging "web" and "seminar" facilitates remote participation in a synchronized session. Conference engagement can be interactive and instantaneous, utilizing video or audio broadcasting, recorded content, electronic presentations, shared applications, and whiteboards [25]. In addition, asserted that managers can strengthen connections with customers by organizing impactful events. Another strategy is to host a free webinar featuring guest speakers who discuss about the products offered by the company, specifically tailored for these customers. The dynamic interaction generated through these initiatives encourages increased purchasing interest among customers. Jaipong and Siripipatthanaku 2023 [26] stated that customers who engage in webinars are likely to encounter a more profound personal interaction with the brand. Consequently, individuals who are interested with the digital content and experience tend to exhibit an increased intention to make a purchase.

2.4 Mobile Applications and E-Commerce

In relation to the factors impacting attitudes toward mobile advertising, it was identified that the value or advantages offered by mobile advertising and the perceived level of interactivity act as factors influencing attitudes and purchase intentions [27]. The study of Hanjaya et al. 2019 [28] revealed that in Indonesia, the online purchase intention through mobile apps is significantly influenced by usefulness and information quality. Conversely, in Singapore, ease of use, usefulness, and service quality were identified as significant factors affecting the online purchase intention through mobile apps. Marketers are increasingly focusing on mobile marketing initiatives in the current business landscape due to its capacity to shape customer's purchase intention. It found that the online purchase intentions of Nepalese consumers is significantly influenced by mobile marketing [29]. Businesses can enhance their sales by utilizing mobile marketing alerts, providing relevant information, building trust, and ensuring relevance. In addition, it concluded the significant correlation between mobile marketing and customer's purchase intention [30]. It is evident that customers maintain connectivity with social media and the internet through smartphone applications. Hence, the mobile apps platform proves to be a potent avenue for advertising. With a widespread adoption of smartphones, marketers can target a vast customer base through these apps. The escalating number of smartphone users creates an opportunity for organizations to effectively engage with both existing and potential customers through mobile app advertising. Additionally, digital marketing involves the promotion of products and services through an e-commerce platform offering immediate responses in real-time to internet connectivity [31].

2.5 Content Marketing

In the Manufacturing Content Marketing Report published by Content Marketing Institute, (2018) it was revealed that 86% of businesses have implemented content marketing. However, merely 14% of participants expressed confidence in the effectiveness of content marketing in meeting organizational

object-tives, and 49% of those surveyed considered content marketing to be ineffective. Another observation is that consumers are hesitant to fully participate as content contributors or creators due to their reluctance to risk their perceived level of interactivity act as factors influencing attitudes and purchase intentions [27]. The study of Hanjaya revealed that in Indonesia, the online purchase intention through mobile apps is significantly influenced by usefulness and information quality. Conversely, in Singapore, ease of use, usefulness, and service quality were identified as significant factors affecting the online purchase intention through mobile apps[32]. Marketers are increasingly focusing on mobile marketing initiatives in the current business landscape due to its capacity to shape customer's purchase intention. The online purchase intentions of Nepalese consumers is significantly influenced by mobile marketing. Businesses can enhance their sales by utilizing mobile marketing alerts, providing relevant information, building trust, and ensuring relevance[29]. In addition, the significant correlation between mobile marketing and customer's purchase intention. It is evident that customers maintain connectivity with social media and the internet through smartphone applications. Hence, the mobile apps platform proves to be a potent avenue for advertising. With a widespread adoption of smartphones, marketers can target a vast customer base through these apps. The escalating number of smartphone users creates an opportunity for organizations to effectively engage with both existing and potential customers through mobile app advertising[30]. Additionally, digital marketing involves the promotion of products and services through an e-commerce platform offering immediate responses in real-time to internet connectivity [31].

2.6 Email Marketing

Achieving a successful email marketing strategy requires delivering the appropriate emails to the right audience at the right time [33]. Email marketers have the opportunity to enhance their promotional and informational email communication by incorporating specific elements such as informative value, entertaining message content, layout, and visual appeal. This enables them to craft effective email marketing messages and strategize advertising campaigns [34]. Email marketing has the potential to be highly targeted and personalized to cater to a specific audience tailored to their individual needs and preferences. Numerous researches have confirmed the statistically significant relationship between email marketing and customer's purchase intention [35,36,37]. However, the findings of Ahmed and Rashid, imply that the impact of email marketing appears to be comparatively less significant when contrasted with other marketing strategies like mobile advertising and retargeting campaigns [38]. Email marketing as a digital marketing strategy has the least influence on purchasing decision.

2.7 Customer's Purchase Intention

The significance of purchase intention in the success of a company or industry is noteworthy. The inclination to purchase presents opportunities for companies to foster long-term customer retention. Consequently, by cultivating purchase interest in consumers, companies can effectively discourage them from opting for comparable products or services offered by other businesses. The rapid expansion of the fast-food sector has attracted substantial financial opportunities for stake-holders, prompting advertisers to delve into the factors influencing individuals' intention to purchase [39]. Marketing significantly and positively influences the intention to make a purchase [40,41,42]. Various strategies and digital platforms are being employed to connect with the young individuals to foster brand development and shape their purchasing intentions. These digital marketing channels include social media advertising, content and affiliate marketing, and email marketing. Thus, customers have the flexibility to access their preferred marketplaces at any location and time through engaging web pages containing compelling and informative content, graphics, interactive elements, and visuals. This addresses the limitations of traditional marketing

and enhances the overall user experiences [43]. Digital marketing techniques are transforming the approach businesses use to connect with their customers. Leveraging strategies like email campaigns and social media marketing, businesses can establish a direct channel to their audience, cutting down expenses associated with traditional advertising methods such as print media. Moreover, digital methods empower businesses to craft tailored messages for their target audience and enhance the communication with greater efficiency [44].

2.8 Customer-Based Brand Equity

Brand Equity is one of the most valuable assets of a company [45]. 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 [46]. 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 [45]. 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 [46]. Building strong brand equity is essential for differentiating a firm's offerings from competing brands [47]. The high brand value was found to have high value in the market. This means that the brand creates a positive response in the marketplace [48]. 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. This affirmed when he pointed out that a strong brand has high brand equity and is thus a precious asset of a company [49]. This also noted that the effect of the brand lies in the mind of the customers [46]. Their feelings, thoughts, image and expectation define the uniqueness of the brand. Moreover, it 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. It 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 [50]. It 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 [49]. Also, cited that the assessment of brand equity on customers' perspective determines customer-based brand equity [50]. 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 [50].

2.9 Brand Awareness.

Brand awareness is the customer's ability to recall and identify a brand [50]. It is one of the dimensions of brand equity. Although Aaker (1991) pioneered brand awareness as a dimension of brand equity as a whole, it revealed that brand awareness positively affects customer-based brand equity [47]. It posited that high brand awareness enhances the ability of a product to be chosen, decreasing vulnerability in the market [51]. 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. 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 [52]. In addition, brand awareness significantly contributes to the positive financial and market performance of a company [52]. In contrast to the above claims regarding brand awareness as an antecedent to CBBE, it revealed that brand awareness has no significant positive direct effect on brand equity[53]. 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, it concluded that brand awareness positively influences brand equity as well as other dimensions[51].

2.10 Brand Association

Brand association from the stand point of Aaker's Equity model 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, it 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 [45].

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. 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[51]. Additionally, it reveal that brand associations have significant positive effect on customer-brand equity [53]. This means that a strong association towards a brand leads to a strong brand equity. Similarly, yielded the same result, that is, brand association positively affects customer-based brand equity [47].

2.11 Perceived Quality

Perceived quality refers to the extent of which a brand is considered to provide good quality products [46]. 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 [53]. 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. Perceived quality as the overall judgement on the superiority and excellence of the product [45]. Perceived quality is considered to be one of the core determinants of customer behavior

and product success [64]. 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. It concluded that perceived quality affects brand equity as it provides value to the brand and influences the customer to purchase a product [65]. Moreover, the study of Aaker (1991) explaining that perceived quality largely contributes to the company's profitability. Further cited that there is an increase brand equity when the perceive quality of the brand is high [65]. The study²⁸ of revealed that perceived quality positively affects customer-based brand equity [47].

2.12 Brand Loyalty

Aaker (1991) defines brand loyalty as the attachment a customer has to a brand. It is the heart of brand equity [53]. In another study, 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[47]. It is the extent to which customers are loyal to a brand [46]. 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 [51]. The result of the study of cited that 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 [53]. This is congruent to the result of the study which yielded that brand loyalty together with other CBBE dimensions is a significant dimension of brand equity [47]. Additionally, it 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 [54].

2.13 Customer Satisfaction

Consumer satisfaction results from comparing expectations with actual experience; consumers are pleased when delivery meets or exceeds expectations. Satisfaction and loyalty are key elements determining market success. Satisfied customers tend to repeat purchases when service providers meet or exceed expectations. Identifying the determinants of consumer satisfaction provides a benchmark for business improvement [55]. Identified eight determinants of online customer satisfaction: web design, security, information quality, payment methods, service quality, product quality, product range, and service provision [56]. Similarly, identified consumer interface quality, information quality, perceived quality, and privacy as major determinants of e-satisfaction [57].

2.14 Security

Security refers to a website's ability to protect consumers' personal data from unauthorized access during electronic transactions [57]. It is considered a crucial factor in online purchasing decisions [57] because privacy and security build trust in online transactions [58]. Since online shopping often requires debit or credit card payments, consumers pay close attention to retailer credibility[59]. Willingness to purchase online depends on their confidence in sharing personal and financial information [60]. They prefer trusted vendors or familiar brands [61]. Security concerns, particularly misuse of credit card data, remain a major barrier to online purchasing [63]. Security includes data protection and transaction security, as well as customer authentication [56]. It found that consumers are more likely to transact online when privacy is assured. Thus, strong website security enhances customer trust and satisfaction [58].

2.15 Information Availability

Online shoppers expect retailers to provide accurate and complete product information [66]. Since customers cannot physically examine products online, detailed information is essential [59]. Consumers value information that meets their needs [67]. Information quantity and credibility influence service quality in e-shopping [67]. Providing adequate and reliable information reduces consumer uncertainty and enhances confidence [68]. It emphasized that access to complete information facilitates informed decision-making [69]. Interactive comparison tools further improve customer satisfaction [70]. Additionally, identified product information quality and abundance as key components of e-satisfaction [71].

2.16 Shipping

Shipping directly affects customer satisfaction in online shopping [71]. It is a critical component of the online purchase process [71]. Proper product delivery—accurate, timely, and well-packaged—is essential for satisfaction [73]. Customers expect reliable and timely delivery according to promised condition [74]. It emphasized the delivery service as a critical factor in fulfilling customer expectations [75]. Reliable and fast delivery enhances satisfaction, while delays cause dissatisfaction [76]. Effective delivery services also strengthen consumer confidence in online shopping [77]. Therefore, timely and secure shipping is vital to meeting customer expectations.

2.17 Quality

Product and service quality positively influence customer satisfaction in online commerce [78]. Perceived product quality refers to the consumer's judgment of overall excellence [62]. Emphasized that maximizing product quality while minimizing cost contributes to e-commerce success [79]. Identified perceived product performance as a strong determinant of satisfaction [80]. Service quality also significantly impacts customer satisfaction [81]. High service quality fosters customer loyalty and strengthens relationships with online retailers [82]. Service quality involves providing efficient purchasing, shipping, and delivery processes [56]. Retailers that anticipate and meet customer needs enhance satisfaction [82]. Website quality further influences online shopping decisions [83].

2.18 Pricing

Pricing significantly influences customer satisfaction because consumers evaluate value based on price [84]. Price represents the sacrifice consumers make to obtain a product [85]. Studies show that pricing is closely related to satisfaction levels [86]. Perceived unfair pricing leads to dissatisfaction and disloyalty [87]. It found that pricing is a major reason customers switch retailers [88]. Experienced online consumers are particularly sensitive to pricing [88,89]. Many consumers shop online to obtain lower prices compared to traditional stores [91,92]. Discounts positively affect price perception and satisfaction [93]. Since customers cannot physically inspect products online, price perception becomes more influential [94,95]. Competitive pricing and comparison features enhance satisfaction [96].

2.19 Time

Time-saving is a major advantage of online shopping [97]. Browsing online catalogs reduces travel and shopping stress [98]. However, delivery time may offset perceived time savings [99]. Time-saving is a primary motivator for experienced online shoppers [100]. Online consumers prioritize convenience and time-saving, whereas offline consumers focus more on security and delivery reliability [102]. Emphasized purchase simplicity and reduced shopping time as key benefits of e-commerce [71,103]. Online shopping reduces traffic, parking issues, and waiting time [104,105]. Thus, time efficiency plays an important role in shaping online customer satisfaction.

3 Theory Base

This study is anchored on three interrelated theories: Aaker's Brand Equity Model, Digital Marketing Theory, and Expectation-Confirmation Theory, which collectively provide a comprehensive understanding of how digital marketing and brand equity influence online shopping satisfaction among employees of Davao Oriental State University. Aaker's Brand Equity Model (1991) proposes that brand equity is composed of four key dimensions: brand awareness, brand associations, perceived quality, and brand loyalty. Brand awareness refers to the extent to which consumers recognize or recall a brand, while brand associations represent the mental connections and attributes that consumers link to the brand. Perceived quality reflects consumers' judgments regarding a brand's overall excellence or superiority, and brand loyalty measures the tendency of consumers to repeatedly purchase a particular brand over others. In this study, these dimensions are employed to measure customer-based brand equity and to determine how each contributes to online shopping satisfaction. Unlike previous studies that often treat brand associations as a single variable, the approach of Aaker's model, which includes both brand personality and organizational associations, providing a more nuanced understanding of the multidimensional nature of brand equity [106,107, 53]. Digital Marketing Theory explains how various online strategies and tools—such as social media marketing, email marketing, search engine marketing, content marketing, and digital advertisements—shape consumer behavior and influence brand perception [108]. This theory emphasizes consumer engagement, personalized communication, and interaction through digital platforms. In the context of this study, digital marketing strategies act as external stimuli that affect employees' awareness, perceptions, and attitudes toward brands, ultimately contributing to online shopping satisfaction. For example, well-targeted digital advertisements or engaging social media campaigns can enhance brand associations and perceived quality, reinforcing brand equity while creating expectations for the online shopping experience. Expectation-Confirmation Theory (Oliver, 1980) provides a framework for understanding customer satisfaction as a function of the comparison between pre-purchase expectations and post-purchase experiences. According to this theory, satisfaction arises when the actual performance of a product or service meets or exceeds the consumer's expectations, whereas dissatisfaction occurs when performance falls short. In this study, digital marketing efforts and the customer-based brand equity of online retailers shape employees' expectations prior to online shopping. When these expectations are confirmed through actual online shopping experiences—such as convenience, website layout, timely delivery, and secure payment—satisfaction is achieved. By integrating these theories, this study posits that digital marketing strategies influence brand perception and expectation formation, while customer-based brand equity reinforces confidence and trust in the brand. The interplay of these factors ultimately determines online shopping satisfaction among the employees of Davao Oriental State University. This framework allows for a systematic examination of how both digital marketing and brand equity contribute to a positive online shopping experience, filling a gap in research that has largely focused on industries such as tourism, hospitality, and retail, but not within the context of university employees' online shopping behavior.

4 Methodology

This study was utilize 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). A total sample of 268 respondents from the overall population of 884 DOrSU employees.

The inclusion criteria for respondents are: (1) Filipino citizens, (2) current employees (teaching or non-teaching) of DOrSU, and (3) have engaged in online shopping at least once in the past six months. Excluded from the study are employees who have never purchased online and those who are on leave during the data collection period. Pilot testing was commenced after the questionnaire approval. There were 30 respondents to determine the reliability of the items in the questionnaire. The respondents subjected to pilot testing was excluded from the actual collection of data.

Before commencing the data collection, the researcher give a formal letter in different campuses. This serves as an approach to inform the campuses about the research, and sought their permission for data collection. This steps ensured and allowed the campuses to make an informed decision about their participation in the study.

5 Result and Discussion

5.1 Demographic Profile

Table 1 presents the demographic profile of the respondents. The findings reveal that the respondents were almost equally distributed in terms of gender, with females comprising 50.20% and males comprising 48.57%, while 1.22% preferred not to disclose their gender. In terms of age, the majority belonged to the 26-35 years old group (51.43%), indicating that most respondents were young adults who are highly exposed to digital technologies and online shopping platforms. Most respondents were single (68.16%), while 31.84% were married. Regarding gross monthly income, the largest proportion earned below Php 20,000.00 (33.47%), followed by those earning Php 35,001-Php 40,000 (29.80%). In terms of employment status, permanent employees constituted the largest group (46.94%). Moreover, most respondents reported making online purchases monthly (60.82%), and the most preferred mode of payment was Cash on Delivery (67.76%). These findings suggest that online shopping is widely practiced among economically active young adults who value convenient and accessible payment methods.

Table 1: Demographic Profile of the Respondents

Profile		Frequency	Percentage
Gender	Female	123	50.20%
	Male	119	48.57%
	Prefer not to say	3	1.22%
Age	18-25 years old	68	27.76%
	26-35 years old	126	51.43%
	36 years old and above	51	20.82%
Civil Status	Married	78	31.84%
	Single	167	68.16%
Gross Monthly Income	below Php 20,000.00	82	33.47%
	P 20,001 - P 25,000	7	2.86%

		P 25,001 – P 30,000	30	12.24%
		P 30,001 - P 35,000	45	18.37%
		P 35,001 - P 40,000	73	29.80%
		P 40,001 above	8	3.27%
Status of Employment		COS	10	4.08%
		Job Order	38	15.51%
		Part-Time	32	13.06%
		Permanent	115	46.94%
		Temporary	50	20.41%
Frequency of Purchase		Daily	4	1.63%
		Monthly	149	60.82%
		Weekly	49	20.00%
		Yearly	42	17.14%
Mode of Payment		Cash on Deliver	166	67.76%
		Online Bank Transfer	32	13.06%
		Credit/Debit Card	47	19.18%

5.2 Level Of Digital Marketing Strategies

Table 2 the level of digital marketing strategies and reveals an overall mean of 4.07 interpreted as “High.” Social media marketing obtained the highest mean of 4.21 and was interpreted as “Very High,” while email marketing received the lowest mean of 3.93 though still interpreted as “High.” These findings indicate that respondents generally perceive digital marketing strategies as highly effective in influencing online shopping behavior. The dominance of social media marketing suggests that online consumers are highly responsive to interactive, accessible, and visually engaging digital platforms.

Table 2: Level of Digital Marketing Strategies

Indicators	Mean	SD	Descriptive Interpretation
Social Media Marketing	4.21	0.51	Very High
Brand Exposures through Webinars	3.99	0.72	High
Mobile Applications and E-Commerce	4.15	0.58	High
Content Marketing Campaigns	4.04	0.59	High
Affiliate Marketing	4.12	0.60	High
Email Marketing	3.93	0.75	High

Overall Level of Digital Marketing	4.07	0.49	High
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The result implies that incorporating social media marketing as a tool in building the brand recognition and awareness which positively influence customers perception of the brand resulting to purchase intention of the respondents. This was also supported by the study stated that social media marketing activities improve brand loyalty leading to purchase among customers [109]. Social media marketing proves to be successful in different brand industry as to heavily influences purchase intention and recognizability of products and services offered by a certain brand [109,12].

This digital marketing strategies assist the brand in facilitating and distributing avenue in promoting the brand and it keeps customers in the algorithm. It is confirmed that increased brand awareness and engagement through email marketing have demonstrated a notably positive influence on customers purchase intention [14,3]. Additionally, this is also supported by the study confirming that approximately 60% of customers acknowledge making instant purchased in response to email marketing communications [110].

5.3 Customer- Based Brand Equity

Table 3 the level of customer-based brand equity and reveals an overall mean of 3.97 interpreted as “High.” Among the dimensions, brand awareness obtained the highest mean of 4.09, this means that the respondents recognized, recalled, characterized, and knew what an online shop looks like. This was supported by the study, which stated that high brand awareness enhances the ability of a product to be chosen, decreasing vulnerability in the market[51]. This positive indication affirms that brand awareness increases the brand performance in the market [52]. The result of the study shows very high brand awareness is an indication that CBBE of the online shop is also very high, consistent with the study conducted which results in brand awareness positively affecting customer-based brand equity [47].

While brand loyalty received the lowest mean of 3.97, this also indicates that they perceived the online shop as a quality shop. It also shows the respondents have agree 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. According to the findings of the study which disclosed that if a customer has a good perception. About the quality of the product, it increases satisfaction[111].

Table 3: Level of Customer-Based Brand Equity

Indicators	Mea n	SD	Descriptive Interpretation
Brand Awareness	4.09	0.62	High
Brand Association	4.06	0.59	High
Perceived Quality	4.00	0.59	High
Brand Loyalty	3.97	0.65	High

Overall Level of Customer-Based Brand Equity 3.97 0.65 High

Although all indicators remained within the “High” category. These findings indicate that respondents generally possess favorable perceptions and strong recognition of online shops. The results imply that customer-based brand equity plays an important role in influencing consumers’ attitudes and behaviors toward online shopping platforms.

5.4 Level of Online Shopping Satisfaction

Table 4 presents the summary of online shopping satisfaction and reveals an overall mean of 4.11 interpreted as “High.” Website design obtained the highest mean of 4.21 and was interpreted as “Very High.” This affirms the study that the design of website presents an excellent framework of online firms to generate customer satisfaction [112]. The online application of some online shops with easy accessible and human friendly design and features made easy for the employees of DOrSU to shop and search online, that’s why they are more enticed to buy more in online and usually make them a repeat buyer. This also supported by the study stated 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 [112].

Table 4: Level of Online Shopping Satisfaction

Indicators	Mean	SD	Descriptive Interpretation
Convenience	4.12	0.58	High
Website Design	4.21	1.04	Very High
Time Saving	4.11	0.68	High
Security	4.03	0.63	High
Overall Level of Online Shopping Satisfaction	4.11	0.63	High

While security received the lowest mean of 4.03 though still within the “High” category. This affirms to the study stated that security features of an online shop may lead to customer contentment [56]. A trustworthy and secured online shop thereby leads to online shopping satisfaction [113]. These findings indicate that respondents are generally satisfied with their online shopping experiences, particularly in terms of website usability and convenience. The results imply that enhancing website quality and maintaining secure transactions are essential in sustaining customer satisfaction.

5.5 Analysis on the Difference of Online Shopping Satisfaction According to Demographic Profile

Table 5 reveals that among the demographic variables examined, only gender showed a significant difference in the level of online shopping satisfaction ($p = .006$). Female respondents reported slightly higher satisfaction levels compared to male respondents and those who preferred not to disclose their gender.

Table 5: Analysis on the Difference in the Level of Online Shopping Satisfaction across the Respondents' Demographic Profile

Profile	Mean	F-value	p-value	Remarks	
Gender	Female	4.13	13.81	.006	Significant
	Male	4.12			
	Prefer not to say	3.20			
Age	18-25 years old	4.14	0.192	.824	Not Significant
	26-35 years old	4.13			
	36 years old and above	4.06			
Civil Status	Married	4.09	0.179	.673	Not Significant
	Single	4.12			
Gross Monthly Income	below P 20,000.00	4.12	1.02	.432	Not Significant
	P 20,001 - P 25,000	4.61			
	P 25,001 - P 30,000	4.07			
	P 30,001 - P 35,000	4.00			
	P 35,001 - P 40,000	4.17			
	P 40,001 above	3.94			
Status of Employment	COS	3.80	0.845	.503	Not Significant
	Job Order	4.18			
	Part-Time	4.19			
	Permanent	4.09			
Frequency of Purchase	Temporary	4.13	0.408	.749	Not Significant
	Daily	4.09			
	Monthly	4.11			
	Weekly	4.17			
Mode of Payment	Yearly	4.05	0.829	.440	Not Significant
	Cash on Deliver	4.09			
	Online Bank Transfer	4.12			
	Credit/Debit Card	4.18			

On the other hand, age, civil status, gross monthly income, employment status, frequency of purchase, and mode of payment showed no significant differences, as all p-values exceeded the 0.05 level of significance. These findings imply that online shopping satisfaction is generally consistent across most demographic groups, regardless of socioeconomic or purchasing characteristics.

5.6 Regression Analysis of Digital Marketing Strategies and Customer-Based Brand Equity Factors Influencing Online Shopping Satisfaction

Table 6 presents the regression analysis identifying the predictors of online shopping satisfaction. The overall regression model was statistically significant (F=19.200, p<.001) and explained 45.0% of the variance in online shopping satisfaction (R²=.450), indicating that the combined digital marketing strategies and customer-based brand equity factors significantly influence customer satisfaction. Among the predictors, affiliate marketing (p=.011), perceived quality (p=.004), and brand loyalty (p<.001) were found to have significant positive effects on online shopping satisfaction.

Table 6: Regression Analysis of Digital Marketing Strategies and Customer-Based Brand Equity Factors Influencing Online Shopping Satisfaction

Predictor	Estimate	SE	t	p
Intercept	1.159	0.263	4.411	<.001
Social Media Marketing	-0.004	0.064	-0.066	0.948
Brand exposures through webinars	-0.008	0.054	-0.146	0.884
Mobile Applications and E-commerce	0.066	0.077	0.865	0.388
Content Marketing Campaigns	-0.112	0.075	-1.494	0.137
Affiliate Marketing	0.163	0.063	2.575	0.011
Email Marketing	0.057	0.055	1.030	0.304
Brand Awareness	0.019	0.061	0.306	0.760
Brand Association	0.102	0.065	1.570	0.118
Perceived Quality	0.196	0.068	2.903	0.004
Brand Loyalty	0.255	0.063	4.064	<.001
R=.671; R²=.450; F=19.200; p<.001				

Brand loyalty emerged as the strongest predictor, suggesting that loyal customers are more likely to experience higher satisfaction levels. In contrast, social media marketing, webinars, mobile applications and e-commerce, content marketing campaigns, email marketing, brand awareness, and brand association did not show significant influence. These findings imply that maintaining customer trust, ensuring quality service, and strengthening loyalty programs are more influential in enhancing online shopping satisfaction than general promotional activities alone.

6 Conclusion

The study intended to reveal the scale in which the following variables- digital marketing and customer-based brand equity affect the dependent variable online shopping satisfaction. The result have indicated a positive influence which mean that the level of this indicator increases, the level of online shopping satisfaction also increases.

The study revealed that there is a significant difference in online shopping satisfaction in terms of gender, thus, the hypothesis stating that there is no significant difference on online shopping satisfaction among the respondents when analyze in terms to demographic profile is rejected.

The study further revealed that affiliate marketing, perceived quality, and brand loyalty significantly affect online shopping satisfaction, with the brand loyalty as the strongest indicator. Therefore, the hypothesis stating that the digital marketing and customer- based brand equity have no significant influence on online shopping satisfaction is rejected.

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8 Recommendation

Based on the findings and conclusion of the study, the following recommendations have been presented: It is important in online shops to prioritize in improving web design, navigation, and accessibility. It must be remain user- friendly, responsive, and easy to understand to provide customer smooth and convenient shopping experience. The online owners should invest in strengthening the brand of the online hop to differentiate itself among the other players in the market.

Online shops owners should continue in maximizing social platforms like Facebook, Instagram, Tiktok, and etc. by creating engaging, interactive, and visually appealing content. Since the social media marketing has the highest overall mean, online shop owners should invest more in campaigns, influencer collaboration, customer engagement activities to sustain interest and purchase intention.

The study shows a significant difference in online shopping satisfaction in terms of gender. The online shops owners should design targeted campaign varying the content style, product presentation, and promotional approached to better match the specific needs and expectation of each gender group.

The future researchers may explore more additional variables that affecting online shopping satisfaction. Researchers may also consider involving larger samples and different institutions or industries to broaden the scope since it was limited only to Davao Oriental State University employees. Also, the future researcher could also explore the role of income in lieu to the feasibility of online shops.

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