Online shopping experience, website brand familiarity and online customer satisfaction: Inputs to online marketing strategy enrichment framework

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Abstract

This study which was conducted among the customers of five (5) online shopping platforms in Shanghai, China using the purposive sampling technique, was conducted with the objective of assessing the online shopping experience, brand familiarity, and online customer satisfaction specifically among millennials in China. The study used a descriptive correlational research design, collecting data through a 500-member questionnaire survey. The primary aim was to develop an effective online marketing strategy tailored to this demographic. Based on the study findings, the customers find online shopping convenient, trustworthy, and are inclined to make future purchases. The study found a positive relationship between website brand familiarity and online customer satisfaction. Online customer satisfaction was influenced by various factors including shipping and delivery, pricing, quality, security, and time-saving benefits. The study examined the relationships between online shopping experience, website brand familiarity, and online customer satisfaction, and it suggests that there are significant connections between these variables.

Keywords: online shopping, brand familiarity, customer satisfaction, millennials, online marketing

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1. Introduction

In today's digital era, the internet has become an integral part of people's lives, revolutionizing the way they engage in various activities, including commerce. Online shopping has emerged as a popular practice, enabling individuals to directly purchase goods and services from sellers without the need for intermediaries. This shift from traditional to digital methods of buying has been facilitated by the World Wide Web, which offers a wide range of products and services for consumers to explore and compare. Convenience plays a significant role in the appeal of online shopping. Customers can access web retailers at any time, from the comfort of their homes or workplaces, and browse through an extensive selection of products. The elimination of long queues and the ability to find specific items quickly are particularly advantageous, making online shopping a preferred choice, especially during busy periods like the Christmas season (Sunitha & Gnanadhas, 2014).

While the individual experience of online shopping has received considerable attention in previous research, there is a research gap when it comes to understanding the overall online shopping experience in a social context. It is important to recognize that shopping is a social experience, and customers often share their co-creation experiences with their social networks, which can include family, friends, and community members (Michaud-Trevinal & Stenger, 2012). However, there is limited exploration of online shopping experiences in the context of a partner or group setting. There has been a lot of research on how website brand familiarity affects customer behavior, but little has been done specifically on how online brand familiarity affects consumer behavior. For instance, it is unclear how brand familiarity on websites influences consumer purchasing behavior, product reviews, and brand loyalty. Lastly, using social media effectively can boost online consumer satisfaction. On the precise effect of social media on online consumer satisfaction, there is, however, little data. As an illustration, it is unclear how social media influences website user engagement, website user awareness, and website user pleasure.

Tsagkias et al. (2020) found that there are several challenges in online shopping. This encompasses various areas such as search problems, ranking optimization, human-computer interaction, conversational recommender systems, and automated customer care. Matching textual queries to multi-modal documents is a challenge that requires understanding and retrieving relevant information from different media types in the context of online shopping. Ranking optimization for online marketplaces aims to balance the needs of buyers and sellers, considering factors like product relevance and seller reputation. Human-computer interaction focuses on designing intuitive interfaces and user-friendly processes for online shopping platforms. Conversational recommender systems leverage natural language processing to provide personalized product recommendations to online shoppers. Lastly, automated customer care aims to handle customer inquiries and issues efficiently in the online shopping environment. Addressing these challenges improves the user experience, search capabilities, marketplace dynamics, user interaction, and customer support in the context of online shopping. Therefore, the present study aims to investigate the online shopping experience, particularly focusing on brand familiarity and online customer satisfaction, among millennials in China. This research will fill the existing research gap by examining the unique dynamics of online shopping experiences within a social context. By understanding how individuals perceive and interact with online shopping platforms when engaging with others, valuable insights can be gained for the development of effective online marketing strategies.

The rationale behind this study lies in the need to explore the impact of social interactions, brand familiarity, and customer satisfaction on the overall online shopping experience. By examining the experiences of millennials, who are an important consumer segment in the digital age, the study aims to provide valuable insights for businesses operating in the online marketplace. Understanding the factors that influence online

shopping experiences in a social context can help organizations tailor their marketing strategies to enhance customer satisfaction, strengthen brand loyalty, and optimize the overall online shopping experience.

Objectives of the Study - This study aimed to assess the online shopping experience, brand familiarity and online customer satisfaction among millennials in China and and developed an online marketing strategy enrichment framework. Specifically, this study described the online shopping experience with reference to effort expectancy, performance expectancy, trust, and intention to repurchase; determined the website brand familiarity in terms of website experience, brand attraction, and brand loyalty.; determined the online customer satisfaction as to shipping and delivery, pricing, quality, security, time, information availability, tested the relationship between online shopping experience, online customer satisfaction and website brand familiarity and developed an Online Marketing Strategy Enrichment Framework.

2. Methods

Research Design - This research was conducted using a descriptive correlational research design. This type of research design is a combination of descriptive design and correlational design. A descriptive correlational research design aims to describe relationships among variables rather than describing the cause and effects. It is used to describe one phenomenon and how they are related to another phenomenon in a situation where the researcher has no control over the independent variables that may cause or affect the dependent variable (Lappe, 2000). The researcher used the descriptive correlational design to describe the average assessment of all variables based on their individual dimensions.

Participants of the Study - The study's respondents are the customers of five (5) online shopping platforms in Shanghai, China. The researcher used the purposive sampling technique to select the respondents. The five online shopping platforms used in this study are TaoBao, JD, Pin Duo Duo, TikTok, and Poizon. The respondents of the study are 500 users of each one of the online shopping platforms. 70 respondents which represents 14% of the total sample were selected from Poizon, 75 respondents which represents 15% of the sample were selected from JD, 85 respondents representing 17% were selected from Pin Duo Duo, 110 of the respondents (22%) are selected from TikTok, and 160 of them (32%) are from Taobao. In selection of the research respondents, the researcher considered some inclusion and exclusion criteria; first, the respondents must be of legal age to participate in the study; second, they must be willing and express their willingness with signature; three, the respondents must be residents or citizens in Shanghai city that uses the online shopping platforms frequently; and lastly, the respondents have fully understood the purpose of the present research and how it will be used including all the information provided. The identity of the respondents will be protected by using codes or numbers to represent any personal information.

Data Gathering Instrument - This study made use of a quantitative survey questionnaire that is designed by the researcher based on the knowledge garnered from the review of related literature and theories pertaining to online shopping experience, website brand familiarity, and customer satisfaction. The instrument used in the study consists of four parts. The first part of the instrument was used to assess the demographic profile of the respondents in terms of their age, sex, monthly income, and marital status. The second part of the research instrument were adopted from the study of O. Pappas et al. (2014) which assessed the online shopping experience of the customers based on their effort expectancy, performance expectancy, consumer's trust and intention to repurchase. Part three (3) of the research instrument was adopted from the studies of Kaya et al. (2019) and Liyin (2009), which evaluate the website brand familiarity of the consumers. The dimensions used to measure this variable are website experience, brand attraction and brand loyalty. In the fourth part, the variable for online customer satisfaction were evaluated using the dimensions of shipping and delivery of goods, online pricing, quality of the products, security, and time. This was adopted from the research of Vasić et al. (2019).

Based on the results of Cronbach's Alpha Index of Reliability, the Online Shopping Experience, Website Brand Familiarity, and Online Customer Satisfaction Instrument have an excellent consistency as exhibited by

Cronbach's Alpha value of (.991). This was validated by the Excellent remarks from Online Shopping Experience (.966); it was confirmed by the Excellent results from Performance Expectancy (.930) and Trust (.925), and Good results from Effort Expectancy (.885) and Intention to Repurchase (.870). Also, it was validated by the Excellent remarks from Website Brand Familiarity (.974); it was confirmed by the Excellent results from Website Experience (.917), Brand Attraction (.952), and Brand Loyalty (.953). Moreover, it was further validated by the results from Online Customer Satisfaction (.980); it was confirmed by the excellent results from Shipping and Delivery (.943), Pricing (.941), Quality (.936), Time (.900), Information Availability (.950) and Good remark from Security (.887), which shows that the instrument at hand passed the reliability index test. Thus, the researcher can now proceed to the actual survey using the aforementioned instrument.

Data Gathering Procedure - The approved final questionnaire after incorporation of suggestions and recommendations, was used by the researcher as the tool in data gathering. After passing the reliability test and getting the necessary approvals from the university, the results were encoded and sent to the respondents online. During the questionnaire administration, the researcher attached a formal letter and an informed consent form was given to each of the consumer respondents, and the requirements of the study were subsequently explained to them. After grasping the concepts of the study, if the respondent expressed willingness to participate, the questionnaire was forwarded to the respondent through email or WeChat and was returned the same way. For the consumers in massive online shopping platforms like Taobao and TikTok, the researcher sent direct messages to the users through the app, using a generated link that will take them to the questionnaire or a request letter.

Once the surveys are collected, the researcher tallied them using Excel software. For surveys that are not fully accomplished, the researcher will dispose of them – only instruments that are fully answered were used to ensure equal assessment between the respondents and among all variables. Once the tally is complete, the Excel files are sent to the researcher's statistician, who will conduct the necessary tests needed to obtain the results from the research objectives. The tabulation, analyses, discussion, and conclusions were made by the researcher based on the findings of the study. An online marketing strategy will be developed.

Ethical Considerations - This study's confidentiality has been thoroughly checked. In terms of the respondents' participation in this study, the researcher ensured that the research policies and regulations of the university were followed. And the data gathering constraints of the school were fully understood by the respondents from Shanghai. Initially, the researcher confirmed that the respondents agreed to participate in the study after explaining the study criteria, purpose, and location. The researcher guaranteed that all participants were not pressured because the study was based on the participants' free involvement. The respondents' identities and responses will be kept private since they will only be used for academic reasons in accordance with the Data Privacy Act of the Philippines and China. The safety of respondents was also considered, as the current study will do no damage to participants. Finally, by following all of the essential ethical procedures for this study, the researcher verified that all permission letters were delivered and approval was granted with the signatures of the appropriate office before completing the study. Also, participants have the right to withdraw from the research if, after being informed of the requirements, they choose not to consent.

The researcher protected the confidentiality of the individual participants for the purposes of this study. Respondents can also determine how much of their information is disclosed in different contexts. The researcher notified all consumer respondents about how their information and responses would be used for this work, and the research was carried out with their full consent. Informed consent is a central tenet of research ethics. Its purpose is for human subjects to enter the study freely (voluntarily), with full awareness of what it includes, and to provide authorization prior to actually participating in the research. The researcher ensured that all participants gave informed permission for the purposes of this study. By doing so, the researcher assured that all participants understand the research's concept, its application, and where it will be published.

Data Analysis - The research made use of different statistical tools to count, code and interpret the data. These include the following: One is the frequency distribution and weighted mean for descriptive statistical

analysis in order to quantitatively obtain the overview of the relevant variables. The second is the Pearson's r product-moment correlation coefficient otherwise known as Pearson's r. It is a measurement of the linear relationship between two variables. It essentially seeks to create a line of best fit across the data of two variables and reflects how distant these data points are from this line of best fit (i.e., how well the data points match this new model/line of best fit). In this study, it was applied on the relationship between the use of AR and VR for Marketing and the digital marketing effectiveness of the manufacturing companies.

3. Results and Discussion

Table 1

Online Shopping Experience

Indicator	Weighted Mean	Verbal Interpretation	Rank
Effort Expectancy	2.52	Agree	3
Performance Expectancy	2.53	Agree	2
Trust	2.49	Disagree	4
Intention to Repurchase	2.55	Agree	1
Composite Mean	2.52	Agree	

Table 1 presents the key result areas related to the Online Shopping Experience, encompassing Effort Expectancy, Performance Expectancy, Trust, and Intention to Repurchase. The table provides an overview of the composite mean, verbal interpretation (VI), and rank for each key result area. The grand composite mean is 2.52 with an agreed verbal interpretation. This implies that the whole interaction a customer has with a website or app while making a purchase is known as the online shopping experience. It covers everything, from the first internet visit to the product's last delivery. Recurring customers and improved sales might result from a satisfying online purchasing experience.

The indicator with the highest rank in online shopping experience is Intention to Repurchase, with a composite mean of 2.55, indicating agreement. This suggests that participants express a positive inclination to make future purchases, reflecting their satisfaction and positive experience with online shopping. A higher intention to repurchase is a desirable outcome for businesses as it signifies potential customer loyalty and recurring revenue. This was supported by the study of Hamzah and Shamsudin (2020), which found that customer satisfaction and loyalty are vital drivers of a business's financial performance. By delivering exceptional customer experiences, businesses can foster strong relationships with their customers, leading to increased sales, customer retention, and, ultimately, improved financial results.

Effort Expectancy, as indicated by a composite mean of 2.52, received an overall agreement from the participants. This suggests that they perceive online shopping as relatively easy to navigate and operate. Previous research has emphasized the importance of ease of use and user-friendly interfaces in enhancing customers' online shopping experiences and reducing perceived effort (Barari et al., 2020).

Performance Expectancy obtained a composite mean of 2.53, indicating agreement among participants. This implies that they believe online shopping enhances their effectiveness, productivity, and overall satisfaction in searching for and purchasing goods. The perceived benefits of online shopping, including time savings, convenience, and access to a wider range of products, contribute to customers' positive performance expectations (Kawaf & Tagg, 2019). Trust, with a composite mean of 2.49, was rated at a disagreeable level. This suggests that participants may have reservations or concerns regarding the trustworthiness of online sellers and the security of online transactions. Building trust is crucial for online sellers to establish credibility, mitigate perceived risks, and foster long-term customer relationships (Hao Suan Samuel et al., 2015). The key result area of Intention to Repurchase obtained the highest rank, with a composite mean of 2.55, indicating agreement. Participants expressed a positive intention to repurchase products online, highlighting their satisfaction, perceived value, and likelihood of engaging in repeat purchases. Positive online shopping experiences, perceived product quality, and customer loyalty programs influence customers' intentions to repurchase (Eneizan et al.,

2020).

In summary, the summary table emphasizes the participants' agreement with Effort Expectancy, Performance Expectancy, and Intention to Repurchase in the Online Shopping Experience. However, it also reveals a disagreement regarding Trust, indicating the need for online sellers to focus on building trust, ensuring security, and addressing customer concerns. By improving ease of use, meeting performance expectations, building trustworthiness, and fostering customer loyalty, online sellers can enhance the overall online shopping experience and increase customers' intention to repurchase.

Table 2

Website Brand Familiarity

Indicators	Weighted Mean	Verbal Interpretation	Rank
Website Experience	2.50	Agree	2
Brand Attraction	2.53	Agree	1
Brand Loyalty	2.48	Disagree	3
Composite Mean	2.50	Agree	

Table 2 presents the of website brand familiarity across different key result areas. The composite mean, verbal interpretation (VI), and rank are provided for each key result area. The key result area "Website Experience" obtained a composite mean of 2.50, indicating an overall agreement among users. This suggests that users generally perceive their browsing experience on the website as positive, with a pleasant surfing experience and a sense of privacy protection. However, aspects such as novelty, excitement, and ease of completing transactions on the website received mixed responses (Junior Ladeira et al., 2022). In terms of "Brand Attraction," the composite mean is 2.53, indicating agreement. Users expressed that they are attracted to the website for various reasons, such as a wide range of appealing products, unique features that capture their attention, and being their preferred choice among other websites. These elements contribute to user engagement, increased website visitation, and enhanced brand familiarity (Oqboyev, et al., 2021). The key result area "Brand Loyalty" obtained a composite mean of 2.48, indicating disagreement. Users did not strongly identify themselves as loyal consumers of the website. This suggests that there may be areas where the website can improve to foster loyalty, such as encouraging recommendations, positive word-of-mouth, and building trust among users (Mostaf & Kasamani, 2021). In summary, the results from Table 9 highlight the importance of providing a positive website experience, attracting users through appealing elements, and fostering brand loyalty. By focusing on enhancing these aspects, website owners can improve user satisfaction, engagement, and ultimately increase brand familiarity and customer loyalty.

Table 3

Online Customer Satisfaction

Indicator	Weighted Mean	Verbal Interpretation	Rank
Shipping and Delivery	2.52	Agree	3
Pricing	2.52	Agree	3
Quality	2.51	Agree	5
Security	2.52	Agree	3
Time	2.53	Agree	1
Composite Mean	2.52	Agree	

Table 3 displays the online customer satisfaction across key result areas, namely shipping and delivery, pricing, quality, security, and time. The grand composite mean is 2.52 and obtained a verbal interpretation of agree. This implies that the respondents agree on the key result areas and that online customer satisfaction is an important factor in customer experience. It is also a critical factor for businesses that sell products or services online. The composite mean, verbal interpretation (VI), and rank are presented for each key result area, offering insights into customers' perceptions and levels of satisfaction.

The highest mean of 2.53 was obtained in the key result area of time, indicating customer agreement.

Customers appreciate the efficiency and timeliness of online transactions, including browsing, ordering, and payment processes. Timely transactions contribute to a seamless and convenient shopping experience, enhancing customer satisfaction and loyalty (Pak & Kim, 2020). The key result areas of shipping and delivery, pricing, and security all obtained a composite mean of 2.52, indicating customer agreement. In the context of shipping and delivery, customers are generally satisfied with the promptness and ease of goods being shipped and dispatched through local couriers. Affordable shipping fees and the availability of a tracking system further enhance customer satisfaction (Uzir et al., 2021). Regarding pricing, customers perceive the online prices of goods to be based on unique product characteristics and consider them affordable and competitive. Perceived value for money is a significant determinant of customer satisfaction in the online context (Khoironi et al., 2018). However, maintaining transparency in pricing strategies to build trust and foster customer satisfaction is important (Khoironi et al., 2018).

In terms of security, customers express satisfaction with the safety and security measures implemented during online transactions. Building trust in online shopping requires ensuring the security of credit/debit card information and protecting user privacy (Barusman, 2019). Implementing robust security protocols, such as encryption technologies and secure socket layers (SSL), is essential to mitigate cyber threats (Mahmud et al., 2018). Lastly, the key result area of quality obtained the lowest composite mean of 2.51, indicating customer agreement. Customers recognize that the quality of products meets their needs and expectations. Adhering to promised quality standards is crucial for building customer satisfaction and credibility (Chen et al., 2023). Effective customer service plays a vital role in enhancing product quality and addressing potential issues (Meesala & Paul, 2018).

In summary, customers express agreement across key result areas, including time, shipping and delivery, pricing, security, and quality. Timely transactions, efficient shipping and delivery processes, competitive pricing, robust security measures, and adherence to quality standards are important factors for achieving customer satisfaction in the online retail context. By focusing on these areas, online retailers can enhance the overall customer experience, build trust, and foster long-term customer relationships.

Table 4

Relationship Among Online Shopping Experience, Website Brand Familiarity and Online Customer Satisfaction

Paired Variables	rho-value	p-value	Interpretation
Online Shopping Experience and Website Brand Familiarity	0.081	0.069	Not Significant
Online Shopping Experience and Online Customer Satisfaction	0.140**	0.002	Significant
Website Brand Familiarity and Online Customer Satisfaction	0.015	0.745	Not Significant

**. Correlation is significant at the 0.01 level

Table 4 presents the relationship among online shopping experience, website brand familiarity, and online customer satisfaction. The table provides the rho-value, p-value, and interpretation for each paired variable, shedding light on the statistical significance and strength of these relationships.

The correlation between online shopping experience and website brand familiarity yields a rho-value of 0.081 and a p-value of 0.069. The results indicate that this relationship is not statistically significant. This suggests that there is no substantial association between a user's online shopping experience and their familiarity with the website's brand. It is important for online retailers to recognize that while a positive shopping experience is crucial, it may not directly contribute to the development of brand familiarity among customers (Ha & Perks, 2019). On the other hand, the correlation between online shopping experience and online customer satisfaction reveals a rho-value of 0.140** and a p-value of 0.002. This relationship is statistically significant at the 0.01 level, indicating a moderate positive correlation. The results suggest that a satisfactory online shopping experience has a positive impact on customer satisfaction. A smooth and enjoyable shopping journey, intuitive website navigation, personalized recommendations, and responsive customer support contribute to higher levels of customer satisfaction (O. Pappas et al., 2019). The correlation between website brand familiarity and online customer satisfaction shows a rho-value of 0.015 and a p-value of 0.745. The results indicate that there is no

significant relationship between these two variables. Although brand familiarity is important for building trust and attracting customers, it may not directly influence online customer satisfaction. Other factors such as product quality, pricing, convenience, and security play more significant roles in shaping customer satisfaction in the online shopping context (Yunpeng & Khan, 2021).

In summary, based on the findings in Table 4, there is no significant relationship between online shopping experience and website brand familiarity. However, there is a significant and positive correlation between online shopping experience and online customer satisfaction. This highlights the importance of providing a seamless and enjoyable online shopping experience to enhance customer satisfaction. The lack of a significant relationship between website brand familiarity and online customer satisfaction suggests that while brand familiarity is valuable, it may not directly translate into higher customer satisfaction. Online retailers should prioritize improving the shopping experience to drive customer satisfaction and loyalty.

Online Marketing Strategy Enrichment Framework

Figure 1. Online Marketing Strategy Enrichment Framework

Phase I - Before the sale. In this phase, businesses shall focus on building brand familiarity and enhancing online customer satisfaction. This includes establishing a strong brand identity through consistent branding elements, leveraging social media and online advertising to increase awareness, and collaborating with influencers. Additionally, optimizing website performance, implementing live chat support, and providing informative content shall assist the customers make their informed decisions.

Phase II - Purchasing period. This phase centers around improving online customer satisfaction and enhancing the online shopping experience. By streamlining the checkout process, offering various payment options, and providing clear pricing will all contribute to a smooth purchasing experience for the patrons. Additionally, optimizing product search functionality, offering personalized recommendations, and enabling customer reviews will also help customers find their desired items and make multiple confident purchases.

Phase III - After the purchase. The post-purchase phase aims to maintain customer satisfaction and foster loyalty. This involves sending automated order confirmation and shipping updates, providing hassle-free returns and exchanges, and gathering feedback through surveys. The implementation of a loyalty program, offering personalized post-purchase recommendations and discounts, and encouraging social sharing of purchases all contribute to building long-term customer loyalty and better customer relationships. Through the integration of these three phases into an overarching online strategy, businesses can create a comprehensive customer journey that spans from initial brand awareness to post-purchase engagement. This approach ensures a cohesive and engaging online experience for customers, leading to increased brand loyalty and customer satisfaction. Continual monitoring, feedback analysis, and adaptation of the strategy are crucial to stay attuned to evolving customer needs and maintain a competitive edge in the digital marketplace.

4. Conclusions and Recommendations

Based on the results, the respondents agreed on their online shopping experience with reference to effort expectancy, performance expectancy, trust, and intention to repurchase. The respondents agreed on the website brand familiarity in terms of website experience, brand attraction, and brand loyalty. The respondents agreed on the online customer satisfaction as to shipping and delivery, pricing, quality, security, time, and information availability. There is significant relationship between online shopping experience, website brand familiarity, and online customer satisfaction. An Online Marketing Strategy Enrichment Framework was developed to enhance the shopping experience.

Enhance website usability and user experience for the customers: Optimize website design, navigation, and functionality to ensure a seamless and user-friendly shopping experience. The website should prioritize a comprehensive product information: Provide detailed and accurate product descriptions, images, and specifications to help customers make informed purchase decisions. Highlight unique selling points and benefits to create a compelling value proposition and differentiate from competitors. The company must foster customer engagement and support: Implement responsive and efficient customer support channels, such as live chat, email, or social media, to address inquiries, resolve issues, and provide personalized assistance. Building strong relationships with customers through proactive communication can enhance trust and loyalty. For future researchers, it is recommended to conduct in-depth studies on specific aspects of online shopping behavior among Chinese millennials, such as social media influence, personalization, and mobile shopping habits. The framework of the study may be utilized by companies to enhance their marketing strategies and improve customer satisfaction and experience.

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